



ONEMS
MINUTE SILENCE



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BRAND HEROES IN LOCKDOWN

4TH JUNE 2020

“SHOPPERS ARE ALERT TO HOW BUSINESSES TREATED THEM” (Mary Portas)



A recent Guardian article penned by Mary Portas discusses how the Corona virus is likely to change the retail landscape forever. In it she talks about the ‘Kindness Economy’ and the ‘Local Disruptors’. Her argument is that businesses who have stepped up during this crisis are those likely to reap the long term benefits

Those who did the right thing will thrive after lockdown (MP)

The Companies that have proved heroes could find that the goodwill towards their brand lasts (MP)

THESE ARE SENTIMENTS REFLECTED BY OUR PANELLISTS

SHOPS THAT HAVE BEHAVED IN A CERTAIN WAY DURING THE CRISIS ARE BUILDING BRAND AFFINITY

By actively staying open

By building a rapport with customers

By taking a flexible and agile approach

Helping to deliver an important sense of normality

Reflecting an *“all in it together”* mentality

Going with the flow of what’s needed adapting with evolving Government guidelines

DISCOVERY OF GREAT LOCAL BRANDS & BUSINESSES THAT HAVE 'STEPPED UP'



My local bakery never closed – it imposed social distancing rules, only one person allowed in and due to demand after 3 weeks opened an hour earlier than usual – they listened to their customers !

The local pub turned its hand to a basic but wonderful take away service at a time when nothing seemed normal

This pro-active and positive approach from local businesses may well engender longer term behaviour change and shifts in loyalty

SOME BIG BRANDS ALSO CREATING POSITIVE IMPRESSIONS



Either through **great service & customer engagement** or because they have (and are) **contributing to good cause** (producing PPE equipment, hand sanitisers, etc.)

They (Lexus) engage with their customers on a personal level with calls and useful information regarding leaving your car idle for weeks & offering a free general check up once they re-open

THE BIG BUSINESSES THAT HAVE FAILED THEIR CUSTOMERS (& STAFF)



The big chains of pubs Coffee shops have decided to abandon their customers in these times when there must have been a way forward in catering for their loyal customers' needs - even if they didn't make a profit during this lock down period they have risked losing customers going forward after lock down. I won't go back to Costa



In the court of public opinion Wetherspoons & Virgin are seen as villains for the poor way they have treated staff. These negative perceptions of uncaring management have tarnished brand image (if only temporarily)

I hope we all support those brands who have stepped up and helped us through this traumatic time however small an effort it was. It shows empathy and understanding

(Greg, EN)



We can facilitate thoughtful, agile research to help businesses navigate through uncertain times.

For more of our approaches, and our Lockdown outputs www.one-ms.com



Annual Conference 2016
Finalist Finalist
Best Overall Contribution



AQR PROSPER RILEY-SMITH
QUALITATIVE EXCELLENCE AWARD 2015

FINALIST

AQR



ADRIAN, 39

A pensions advisor, living with his wife and 2 children



MAGGIE, 57

After taking early retirement, she volunteers and keeps bees (along with various 'crafty' hobbies)



RHIANNON, 32

A self-employed jewellery designer, living alone in Birmingham



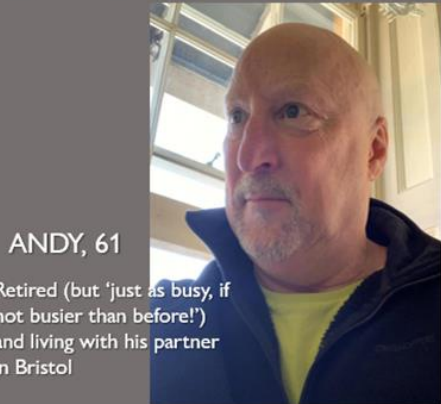
RACHEL, 39

Living alone, and working as a PA for a managing director



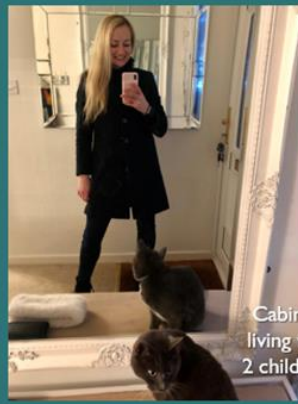
MATT, 40

A Projects Director in an engineering consultancy, with 2 small children, living in Birmingham



ANDY, 61

Retired (but 'just as busy, if not busier than before!') and living with his partner in Bristol



ANGELA, 39

Cabin crew for Virgin, living with her partner, 2 children and their cat



KAREN, 52

Works in the pastoral team in a school and has two children



JAMES, 37

A sales manager, used to travelling across the country, living with his partner and their young son



JARED, 37

A primary school PE teacher, living in Twickenham with his wife and 2 cats. Currently recovering from Coronavirus – a "gruelling and frightening experience"



STELLA, 33

A part-time finance manager, part-time housewife living with her husband, a toddler and a new-born in London



GREG, 54

A salesman, supplying and installing graphics and branding for Chelsea Flower Show. Lives alone in London

LIFE IN LOCKDOWN

An 8 week ongoing project with a small panel based across the UK

A mix of ages, lifestages and working status (including furlough)