

What do you do

**WHEN**

**EVERYTHING**

**CHANGES**

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## **GOOD BUSINESSES**

**THINK ABOUT CHANGE  
ALL THE TIME**

They constantly track changes in consumer behaviour.

They work on their innovation pipeline.

They anticipate the competition and plan for new scenarios.

Change has become business-as-usual.

**BUT THEN, IN A BLINK**

**EVERYTHING  
CHANGES**

Something so unexpected and so enormous in scale happens that nothing in your usual playbook is relevant anymore.

**WHAT DO YOU DO NOW?**

**OUR VIEW IS THAT**

**YOU ACT  
ON CHANGE**



Don't try and wait it out.  
This is the kind of change that you can't ignore.

**IN FACT**

**YOU OWE IT TO  
YOUR CUSTOMERS  
TO CHANGE**

People are looking for vision, leadership and solutions  
in a way that they haven't done so for years.  
There is a new opportunity for strong brands to provide this.

## **CHANGE OF THIS MAGNITUDE HAS 3 PHASES**

- 1. THE MOMENT OF IMPACT**
- 2. THE NEW NORMAL**
- 3. THE RE-START**

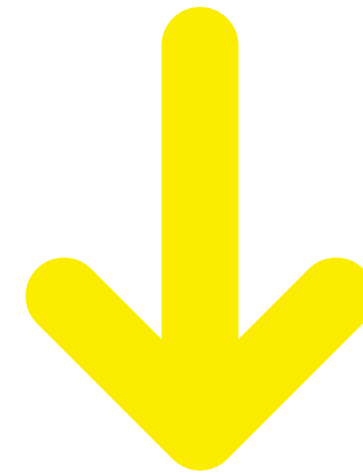
Each requiring its own set of actions.

# 1. THE MOMENT OF IMPACT

Days and weeks when the change first hits.

It interrupts every aspect of our lives lives, our work, travel, commerce, logistics...

**MOMENT OF FEAR AND CONFUSION**



**THE TIME FOR CLARITY AND PURPOSE**

Key actions: Go back to your Brand Purpose and your core values and beliefs.

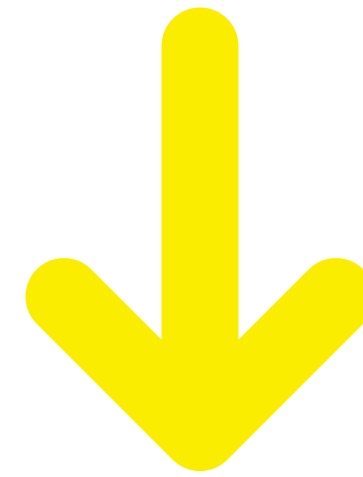
Start your thinking from the certainty of your own WHY,  
rather than the uncertainty of the external environment



# 2. THE NEW NORMAL

A few weeks into the crisis: the new reality has by now changed everyone's behaviour, consumption and conversation.

**MOMENT OF ADAPTATION AND SOLUTIONS**



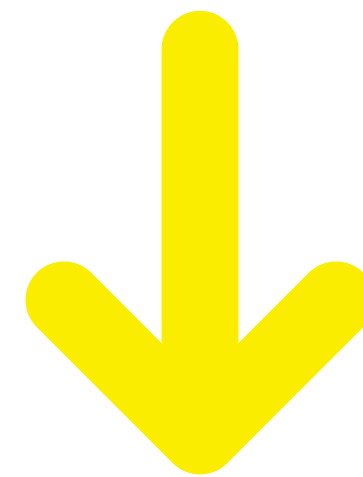
**THE TIME FOR UPDATED OFFERS**

Key actions: identify the most powerful insights arising from the new reality and use them quickly to provide new offers and messaging.

# 3. THE RE-START

No crisis lasts forever. Some day most restrictions will be relaxed and we'll be invited to come back to... new life.

**MOMENT OF RETURN AND RECOVERY**



**THE TIME FOR NEW BEGINNINGS**

Key actions: forecast the emotional state and behavioural changes required by everybody to re-start their lives in possibly very different conditions.

# KEY QUESTIONS TO ANSWER

## 1. MOMENT OF IMPACT

What do we stand for as a Brand, what are our core beliefs and how do they affect our response to the crisis?

## 2. NEW NORMAL

What has radically changed in our customer behaviour and values, and how can we best convert these insights into relevant, timely offers and messaging?

## 3. RE-START

How can we best prepare for and anticipate customer needs when the crisis is over?

**THESE ARE  
NEW FRONTIERS  
OF CHANGE**

**AND SO WE INVITE YOU TO  
CHANGE THE WAY  
YOU USE US, TOO**

**DON'T JUST ASK US TO MAKE ADS  
OR EMAILS  
OR UX  
OR CONTENT  
OR CAMPAIGNS,**

**ASK US TO MAKE CHANGE**

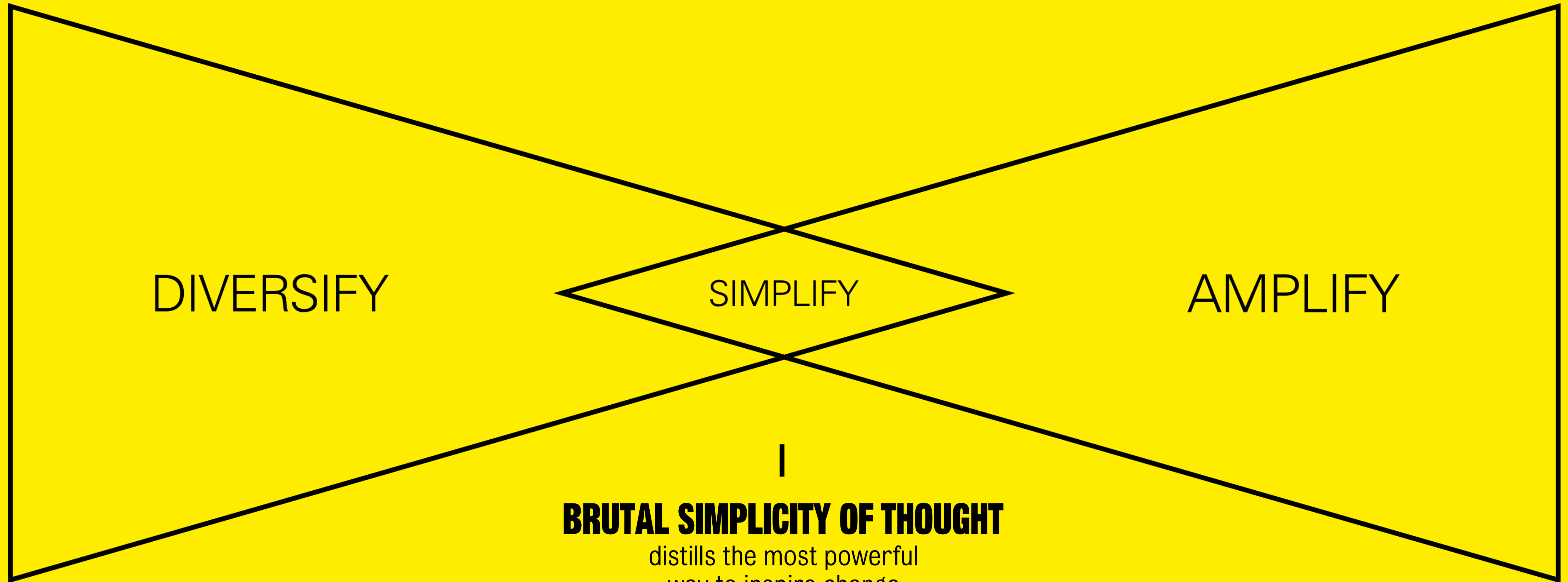
**BECAUSE TO CHANGE  
IS WHAT'S REQUIRED  
OF ALL OF US**

**NOW**



**WE'LL MAKE CHANGE BY HAVING  
DIVERSE THOUGHTS  
AND HONING THOSE INTO  
SIMPLE THOUGHTS**

# ONE MODEL TO MAKE CHANGE



**Brutal Diversity of Thought**  
considers all perspectives and possibilities to effect change

That Brutally Simple Idea  
is **amplified across channels and audiences** to drive change



# MAKE CHANGE MODULES

## QUICK CHANGE

Online Workshop  
Brainstorming Mode  
**4 hours**

|  
**Output:**

Broad ideas and inputs  
to stimulate your thinking  
and decision-making

## INTENSE CHANGE

Thought-Starters  
Actionable Inputs  
**4 days**

|  
**Output:**

A set of strategic  
solutions and scenarios  
to choose from.

## ALL CHANGE

Deep Dive  
Plug & Play Action Plan  
**2 weeks**

|  
**Output:**

A much more elaborate plan, incl.  
creative & production proposals  
and go-to-market timing.

**LET'S MAKE CHANGE TOGETHER**

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