



THE CORONA VIRUS HAS CHANGED OUR BEHAVIOUR

The context and patterns in which we all live has changed. Brands & companies should ask themselves the question how they can respond and add value in this new reality.

There is a healthy fear of being viewed as inappropriatly opportunistic. But as people need to change their lifes to stay healthy, they want to feel supported.

It can be tempting to go into cost containment mode in times of distress. Quitly weathering the storm. But there is a unique window of opportunity to earn consumers trust by maintaining presence and delivering relevant value in a period of anxiety.

Be a source of truth and positive impact Help people constructively use time and build new routines at home.

We have build a framework to help you achieve this **CARE – INSPIRE - FACILITATE**



CHANGE & ADAPT BUT DON'T STOP...

→Keep the DIALOGUE ALIVE in an INSPIRATIONAL WAY



Vitamines[®]

SHOW YOU CARE

These times are troubled. Uncertainties might make people anxious about the future.

Give your clients a *virtual* hug!

Show them you care about them. Advise them how to stay safe in the context of your industry. Be empatic : "You are not alone / we are in this together" Share some positive vibes!

CARE



INSPIRE

BE AN EXAMPLE

"Be the change you want to see in the world" (Ghandi)

Lead by example. Inspire a postive movement in your community. Help.

Research trending topics of your industry And share best practices with your clients. Give advice. Initiate a community of people helping each other. Inspire to take action.



AVERAGE INTERNET USAGE INCREASED WITH 50%

in Belgium since homeworking was encouraged. Belgians are increasingly active on social media, sharing their thoughts with peers. Researching how to protect themselves and re-organize their lives. Searching for inspiration & things to do.

BE THE INSPIRATION THEY ARE LOOKING FOR!





FACILITATE

MAKE IT REAL

Facilitate online engagement using offline events.

Create offline events/moments that people are willing to share.

A gentle gesture, a postive happening A postive moment that puts a smile on peoples faces. Make your online community idea come to life.

Facilitate your community!



CREATE DIGITAL INTERACTION

With social distancing & being quarantained from each other Comes increased social media activity. The willingness to share with peers is bigger than ever.

Engage with your audience now. People will remember you were there for them! ©

THE ENGAGEMENT WON'T DISSAPEAR AFTER THE CRISIS



EXAMPLE : BIERE DES AMIS





A video of Kody shares a #StaySafe message and ends up serving a Bière des Amis.

BIERE DES AMIS Gepubliceerd door Koen Caubergh [?] - 16 maart om 15:15 - 😡

Chers amis, en cette période troublée par des événements sanitaires majeurs, il est important de garder le moral et de poser les bons gestes. Kody vous invite à suivre ces quelques conseils d'hygiène et puisque la quarantaine est à nos portes, pensons à nos amis avec qui nous aimerions partager des moments de convivialité qui sont actuellement reportés à une date ultérieure. A la santé de tous nos amis qui nous sont chers et que nous nous réjouissons de revoir bientôt ! #stayathome #washyourhands #seevousoonmyfriends #facecoronavirus





Friends always find each other. Share the E-peritif Bière des Amis with your friends.

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Gepubliceerd door Koen Caubergh 😰 · 20 maart om 16:30 · 🚱

There is always a reason to share an E-peritif with your friends! Let's raise our BIERE DES AMIS together! Happy weekend everybody! #StayHome





BDA sampling in take away/develiry services in HoReCa. Inspiring people to share their gift on social. And taking a E-peritif with friends

Fanny Rosu est à Au tableau qui dit des ••• bêtises, avec Romain Daumen. 1 min · Liège, Région wallonne · 🚱





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