

HOW TO COMMUNICATE ?

IN TIMES OF COVID19



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 inappropriately opportunistic.
But as people need to change their lives to stay healthy, they want to feel supported.

It can be tempting to go into cost containment mode in times of distress. Quietly 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**



CARE



INSPIRE



FACILITATE



CARE

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 empathic : *"You are not alone / we are in this together"*

Share some positive vibes!



INSPIRE

BE AN EXAMPLE

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

**Lead by example.
Inspire a positive 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 positive happening
A positive moment that puts a smile on people's 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 DISSAPPEAR AFTER THE CRISIS**

EXAMPLE : BIÈRE DES AMIS



CARE

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



INSPIRE

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



FACILITATE

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





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www.vitamines.agency

info@vitamines.agency