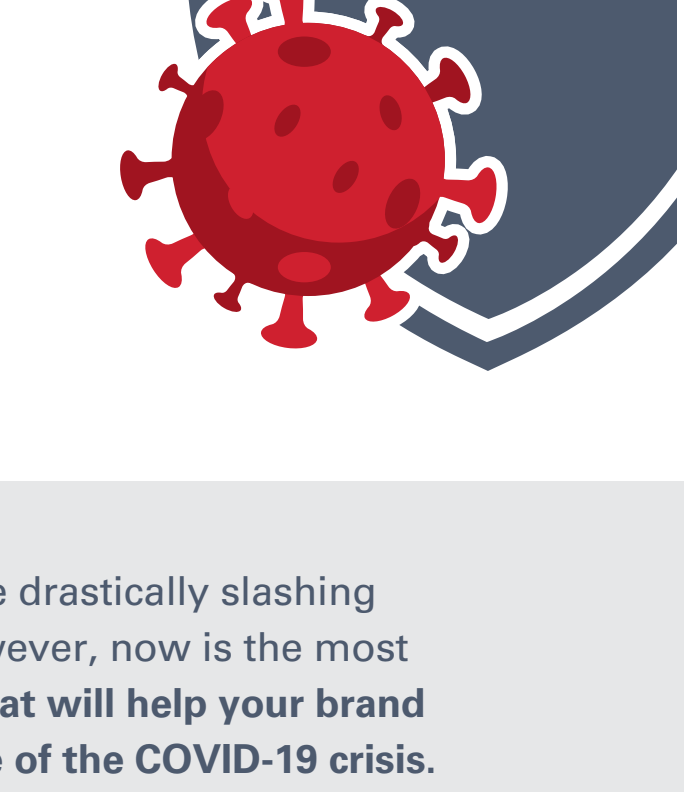


HOW TO RECESSION PROOF YOUR BRAND

Actions to Take Now, Despite the Coronavirus Risks



As sales in foodservice remain historically low, marketers are drastically slashing budgets and pulling media in an effort to stop the freefall. However, now is the most important time to push ahead and start rethinking strategies that will help your brand withstand the deep recession that is expected on the other side of the COVID-19 crisis.

WHY MARKETERS ARE PULLING BACK



- Operations are closed
- Falling sales
- Supply chain issues
- Perceptual fear of capitalizing on the virus
- Consumer behavior disruption
- Retail is thriving

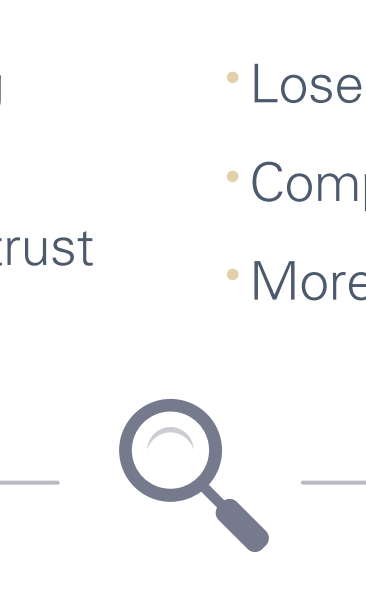


UNPREDICTABLE FUTURE

Questioning:

“When will it end?”

PITFALLS OF MARKETING PARALYSIS



- Lose sight of changing buyer behaviors
- Lose market share
- Competitors outpace you
- Uphill battle to regain trust
- More expensive to catch up



Result:

BRANDS BECOME IRRELEVANT

TO CUT OR NOT TO CUT?



Companies that adapted and flourished during a recession:

Balanced operational efficiencies while investing in marketing, R&D and new assets

and

Were

2x



AS LIKELY TO OUTPACE THE COMPETITION

when the economy improved

plus

Brands that increased media investment during previous recessions:

Had a
17%
INCREMENTAL INCREASE
in sales

More than
50%
SAW ROI IMPROVEMENT
year over year

Source: “Measure twice, cut what?”; April 16, 2020, Marketing Dive

STEPS TO TAKE NOW



- Prepare for a shift in customer behaviors
- Adapt your services
- Focus efforts on core customers
- Engage and motivate your employees



Be brand focused:

CONTINUE BUILDING BRAND EQUITY

Clearly communicate your brand differentiation

MESSAGING TO FOCUS ON



CAPTURE
the human element
of the crisis



SHARE
your purpose



EDUCATE



EMPATHIZE



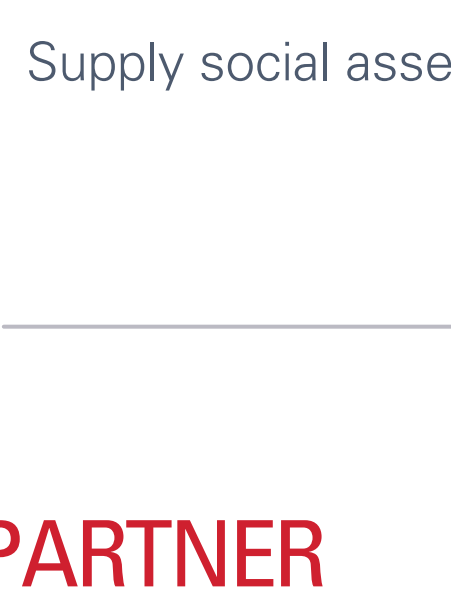
Insight:

BE AUTHENTIC

HELP CUSTOMERS REBOUND



Provide off-premise best practices



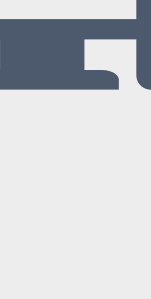
Offer guidance on delivery services



Share insights and trends



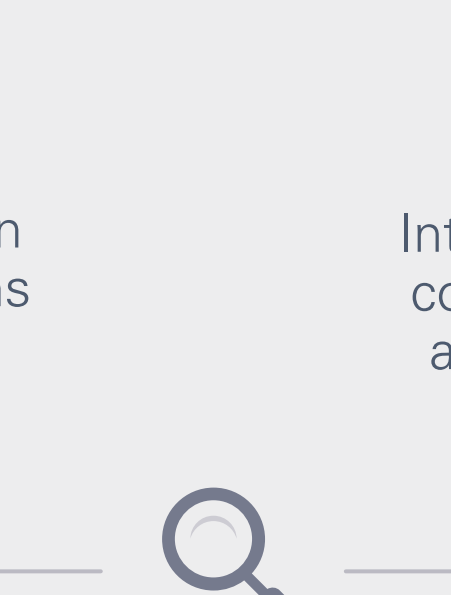
Supply social assets



Insight:

BE A VALUED PARTNER

MUST-HAVE CRISIS COMMUNICATIONS



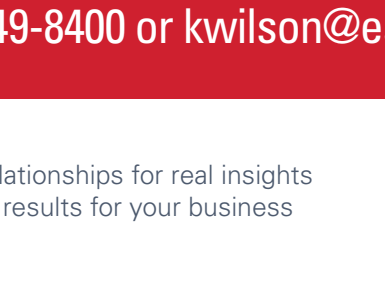
COVID-19 statement on your homepage



Customer letter



Press release on charitable actions



Internal and sales communications and motivators

Insight:

MAKE CUSTOMER RESOURCES EASILY ACCESSIBLE

WANT TO KNOW MORE?

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