

BRANDS FINDING
INSPIRATION IN
ISOLATION

It's a new day. We're still home.
Witnessing a battle outside; invisible and mute.
In between this calm, there's something making noise.

What is it?
Who are they?

BRANDS

They're here to show the way.

Help people create a new way of living.

And inspire them to go to newer heights.

IN FACT, IT HAS BROUGHT GOOD PRACTICES
IN PEOPLE'S LIVES.



Hygiene



Social distancing



New experiences
at home

Goldmine | Forward

In these uncertain times,
reviving consumer
confidence is important.

**BRANDS NEED
TO STAY
RESILIENT TO
THEIR NEEDS.**

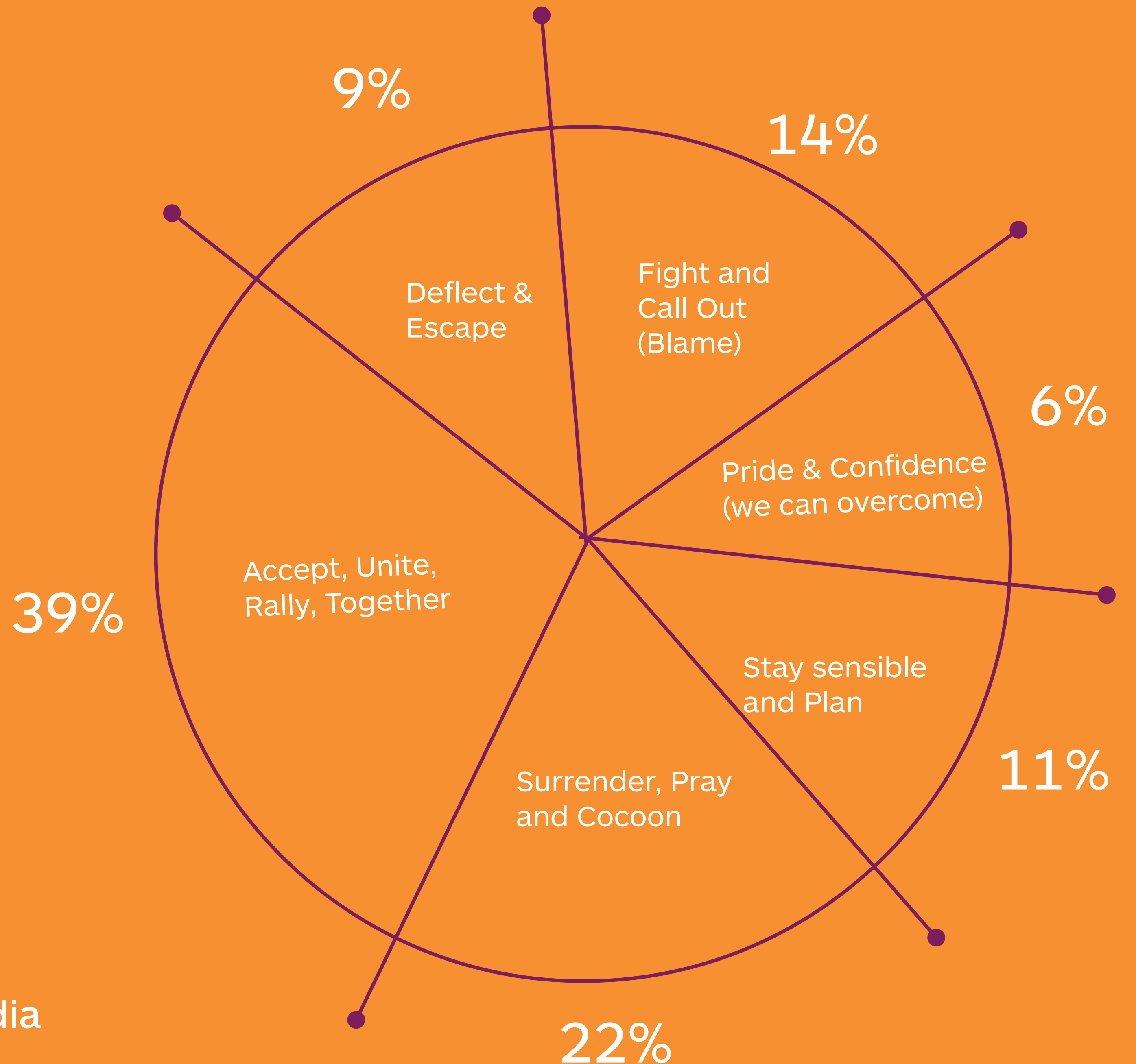


Goldmine | Forward

WITNESSING
A NEW CHANGE IN
THE TIME OF **COVID-19**



**CRISIS
BEHAVIOUR
SHOWED AN
OPTIMISTIC
ATTITUDE**



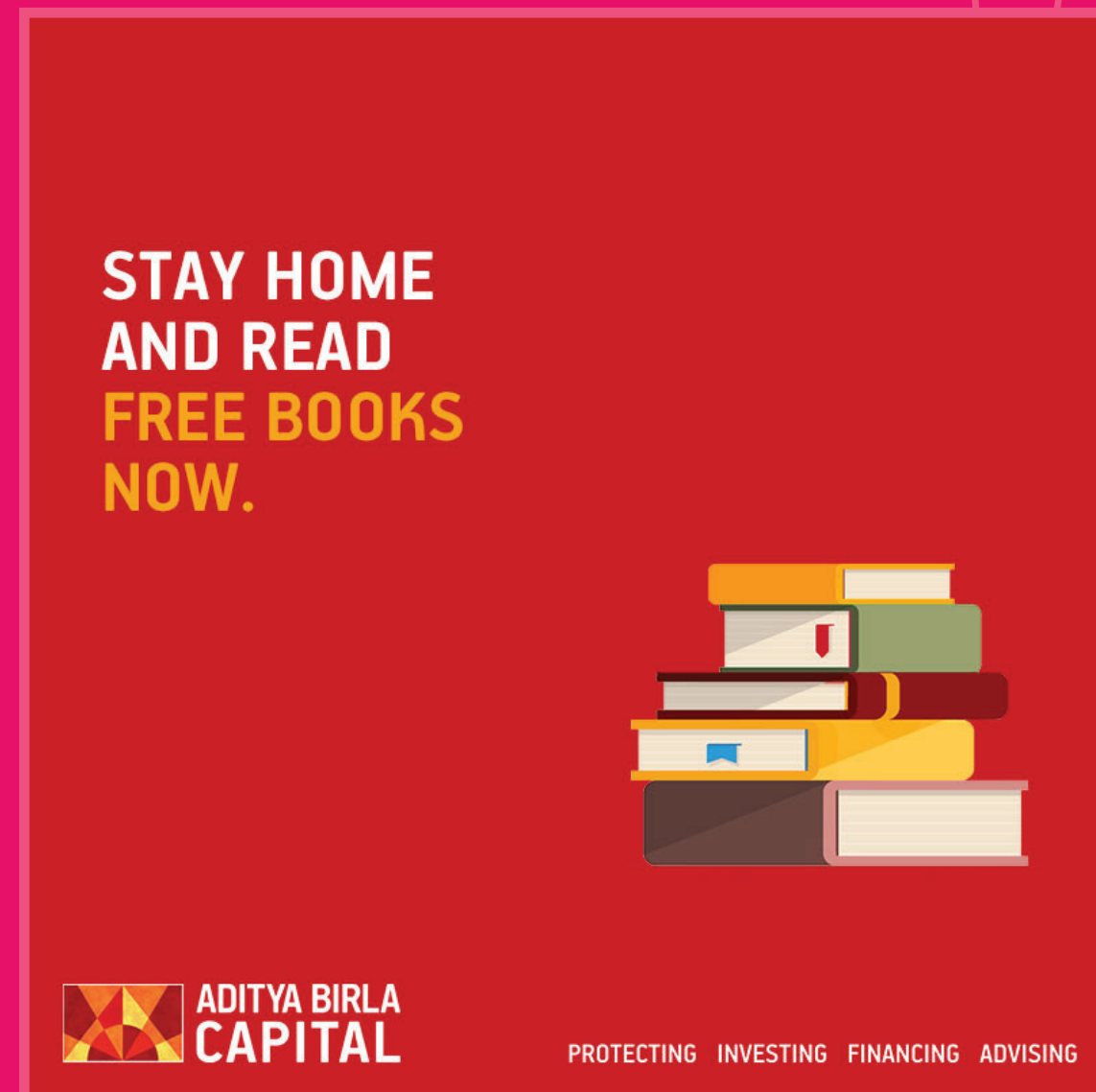
*Kantar Covid 19 Barometer Study India

AND SO,
**BRANDS SAW A LIGHT
OF OPPORTUNITY.**

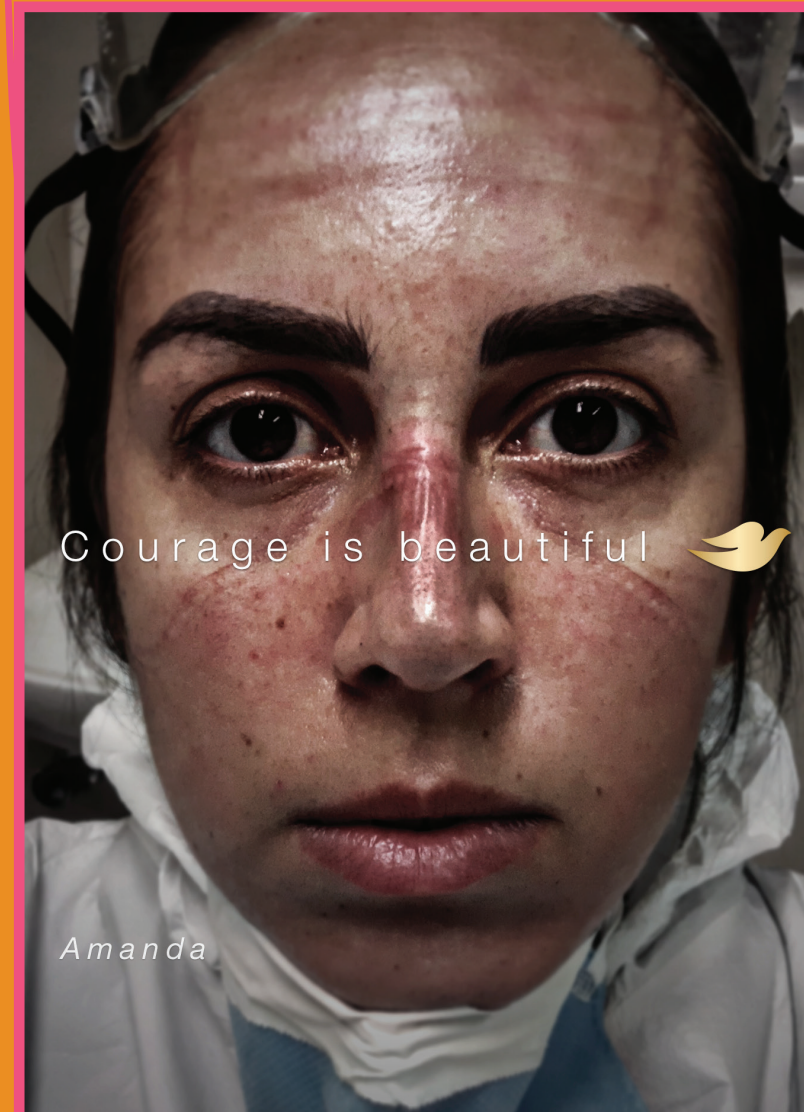
Brands are taking a stance because there is a change in the attitude of consumers.

This is reflected in the way they have communicated their messages.

Initially when sentiments were unsure



A change in attitude brought about newer perspectives



MEDIA HELPED TO STAY CONNECTED

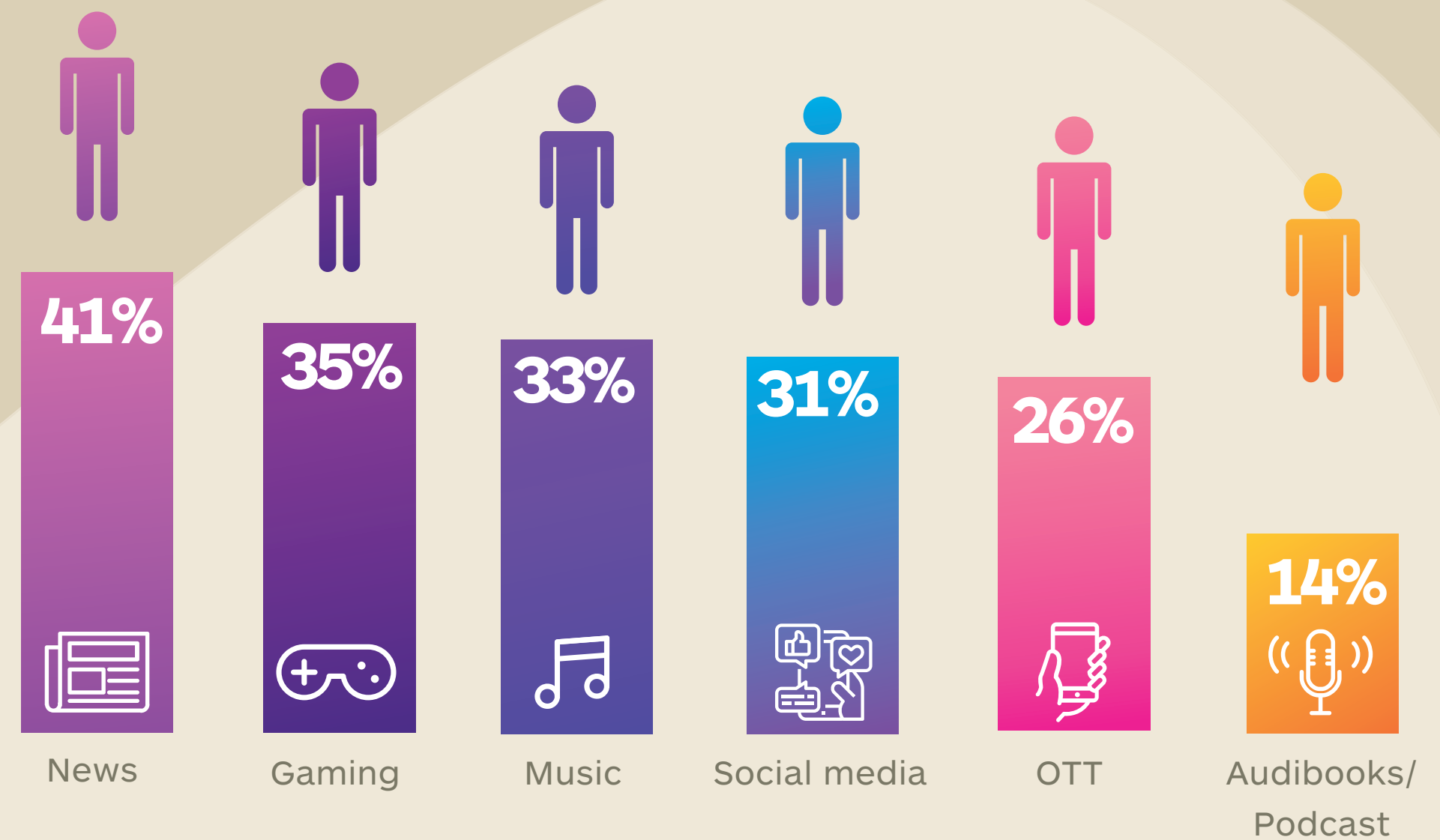
Digital content consumption is on a rise.

But let's see how they are consuming content?

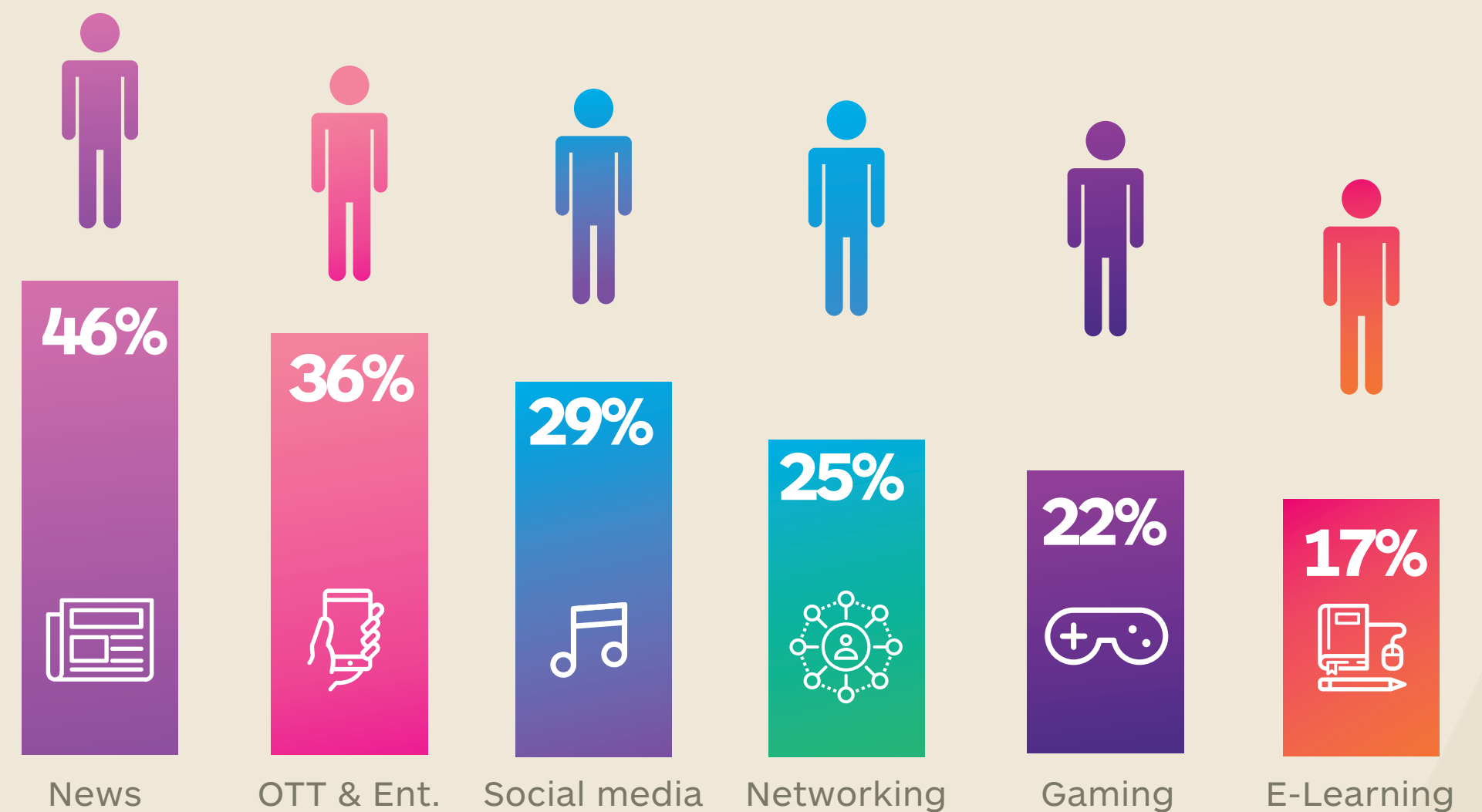
**SOCIAL.
GAMING.
ENTERTAINMENT**

Genres of Content
consumed by
Gen Z & Y

Gen Z Media Consumption Trends



Millennial Media Consumption Trends



WHAT DOES IT MEAN FOR CONTENT CREATORS?



Mobile-first approach



Good content mix relevant to current times



Broaden consumer connection

Consumers' expectation from brands:

**HELP THEM NAVIGATE
THE NEW NORMAL WITH
A POSITIVE PERSPECTIVE.**



HOW THEY WANT TO BE HELPED?



Share the burden



Demonstrate a positive spirit to come through this happily



Offer a positive perspective to make new beginnings

**THE TIME IS NOW.
BASED ON THE INSIGHTS,
WE'LL CREATE
OPPORTUNITIES FOR BRANDS
TO BE IMPACTFUL.**



SELF GROWTH

Nurturing the digital power for self improvement and building a better version of oneself

FAMILIA

Fusion of personal and professional lives bringing out new sides of us and how we manage them



WELLBEING

Proactively inspire people and create avenues for positive growth and optimism

SOLIDARITY

Giving opportunity to participate and come together as a community to fight against this crisis



SELF GROWTH

Bringing new learnings for families and individuals



**UPCOMING
LIVE
SESSIONS**

9TH APRIL 6:00 PM	RAMIT BATRA WEDDING PHOTOGRAPHY INSTAGRAM LIVE
11TH APRIL 12:00 PM	PADAMSHREE RAGHU RAI TALK SESSION INSTAGRAM LIVE
11TH APRIL 6:00 PM	ABHRANEEL MALAKAR Q&A SESSION YOUTUBE LIVE
12TH APRIL 12:00 PM	SHAAZ JUNG WILDLIFE PHOTOGRAPHY INSTAGRAM LIVE
12TH APRIL 6:00 PM	ANUDEEP MATHUR INTERIOR & ARCHITECTURE YOUTUBE LIVE
13TH APRIL 6:00 PM	VINAY PANJWANI JOURNEY AS A STREET PHOTOGRAPHER YOUTUBE LIVE

Nikon live photography classes



LEGO streaming live brick building sessions

UNITY & SOLIDARITY

People willing to help and participate in it together to resolve the crisis

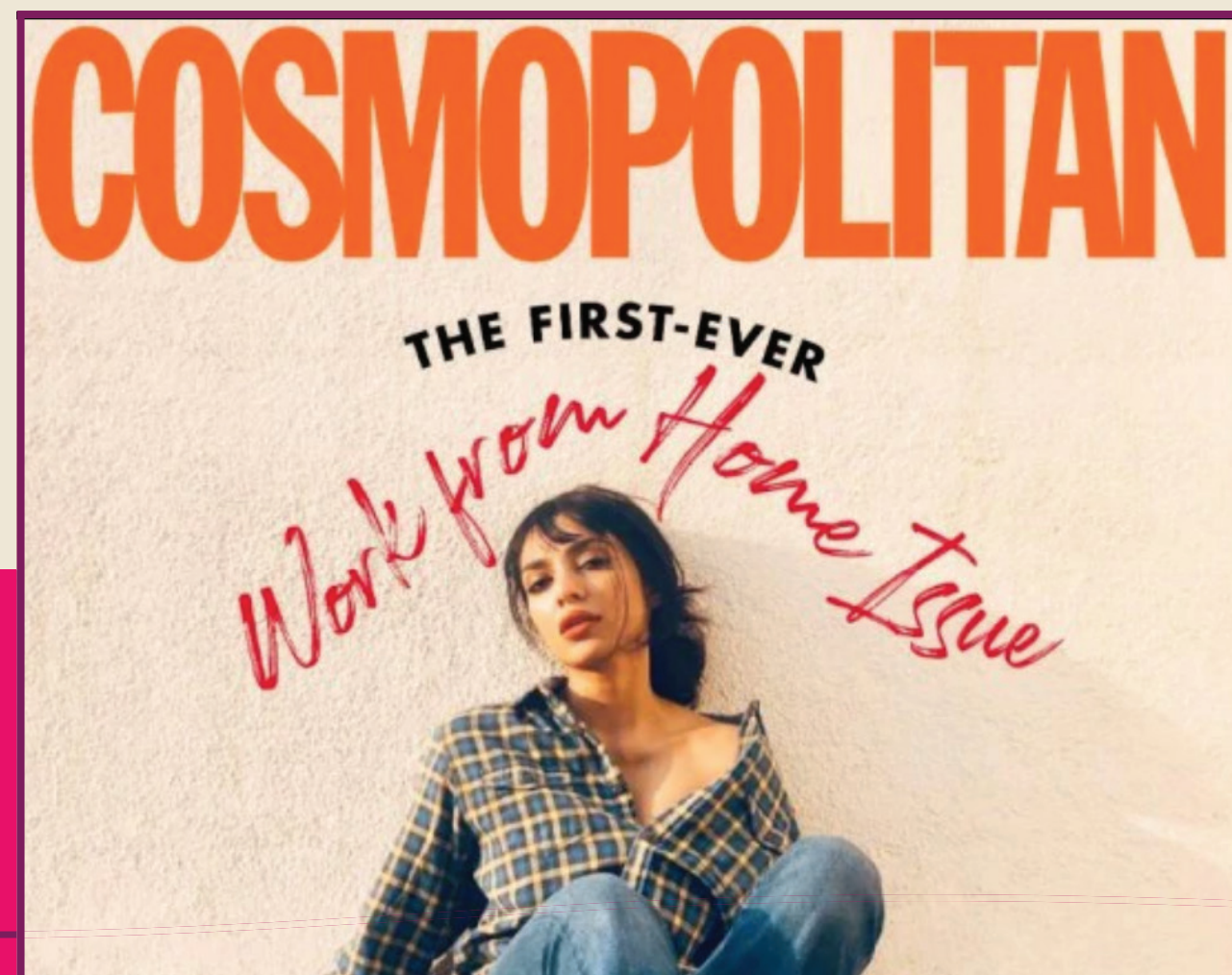


Music Cares & The Recording Academy



FAMILIA

Bringing in new perspectives of managing a balanced life



First digital issue



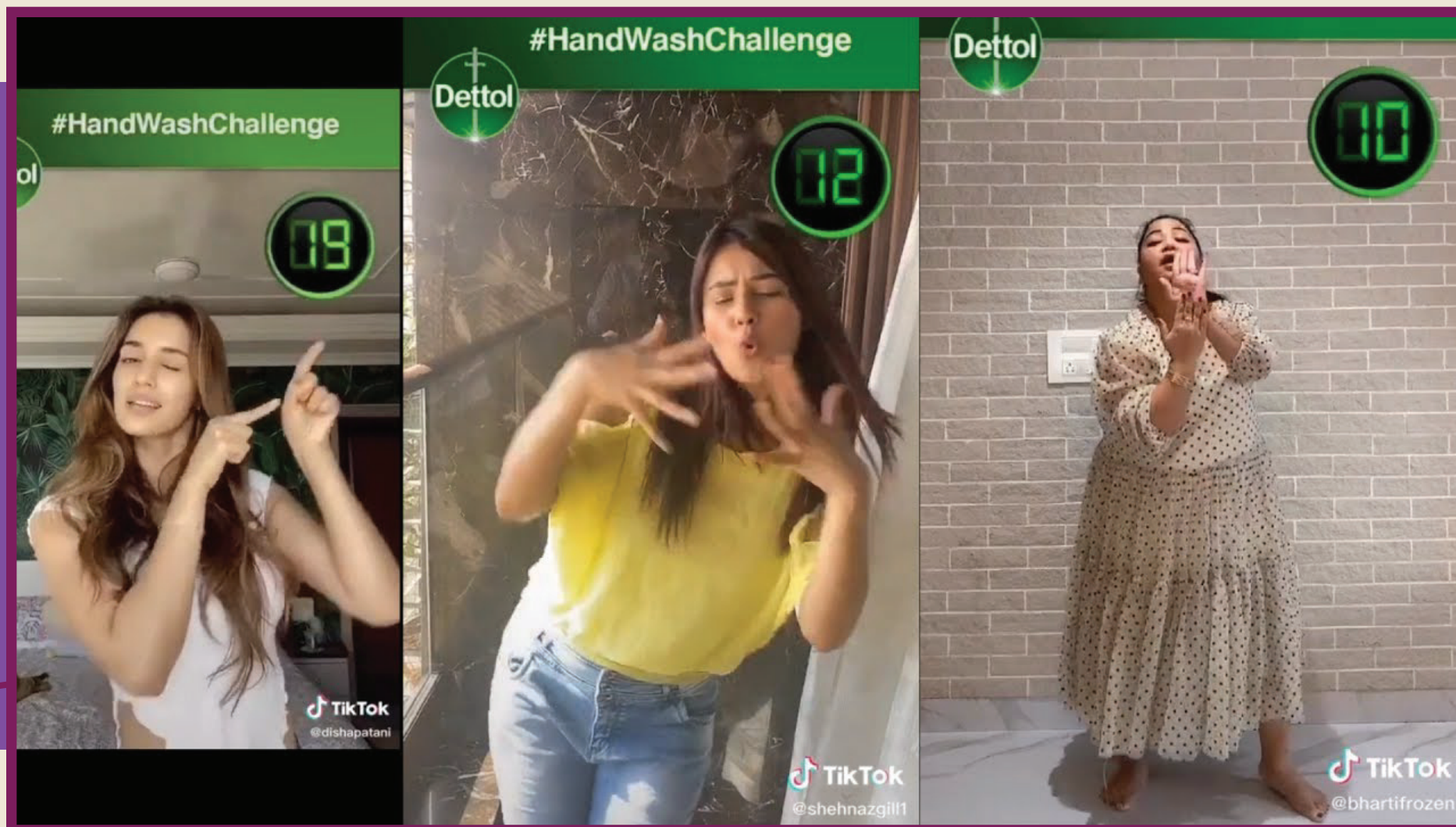
Influencers to demonstrate the message



IKEA Spain

WELLBEING

Proactively inspiring people through new ways



COMMUNICATION...

DO'S



**Stay
consumer-centric**



Be positive



**Demonstrate
change in
attitude**



**Have
a valuable
perspective**



**Value
a consumer's
sentiment**



**Be helpful
and
empathetic.**

COMMUNICATION...

Don'ts



Insensitive and over-opportunistic



Cause chaos, fear and stress



Promote the brand



Offer vague reassurances



Pretend to be an expert



Oversell brand promise

Goldmine | Forward

AND HERE IS WHAT
WE'VE DONE FOR
OUR BRANDS.

WE
HELPED
BRING
SPORTS,
HOME.

Sports Authority of India

संघीय खेल
संस्थान
sports
india

भारत सरकार
GOVERNMENT OF INDIA

KHELO
INDIA

On popular demand,
he's back once again!

Date : 15th April 2020
Time : 11:00 am

**Shrikant
Iyengar**

Sports Physiotherapist & Clinical
Director, Pro Health Asia

Topic : Injury Prevention

#LiveWithSAI

Watch this space for more experts

Instagram Facebook LIVE

sainewdelhi Media_jccsai/ Media_SAI sportsauthorityofindiaMYAS/

SHOWCASED
A FUN SIDE
OF WORK
FROM HOME.

Shemaroo

#SmileThroughCovid19 #WorkFromHome

HONEST EMAIL SIGNATURES BE LIKE...

This email was sent while making chai, adrak daal ke.



#SmileThroughCovid19 #WorkFromHome

HONEST EMAIL SIGNATURES BE LIKE...

This email was sent while singing poems to my kids.



Goldmine | Forward

CONNECTED
TO
NATIONAL
PRIDE.

Bank of Baroda



INdia
stay
INdoors

#StaySafeBankSafe

UPDATED
ABOUT
SERVICES
BEING
UNINTERRUPTED

John Deere



Zindagi ka Best Decision!

JOHN DEERE

**We Are
With You.**

WARRANTY For your tractor of which warranty is expiring between 15-Mar-20 and 31-May-20 to get **3 month extension on warranty.**

SERVICES For your tractor for which free services are getting over between 15-Mar-20 and 31-May-20 are being **extended to 30th June.**

Other terms & conditions of warranty and service remain the same.

COMMUNICATED HOW THE BRAND CARES FOR ITS CONSUMERS.



Indian Oil



SHOWED
PEOPLE
WHERE IS
THE MARK
OF SAFETY

Bureau of Indian Standards



SHOWED
THE PEOPLE
THAT THEIR
NEEDS WERE
PRIORITY



#StayHomeStaySafe

Goldmine | Forward

LET'S ACT FASTER.
BUILD RELATIONSHIPS.
TOUCH THE LIVES OF
CONSUMERS AND
BE REMEMBERED.