



REINVENTION
SUMMIT REFRESH. RENEW.
REVIVE YOUR BUSINESS.

Consumer Behavior in a COVID and Post-COVID World

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THREE THINGS TODAY



A historical perspective



A psychological perspective



Where to go from here, no business
as usual for at least a year

SOMETHING YOU ALREADY KNOW

Unprecedented: *adjective*

Never having happened or existed in the past:

But it just may not be....

1918 – 1920 SPANISH FLU (THAT WAS NEVER SPANISH)

- The Spanish flu infected about 500 million people worldwide and claimed around 50 million lives—including about 675,000 Americans, or about 0.67% of our country's population
- The economic effects persisted until at least 1923
- COVID 19 might not be as unprecedented as people think it is, and the Spanish Flu pandemic shows us just how quickly and powerfully human habits and routines can re-establish themselves, even after a seismic disruption

SEPTEMBER 11, 2001



Same reduction to our most basic needs



Fear and apprehension



Quick desire to reestablish connections with loved ones



Within two years almost normal behavior and economic growth



The only remnants are the TSA airport lines

ON MENTAL HEALTH

- The COVID-19 pandemic has led to a mental health crisis
- Many younger Americans are resentful of older Americans
- Stay at home orders have hidden domestic violence
- Opioid and other overdoses have silently increased
- Stress is off the charts all over the country

ON DEATH AND DYING

- Denial
- Anger
- Bargaining
- Depression
- Acceptance

ON COVID-19

- Denial
- Anger
- Depression
- Denial
- Grudging acceptance

MASLOW IS STILL RELEVANT



WHAT NEEDS DO YOU THINK ARE PREPOTENT TODAY? HOW WOULD THIS IMPACT YOUR MARKETING?



I DON'T BELIEVE THAT MASLOW

- Ever envisioned COVID-19
- Ever believed that the conflict between satiation of Safety and Security would compromise Belongingness and Love
- This is a devastating conflict and flowers can actually help in healing the conflict

HABITUATION AND HABIT/ROUTINE

- We were not built for 2019 and much less so for 2020
- One of the greatest aids to mental health is simple routine
- When we get into a routine it helps us cope with all the complexity of the modern world
- So, when the pandemic hit it caused upheavals in the day to day life of almost everyone and led to a major disruption of routine
- Even “getting back to normal” is causing a disruption of routine!

HABITUATION AND HABIT

- Which has caused huge amounts of stress
- The 2018 study, entitled, The Impact of Flowers on Perceived Stress Among Women, concludes that adding flowers to indoor environments results in a statistically significant and meaningful reduction in stress
- How can you get this message out?

FLOWERS ARE PALLIATIVE & PEOPLE WILL STILL NEED FLOWERS, LIKELY MORE THAN EVER

- Helping restore hope to a damaged consumer
 - Weddings
 - Births
 - Deaths
 - Birthdays
 - Graduations
 - Valentines Day
 - Mother's Day
 - Administrative Professionals Day
 - Thank you
 - I'm sorry
 - Just because

BRIDGE THE DIVIDE IN YOUR CUSTOMERS MIND

- Speak in terms of
 - No business as usual
 - Speak to what is happening in their life NOW
 - Promotions that recognize the reality of what people are experiencing right now

BRIDGE THE DIVIDE IN YOUR CUSTOMERS MIND

- Speak in terms of
 - Reaching out
 - Physical distance not social distance
 - Social agendas (BLM/diversity, environment, etc.)
 - Flowers are love and touching
 - Flowers can heal

ENGAGE CUSTOMERS IN NEW MORE HELPFUL WAYS: THIS IS A TIME OF NEED

- Serving customers in the truest sense of the word and just trying to be helpful
- Sell, sell, sell: anathema these days – even before COVID
- Customers want security and positivity – even before COVID
- This is a time of need and for you to build trust

MARKETING FOR THESE TIMES AND THE FUTURE

- Strategic partnerships – we are in it together
 - Real estate agents
 - Schools
 - Restaurants/Bars
 - Hair Salons
 -
- Sponsor charitable work
- Help parents help their children
- Help, help, help

ONLINE PURCHASE JOURNEYS MORE IMPORTANT THAN EVER

- Website, app, livestreaming
- Click and collect boom (pre-booking shopping slots online, seamless and safe deliveries)
- A smooth, self-sufficient online customer experience has never been more important

CREATIVITY, INNOVATION AND AGILITY AS A WAY OF LIFE

- Must be agile and innovative FAST – change your strategy in days
 - New business models
 - New products
 - New strategic alliances
 - New promotions (sympathetic pricing?...)
 - Remember this Summit motto “Refresh, Renew, Revive Your Business”

ALSO...

- Help your customers return to normal
 - Days need to be defined again
 - Form partnerships that redefine who you are
 - Rituals and habits maintain well being
 - Donate flowers to nursing homes
 - Ask your team to come up with ideas – unleash the synergy about what everyone is going through – EMPATHY goes a very long way

IN CONCLUSION, THE IMPACT OF THIS PANDEMIC CANNOT BE IGNORED: IT IS YOUR MISSION TO STAY RELEVANT AND COME UP WITH:

- ✓ NEW VISION
- ✓ NEW BUSINESS CONCEPTS
- ✓ NEW PRODUCTS, SERVICES, EXPERIENCES
- ✓ NEW MARKETING, ADVERTISING, PR



A NEW ... LOGO

LAST THOUGHTS

- If your business survived this long, it is almost a guarantee that you will “come out the other side”
- You also justly earned your PhD in crisis management and there is likely nothing that will ever happen again that will surprise you or that you cannot survive
- Doubling down on marketing and advertising budgets is a great investment for the next 18 months
- I would wish you luck, but you do not need it, you have everything you need to thrive

THANK YOU AND THIS COMING
WEEKEND DON'T FORGET TO...BAKE
SOME REALLY SPECIAL COOKIES



- Compliments of DoubleTree by Hilton