



Brands Bring People Together

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Especially now, businesses have the opportunity to connect with consumers and their communities in a relevant way. At a time when people are seeking reconnection, empathy and positivity, brands are able to evolve their messaging to Bring People Together – a strategy that is predicted to outlast these unprecedented circumstances.

Here's how to evolve your message in a meaningful way:



Embrace shared experiences. Everyone in the country is experiencing the same shift in reality, and communities will emerge stronger and more closely connected than before. Be a part of the solution and help “fan the flames of positivity” in your area.

Magnify your brand's purpose. Focus on the value that you continue to offer consumers in difficult times, especially relating to the importance of home, comfort and togetherness in relation to your products and services. Consider reaching your audience through informative content to help them learn new skills, remain connected and stay positive¹.

Aim to do good for your neighbors. Show your support for those who may be struggling and become a pillar of strength for your community. Consumers are turning to familiar, trusted businesses for hope and guidance, so let them know you are here for them.



Set an example with your brand culture. Consumers are gravitating toward people who genuinely help people; how you treat your employees speaks volumes, so let it be heard. As Dara Treseder, CMO of Carbon, shares: “If brand reflects culture and culture reflects brand, in this time it's really important how that brand becomes expressed... through actions the company is taking to support the workforce².”

The branding trends that emerge during times of adversity are likely to have staying power. By establishing your business as a source of strength, support and comforting knowledge, you can show consumers that you are deeply invested in your community and beyond.

¹ Pasquarelli, Adrienne. “Five Consumer Trends That Will Endure After COVID-19, and What They Mean for Marketers.” www.adage.com. 06 April 2020.
² Swant, Marty. “How Top Marketers are Navigating Advertising and Management During COVID-19.” www.forbes.com. 07 April 2020.