

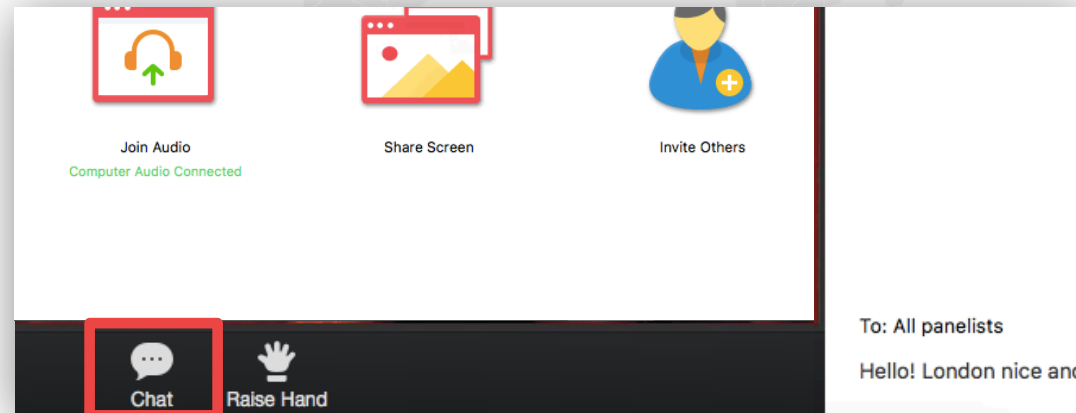
Conversations That Matter: Influencing Our New reality

INFLUENCE IN A POST COVID-19 WORLD

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Tell us
where you
are dialing in
from!

What's the weather
like in your city?



The screenshot shows a Zoom meeting interface. At the top, there are three icons: 'Join Audio' (with a headset icon and 'Computer Audio Connected' text below it), 'Share Screen' (with a screen icon), and 'Invite Others' (with a person icon and a plus sign). Below these is a dark bar with 'Chat' and 'Raise Hand' icons. A red box highlights the 'Chat' icon. To the right, a chat window is open with the text: 'To: All panelists' and 'Hello! London nice and'.

Global Ogilvy Website

<https://www.ogilvy.com/ideas>

Do you want
this deck?



THE PANELISTS



IMOGEN COLES
INFLUENCE
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INFLUENCING OUR NEW REALITY

INFLUENCE IN A POST COVID-19 WORLD
JUNE 2020

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THE STAGES OF THE COVID-19 CRISIS

Although many aspects of the COVID-19 crisis are unique, people's reactions to the outbreak have been extremely similar to those experienced during other major crises. As a result, we know the crisis will roughly adhere to four distinct phases, with consumer behaviours shifting at each phase to reflect their adjustments to internal and external factors. This means brands need to continually notice their communications as the crisis continues to meet changing consumer mindset. However, similar to instances such as the Spanish Flu, COVID-19 will likely see these stages form a loop, regressing into and through varying stages of lockdown as spikes in the virus re-emerge.

While people's behaviour is changing, everyone's basic needs are still the same. We still need self-expression, development, recognition, connection, entertainment, and wellbeing (Maslow). However as the crisis has progressed, the relevance and the way each need is fulfilled has changed. Brands that have remained culturally relevant during this crisis have found ways to adapt their products and communications to meet consumer's evolving needs.

After an initial lull, influencers have become a key channel for lockdown content with their communications replacing that of brands who have been too tentative to act on their own.



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Influencing our
New Reality

INFLUENCE IN A POST COVID-19 WORLD

Key Trends

- 01 Embrace and Pivot**
- 02 Hyperlocal Influence**
- 03 Virtual Experiences**
- 04 Social Commerce**
- 05 Influencer Led Production**
- 06 Employees as Influencers**
- 07 Increased Influencer Vetting**

Embrace *this new reality and pivot*

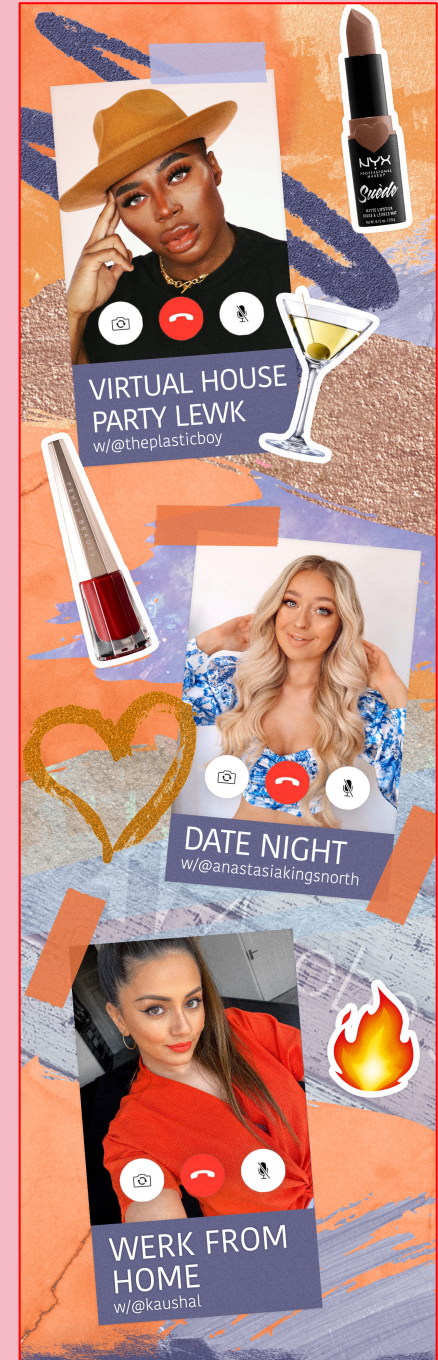
Consumers are now looking for inspirational, escapist content. They want to see material that will help them cope in their new reality – not give them something unattainable to strive for..



QUARAFINE IG CONTENT SERIES

Livestream Lewks 🔥

Boots
Quarantine



Hyperlocal Influence

*helps brands focus their
influencer strategy*

Local influencers promoting hyper local messaging will help brands deliver complex messaging as lockdown restrictions get lifted helping drive efficiency across influencer plans.



BACARDI LIMITED

X DELIVEROO PARTNERSHIP

COCKTAILS AT HOME

Bacardi supports bartenders and venues during these difficult times by helping them to run their virtual bar and to bring their cocktails to your door #RaiseYourSpirits

Thank you for choosing to support your local bar.

Please see the menu for details on this cocktail, the bartender who has created and produced it, and how best to serve.

Please drink responsibly
drinkaware.co.uk



Influencer enabled
virtual experiences
will grow exponentially

With a diminished cultural calendar over the summer, influencer enabled virtual experiences will help fill this void. From branded virtual spaces to live cooking classes, influencers will help drive this charge.

AMAZON LIVE WHISKEY TASTING

Challenge

To bring a new audience to Bacardi's premium whisky portfolio, enticing the 'whisky curious' to become whisky lovers.

Idea

We approached Amazon with a proposal to host its first-ever live-streamed whisky tasting, as the biggest player in this space. Ahead of the livestream, the limited-edition collection was made available exclusively from Amazon, allowing consumers to participate from the comfort of their own home.

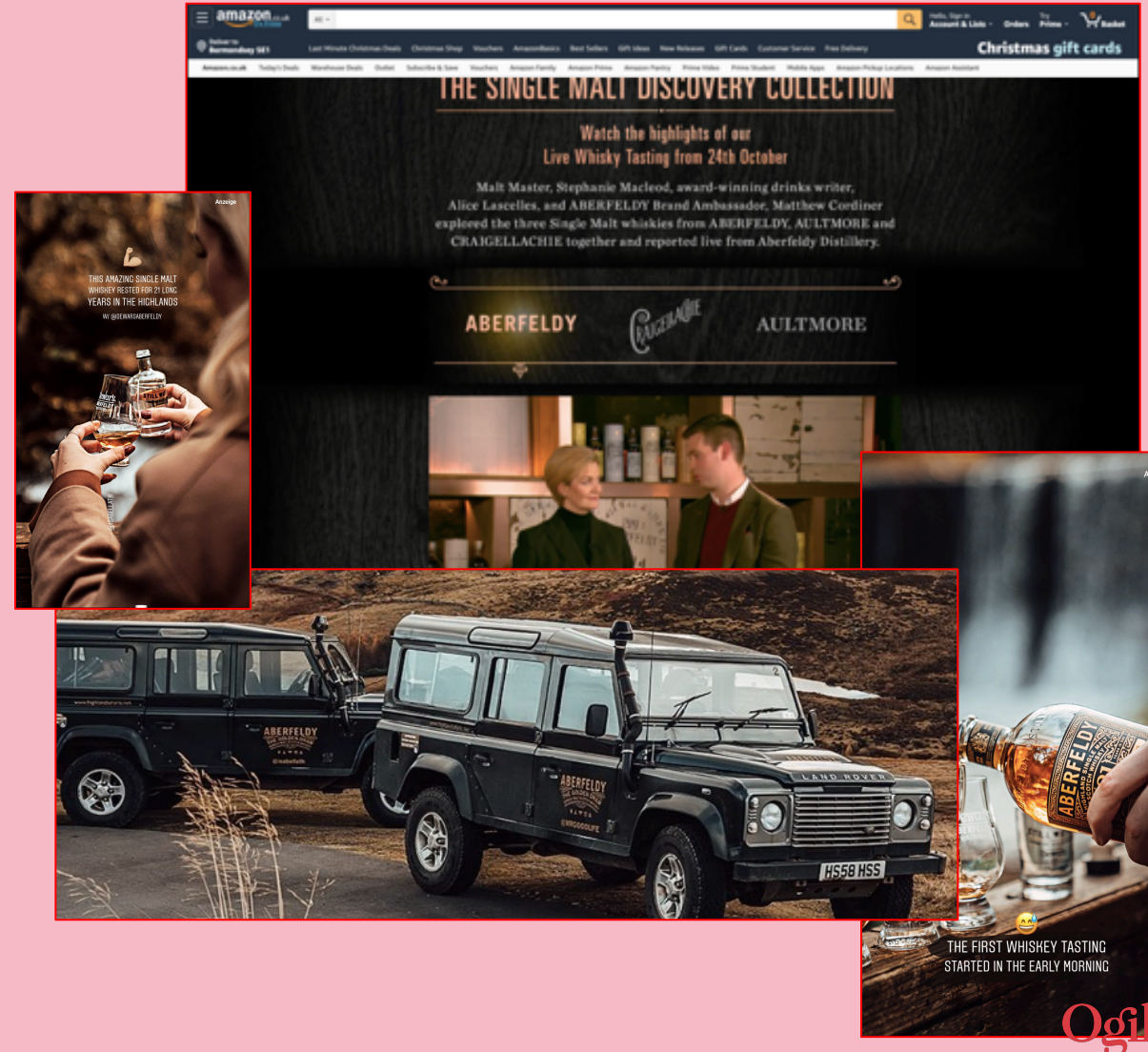
We recruited lifestyle influencers across Europe who helped us bring new users into the brand. The influencers then directed consumers to bespoke landing pages, allowing us to retarget them with paid media when they next visited Amazon.

Results

350% increase in brand impressions

44% increase in brand search, showing broader interest rippling across the brand.

129% increase in bottles sold with a 94% increase in revenue on the day of the livestream



The rise and rise of **Social Commerce**

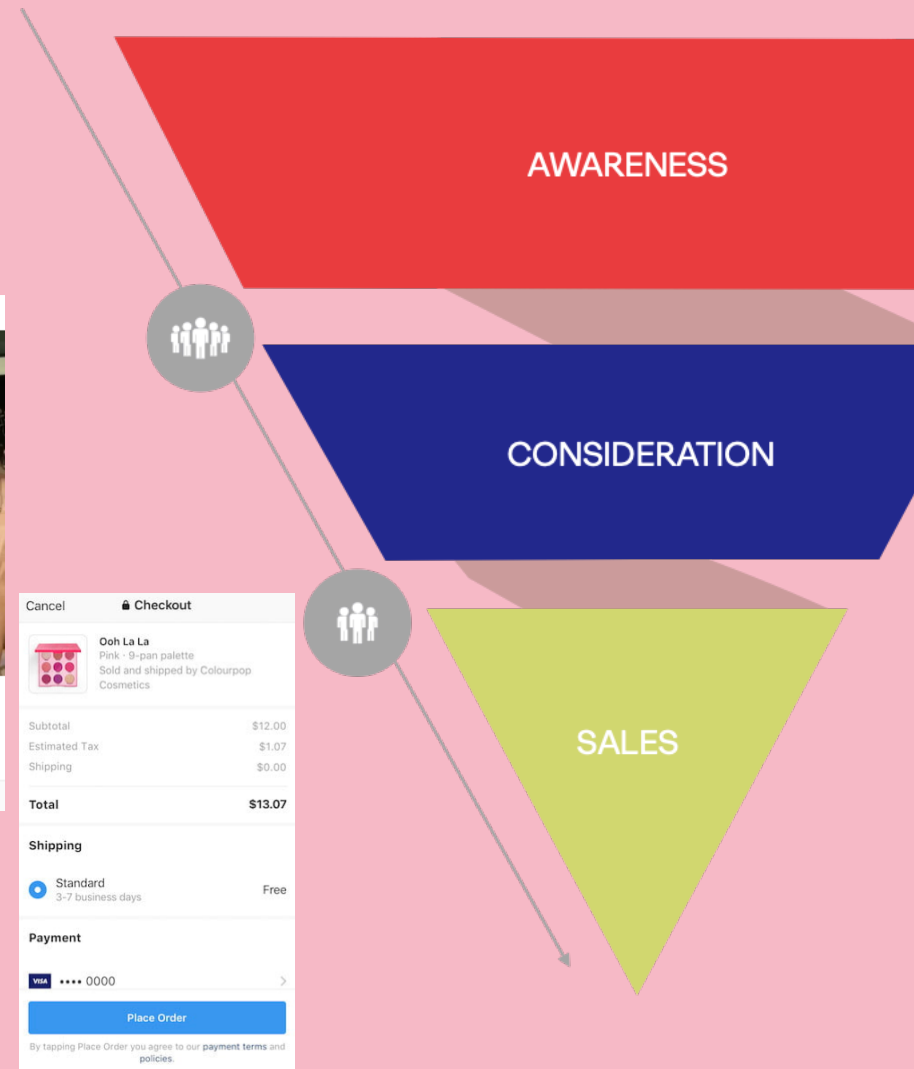
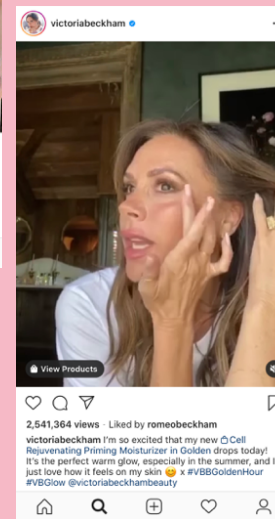
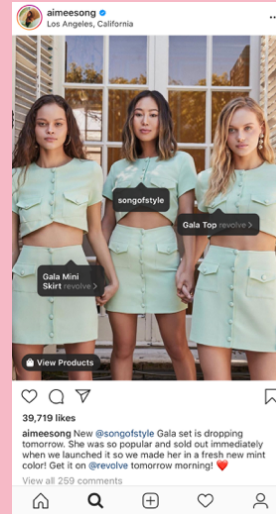
There is a paradigm shift from the one-dimensional influencer campaigns we have seen in the past. Vanity metrics have been replaced with business outcomes that drives sales and conversion.

Influence eComm

Influencers contribute to the decision process and even spark the last click.

Platforms are increasingly empowering this with influencer shopping features and check-out possibilities

Several initiatives and new formats were brought to life in order to maximise the role of influencers



CREATE A FUNNEL-BASED STRATEGY LEADING TO ECOMMERCE

Influence eComm tactics



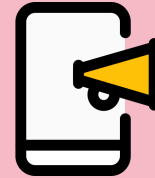
Social Media
in-app
Solutions



Influencer
e-comm
Apps



Affiliate
Program



IGC
amplification

Influencer led production *goes mainstream*

Influencers can fill the content void that has resulted from a lack of access to studios, film crews, production teams, et al. Stretch the creative capabilities of influencers and embrace what they can bring as content creators.

Somewhere home-made



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