

# Navigating COVID-19 Communications

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## **SAFETY AND SECURITY FIRST**

Before anything, establish and communicate health and safety protocols for all stakeholder groups: employees, customers and every link in your supply chain.

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## **MONITOR FOR MARKET AND AUDIENCE INTELLIGENCE**

Gather intelligence to uncover new audiences, markets, and opportunities to join or lead conversations and to evolve your communications and marketing activities.

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## **MAP AGAINST THE FOUR STAGES OF THE DISRUPTION LIFECYCLE**

Use the phases of the COVID-19 crisis to anticipate and plan against: Impact, Regroup, Rebound, The New Normal.

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## **IDENTIFY YOUR EVANGELISTS**

Make employees and other key opinion leaders your brand ambassadors in your communities, social media and other virtual channels.

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## **FIND OPPORTUNITIES TO BE RELEVANT AND AUTHENTIC**

Use your brand promise and purpose to find ways to show up authentically as you serve your communities.

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## **BE PROACTIVE—DON'T WAIT FOR CONDITIONS TO CHANGE**

Communicate early and often with all your constituents throughout the disruption lifecycle. Use data to identify opportunities to maintain relationships with key audiences.

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## **ENGAGE INFLUENCERS**

Pivot partner content for immediate context relevance. Be open to evolving your influencer ecosystem, engaging new voices or groups (e.g., hyperlocal) that you may not have considered before this crisis.

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## **EXPLORE VIRTUALITY**

Explore new technologies and be creative in delivering marketing and events online; consider AR or VR to increase engagement.

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## **ANTICIPATE AND PLAN FOR THE REBOUND**

Ketchum's experience in Asia shows that the disruption lifecycle advances quickly; keep the rebound in mind while communicating your brand and connecting with stakeholders at every stage.

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## **KNOW THE CRISIS WILL END**

Preparation and planning will help you and your company mitigate the impact of COVID-19 and set you up for success in the New Normal.

**Ketchum is providing data intelligence and coronavirus communications counsel to clients in Asia, Europe and the US. For more information, contact:**

**Esty Pujadas**

Partner/President – International

+1 646 935 4073

[esty.pujadas@ketchum.com](mailto:esty.pujadas@ketchum.com)