

ADAPTING TO THE NEW ECONOMIC NORMAL



No aspect of life and society has been left untouched by the pandemic. As a result of the prolonged lockdowns and looming uncertainty, consumer sentiments and financial outlook have taken a downturn. How can businesses and markets adapt to the new economic normal?

ABOUT THE PLAYBOOK

Playbook for Pandemic Response, an initiative led by Final Mile, is a real time documentation of strategies and solutions impacting behavioral outcomes critical to pandemic response that can immediately be used by a variety of stakeholders. A practitioner toolkit is

built weekly on a critical behavior theme and compiled into the comprehensive playbook. Elaboration and additional resources / references on the contents of this toolkit are available on the [Pandemic Playbook website](https://www.playbookforpandemic.com). Help us build the playbook by submitting ideas [here](#).

Note: Click on the corresponding links to read detailed posts

MASS COMMUNICATION

WHAT MIGHT WORK

1. Communication campaigns should be utmost [transparent and consumer-centric](#) during such uncertain times, so as to build trust and strong relationship with their customers.
2. Communications campaigns should show [empathy](#) towards the hardships that everyone is facing and deliver hopeful messages to lift spirits.
3. Communications campaigns should recognize and affirm [new social norms and habits](#) related to safety and coping.

USER SPECIFIC STRATEGIES

POLICYMAKERS / GOVERNMENTS, PUBLIC HEALTH AUTHORITIES AND EXPERTS

WHAT MIGHT WORK

1. Interventions such as unemployment support, free/affordable healthcare, rent support, relaxation in debt repayments, etc. that help [reduce current costs](#) which otherwise outweigh future-benefits, can help offset the perceived increased financial pessimism and improve consumer sentiment.

IMPLEMENTERS AND ENFORCERS / ADMINISTRATORS, LAW ENFORCERS, BUSINESSES

WHAT MIGHT WORK

1. Businesses should establish and [maintain a positive track record](#) in the marketplace, and address marketplace disputes quickly, professionally, and in good faith.
2. As the unknowns surrounding the spread of the disease remain, the future looks healthy for online businesses and companies that can market their [goods and services online and provide home delivery](#).
3. Businesses should [rethink their offerings](#) in relations to new trends such as cost-consciousness, large home inventories, indoor consumption, etc.
4. Consumer packaged goods businesses should make it a priority to [support healthy lifestyles](#) for consumers, shoppers and employees, and explore ways to connect locally.
5. To [manage delinquency](#), communicate empathy and common interest, offer flexibility in repayment options and roadmap to help cope with hardships, and provide reminders that maintaining financial health will help cope with future hardships and adapt to the new normal.

WHAT TO BE CAUTIOUS ABOUT

1. It can be tempting for businesses to lie low and cut costs in times of distress, but they should rather see it as [a unique window where brands can earn trust by](#) maintaining presence and delivering relevant value in an uncertain period of heightened anxiety.
2. Loss of tangible cash is perceived to be more painful since one can see the physical outflow. [Credit cards or digital payments increase this psychological distance](#) reducing the perceived pain.
3. Due to the uncertainty and pessimism about their financial situation in aftermath of COVID, people may avoid financial information such as communications from banks, creditors, etc. Such communications should be [framed empathetically and positively](#).
4. During economic downturns, incurring heavy losses results in risk taking behavior which may be put investors in vulnerable positions. Expectations management and more so the [management of emotions](#) becomes the key job of financial advisors during volatile and uncertain times.
5. Any punitive measures to manage delinquency adopted during this time would only increase avoidance of resolution. Lack of [empathy with their current hardships](#) leads to poor perceptions about intent and interests of the financial institution.

COMMUNITY-LEVEL STAKEHOLDERS / SMALL BUSINESS OWNERS, COMMUNITY LEADERS AND INFLUENCERS

WHAT MIGHT WORK

1. [Peer decisions are used as signals](#) by individuals to update their beliefs about a crisis and also stick to or shun crisis-driven normative behaviors. Thus, local communities and marketplaces may be a natural locus for campaigns to rejuvenate consumption by amplifying positive signals of healthy consumer behaviors.

DESIGN EXAMPLES



A public service message from Lifebuoy.

PREVENT THE SPREAD OF CORONAVIRUS*

Wash hands frequently with soap.

Use alcohol-based hand sanitizer for instant germ-kill when out of home.

Consult your doctor if you have cough, cold, fever or feel breathless.

Available at



*Washing hands with soap and water or use of an alcohol-based hand sanitizer is one of the World Health Organization (WHO) recommended measures to help reduce risk of Coronavirus infection.
*Please follow and follow guidelines recommended by health authorities like WHO & C.S.C./local health authorities.

This is not an ad for Lifebuoy. This is a public service message.

Know the simple guide that 'F.I.G.H.T.S' the coronavirus

Frequent handwashing with soap

Instant germ-kill with alcohol-based sanitizer when out of home

Go to the doctor when you have a cold or cough or fever

Home rest if you are feeling unwell

Tissues and masks to be used when you cough or sneeze

Stay away from raw meat and wild/live farm animals

Please use any soap nearest to you. Not just Lifebuoy, but any soap like Lux, Dettol, Santoor or Godrej No.1.



Top 5 soap brands in India based on Nielsen data.

Lifebuoy's campaign in India promoting safety actions and mentioning competitor soap brands in public interest.