

THOUGHTS ON NAVIGATING UNCERTAIN TIMES

As marketers quickly react to the dynamic environment caused by COVID-19, Bridgetree offers guidance and pragmatic solutions to help companies quickly navigate through uncertain times. Here are our recommendations:

1 BE PART OF THE SOLUTION

We all play a vital role in containing COVID-19. Consumers still view advertisements and in some areas are still visiting storefronts. It is ok, and commendable, to repurpose some messaging to promote helpful health information. Some companies may have internal capabilities, such as manufacturing or delivery networks, that can be partially shifted to fill gaps that communities need.

- + **HOW BRIDGETREE IS PART OF THE SOLUTION:** Bridgetree developed SNEEZ, a free application, that anonymously crowd-sources symptom data. Users can visualize local cases, down to the county-level, which helps inform the public and make smart choices in their daily routines.

2 BE EMPATHETIC + RELEVANT

Consumers' lives have been disrupted. Whether companies choose to stay open or shift all business online, consumers can still benefit from relevant goods and services. For example, many families are home with kids and need new activities to enjoy together – from crafts, to backyard fun, to home exercise routines. Marketers should pivot their messaging to ensure that their marketing understands their audience and promotes relevant products and services.

- + **HOW BRIDGETREE IS HELPING PARTNERS PIVOT:** Bridgetree is helping partners shift 1:1 communication to opt-in SMS. Consumers can receive information from local managers about store hours and inventory availability.

3 BE CREATIVE + ADAPT TO CHANGE

As we adapt to constant change, look towards borrowing concepts and applications to address challenges. For example, a reservation system for in-store pickup can be repurposed to issue “shopping times” which can control the number of shoppers at any given time to ensure safe social distancing. The key here: don't let perfect be the enemy of progress. Consumers will forgive small mistakes in exchange for great, empathetic service.

- + **HOW BRIDGETREE IS HELPING PARTNERS PIVOT:** Bridgetree is repurposing a web-based reservation system to allow customers the flexibility to pick shopping times and also know how many other people will be shopping during those times.

4 BE OPEN TO COLLABORATION

Employees and partners have robust experience to draw upon. Partners, in particular, often serve different clients in different industries and can provide new ideas and case studies. Schedule ideation sessions to import new ideas to current challenges.

- + **HOW BRIDGETREE IS HELPING PARTNERS PIVOT:** Bridgetree schedules virtual innovation sessions with its clients to ideate possible solutions – from marketing to supply chain use cases. These sessions typically produce dozens of testable solutions.

If you are interested in exploring how to test, learn and scale in new ways, we'd love to start a conversation.

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