RUNNING SUCCESSFUL COMMUNICATION PROJECTS DURING CRISIS

4 EXAMPLES FROM OUR PRACTICE
More than ever, it’s time to **CHANGE**. It’s the time to analyze and take pragmatic actions. To retune the business. And to communicate innovatively, hence **DIGITALLY**.

COVID-19 caused an emergency state and turned the businesses upside down globally. Companies’ initial mass reaction was to retreat, turn on “safe mode” and wait for the turmoil to pass, without risking marketing budgets. What followed was a strike dropdown in turnover. Some companies were quick to realize that nobody can actually forecast when the crisis would be over and what permanent repercussions on business it would have. That is when the “standby” position was abandoned.

Some of these agile and insightful companies happen to be our clients and we are about to present the steps we took to execute successful projects for them even during times of crisis. Here are **4 REAL EXAMPLES** from our practice during the last few weeks. We carried out digital projects using different techniques and through varied channels in line with our clients’ distinct brand image and strategy. We are sharing our insights here.
There is no universal practice applicable to every single brand. Our first move was to identify what changes does the new situation deem necessary in order to build a right approach.

This process went through 3 main steps.

1. **WE TRACKED**
   and deep dived into the newly formed trends.

2. **WE ANALYZED**
   what aspects of the communication strategies of each brand are or are not applicable to the current circumstances.

3. **WE FOUND**
   the new communication opportunities for each of our unique clients to match the actual situation.
TENDENCIES ON THE RISE

We noted alterations in user behaviour from the very beginning of the crisis. Now we’ll take a closer look at the key ones.

Drop in Physical Store FOOTFALL

Drop in ONLINE TRAFFIC and CONVERSIONS in corporate websites

Higher INTERNET data usage

Growth in online NEWS demand
The emergency state throughout the country led to the closure or the significantly restricted access to many physical stores. People stayed at home and had the opportunity to reconsider what they spend their time on. For the most part, users invested in hobbies, learning new skills and online trainings.

**TREND**

**DROP IN PHYSICAL STORE FOOTFALL**

The emergency state throughout the country led to the closure or the significantly restricted access to many physical stores.

People stayed at home and had the opportunity to reconsider what they spend their time on. For the most part, users invested in hobbies, learning new skills and online trainings.

Our answer
ONLINE MASTERCLASS SERIES BY SAMSUNG BULGARIA

We created this video series concept based on pre-determined topics that the audience would be interested in. Ambassadors of the brand use and position devices of the Samsung eco system in these videos, while telling a compelling story. As a result, the audience receives specific knowledge and practical know-how.

We have successfully completed two masterclasses and more exciting topics are coming soon.

IN JUST A FEW DAYS, THESE COURSES REACHED OVER 85K VIEWS! AND THAT WAS ONLY THE BEGINNING
DROP IN ONLINE TRAFFIC AND CONVERSIONS IN CORPORATE WEBSITES

i.e. fewer people are interested in specific industries, brands and their products and services.

Even though most businesses, including E-commerce according to SimilarWeb, mark a drop in searches, sales and traffic towards their websites, others enjoy a rise. Media and businesses related to groceries are some of the big exceptions from this trend.

Regardless of the industry, this tendency requires reconsideration of the offered products and services, as well as alterations in the content and format of communication.

Our answer
ADAPTING AN ONLINE SHOP FOR EXPERIENCES TO THE NEW SITUATION

Our client Gift Come True is an online shop that offers gift vouchers for experiences. The platform promotes tastings and dinners, bungee jumps, flight tours and weekends all around Bulgaria, personalized gifts, courses, and many more. Neither of those activities could take place in the current situation.

We worked on several aspects and CHANGED:

- OFFERS
- MARKETING STRATEGY, VISUALS AND SLOGANS AND TARGETING
- BUDGETS AND TARGETING
We adapted the offered products to the situation

We quickly transformed tastings and dinners INTO DELIVERIES, and we offered NEW PRODUCTS: exclusive chocolate, beer, and wine bundles. We also extended voucher validity with 3 months.

This gave us the opportunity to launch digital ad campaign aiming at CONVERSIONS, so the website never ceased its sales.
We changed the marketing strategy

We reduced the marketing budget for planned campaigns, restructured and tightened the scope of target audience. Ads with carefully narrowed audiences received 3 times higher ROAS /Return on Amount Spent/.

We focused primarily on highly demanded products.

Our designers created NEW VISUALS in line with the present moment.

Our copywriters created MESSAGES suitable for the current situation.

“We quickly realized the need to create content that promotes the human side of the brand Gift Come True. Moreover, we prepared a blog post that is not directly related to sales but answers the trending question: “What am I to do at home for such a long time?” We gathered ideas and wrote the text to alleviate people's worries of staying home.”

YOANNA ANTOVA
Copywriter
at Broks Vision
Results were impressive over 13k views.

75% increase in number of visitors.
INCREASED INTERNET DATA CONSUMPTION

On the first day since the announcement of the emergency state, March 13th, A1 marks on average a 25-30% increase in traffic through fixed internet, compared to the traffic a week earlier*

These results illustrate that there is a large and multifaceted audience that may engage with the digital content of brands if this content brings added value to them at the specific moment.

Our answer

*www.dnevnik.bg, Bulgarians talk more on the phone due to Coronavirus, 18.03.2020
ACTIVE PRESENCE ON SOCIAL MEDIA DURING CRISIS

DIFFERENT COMPANIES
DIFFERENT BRANDS
DIFFERENT TECHNIQUES AND MESSAGES
Direct advertisement of the company’s products was replaced by messages that positioned it as a socially responsible enterprise on the market.

“We supported the responsible approach of our client, GlaxoSmithKline, towards the serious situation around COVID-19. Moreover, we built a positive communication campaign on social media. We adapted it for each GSK brand in Bulgaria. What is more, we are happy our work was appreciated by the other markets and we localized the campaign for them too.”

YASEN TSENKOV
Senior Digital Account Manager
at Broks Vision
We specifically emphasized a product that aids the fight against COVID-19 in Italy.

We focused on the comfort people need while at home. Using this context, we presented the company’s intelligent solutions.
neo-angin®

We adapted the topics and messages of the brand to suit the needs of active, working-age people. That's why we created content, such as advice on personal productivity and concentration, communication with colleagues and clients, as well as on healthy lifestyle.

Here we also avoided direct product placement and posted content with added value for the users.
According to Netinfo Group, one of Bulgaria's biggest digital media companies, the average growth in traffic towards media websites in the end of March 2020 is 62%.
In February, our client Samsung Electronics launched a new product on the global and local market. The product is extremely innovative as it changes the product category of foldable smartphones. Being extraordinary and innovative, this product mostly targets females with high living standards and attention to luxurious goods.

Our task was to generate first wave of interest and demand for the product.
“We chose to work with the most famous Bulgarian ladies: fashion icons, TV celebrities, influencers with an enormous fan base that fits utterly the target group of this product. By doing so, we covered a female audience with different profiles and interests, which is crucial in the awareness building phase. It was not long before other celebrities were influenced by our ambassadors and were organically drawn to become ambassadors themselves by purchasing the new Galaxy Z Flip.

We selected key media partners, sent out a press release and the news was covered in some of the most influential lifestyle websites with predominant female audience.

Within 6 weeks, covering a timespan both before and after the beginning of the emergency state, and by utilizing the optimal mix of content, channels and formats for this project, we reached incredible results

11 ORIGINAL ARTICLES
WITH OVER 120K READS”
HOW DOES BUSINESS COMMUNICATION CHANGE DURING COVID-19 CRISIS
WHAT TO CHANGE RIGHT NOW

Alterations in user behavior demand immediate revision of companies’ strategies

Focus is NOT on sales
Sales have always been our main focus, but not today. Now we aim at maintaining open dialogue with users on the topics they are interested in.

Let’s be honest: this is not the time to strive for incremental turnover (exceptions make industries we mentioned earlier). It is time to preserve the brands’ image and the business itself. These measures will pay off in the future.

Emphasis is on the ADEQUATE for the present moment products and services
If we can adapt products and services to the now, we need to do it, even if we do not expect significant sales. This may not only result in more sales, but may increase audience appreciation for the efforts of the company to answer their expectations. And this is what wins customer loyalty.
WHAT OPPORTUNITIES TO SEIZE

**Let’s carry out digital projects**

Normally, we organize events, promotional activities or other means of communication with our consumers and partners. That is why we may often not fully utilize what the digital medium offers. We reduce our communication ONLINE and risk ending up unprepared in extreme situations like the one now.

Today, when more or less everything has been taken online, is the right moment to make up for those digital misses.

**Let’s show the human side of our business**

This is essentially very important but is even more important TODAY. A simple research into keywords people look for nowadays reveals their need for positivity and inspiration. And we answer those needs by creating content that supports and not directly sells. We address our audience as the people they are, not merely as users or clients.
Let’s invest in brand awareness

Many businesses retreat from online advertisement, which leads to a drop in CPC (cost per click).* Even though ads become cheaper, they will still have high CPR (cost per result) due to the highly restricted need for many products and services. Therefore, it’s a suitable moment to invest in building brand awareness. We can reach more people, some of who will become our audience, for a lower price and at the right moment, after this crisis, we can target those people to reach higher sales.

*Data by Statista
Our advice: Do not completely withdraw from your marketing strategy. Revise it, adapt it.

Always keep in mind that after the storm has passed, all these efforts will pay off.

We are always here to talk and help. Stay healthy!