



TPCGROWTH

Organic Growth
in the Age of COVID-19:

Strategies to Implement Now!

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Unlearn & Reframe

- **Stop trying to make what WORKED work.**
- **“Growth will be found in uncomfortable places.”**
- **There is an Ethical Code, but there is no Rule Book.**



Your Clients Need to Know ...

**Brands that maintained a
SOV during the 2008 crisis
recovered **9X** faster**



SOURCE: KANTAR

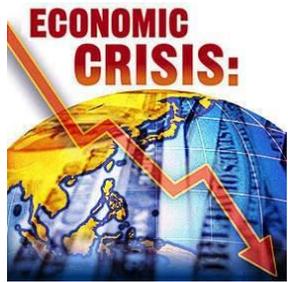
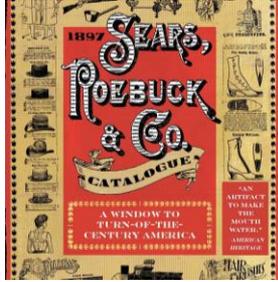
Idle Hands

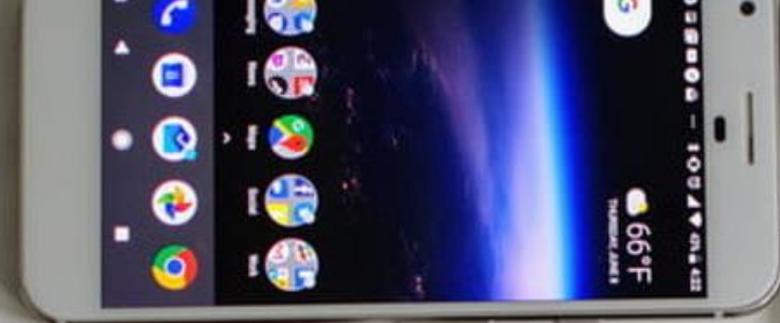
WHEN THE WORK SLOWS DOWN, INNOVATE.

IT'S WHAT CLIENTS WANT AND LEADERS EXPECT.

BE THE AGENCY THAT WINS DURING THIS TIME.







LISTEN.

Understand you and your agency's resources and capabilities.

Manage for GREAT results.

Be present.

Build trust and be able to transfer that trust.

Have patience.

Solve, DON'T SELL.





The Landscape

Consumers expect the brands they choose to look after their employees first and foremost,

- 78% saying take care of employees' health
- 62% saying implement flexible working.

There is very little expectation that brands should stop COMMUNICATING

- Only 8% of respondents identifying it as a priority for brands.
- As many brands consider 'going dark' to save costs it is estimated that a six-month absence will result in a 39% reduction in total brand awareness, delaying recovery in the post-pandemic world.

For those that do continue to market a clear majority of consumers expect efforts to make a positive contribution to society:

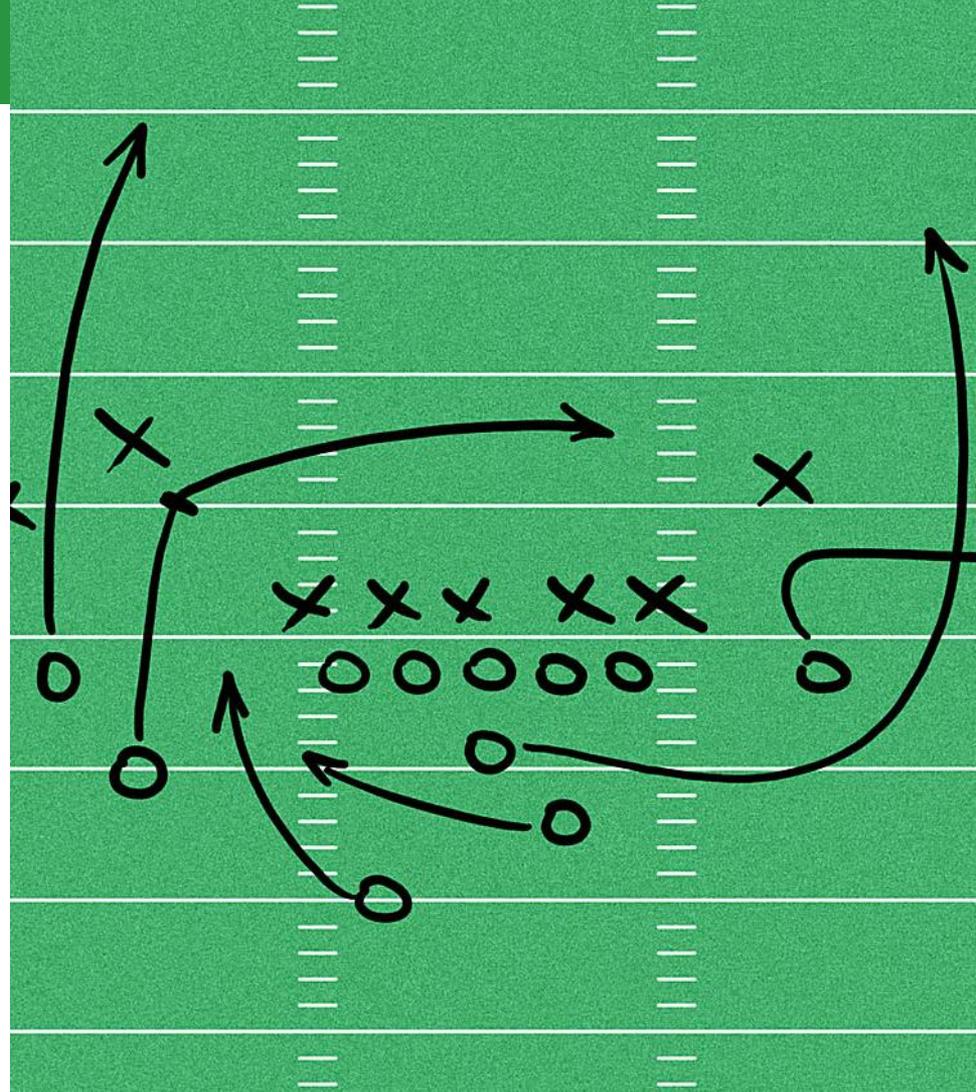
- 'Talk about how the brand is helpful in the new everyday life' (77%)
- 'Inform about their efforts to face the situation' (75%)
- 'Offer a reassuring tone' (70%).

WHAT'S THE GAME PLAN?

There has to be a plan. Scrambling creates more mayhem, and it only digs a deeper hole.

We must work to control the chaos. We have never faced anything quite like this. We have to be creative, innovative and unorthodox.

Accept that SOWs may look completely different than before





3 Priorities for Growth

Capture immediate business opportunities.

- Move quickly to be the first to seize every growth opportunity that emerges.
- This requires a mindset and a willingness to take risks to turn disruption into advantage.

Monitor and update in real-time.

- Events are changing daily and there is too much uncertainty to lock into fixed plans.
- This means a comprehensive, detailed tracking and evaluation system tied to decisions.

Plan now for the recovery.

- Ability and willingness to discuss money.
- Start looking ahead now because the recovery will arrive as abruptly as this disruption.
- This involves future-based planning to anticipate all possibilities and outcomes.

SOURCE: KANTAR



‘Turn disruption into advantage’

From the experience in China, the high-potential opportunities are:

- Digital commerce
- Contact-less commerce
- Vending
- Deliver entertainment
- Brand reputation
- Purpose

Life is like a
dogsled team.
If you ain't the
lead dog, the
scenery never
changes.

- Lewis Grizzard



LEAD.

Help them buy into a bigger purpose. A societal purpose. Now is the time to build equity with consumers and customers:

*Purpose-driven consumers are interested in knowing about companies and believe they are positive change agents. **53 percent** say that a company has a greater ability to make positive change in the world than government.

***67 percent** of purpose-driven consumers are willing to pay full price for a product when they believe in the company ... And half of them report a track record of sticking with products that have disappointed them because they supported other things a company does.

*Research by MWWRP: CorpSUMER



Exude Leadership

1

Ease the burden - Start by asking what can be done during this time to ease employee and consumer concerns related to their product/offering.

2

Add value – For example, offering to do primary research on their core audience and their purchasing behaviors during this time and moving forward.

3

Scenario planning - How is this time effecting sales cycles and how may that carry on after the crisis? How will the business be impacted going forward ... for you and for them?

4

Maintain the partnership – Keep working for clients that reduce or suspend budgets, if you can afford to, in order to be present as they manage through the crisis.

Organize Your Giving in a Purposeful Way

Plant the Seeds that will Yield Return when the Crisis has Passed

- Free message/narrative development related to on-going health concerns
- Free brainstorming and ideations
- Offer to reallocate time to pressing priorities – and show them how you'll do it.
- Help them prioritize their objectives and their budgets
- Predictive analytics ... get out in front of defining the potential impact of the crisis specific to their brand/industry



**RADIATE
CONFIDENCE
& OPTIMISM**

BE AUTHENTIC



EMPOWER Your Clients.

- **89 percent** of purpose-driven consumers are likely to share positive news about companies, but **78 percent** are also likely to share negative news about companies and they are eager to encourage or dissuade their peers from supporting a brand
- **76 percent** have encouraged someone to buy a product or service because they wanted them to support the company that is making the product
- **74 percent** have encouraged someone to give up or not use a product mainly because of the company's reputation

*Research by MWWPR: CorpSUMER





Account Leader TO DO's



THE JUNIOR INQUISITION

Who are the stars on the account? Have you asked them what they would do? Either differently or in addition to what is already being done?



BE NEIGHBORLY

How many other business units within the clients' walls are available? AND, how many of those do we as an agency have "Credibility Bridges" to?

SWOT

Who and what are the competitive set. What are they doing? Where are we winning and losing?



LATERAL LEARNING

Look at what other industries are doing for ideas for your client





Suggested Tactics for Agency Leaders

Fire Your Margin, First. It is important not to jump too quickly to layoffs and furloughs. Cuts that are too deep are a risk. Strong, motivated talent will be needed to meet this challenge effectively, and the recovery will arrive swiftly when control of the pandemic turns the corner.

Short-term Mergers. For 90-120 days, who are the agencies of similar size, but with different skillsets? With legal counsel, merge your resources, keep the staff, supplement each other ... If you come with 25% ... Leave with 25%

Make a List; Check it Twice. Make a list of current services rendered and a list of all services. Now knowing your client, what other services would supplement, enhance or replace the existing services provided in this new normal?

Evaluate the Account/Personnel. Agency leaders are learning whether they are partners or vendors. And more importantly, are your people close enough to the client and immersed completely in the category?

Action Plan. Where did you win? Where did you lose? What would you do differently if this happens again?

Agency Ecosystem. Set up a call with all the clients' agencies. Hear what they are doing, but mainly hear what they are not doing.

Client Aid. What can we do to assist them personally? Where do we help them win?

**Were you /
Are you close
enough to your
client and their
business?**





Q&A