

PHASE 1

NOW Pandemic Pandemonium

Personal safety & high risk. Mass disruption. Scared, anxious, and stressed.

Consumer Attitudes & Behaviours, Likely Operating Environment

- Consumers feeling exhausted - physically & mentally
- Brand loyalty out the window as consumers buy whatever is available, large-size formats
- Frequency of grocery shopping down, basket size up
- Nostalgia and indulgence rule choices
- Purchases of freezers up
- Consumers spending more time on social channels
- Consumers developing more direct to maker/producer relationships & bypassing Retail
- Plastic is in, reusable is out
- Renewed focus on eliminating food waste, extending food life
- From "The Kardashians" to "Little House on the Prairie"

Brand Opportunities

- Move to monthly rather than quarterly comms planning in order to maintain flexibility
- Monitor brand sentiment online
- Highlight what you are doing: to help others, to increase hygiene procedures in plants
- Share positive support and encourage audiences to get through the current situation together
- Find new rituals to replace missing routine, eg. end of day quarantini
- Transparency, education, share useful tools, resources & knowledge
- Online classes to cook & bake together - livestreaming with audience participation

PHASE 2

NEXT Pivot & Adapt

Starting shift to this phase now. Consumers feeling more comfortable about personal safety. Gradual loosening of restrictions.

- Reduced discretionary spending and a move to Private Label
- Looking for new ways of entertaining at home and will continue to eat at home more
- Cooking & baking as a hobby could continue, but may pivot to elevated entertaining
- New appreciation for eating together as a family at dinnertime
- Online shopping as a pastime
- "Contactless" delivery, pickup will continue
- Off the couch and into the outdoors
- Will we see a return of the "Sunday Drive" as a family activity? (ask a Boomer)
- Technology has become a friend, a way to eliminate contact & stay safe
- New appreciation for frozen foods and big legacy brands

- Start planning key celebration dates now, eg. Canada Day, Back to School, Back to Work
- Ok to share & advertise new initiatives around this with consumers
- Power of "home" - highlight Canadian-made credentials
- "Can you serve up "World On A Plate" to satisfy the pent up travel bug?"
- More trusting of influencers with science & skills v. celebrity
- Food gifting market will grow. How can you participate?

PHASE 3

BEYOND Market Revival to the "New Normal"

Begin preparations for this phase now. Rally around "Together" moment.

- Cautious optimism (there could be a rebound), but consumers won't take food availability for granted anymore
- Money will still be tight - look for move to value, domestic travel, local tourism
- Renewed focus on environmental impact of choices & conscious consumption
- Possible guilt offset for increased plastic usage for safety
- Wellness & weight management focus as we start going back to some previous routines, eg. gyms, immunity-boosting f&b
- Continuation of some remote working, e.g. alternate days
- Boomers have new digital skills, new apps
- Pent up consumption demand & need for variety after months of monotony
- New learned cooking & baking skills, as well as meal planning to optimize shopping routines; enhanced self-sufficiency
- Excited to be able to explore stores again & discover new products

- Launch brand recovery plan. How do we start rebuilding brand loyalty? Special promos?
- Retail will start listing new products again but will focus on true innovation rather than line extensions due to backlog of new items
- Immersive experiences in smaller numbers, e.g. pop ups v. big events
- What moments of celebration can your brand own? First family reunion celebration?
- Lead with heart now - first hugs, celebration of touch!
- Supporting neighbours will continue - put a face on your brand!
- More focus on customized solutions for seniors/vulnerable
- Batch meals, freezing and easy eats - especially lunches as kids remain at home for a period
- In-store sampling protocols? Other digital ways to introduce shoppers to your new products?