

Welcome To:

MCCP Navigate With Clarity

Trend Driver Webinar

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Navigate with Clarity



Beating Heart of Strategy



MCCPs Rule



The Need for Clarity

A portrait of Dr. Tony Holohan, a middle-aged man with thinning hair, wearing a dark suit, white shirt, and a striped tie. He is smiling slightly and looking towards the right. A microphone is visible in the bottom left corner. The entire image has a green tint.

Clarity and Conviction

- The banner under which we have been united has been **Dr Tony Holohan.**
- We can all take lessons from his clear decisive leadership.
- He has shown us how to access a situation with emotional detachment to think calmly and clearly



An Roinn Sláinte
Department of Health



LVA

The Art of Great Food and Drink

vfi PUBS OF
IRELAND



MCCP was the lead research partner for the Department of health and the LVA during lockdown – enabling Ireland to flatten the curve and re-open for business again

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Five Trends

1

Hybridisation

4

Accelerated Digital

2

Health Redefined

5

All Together Now

3

Plans Re-Imagined

All Together Now



Great to see companies like Supervalu and An Post getting into the community spirit. Even the Guards are doing the odd delivery!

I'd rather see a company rolling the sleeves up and giving practical help, rather than just shelling out money.

This is not a time for penny pinching. Companies need to reward their staff, especially those who have kept the shop open for customers during Covid-19.

I like to support the local Centra, but sometimes feel they need to do more in terms of in-store safety measures.

I will continue to shop in Aldi and Lidl, but I always try to buy Irish products with the Bord Bia sticker on them.

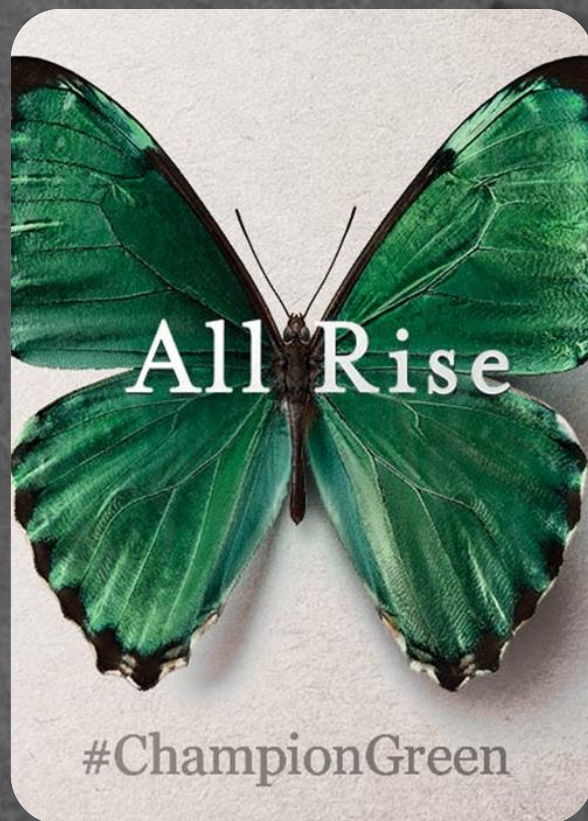
Spending Local is Getting a Big Push

If spending in your local shop, cafe, restaurant, bookshop, hardware shop, hotel or tourist attraction won't break you, and you can do so safely, then do it. Not only are you rewarding yourself after a tough time, but you are supporting a local business, local wages and the economic recovery.

Source: M CCP Trendstream/ Irish Times

<https://championgreen.ie/>

The Mark of Recovery



Guaranteed Irish
All together better

International Brands Will Need to Define Their Role



Irish Brands Showing Up For the Community

an
post



Checking in on the vulnerable

From Monday March 30, Postmen and postwomen across the country will call to the front doors of older and vulnerable customers along their delivery route, particularly those who are living alone in isolated areas. If you want to nominate someone for our post people to check in on then fill out the application form below

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Brands Showing Up For Their Employees



*In recognition of our colleagues' effort and dedication during this challenging time, we decided to give a **10 per cent bonus** for colleagues across stores and distribution backdated to 9 March until 1 May, at which point we extended it for a further four weeks. And, to help our colleagues in protecting their mental as well as physical health at this time, all colleagues across retail, distribution and our head office, have also been provided **with free access to the Headspace app until April 2021.***

Source: MCCP Trendstream/ Tesco

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Irish Brands Stepping Up



SUPPORTERS

These brands are perceived to making a positive contribution to this crisis but it is unclear how much of a sacrifice they are actually making



SAVIOURS

Perceived to be really stepping forward and making genuine and impactful efforts to help those most at risk. These will be the brands that get remembered for the collective good.

Spotlight On Brand Trust

Brand attributes that are most top of mind when deciding whether to...	buy a new brand	become a loyal customer
Its price and affordability	64	63
Whether you trust the company that owns the brand <i>or</i> brand that makes the product	53	49
The reputation of the brand	48	42
Whether you trust the product to perform well and do everything you need it to do	43	45
How well they it treats its customers	41	42
How easy it is to find and buy the brand	38	39
How well it treats the environment	37	37
If they get the ingredients and materials they use locally, sustainably and ethically	31	29
How well it treats its employees	27	29
How the brand has responded in the face of the COVID-19 pandemic	25	24

MCCP Trendstream/ Edelman, March 2020:

New Expectations

IN THE FACE OF THE COVID PANDEMIC, PEOPLE WANT BRANDS TO PROTECT EMPLOYEES AND PARTNER WITH GOVERNMENT

Percent who want this from brands

■ Brands must do this to
earn or keep my trust

■ I hope brands will do this,
but there is no obligation

**Protect the well-being and
financial security of their
employees and their suppliers,**
even if it means suffering big financial
losses until the pandemic ends

90%

52

38

**Partner with government
and relief agencies to address
the crisis**

90%

50

40

MCCP Trendstream/ Edelman, March 2020:

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What are the implications of this trend?

1

**Take
a Stand**

2

**End of
Purpose on a
page**

3

**Trust – A
new metric
of purpose?**

A World of New Brand Possibilities

As Joni Mitchell famously sang *“you don’t Know what you’ve got ‘til it’s gone”*

In spite of the on-going human threat of COVID-19 and the restrictions placed on our personal liberties; for many it has spawned a renewed desire to make the most of life and truly enjoy simple pleasures as normality starts to resume.

As we emerge from lockdown marketers will need to get comfortable with uncertainty – to prepare for a something totally different as we figure out what kind of world we are assimilating back into. We will need to sensitive to how consumer attitudes and behaviours have evolved and what action brands need to take to position themselves for a strong recovery.

A sense of renewal and re-growth is palpable. Consumers want to explore the world of possibilities that awaits them as the threat of the virus subsides and this will open up a world of new opportunities for brands.

The logo consists of the letters 'MCCCP' in a bold, green, sans-serif font, centered within a white circle. The background of the entire slide is a green geometric pattern of overlapping triangles.

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The Independent Strategy Agency

Thank You