

People need to hear trusted voices in troubled times. Brands can help, but only if they speak with relevance, honesty and consistency.

Here's Camden's guide to marketing in times of crisis.



Courage, audacity and resilience

Camden's practical guide to marketing in times of crisis

Why should I stay the course?



Build trust

Brands are about trust. Tempted to duck out on social media? Brand awareness will take a hit.



Set the tone

Let your customers know we're in this together – we can get through this.



Educate your target

Use this time to reinforce your positioning and stand out from the crowd.



Protect your market turf

Companies who held or grew ad spend through the 2008 recession saw their sales and market share climb both during and after the crisis.

But how?



Reconnect with your brand DNA

Voice, mission, vision, values — here's where they shine.



Consider your target

Step into their shoes (e.g. Can my target work from home?).



Stay in the loop

Things change fast; yesterday's home run could be today's strikeout.

Do



- Provide accurate, reliable information
- Lighten the mood (within reason)
- Create virtual experiences
- Convey support, compassion and solidarity

Don't



- Talk about travel and tourism
- Promote out-of-home activities
- Mention scarce commodities
- Share big announcements and campaigns
- Show close physical contact

"Stopping advertising to save money is like stopping your watch to save time."
— Henry Ford



Changes in consumer behaviour

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E-commerce uptick



Live streaming and video conferencing



Cutting expenses



"In good times, people want to advertise;
in bad times, they have to."

— Bruce Barton



Resilient brands

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Great depression

Post slashed its ad spend while Kellogg's doubled theirs – and made a 30% increase in profits.

Kraft launched Miracle Whip in 1933. Six months later it was America's best-selling condiment.¹

Chrysler introduced its new entry-level car, the Plymouth, and ultimately overtook Ford as the second-largest car manufacturer in North America.²

1980-1985

Companies who kept on advertising during the recession grew by 256% in 1985 compared to peers who didn't.³

The 2000s

Apple's 2009 earnings were \$1.23 billion, up 15% from 2008 – a record high.

Today

Skyrocketing digital usage means consumers are more connected than ever. So get out there and deliver the content they expect and deserve!

1. <https://www.newyorker.com/magazine/2009/04/20/hanging-tough>

2. <https://www.newyorker.com/magazine/2009/04/20/hanging-tough>

3. <https://www.thebalancecareers.com/advertising-in-a-bad-economy-39250>

“You earn reputation by trying to do hard things well.”

– Jeff Bezos

