

A photograph of three people standing on a rocky cliff edge, silhouetted against a vibrant sunset over a body of water. The person on the left is wearing a red and blue plaid shirt and khaki shorts. The person in the middle is wearing a dark long-sleeved shirt and blue leggings. The person on the right is wearing a dark jacket and dark pants. All three have their arms raised in a celebratory gesture. The background shows a calm sea, distant hills, and a small town on the coast.

# STAY CONNECTED

Webinar Wednesdays

## **Top Takeaways from the Best of Show Award Winners Tell All Webinar**

**Featuring Brent Heist and Ken McGuire from Procter & Gamble, and Thomas Pigeon and Christina Essue from Pigeon Brands**

**Webinar took place June 17, 2020**

**1** COVID has fundamentally changed our today and tomorrow. Consumers have an increased health focus, have altered shopping habits, forced innovation and changed brand relationships.

**2** Now more than ever, consumer trust is driving purchase. 57% of consumers are turning to brands they trust. 25% say they would pay more for products from companies they trust. 71% say they will lose trust in brands over profits before people.

**3** It's crucial to deeply understand and empathize with consumers who are going through emotional and financial hardships. Hence, it's important to recognize new consumer mindsets, new purchase priorities and to innovate for new consumer routines.

**4** Building and sustaining brand trust is imperative to post covid success. Brands must (1) understand and empathize with consumers (2) realign core values (3) build emotional loyalty (4) communicate honestly (5) optimize brand design and packaging.

**5** Award winning packaging starts with a winning consumer or technical challenge e.g. how might we engage more consumers to recycle their packaging? how might we obsolete the current packaging?

# 6

Consumer or technical solutions cannot stand on their own, both are needed. For technology solutions its crucial to prototype extensively to learn about compelling consumer benefits e.g. easy opening, easy dispensing, no mess. For consumer solutions there needs to be a call to action, possibly even challenge brand equity and engage where the consumer is (store displays, websites and print media, social media)

# 7

Start with a big question. Test small, frequently and quickly. Learn about the transactional proposition through various channels (store and e-commerce) and then keep the momentum and conversation going by expanding consumer winning opportunities across brands.