

CORONAVIRUS (COVID-19)

IDENTIFYING AND
DELIVERING YOUR
REPUTATION AND
BRAND RESPONSE

MAKING A PROACTIVE CONTRIBUTION DURING THE CRISIS

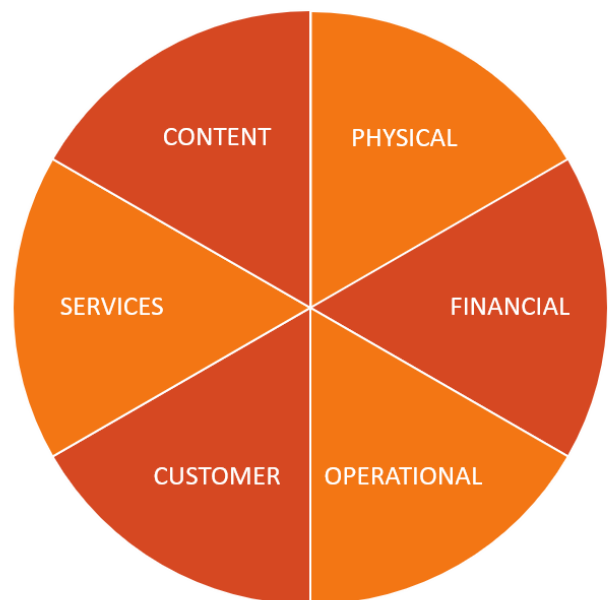
THE CORONAVIRUS OUTBREAK AND ITS RAPID SPREAD HAS PROVEN AN INCREDIBLE SHOCK TO IRISH SOCIETY AND BUSINESS. COMPANIES HAVE RIGHTLY PUT THE HEALTH OF STAFF, CUSTOMERS AND SUPPLIERS AT THE HEART OF THEIR RESPONSE. THE EFFORTS TO PREVENT TRANSFER AND ENSURE SOCIAL DISTANCING MEASURES ARE ADHERED TO HAS BEEN SUBSTANTIAL. FOR THOSE COMPANIES AND BRANDS STILL OPERATING, HUMAN HEALTH AND THE CONTINUATION OF THEIR BUSINESS IS PARAMOUNT. NOTHING SHOULD DISTRACT FROM THE FOCUS ON THESE TWO AREAS.

HOWEVER, FOR MANY ORGANISATIONS THE VIRUS POTENTIALLY PRESENTS A REPUTATIONAL THREAT. THE RESPONSE OF SOME COMPANIES BEYOND THEIR DAY TO DAY OPERATION IS BEING CAREFULLY REVIEWED BY CUSTOMERS AND STAKEHOLDERS. SOME COMPANIES ARE MAKING A PROACTIVE DECISION TO STEP UP AND GO BEYOND THEIR DAY-TO-DAY OPERATIONS TO SUPPORT THEIR LOCAL COMMUNITY AND SOCIETY AT LARGE. THESE COMPANIES NEED TO CAREFULLY CONSIDER AN APPROPRIATE RESPONSE AND IMPORTANTLY HOW THIS IS COMMUNICATED TO THE MARKET DURING THIS CHALLENGING PERIOD.

DRURY IS WORKING WITH BUSINESSES ACROSS SECTORS TO HELP THEM MANAGE THE DAY-TO-DAY SITUATION BUT ALSO ENSURE THEIR REPUTATION AND BRAND RESPONSE IS STRATEGIC AND EFFECTIVE. WE BELIEVE THERE ARE SIX POTENTIAL AREAS OF ACTION THAT ANY COMPANY OR BRAND SHOULD CAREFULLY CONSIDER: PHYSICAL, FINANCIAL, OPERATIONAL, CUSTOMER, SERVICES, AND CONTENT.

THIS IS NOT ABOUT A KNEE JERK REACTION, BUT A CAREFULLY THOUGHT THROUGH STRATEGIC APPROACH TO ENSURE YOUR CONTRIBUTION IS EFFECTIVE, TIMELY AND APPROPRIATE. THERE IS NO ONE ANSWER FOR HOW A COMPANY SHOULD HELP ITS LOCAL COMMUNITY AND BROADER SOCIETY, BUT EVERY ORGANISATION HAS THE OPPORTUNITY TO MAKE A DIFFERENCE.

THIS IS NOT A TIME FOR PUBLICITY SEEKING. HOWEVER ANY RESPONSE NEEDS TO BE CAREFULLY COMMUNICATED THROUGH AVAILABLE CHANNELS INCLUDING CLOSED, CUSTOMER, STAFF AND SOCIAL. FOR ANY RESPONSE, DRURY WILL CREATE AND RISK ASSESS AN EFFECTIVE COMMUNICATIONS PROGRAMME WHICH EXPLAINS NOT JUST THE ACTIONS OF THE COMPANY BUT ALSO THE RATIONALE BEHIND IT.



ABOUT DRURY PORTER NOVELLI

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