

# The 5 golden rules for brand resiliency

Brands' actions are important. This is not new.

What is new is that brands are actively scrutinized and analyzed for their actions during the global pandemic. Activating the brand purpose is the best option because the brand purpose is related to the new normal and to essential needs.

Here are five ways brands can give evidence of their efforts in a transparent way:



## CONTINUITY

1

In terms of tone and content, stay in line with what your brand usually does to avoid suspicion of opportunism.

What is OK for brands to say:  
**Explain what you are doing**



## LEGITIMACY

2

Decide if your brand has a legitimate reason to take the floor.

What is OK for brands to say:  
**Share useful content**



## USEFULNESS

3

Speak only if you have something useful to say, in line with new needs.

What is OK for brands to say:  
**Support charitable foundations**



## GRATITUDE

4

Avoid marketing discourse and humanize the brand, and remember to make it friendly.

What is OK for brands to say:  
**Say thank you**



## AUTHENTICITY

5

Speak honestly, with sincerity – the right dose of emotions is welcome.

What is OK for brands to say:  
**Make the right gestures in your messaging**