BRAND EXPERIENCE IN THE AGE OF COVID-19
Hasan is a Serial Entrepreneur – Founder & CEO of Brand Lounge, the region’s leading and award-winning branding consultancy whose role is to help organizations align their business behind an idea that will deliver success time and again. Equipped with over 20 years of professional consulting experience, today he advises businesses throughout the Gulf and Africa on brand development and in 2014 was recognized by the World Brand Congress who awarded him the prestigious Brand Leadership award in Brand Excellence.
BRACE FOR IMPACT
CHANGE
ADAPT
OR
PERISH
BRAND EXPERIENCE IS THE TOTALITY OF ALL SENSATIONS, FEELINGS, THOUGHTS, AND ACTIONS EVOKED BY A BRAND TO GENERATE BRAND AFFINITY AND LOYALTY.
BRAND EXPERIENCE

MULTIDIMENSIONAL ECOSYSTEM OF THE BRAND
DIMENSIONS OF
DIFFERENTIATION
A robot operating on the Internet of Things (IoT) and Artificial intelligence (AI), can precisely detect Covid-19 symptoms.

Google create a journalism emergency relief fund to support local and small newsrooms covering coronavirus.
4 DIMENSIONS

- IMAGE
- INNOVATION
- CULTURE
- PURPOSE

NETFLIX
FROM PURPOSE TO COMMUNICATION

Nike strives to bring innovation and inspiration to every athlete* in the world.

'PLAY FOR THE WORLD' PAYS TRIBUTE TO ATHLETES TRAINING INSIDE DUE TO QUARANTINE.
4 DIMENSIONS

- PURPOSE
  - Google

- IMAGE
  - Nike

- INNOVATION
  - FUTURUM

- CULTURE
  - Netflix
An engineer with Ajman University (AU) has come out with a smart robot that can remotely detect Covid-19 patients. A self-operating robot can be run via a remote control, while the data collected can be seen, and checked online all over the world.

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HP used their 3D printing technology and machines to create vital products for medical workers and hospitals. (Ventilator, breathing filters, face shields, and innovations like plastic door handle adaptors for elbows to reduce the spread of the virus.)

REPURPOSING CAPABILITIES
To create technology that makes life better for everyone, everywhere.
4 DIMENSIONS

PURPOSE

IMAGE

INNOVATION

NETFLIX

CULTURE
Netflix Committed $100 million in relief fund for cast and crew members working on studio productions and all of its cast and crew will receive two weeks full pay while productions shut down.

Culture of: People Over Process
To empower every person and organization on the planet to achieve more

VALUES LEADING ACTIONS

RESPECT
INTEGRITY
ACCOUNTABILITY

MICROSOFT RELEASED A STATEMENT THAT THEY WOULD CONTINUE TO PAY THEIR HOURLY CONTRACT WORKERS, INDEPENDENT OF WHETHER THEIR FULL SERVICES ARE NEEDED.
Apple and Google’s engineering teams have banded together to create a decentralized contact tracing tool that will help individuals determine whether they have been exposed to someone with COVID-19.

Apple and Google are launching a joint COVID-19 tracing tool for iOS and Android.
5 TRENDS FROM THE DIMENSIONS OF DIFFERENTIATION
PURPOSE is going to become more vital for the success of any brand, if you stand for an idea bigger than making money, you will be more meaningful for the New-Normal Customer and employees.
Your image should be a translation of who you are, it’s about walking and communicating your true purpose and maximizing brand value and meaning - this is why the McDonald’s creative marketing campaign failed and received a lot of backlash from the market and why NIKE created great positive feedback.
The culture of the new-normal is about leadership and values. How you support your core assets (People) in the time of hardness will reflect on your business post the crisis.
Innovation is a mindset, it’s inspired from your purpose, your people willingness to change and react fast enough and your ability to uncover real needs that fit your readiness to experiment and your capabilities,
One element of expanding the purpose is to act selflessly for the greater good of humanity. Purposeful Collaboration is what customers/consumers are expecting from responsible brands in general.
BRAND EXPERIENCE
POST COVID-19 SURVEY

The COVID-19 syndrome is challenging managers and marketers to rethink the way they do business. This survey will help us all shed some light on our preparedness for the upcoming paradigm shift.

THANK YOU FOR TAKING PART.

LINK TO SURVEY