

BRIGHT SOLUTIONS MARKETING

# POST-PANDEMIC PLAYBOOK

A LINEAR RUN-THROUGH OF STRATEGIES  
THAT WE, TOGETHER WITH YOUR BRAND, CAN DO.

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Post-Pandemic  
Playbook




# BRIGHT SOLUTIONS MARKETING INC.

A one-stop trade marketing agency that provides strategic and innovative solutions with a holistic approach in delivering the results you need

Events | Merchandising | Brand activations | Manpower

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The COVID-19 outbreak has affected all aspects of our lives. Due to the lockdown, community movement is restricted, points of purchase and selection of goods are limited, sources of livelihood are halted. Life became more challenging for some, as if they're stuck in a hopeless pit.

Including marketing, the pandemic has not only shifted business trends, but also consumer priorities and the entire marketing landscape; affecting business targets and budgets. Arrows are downwards and visions are in a haze.

Our goal with this playbook is to help you, as a partner, to adapt your brand accordingly so you can continue a purposeful quality service to the community by addressing their challenges and supplying assistance for their necessities and livelihood.



### **SITUATION MIGHT LAST UNTIL 2021**

According to a study in The British Medical Journal, the situation won't return to normal up until 2021, so consumer practices before might not be effective after the Pandemic; also, people might develop an apprehension to social activities in fear of the virus. One way to keep up with this is to modify the usual approaches to adapt with the situation.

### **EXTENSIVE SUPPORT IS NEEDED**

Consumers that's been halted for a long time need a liberal amount of help to get them back on track again; extensive effort to reach out to them is needed.

### **PROVIDING CONVENIENCE IS A KEY**

Visibility and patronage can be developed by providing a convenient practice that will answer their needs and concerns at the moment.

### **UNEMPLOYMENT SHOULD BE ADDRESSED**

Unemployment needs to be addressed after the situation to supply the people with their necessities.



## **Post-Pandemic Playbook**

# **STEP 1 REPROFILE YOUR CONSUMERS**

Pandemic isn't a regular situation to be in, but that's what currently holding our society in a pause. People are locked down with limited access to products and services and some businesses are obstructed, lifting unemployment to a notch. In a shorter description; people are having a hard time obtaining their necessities.

### **USUAL PRACTICES ARE NOT VIABLE**

As observed, the situation won't go back to its regular sequence for some months after the lockdown; so regular practices might not be viable.

### **MIND THE BRAND GAP**

Consumer's limited access could create a gap to the brands.

### **SOCIAL INTERACTION IS A CHALLENGE**

Marketing activities that require social interaction will be a challenge.

### **BUDGET ISSUES**

Due to the limited business movement, company budget is also an issue; especially for those who still support their employees.



## **Post-Pandemic Playbook**

# **STEP 2 RECOGNIZE YOUR BRAND'S SITUATION**

Pandemic and Economy doesn't rhyme. Along with the community, this time also brought businesses a hiccup; especially those that requires physical interaction to its audience. Goals that was set got a bit blurry, sales for some products are sliding through a turmoil. Brands have to deal through crucial adaptability to the current situation.



## Post-Pandemic Playbook



# STEP 3

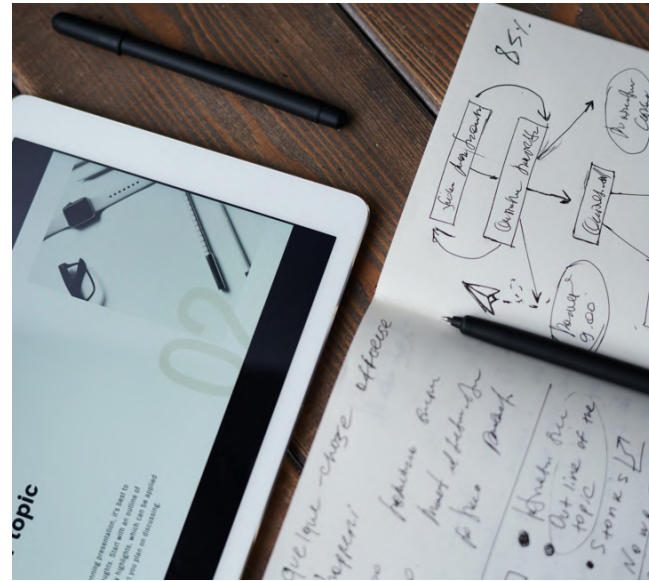
## SET YOUR OBJECTIVES

This Post-Pandemic Playbook's main goal is addressed to both the consumer and the brand to provide a communal resolution that would both answer each other's situation

- 1 Provide the consumers with the necessities they need.
- 2 Restore the brand's statistics and generate sales.
- 3 Close gaps and connect the brand closer to its market.
- 4 Supply the community with sources of livelihood that would help them get back on their feet.

## STEP 4 FORMULATE EXECUTION PLANS

Bright Solutions Marketing, as a Below-the-line agency, devised several programs that would help brands return to its BTL activations in consideration with the expected situation after the Pandemic. These programs aim to keep businesses back on track while supplying the community with the necessities it needs.



### FLEXIBLE PROGRAMS

Flexible programs to work with your BTL requirements that can cover from Social media components, Logistical arrangements, Sales, up to After-service efforts.

### COMPLIANT & IN BUDGET

Projects that will supply the community with their needs but still budget compliant.

### EMPLOYMENT OPPORTUNITIES

Employment of manpower will open job opportunities for the community and help them support their livelihood.

# PLAN 1

## VIRTUAL LEAFLETING

### **CUT DOWN UNNECESSARY CLOSE CONTACTS, GO DIGITAL!**

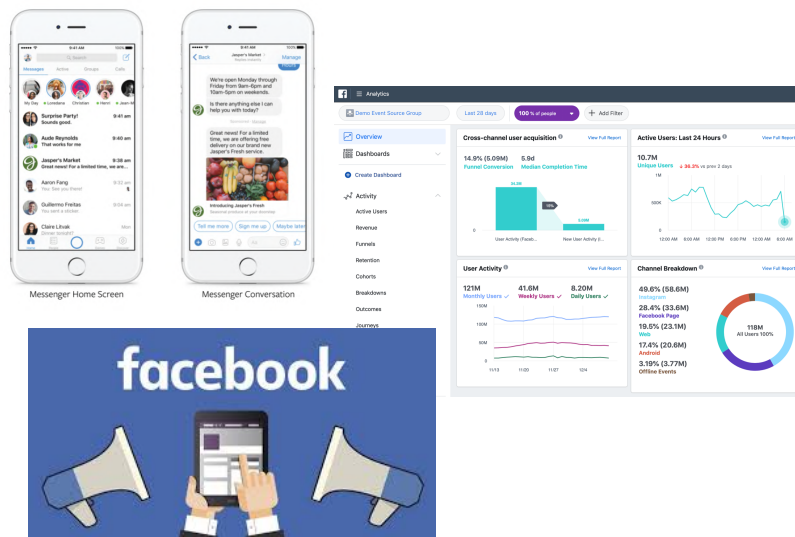
Promote your products, distribute promos, discounts, and disseminate health information through platforms that doesn't require physical interactions.

We can provide a virtual leafleting system for your product promotions, promo codes, and infographic detailers though your brand's Facebook messenger account.





# VIRTUAL LEAFLETING OUTLINE

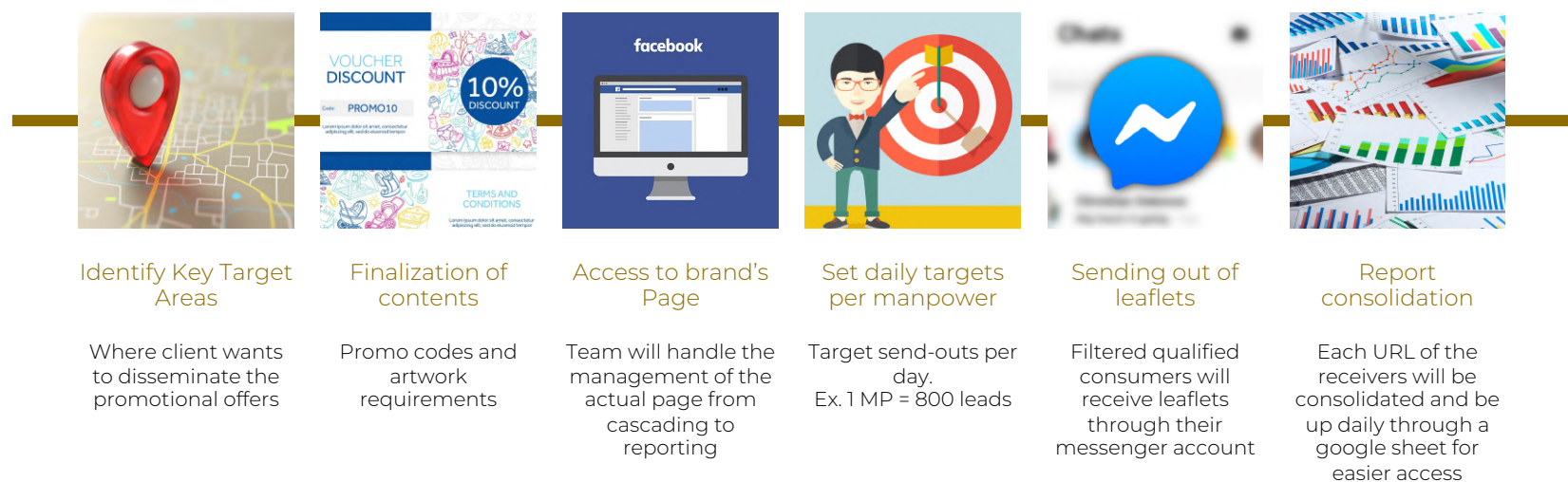


Maximize your presence in online , take care of your current customers, and find new ones by utilizing your Facebook page through virtual leafleting; a good way to reach more consumers with less manpower and less budget.

Our team will handle your brand's Facebook Messenger account to disseminate virtual leaflets to individual Facebook users. We can also extend our touchpoint through our own Facebook page.

## COMPONENTS

- Content development
- Actual implementation
- Daily monitoring and report submission
- \*Ad boosting and analytics (additional option)



## Post-Pandemic Playbook

# PLAN 2 ON-DEMAND DELIVERY

### REACH YOUR CONSUMERS WITHOUT PUTTING THEM AT RISK!

Provide door-to-door delivery service to your customers for an effortless and safe purchase, and tune it up with special discount promos and packages to help the community.

We supply logistical arrangements in any mode of delivery your products require, from bike, motorcycle, van, trucks, up to inter-island cargos.



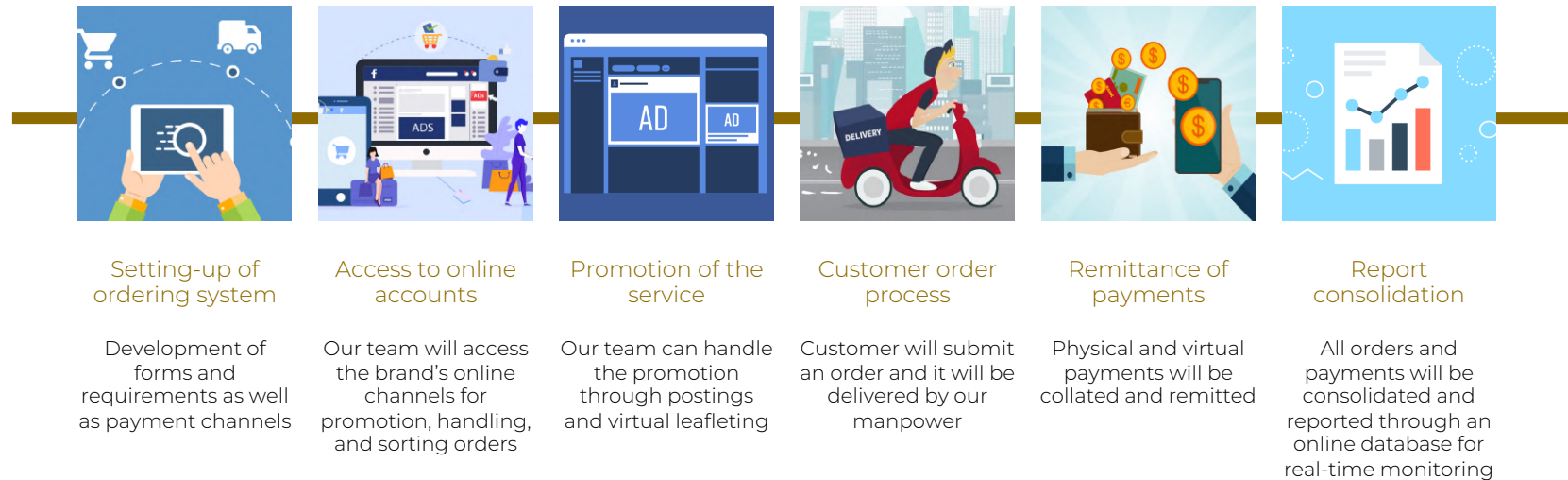
# ON-DEMAND DELIVERY OUTLINE



Reach out to your customers in the most accessible way available. Our team will cover the access to your brand's social media accounts to handle and sort orders, deliver each orders, and handle payment transactions for your comfort.

## COMPONENTS

- Program conceptualization
- Promotion
- Order collection
- Logistical requirements
- Payment arrangements





## Post-Pandemic Playbook

# PLAN 3 MOBILE MARTS

### OFFER YOUR BRAND'S LINE OF PRODUCTS IN THE MOST ACCESSIBLE AND CONVENIENT WAY!

Bring your products closer to the community through a mobile mart that roves around places to provide an accessible and safe market space.

We cater a complete arrangement of branded L300 van with recorder, merchandises, and manpower that visits communities to provide sales and services of your brand.





# MOBILE MARTS OUTLINE



Bring your products to the community to provide them a safe and comfortable access to their necessities. Our team will handle everything, end-to-end.

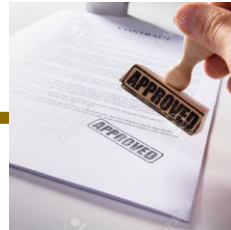
## COMPONENTS

- Activation elements development and pre-works
- Vans
- Manpower in uniform ( 2 Sellers, 2 Helpers)
- Warehousing
- After-service report



### Area Selection

Identifying a strategic area in the barangay for the placement of mobile mart.



### Permit-taking

Taking care of the necessary permits for the mobile mart placement



### Pre-event Recording

In barangay and nearby areas to communicate the mobile mart activation



### Warehousing

Handling of warehousing and inventory of goods complete with bespoke reporting scheme for your convenience



### Mobile Mart Activation Day

Complete with manpower and logistics to bring your products closer to the consumers conveniently



### Sales Reporting

Accurate sales reporting and product inventory submitted on a daily/ weekly/ monthly basis for smooth monitoring of performance.

Post-Pandemic Playbook

# PLAN 4

## CONTACTLESS SAMPLING

### **SAMPLE OUT YOUR PRODUCTS IN A SAFER AND MORE HYGIENIC WAY!**

Don't let social distancing cut you from reaching potential customers, innovate and get creative with the ways to approach them.

We develop systems to sample out your products to your prospective consumers with consideration for social distancing



# CONTACTLESS SAMPLING OUTLINE



Contactless sampling systems to minimize physical interaction while promoting your products.

## SELF-SERVICE SAMPLING

We develop electronic and mechanical modules, based on your product's requirements and deploy it to strategic areas. A manpower will supervise the unit to control the process..

## CO-BRANDED SAMPLING

In partnership with other delivery services wherein every order a customer make, we can include our product samples to their package. We can also tie up with supermarkets and supply our samples to be distribute in their cashier posts.



# PLAN 5

## MERCH MATERIALS

### STAY VISIBLE ANYWHERE YOUR MARKET IS!

Create relevant impressions and statements through merchandising materials around the community.

We produce and install merchandising materials that would make your brand get a relevant exposure to the community.





# MERCHANDISING OUTLINE



Due to the gap brought by covid-19, we still want to create a relevant brand presence by providing timely services to the community while creating a valued connection.

## COMPONENTS


- Creative conceptualization
- Merchandise production
- Pre-works (Permits)
- Installation of merchandises

## MERCHANDISES

- Posters and banners
- Infographic installations (Stickers etc.)
- Branded alcohols, sanitizers, and other hygiene products
- Branded hand wash areas, sanitation units, transport vehicles

## TARGET AREAS

- Markets
- Establishments
- Parks
- Schools
- Public access areas




Thriving through this pandemic is strenuous, but when there's a big drawback, we don't just sit there and watch.

We won't allow the people to endure the difficulties in their livelihood, and we won't let brands' businesses be slowed down; together, it's our mission to help everyone out get back on their feet again.

Because for us, **BIG PROBLEMS** are just inspirations to come up with **BRIGHT SOLUTIONS.**





This concept presentation aims to strengthen your brands marketing plans through a unified campaign that will convert and retain customers and generate brand loyalty and sales.

Should this concept be chosen, we will discuss every details of the requirement and will be in close coordination with you to fine-tune all our activities and event particulars.

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