

In uncertain times, people rely on what makes them feel safe, connected and secure. When we think back to these past few months, positive memories and comforting associations will stand out. Brands have a unique opportunity to become a positive touchpoint for their consumers by playing a meaningful role in their communities and beyond.

Here's how:



SHOW EMPATHY.

Consumers will remember how you made them feel in difficult times. Humanize your business by leading with compassion, selfless support and putting people first. To remain relevant in today's dialogue, empathy can be seen as the common thread connecting us all¹.

ASSURE STABILITY.

Remind your consumers that you are there for them as you work toward the common goal of strengthening the community. It is inauthentic to say you have all the answers, but you can still position yourself as a stable pillar in your network.

RELY ON TRUST.

People can become overwhelmed by constant updates and negative information. A study by Two Sides revealed that 56% of readers deem print media the most trustworthy². By opting for a reliable, nostalgic and tangible medium like print, you can earn readers' trust.

ADDRESS THE FUTURE.

Even in uncertainty, businesses can still offer solutions within their expertise. Remain a positive presence by constructing and sharing a personal strategy to move forward. Reassure your neighbors that you will adapt to whatever comes next, then follow through.



By leading with empathy, stability, trust and forward-thinking, you can help forge a renewed sense of purpose and community from uncertainty.

¹ Steiner, Sarah. "How Do You Prepare for Uncertainty?" American Marketing Association. 04 May 2020.
² Two Sides North America. "Print and Paper in a Digital World." www.twosidesna.org.