

The Impact of Coronavirus on Customer Experience: Lifestyle Brands vs Customer Journey

August 2020

INTRODUCTION

Scope

Coronavirus (COVID-19)

The four key trends that will redefine lifestyle brands in 2020

New pressures and demands for lifestyle brands post-COVID-19

Lifestyle brands must preserve brand heritage and loyalty

INTRODUCTION

Customer and brand journey upended

Blueprint for brands' response to the challenges of COVID - 19

OMNICHANNEL AND THE NEW BRICK AND MORTAR

Differentiation of the store experience reaches new extremes

Case study #1: Disneyland Shanghai becomes a model for theme parks

Case study #2: Allbirds uses stores as delivery hubs during lockdown

Case study #3: dm launches new click-and-collect service in Germany

Key takeaways: Omnichannel a lifeline for lifestyle brands

HYPER-PERSONALISATION THROUGH THE LENS OF COVID-19

Resetting personalisation

Case study #1: True Fit disrupting traditional practices

Case study #2: Bulgari reimagines luxury proposition

Case study #3: Nike building emotional connection during crisis

Key takeaways

BRAND STORYTELLING: BUILDING A NARRATIVE

Brand narrative during pandemic expected to have long-lasting impact

Case study #1: Soap & Glory aims to tackle hygiene poverty

Case study #2: Nissan redefines safety in Egypt

Case study #3: LVMH repurposes production to hand sanitisers

TRANSFORMATION WITH IOT DURING COVID-19

IoT adoption offers big potential, adoption to accelerate

Visa boosts connected car experiences

Co-op solves last-mile delivery puzzle in the UK's smart city

Yandex delivers a localised voice commerce experience at home

Key takeaways

CONCLUSION

Lifestyle brands post-COVID-19, where next?

How to stay relevant and buoyant in the "new normal"?

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