

Post-Pandemic Planning:

YOU HAVE MORE CONTROL THAN YOU THINK

2020 has brought unprecedented change to almost all aspects of our lives—and our businesses. Planning for the future is challenging when so much is unknown. The next 12-24 months will require flexibility, innovation and an understanding of shifting consumer behavior. It will also require a clear understanding of who you are as a brand (and who you've always been).

Our 3 Fs:

We've developed a framework to help brands build effective plans for the short-term and longer-term.



Fixed

Your mission, your values, brand DNA and brand story

- After cash preservation, the single most important thing you can do for your brand right now is to build and preserve brand equity. Are you clear about your brand DNA and what parts of your brand story are most relevant to consumers right now?
- How are you building loyalty with existing customers and building awareness with new customers?



Flexible

Media plan, channel strategy, messaging strategy, merchandising strategy, promotional strategy

- Is your current marketing plan flexible enough for the starts and stops that the retail industry will see for the next two years?
- Can your sales channel strategy flex as channels open and close and change in terms of importance?



Fluid

Messaging, campaigns and creative, promotional execution

- Are you running (or in the process of developing) creative campaigns that clarify your brand values for your consumers or articulate your brand story under the lens of the COVID-19 consumer mindset?
- Are you in tune with how consumers are feeling about your brand and the products you sell?



blaze

Blaze-Partners.com | Info@Blaze-Partners.com

WE ARE BLAZE PARTNERS.

At Blaze Partners, we bridge the gap between consulting and advertising — transforming brands and building businesses. Hardworking, nimble and insatiably curious, all of our team members have spent time on both sides of the client/agency table, affording a unique perspective and thorough grounding in the realities of running a business. We've built our firm to work with brands large and small, domestic and abroad, to solve even the most complex challenges. Whether helping a 150+ year-old apparel brand find relevance in the 21st century or launching a sexy, Norwegian speedboat to the US market, our marketing strategies and creative executions consistently produce results.