



# Think Strategically

MARCH 24, 2020

Sensitive moments like these are when brands have the biggest opportunity to win customers' hearts and long-term loyalty.

*However,*

Communication has to be strategic and thoughtful.

Communication needs to be balanced—between  
empathy and strategy, between heart and brain

In their own ways, brands must *Pay It Forward*;  
Whatever the message, there must be an  
underlying, genuine empathy.

Brands should be vocal, but never salesy or pushy.

Right now, customers are looking for kindness,  
sincerity, calm, and *relevancy*.

Brands who don't acknowledge this time seem out of touch and unworthy of loyalty.

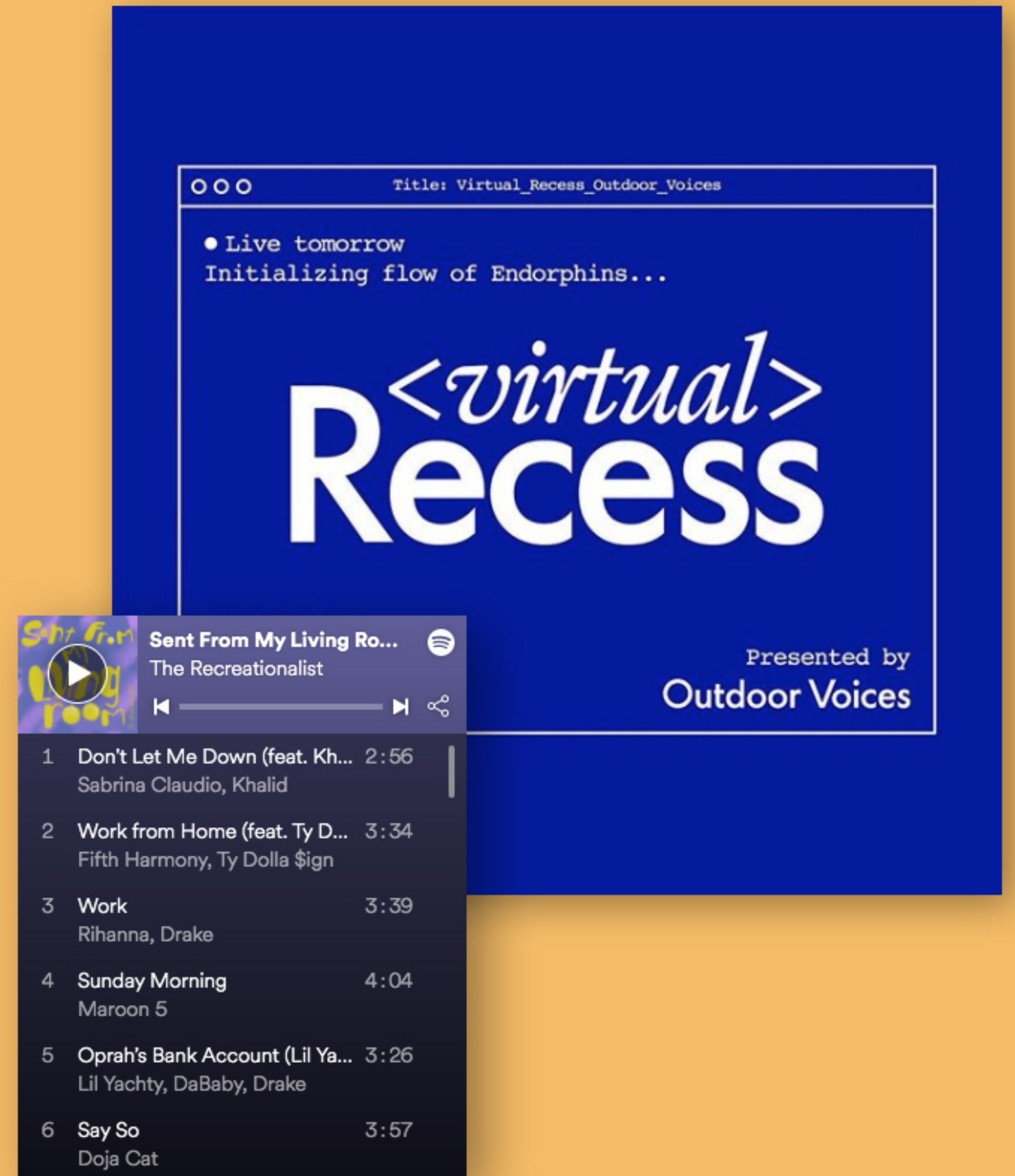


Whilst there is uncertainty in the world, people are stress shopping and spending online right now.

It's up to brands to show how they can be calming, guiding  
partners throughout the storm.

Here's are some moments that show how brands can shift their strategies and communicate thoughtfully with their audiences...

Moving #DoingThings indoors,  
Outdoor Voices raises endorphins  
via livestream workouts & playlists.



Nike inspires their community to  
come together as one team and by  
providing daily inspiration.



At Nike, our world is sport, but sport is not  
our whole world.

As athletes\*, we're evolving as the world  
evolves, and we want to help you stay healthy  
and active with your fellow teammates.

Starting today, and until further notice,  
we'll share daily stories to help your body  
and mind through this time.

Because now, more than ever, we are all  
playing as one team.

Play inside, play for the world.


Meet Angela Manuel-Davis  
**"LET'S DO THIS  
TOGETHER"**



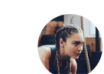

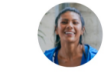


We want to introduce you to Angela Manuel-Davis, our new Nike Community Leader. Angela is a former USA Track and Field Team Member and current motivational fitness guide to some of the biggest athletes and personalities in the world.

Over the following weeks, she'll be leading us on a journey. Angela will be our inspiration and encouragement to individually keep us moving, and collectively keep us tapped into the power of our team.

**"Now is the time to focus on us. Us is bigger than any team, class, sport, league. Us is our human connection. You can't stop us."**

 Angela Manuel-Davis  
Nike Community Leader

#### The Nike Master Trainers Leading with Angela

-  Kirsty Godso  
Nike Master Trainer
-  Joe Holder  
Nike Master Trainer
-  Betina Gozo  
Nike Master Trainer
-  Branden Collinsworth  
Nike Master Trainer
-  Akin Akman  
Nike Master Trainer



Some brands like The Citizenry  
lead with heartfelt messages  
directly from founders.

## THE CITIZENRY

### TO OUR CITIZENRY FAMILY,

The world is taking an unexpected turn, and for better or worse, moments like these serve as much-needed reminders of just how connected we all are. It is a great privilege to be a part of this global community, and we are taking every precaution to keep this beloved group safe.

We are still planning to share beautiful images, stories, and collections. This does not mean we are taking the situation lightly. Rather, we hope to provide mini escapes from the news in our feeds.

As we hunker down for public safety, we hope to remind you of the extraordinary beauty that still exists in the world and inspire you to embrace your home as a newfound respite, workplace, and cocoon. The idea of home as a sanctuary feels more important than ever, and now is the time to lean into all the good that still happens behind those walls.

*Rachel + Carly*

[READ FULL LETTER >](#)

Brands like Hodinkee are using  
their reach to put focus on  
independent retailers and brands.



**Retailers:** At this point, most manufacturers have closed down, as have effectively all retailers in the United States and abroad. These stores represent the most important part of the sales chain, and they typically operate on a thin margin with large overhead. I have already heard personally from friends at some of the most well-known independent watch stores in the country that layoffs are imminent, and with state-mandated closures of all non-essential businesses, they have zero lifelines to sell the product they have. Beginning later this week, every Tuesday and Thursday, we will shine a light on an independent watch retailer, letting you know how exactly to communicate and work with them while their doors are shut. We hope this will allow them to make some sales and continue along as they were. To be considered, please email editor Cole Pennington at [cole@hodinkee.com](mailto:cole@hodinkee.com).



Todd Snyder and Jenni Kayne  
curate WFH apparel.

TODD SNYDER  
NEW YORK



## WFH HACK #2

This Slim Jogger is a more tailored version of our classic sweatpant. Finished with elasticated cuffs and two slash pockets, you won't be embarrassed if you have to stand-up mid Google Hangout to grab a snack. Available in 12 colors.

SHOP NOW



SHOP SWEATS

jenni kayne

FREE SHIPPING & RETURNS ON EVERY ORDER

### Indoor Essentials

*We're leaning into loungewear classics for the week ahead. Favorites like linen slippers, cashmere joggers, and ultra-soft hoodies were made for moments at home (and beyond).*



SHOP NOW

### More Cozy Finds



The Moc Clog



The Fisherman Wrap



The Basic Sweatshirt



The Alpaca Throw



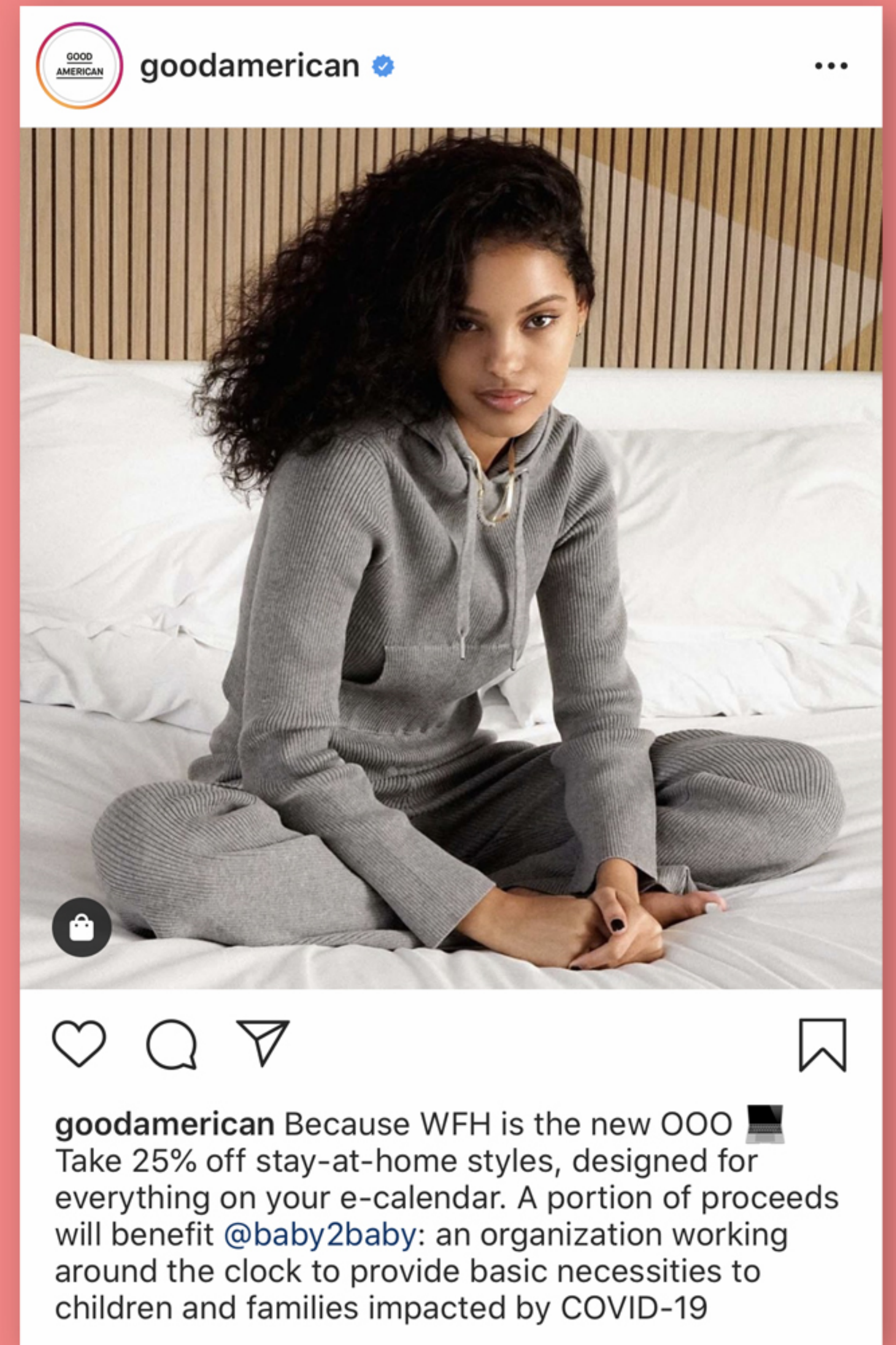
A gift with purchase that matters  
from Saturdays New York.

# Wash Your Hands!

We're now including a FREE  
BAR OF SOAP with every online order.



Good American gives back to their audience and community with discounts on stay-at-home attire.





A few brands are simply using smart copy, like this clever one-liner from Thirdlove.

THIRDLOVE

Comfort You Can Count On

Shop Now

Bras designed for all-day support that stays with you, in cups AA–I, including half-cups.

Shop Now

Some food brands are giving back to hospital workers while raising internal wages like &Pizza.

**HELP 'EM HEAL.**

**DOCTORS.  
NURSES.  
ADMINISTRATORS.  
CLEANING STAFF.  
ANYONE WORKING  
IN A HOSPITAL.**

**FREE PIZZA:  
TODAY UNTIL WHENEVER.**

TEXT US #HERO AT 200-03  
(WITH A PIC OF YOUR VALID ID)  
FOR FREE, CONTACTLESS DELIVERY



**NONE OF US GET TO CHOOSE  
THE CHALLENGES WE FACE EACH DAY,  
BUT WE DO GET TO CHOOSE HOW TO  
RESPOND: THIS IS OUR RESPONSE**

**UNITY PAY**

— ELEVATING THE HOURLY WAGE BY \$1  
FOR ALL SHOP-LEVEL STAFF (SHOP LEADERS,  
SHIFT LEADERS, & TRIBE): **WE'RE COMMITTED  
TO MAKING SURE YOUR WALLET IS THE LEAST  
OF YOUR WORRIES**

**LYFT**

— EXTENDING OUR 'LYFT FOR LATE NIGHT'  
BENEFIT (\$5 ONE-WAY TRIPS) TO ALL SHOPS,  
ALL TRIBE, EVERY DAY: **WE'RE COMMITTED TO  
HELPING YOU GET TO-AND-FROM**

 TEXT #TRIBEFIRST TO 200-03 



And finally, everyone can use a  
simple, thoughtful message.



amiparis



**amiparis** Strong together.  
Soon we will be close to each other again.  
Stay safe ❤️

Every single move during this time can make the difference between  
being just another brand and being a *great brand*.

Now is the most crucial time for brands to think  
beyond numbers and focus on community and  
building genuine connections.

*A few communication strategies to get through this time...*



## Tone of Voice

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Whilst every brand's tone of voice will vary by brand,  
every brand's tone of voice should shift when  
communicating about the state of the world...

Tone of Voice

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*The tone voice should be...*

Genuine  
Calm  
Optimistic  
Careful

*Never...*

Snarky  
Forced  
Negative  
Overbearing

## Tone of Voice

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Yes, you can still be a *little* cheeky.

Yes, you can still be sarcastic.

But take moments to pause and strip away the  
banter to show real, authentic care, then get  
back to being yourself when the timing is right.

# A Few Words to Use & Avoid

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## *Use:*

Welcome  
Connect  
Balance  
Community  
Care  
Calm  
Support  
Mindful  
Positive  
Collaborate  
Move  
Sustain  
Nourish  
Help  
Aid

## *Avoid:*

Act fast  
Buy now  
Stupid  
Ignorant  
Deprive  
Casualty  
Disservice  
Woe  
Affliction

It's okay to acknowledge fears and anxiety,  
however, brands must be optimistic and helpful.

Once your message has been said, remember to  
engage with your community in positive ways.

One positive email, one funny Instagram post, one heartwarming Tweet – all these things can lighten up a customer's day.

However you choose to communicate, be you. Customers are extra sensitive right now to forced communication so make sure to do what feels right from a thoughtful lens.



*In summary, brands must...*

*1.*

Acknowledge the sensitive times in your own ways

*2.*

Be vocal in a calm, genuine, optimistic and careful manner and never salesy

*3.*

Use this time to build and strengthen your communities

*4.*

Show how you step up in the world, don't tell

Brands, take this time to really live up to your  
mantras and values. We know your brand books  
are full of them so *show them to the world.*

# KING&PARTNERS

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# Thank You