



BRAND EXPERIENCE IN THE AGE OF COVID-19

br  [®] the point of
differentiation
lounge



HASAN FADLALLAH

FOUNDER & CEO

Hasan is a Serial Entrepreneur – Founder & CEO of Brand Lounge, the region’s leading and award-winning branding consultancy whose role is to help organizations align their business behind an idea that will deliver success time and again. Equipped with over 20 years of professional consulting experience, today he advises businesses throughout the Gulf and Africa on brand development and in 2014 was recognized by the World Brand Congress who awarded him the prestigious Brand Leadership award in Brand Excellence.



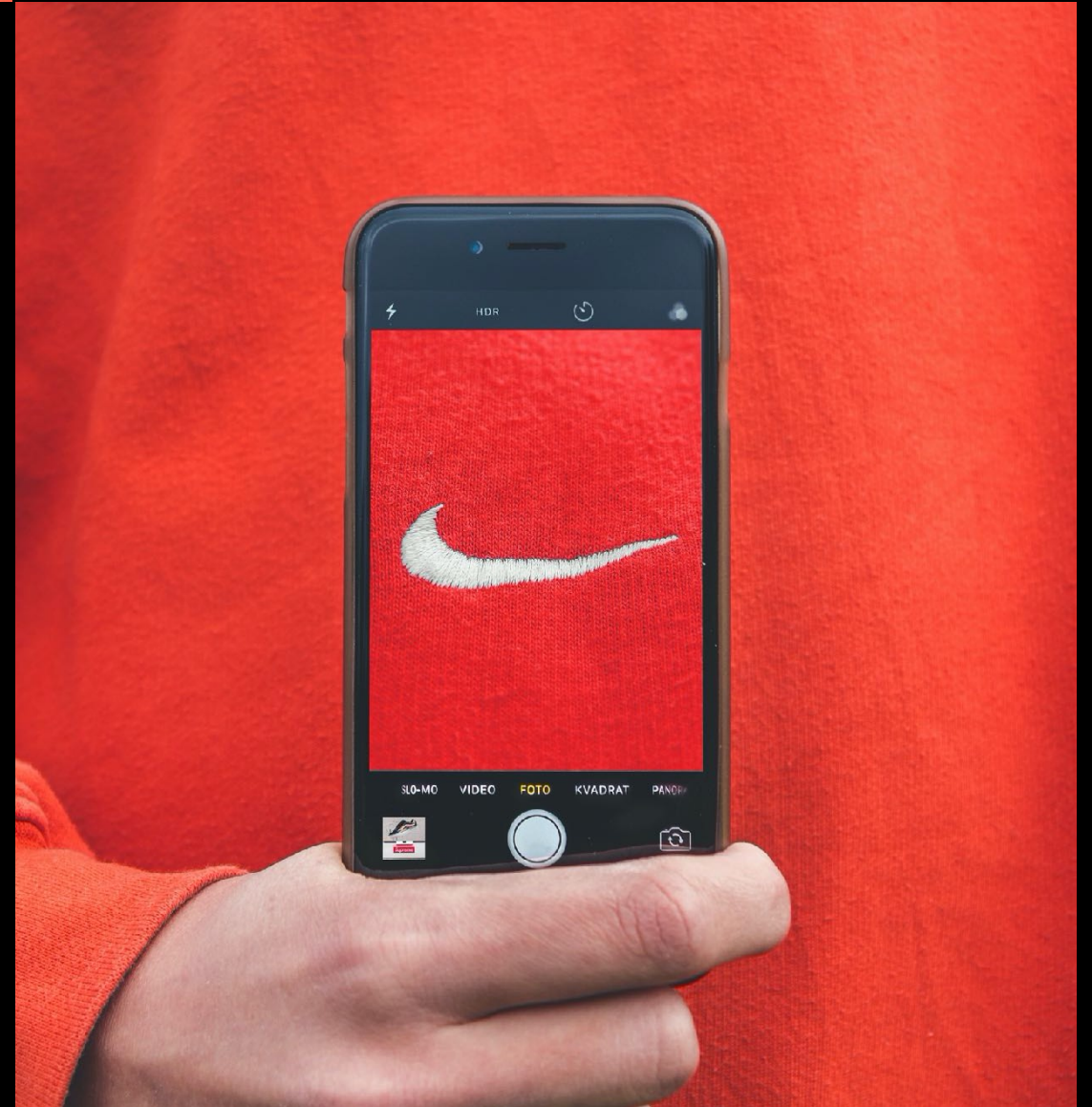


BRACE FOR IMPACT



**CHANGE
ADAPT
OR
PERISH**

**BRAND EXPERIENCE IS
THE TOTALITY OF ALL
SENSATIONS, FEELINGS,
THOUGHTS, AND
ACTIONS EVOKED BY A
BRAND TO GENERATE
BRAND AFFINITY AND
LOYALTY.**



BRAND EXPERIENCE

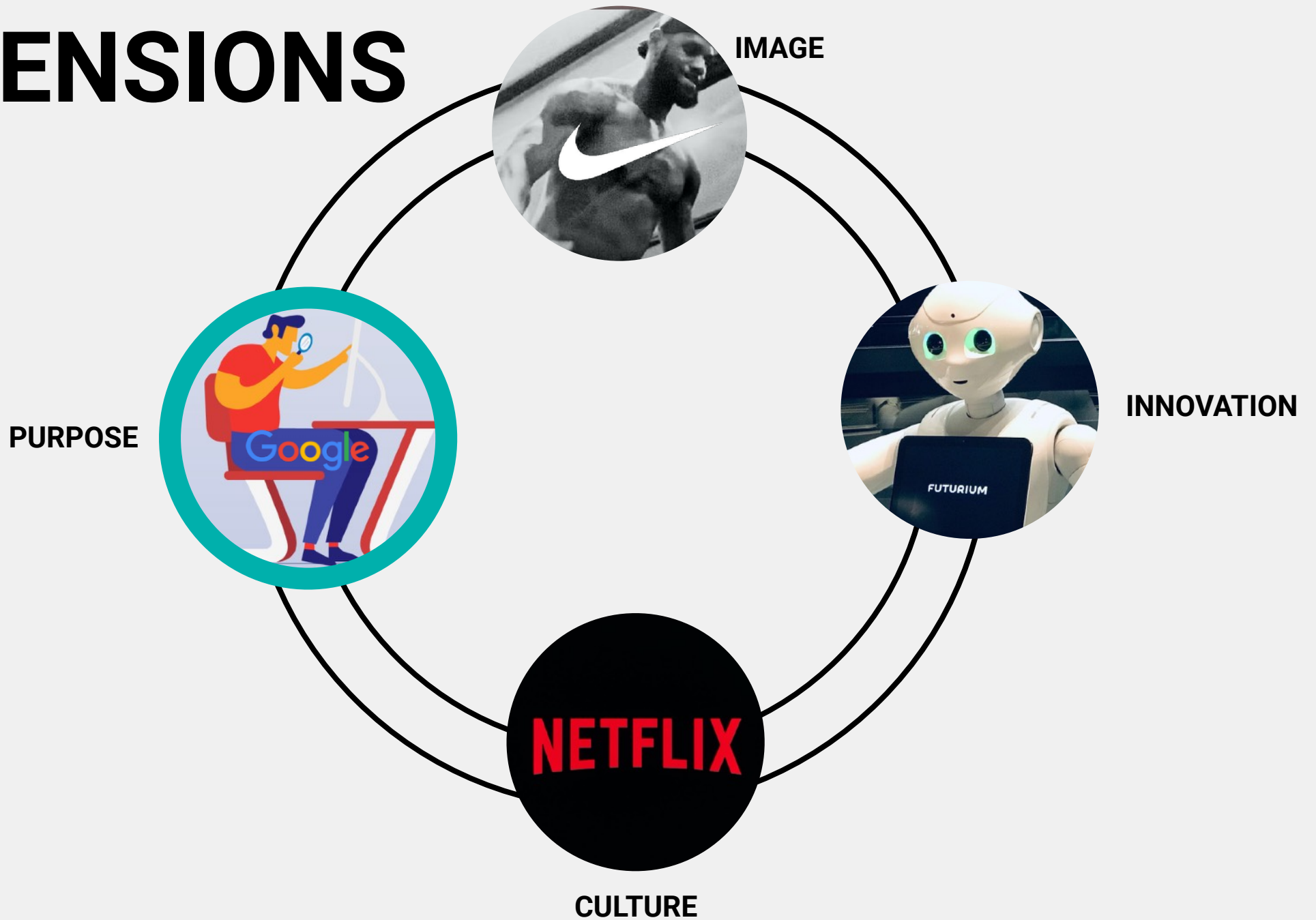


MULTIDIMENSIONAL
ECOSYSTEM OF
THE BRAND

DIMENSIONS OF DIFFERENTIATION



4 DIMENSIONS





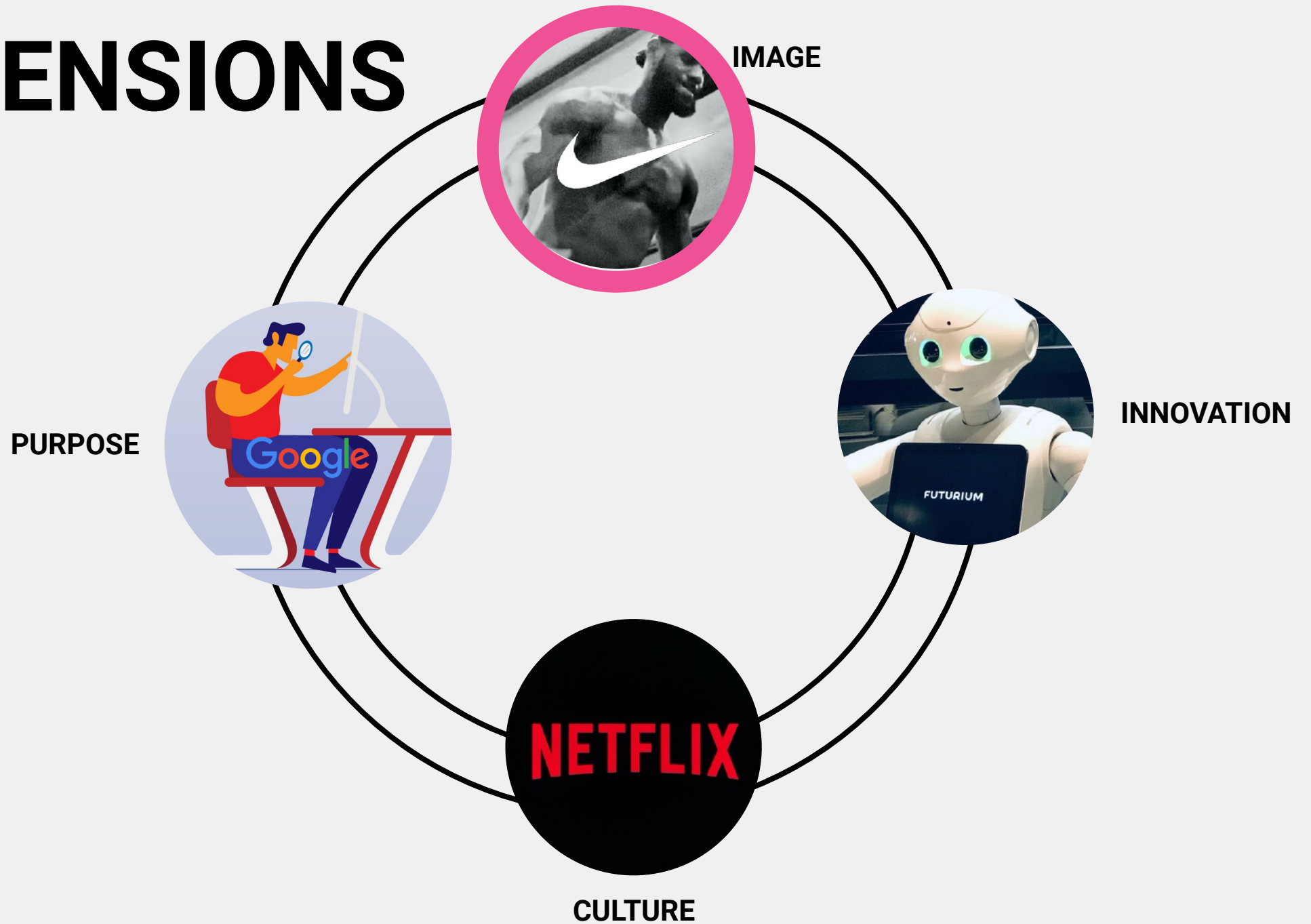
FROM PURPOSE TO ACTION

TO ORGANIZE THE WORLD'S
INFORMATION AND **MAKE IT
UNIVERSALLY ACCESSIBLE
AND USEFUL.**

Google create a journalism emergency
relief fund to support local and small
newsrooms covering coronavirus



4 DIMENSIONS

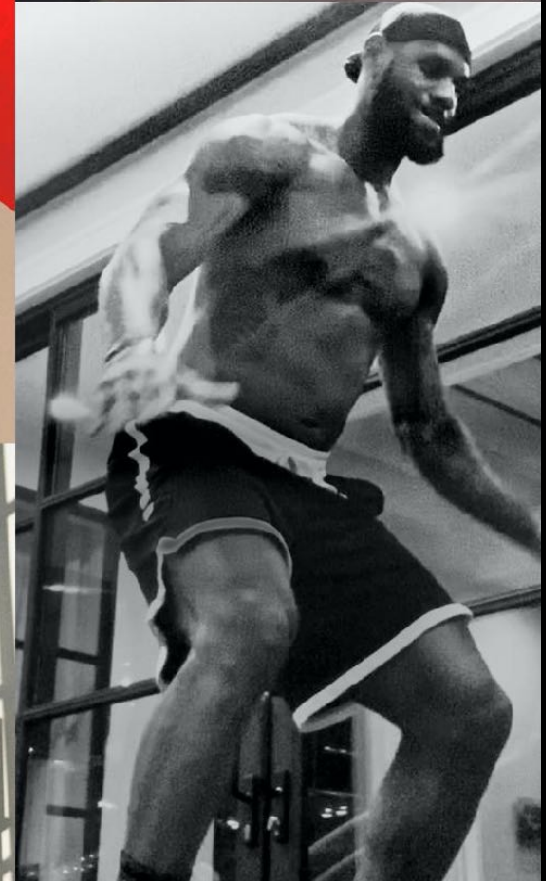
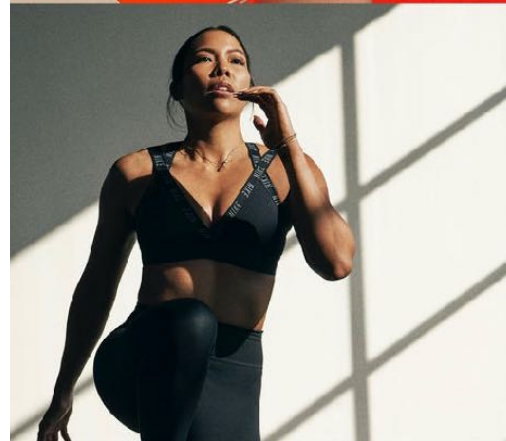
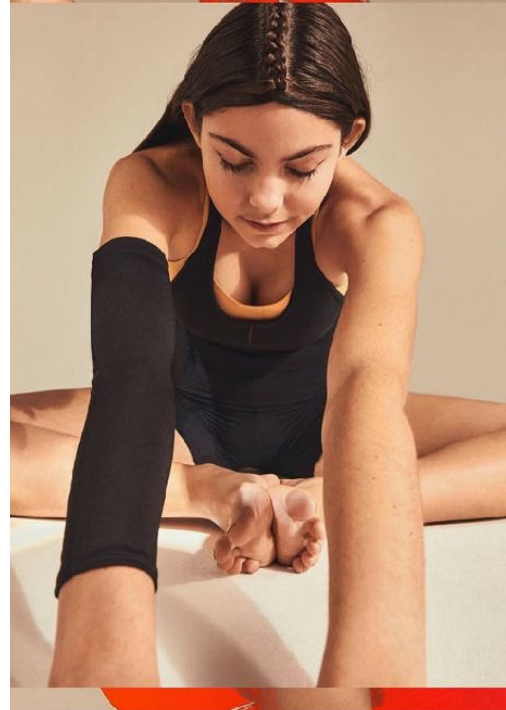




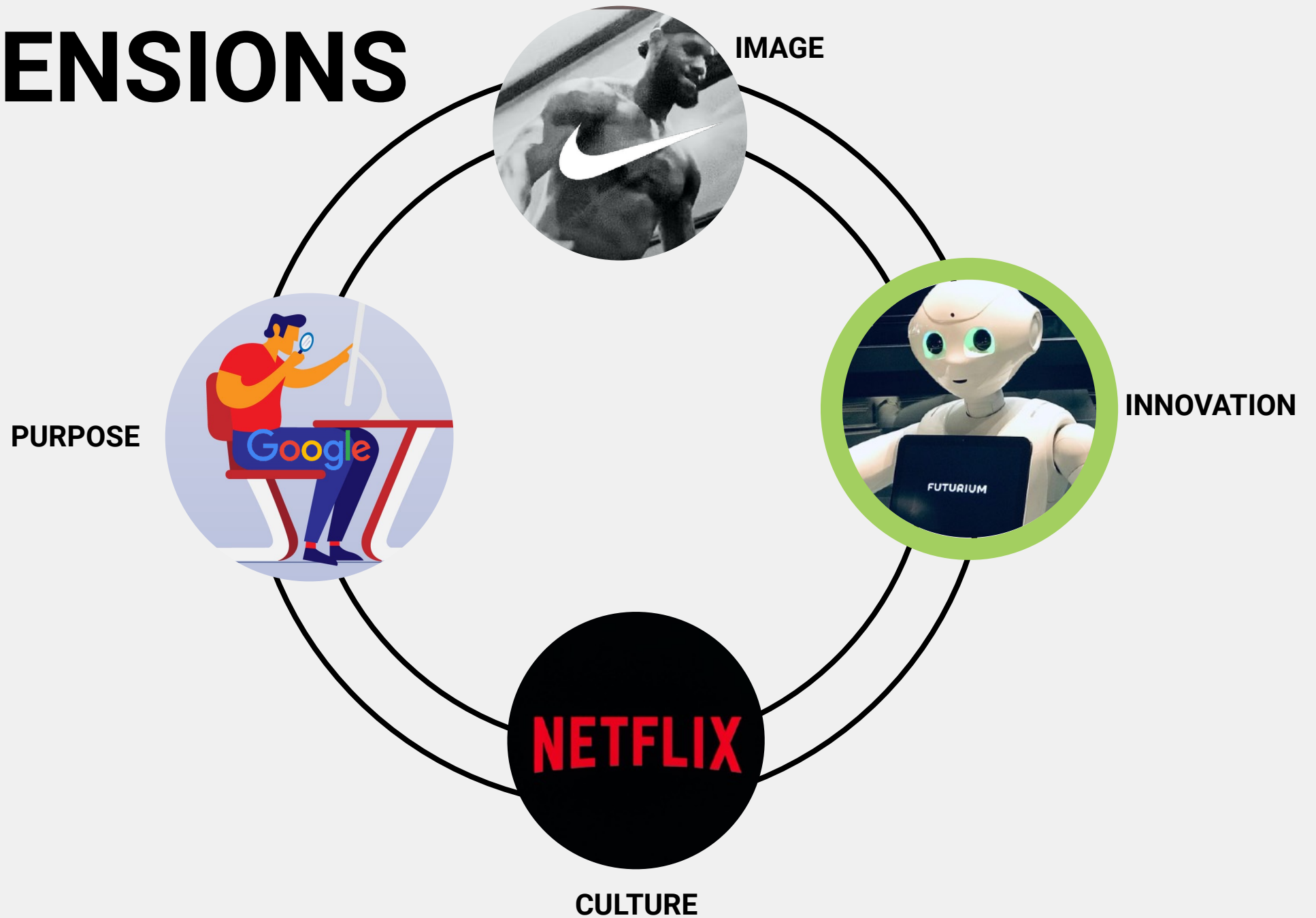
FROM PURPOSE TO COMMUNICATION

Nike strives to bring innovation and inspiration to every athlete* in the world.

'PLAY FOR THE WORLD' PAYS
TRIBUTE TO ATHLETES TRAINING
INSIDE DUE TO QUARANTINE.



4 DIMENSIONS





جامعة عجمان
AJMAN UNIVERSITY

FROM CRISIS TO INNOVATION

An engineer with Ajman University (AU) has come out with a smart robot that can remotely detect Covid-19 patients. a self-operating robot can be run via a remote control, while the data collected can be seen, and checked online all over the world



A **robot operating** on the Internet of Things (IoT) and Artificial intelligence (AI), can precisely detect Covid-19 symptoms





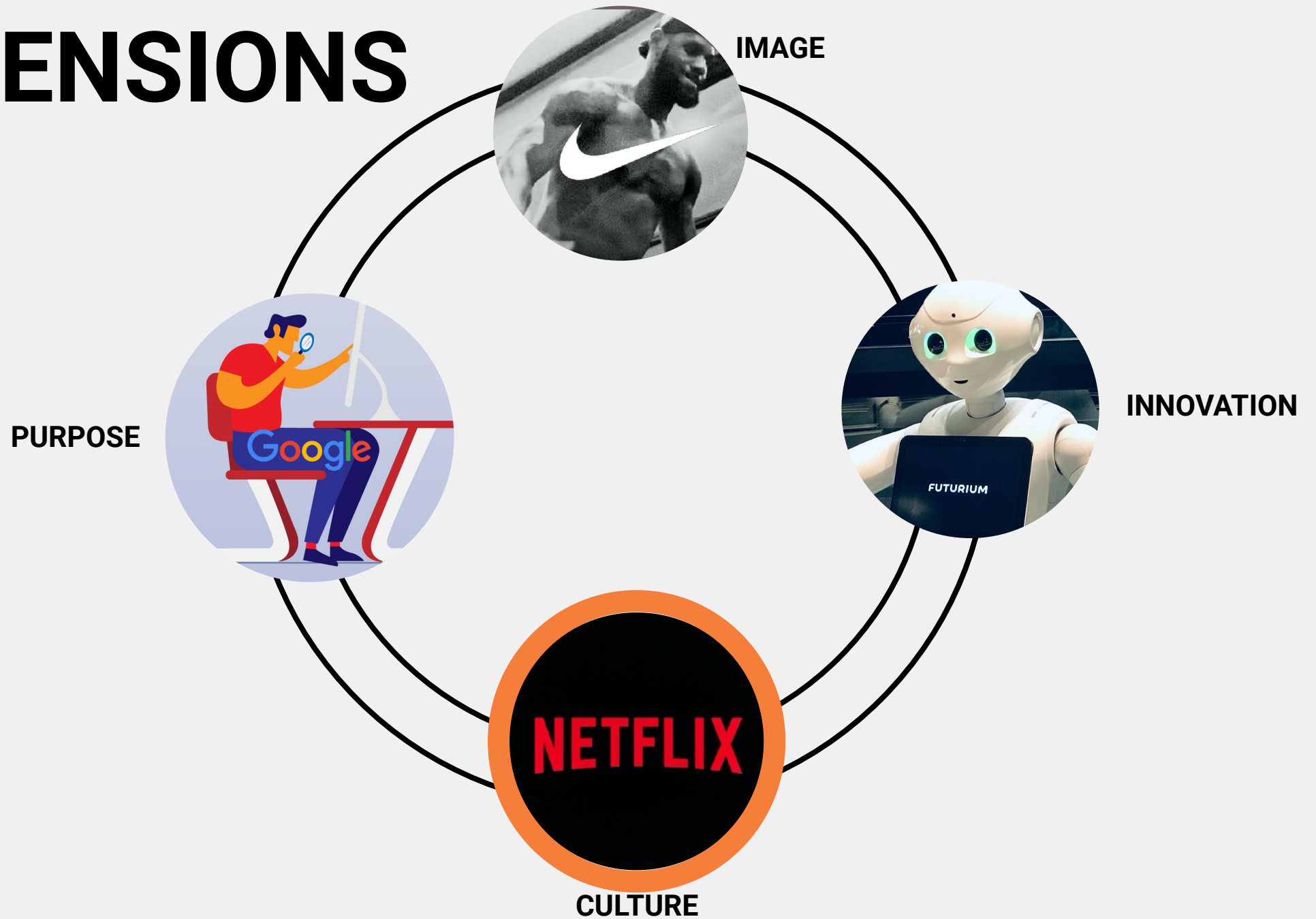
HP used their **3D printing technology** and machines to create vital products for medical workers and hospitals. (Ventilator, breathing filters, face shields, and innovations like plastic door handle adaptors for elbows to reduce the spread of the virus.)

REPURPOSING CAPABILITIES

To create technology that makes life better for everyone, everywhere.



4 DIMENSIONS





VALUES

LEADING ACTIONS

Netflix Committed \$100 million in relief fund for cast and crew members working on studio productions and all of its cast and crew will receive two weeks full pay while productions shut down

Culture of: People Over Process





VALUES LEADING ACTIONS

To empower every person and organization on the planet to achieve more

RESPECT

INTEGRITY

ACCOUNTABILITY

MICROSOFT RELEASED A STATEMENT THAT THEY WOULD CONTINUE TO PAY THEIR HOURLY CONTRACT WORKERS, INDEPENDENT OF WHETHER THEIR FULL SERVICES ARE NEEDED





FROM COMPETITION TO PURPOSE

Apple and Google's engineering teams have banded together to create a decentralized contact tracing tool that will help individuals determine whether they have been exposed to someone with COVID-19.



Apple and Google are launching a joint COVID-19 tracing tool for iOS and Android



5 TRENDS FROM THE DIMENSIONS OF DIFFERENTIATION



PURPOSE AS MEANING & ACTIONS

PURPOSE is going to become more vital for the success of any brand, if you stand for an idea bigger than making money, you will be more meaningful for the New-Normal Customer and employees.



A person in dark athletic wear is running along the top edge of a large, textured wooden log. The log is positioned diagonally across the frame, with its top surface facing the viewer. The background is a clear, light blue sky.

INSPIRE WITH TRUTH

Your image should be a translation of who you are, it's about walking and communicating your true purpose and maximizing brand value and meaning - this is why the McDonald's creative marketing campaign failed and received a lot of backlash from the market and why NIKE created great positive feedback



An aerial photograph of a crosswalk on a city street. Several people are walking across the crosswalk. One person in the upper center is carrying a large orange bag. Another person in the lower center is holding a black umbrella. The crosswalk consists of white stripes on a dark asphalt surface.

PEOPLE MORE THAN EVER

The culture of the new-normal is about leadership and values. How you support your core assets (People) in the time of hardness will reflect on your business post the crisis.





INNOVATION AS A MINDSET

Innovation is a mindset, it's inspired from your purpose, your people willingness to change and react fast enough and your ability to uncover real needs that fit your readiness to experiment and your capabilities,



A close-up photograph of two hands shaking in a firm grip, symbolizing collaboration. The hand on the left is wearing a dark grey hoodie and a white string bracelet. The hand on the right is wearing a brown sweater and a black wristband with white text. The background is a plain, light grey color.

PURPOSEFUL COLLABORATION

One element of expanding the purpose is to act selflessly for the greater good of humanity. Purposeful Collaboration is what customers/ consumers are expecting from responsible brands in general.



BRAND EXPERIENCE POST COVID-19 SURVEY

The COVID-19 syndrome is challenging managers and marketers to rethink the way they do business. This survey will help us all shed some light on our preparedness for the upcoming paradigm shift.

THANK YOU FOR TAKING PART.

[LINK TO SURVEY](#)





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