

IS YOUR BRAND PREPARED TO PASS CONSUMERS' "CLEAN" TEST?

Eventually we'll all be able to leave our homes—and when we do, what will we need the world to feel like, in order to feel comfortable and normal in public again? In a word: CLEAN.

Many consumers in our community are already anticipating that one of the biggest challenges to returning to “normal” life will be psychological. We're all likely to emerge from this experience a little more germophobic than we were, and it might be a while before we drop the habit of wiping everything down with sanitizing wipes. In order to be comfortable in a brick-and-mortar space, we're going to need to be REALLY SURE these spaces are REALLY CLEAN.

CONSUMERS WILL HAVE SIGNIFICANTLY HEIGHTENED EXPECTATIONS FOR CLEANLINESS SO WHAT SHOULD BRANDS BE PREPARING TO DO?



BE ANALYTICAL

- Brands should conduct a thorough, strategic review of operations to identify opportunities to significantly **elevate sanitation efforts—and perceptions.**
- For example, organizations that have not yet invested in ultraviolet light disinfecting technology may want to look into that now—this is a good time to **wow consumers with high-tech cleaning processes.**



BE VOCAL

- Companies should plan on lots of communication about what they're doing to keep their customers safe and their premises clean.
- Information about changes implemented following the pandemic to **aggressively heighten cleaning measures and institute new, more thorough protocols** will be welcomed.



BE VISUAL

- Consumers will be looking for reassurance they're safe on site.
- Brands should do a thorough review of facilities to make sure that they're not only clean beyond reproach but **communicate cleanliness through design choices** and have **obvious indicators of sanitation efforts** (e.g., “Sanitized” stickers where appropriate, hand sanitizer stations at entrances).

SOME CATEGORIES WILL FACE SPECIAL CHALLENGES...

This hyper-attention to sanitation will have big implications for anyone providing an in-person consumer experience—but some categories will face extra challenges.

CROWDS



Crowded venues like movie theaters, concert halls, athletic events, amusement parks could be slow to recover, as consumers are likely to be crowd-averse for a while after lockdown and social distancing orders are relaxed.



HIGH-PRIORITY CATEGORIES

In segments where sanitation is especially important, such as food service, companies may have to make a more significant effort to reassure wary consumers and build confidence.



"DIRTY" CATEGORIES

Retailers may have an uphill battle if there are any existing negative perceptions about cleanliness to overcome, either as a category or a brand (e.g., gas stations or dollar stores).

CRITICAL QUAL: COVID 19 TRACKER



...AND THIS CRISIS WILL
OPEN NEW AREAS OF
OPPORTUNITY.

- This could mean opportunities for new players to enter these spaces who are focusing on **cleanliness as a key differentiator**, or existing players with especially reassuring and robust cleaning protocols to stand out from the pack.
- Long-lasting consumer wariness about public life could also mean opportunities for **digital players offering virtual experiences that are superior to their in-person parallels**, in much the same way that home entertainment systems have become an appealing alternative to crowded movie theaters for some consumers.

What sectors have ongoing in-person pain points that could be transformed by a high-value digital experience?