

Protecting Personal Space

CREATING NEXT

A POST COVID-19 REALITY





Predicting Post-Pandemic Behaviors

You've been hearing this over and over: "We're living in unprecedented times." It's unequivocally true – but what does this mean for retailers?

Together we will navigate this present pandemic state and look ahead to what behavioral changes in consumers and businesses we'll see in a post COVID-19 world as we respond, re-enter, and re-imagine the future.

Rethinking Too Close For Comfort



DeCicco & Sons

93%

of people feel companies or brands should make some or significant change to their physical environment in light of the coronavirus

Source: Creating Next: A Post COVID-19 Reality Survey, Big Red Rooster, April 2020

Protecting personal space has become top-of-mind for consumers – and insights show that this behavior will continue to dominate, even in a post COVID-19 world.

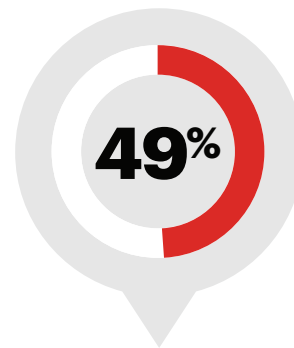
As we return to normalcy, our anxiety about invisible contagions will persist, resulting in a new definition of personal space and a change in our comfort level with physical closeness. For retailers, this means that spaces will need to be re-thought to allow for a type of always-on social distancing that will become the new norm.



of people say they feel moderately or extremely safe **with readily available sanitation products**



of people say they feel moderately or extremely safe **with social distancing mandates**



of people say they feel moderately or extremely safe **with a drive-thru/curbside pick-up option**



Retailers are scrambling to create test-and-learn environments in response to a consumer need for protecting personal space.

Social distancing might not be mandated in the future, but the concept of keeping a protective distance from one another is not likely to disappear from consumer mindsets anytime soon.

Grocers like Hy-Vee, Kroger, and Albertson's are putting up protective barriers at checkout to mitigate distancing fears. Hy-Vee was among the first of grocers in introducing 1-way aisles to further cut down on crowds within stores.

How can your visual merchandising adapt to better address a new traffic flow?

In compliance with social distancing, The Home Depot has trained its associates on the practice and is placing distancing markers at the counters, in addition to making overhead announcements on store PA systems reminding customers to maintain safe distances. The brand is also eliminating major spring promotions to avoid driving high levels of traffic to stores.

Target, Walmart, Kroger, Cub Foods, and a host of other grocers have established hours of operation that are exclusive to elderly and medically vulnerable shoppers. Many stores are limiting the number of shoppers in the store.



Hy-Vee

The answer to protecting personal space in our “new normal”?

Re-imagined environments.

If there has to be a silver lining in all of this rapid change, it's the implication for brands and businesses who will be forced to reimagine their physical spaces and how customers experience them.

Physical spaces where people gather (think shopping, dining, entertainment, airports, etc.) may reconsider capacity with an eye for lower maximums and a rethought flow of traffic that spreads people out and minimizes congregating.

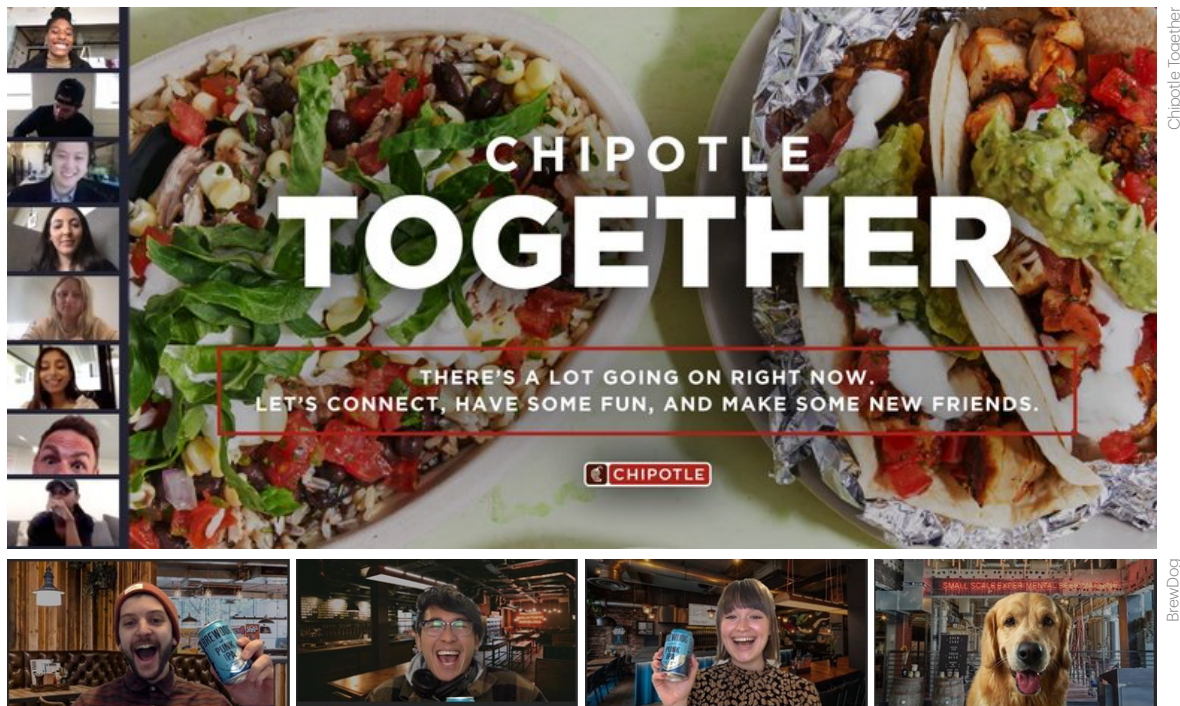
Jo-Ann Stores are offering free, in-person classes for people to make face masks, covers, gowns, and other essential items to donate to America's hospitals. The classes feature sewing machines, instructions, and materials – in addition to adhering to the CDC-recommended guidelines for social distancing with limited class sizes.

Quick trips are currently gaining importance as customers are looking to minimize time spent in stores. Especially for apparel companies, what will this mean for the future? Will shoppers still want to come in stores to physically try on new looks? This may mean a rise in booking try-on appointments ahead of time, having employees pre-shop looks for customers, and having reserved dressing rooms to enable those quick in-and-outs.



Jo-Ann

How do you rethink the browsing experience to accommodate quick trips?



Chipotle Together

BrewDog

For restaurants in the mid- to long-term future, it's likely that we'll see solutions where diners have more personal space than ever inside the dining room, though that space will now be divided as a result of increased use of privacy barriers and partitions. The idea of the community table is likely to become a thing of the past with this increased desire for space and privacy.

In the virtual world new ways to socialize will have evolved and may even become preferred for some.

Brands and businesses that have created new ways to keep their tribe together might be attracting new loyalists and developing all new revenue streams with lasting power.

How can you leverage digital to create interaction between employees & customers?

Brands should also be looking ahead to how they can utilize UV light to better clean and sanitize their spaces. Healthe by Lighting Science has developed portable sanitizing cases that can be used to quickly clean personal belongings in just a matter of minutes. This type of technology could be leveraged in high-touch public spaces to effectively and efficiently keep stores clean.

How will your brand bring people together while keeping them apart?

Chipotle is hosting a series of daily "Chipotle Together" sessions on videoconferencing site Zoom with celebrity guests, starting with the Bachelor's Colton Underwood, and as many as 3,000 fans.



Is your brand ready to create what's next?

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