

# Globally Influenced Decision-Making

CREATING NEXT

A POST COVID-19 REALITY



A faint, light gray illustration of two birds perched on a thin wire that stretches diagonally across the upper half of the page. The bird on the left is facing left, and the bird on the right is facing right.

# Predicting Post-Pandemic Behaviors

"We're living in unprecedented times." Consultants, our clients, and their customers hear this every day. It's certainly true – but what does this mean for what's next?

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 to, re-enter, and re-imagine the future.

# Recognizing The Ties That Bind Us

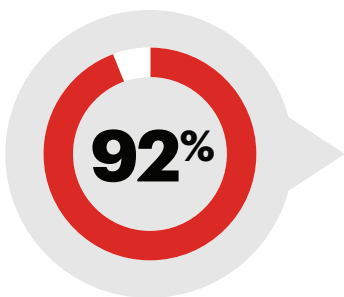


Hedley &amp; Bennett

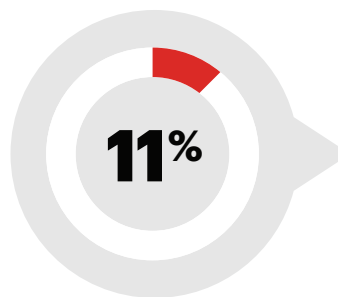
There will be increased sensitivity around what consumers buy and from where.

**Broader awareness of our global interconnectedness – especially as it relates to our healthcare systems, financial institutions, government, national brands, and our global supply chain – is now influencing purchase decisions.**

The impact of the pandemic worldwide has generated shared experiences on a global level in ways not previously experienced by most generations. As a result of this worldwide crisis, consumers now have a broader awareness of and deeper sensitivity to the interconnectedness of the globe. The idea of being in a “bubble” has diminished as people watch what's happening in other countries slowly trickle into their own lives. Along with this greater awareness comes a high degree of polarization.



of people feel that **companies or brands should make some or significant change** to their communication in light of the coronavirus



of people are now **hesitant to purchase** products made in another country

## A Letter from our founder

On this day fifty years ago, millions came together to fight for a better planet. Today, billions have come together to fight for humanity.

It is clear, now more than ever, that we are all connected. What we do impacts each other as well as this planet, our shared home.

Everlane

## A Letter from our founder

While we're all staying in to protect one another, nature is getting an opportunity to restore itself. Climate scientists are forecasting lower levels of carbon emissions, we're seeing clearer skies in cities like Los Angeles and New Delhi, and the water in the Venice canals is running clear.

If you ever wondered whether reversing climate change is possible, we have our answer.

But it shouldn't take the world coming to a crashing halt to fix our planet. Instead, we must use our ingenuity to create a new way of life, one that works with the planet using renewable energy, regenerative agriculture, recycled materials, and many other innovations already at our disposal.

## A Letter from our founder

We must all do our part. While Everlane has a ways to go, we've published details of our initiatives like transitioning to organic cotton, eliminating virgin plastic, and more at [everlane.com/sustainability](https://everlane.com/sustainability). These are just the first steps on a long road—one we're committed to take for our community and our environment.

While the urgency of today is saving lives, the urgency of tomorrow will be saving the planet. Let's show that we are up for this challenge, too.

  
Michael Preysman,  
Founder & CEO  
Everlane

## What will consumers take away from the experiences shared with humanity on a global level?

Even in a post-pandemic recessionary environment, where consumers will likely be extremely price-sensitive, we expect a resurgence in preference for American-Made or even locally produced goods and services, at least with a sub segment of the population as evidenced by our research.

Yet for many others, simply understanding the origins of their goods may be enough to earn their trust. Ultimately, the solution for brands appealing to these consumers is to operate with more transparency.

## What transparency do you need to provide to gain confidence?

We predict consumers will show preference for brands that are upfront with everything from their global supply chain practices to the treatment of their employees. And once the economy begins to stabilize again, those consumers may start purchasing from transparent brands which better align with their values.

Moving forward, transparency will be vital to building more responsible industries – where suppliers are considered partners and consumers are informed like stakeholders.

A shining example in fashion has always been Everlane – where, when you buy a piece of clothing, you can check the cost of materials, labor, transport, and duties, and learn about who made it and where it's been. Since its founding in 2011, Everlane has not only pursued the idea of "radical transparency" but products that are made and sourced ethically and sustainably.



# Brands are finding ways to leverage their global interconnectedness **for good.**

It is a truly global emergency. In less than three months, the coronavirus all but shut down economies, putting millions of people into isolation, emptying the streets and clearing the skies. Brands have had to quickly evaluate the impact that they can have in this environment and react swiftly – and appropriately.

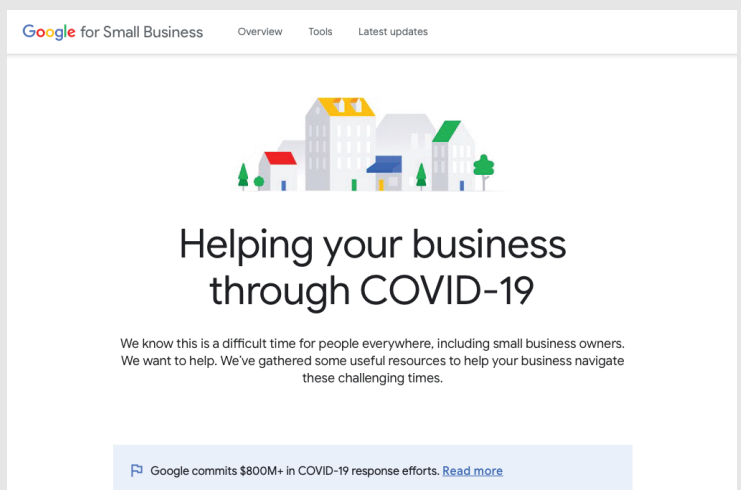
Nestlé has risen to the occasion, stepping up its global humanitarian efforts in the response to COVID-19 by partnering with the International Federation of the Red Cross and Red Crescent Societies (IFRC) to provide urgent help to emergency services and caregivers, as well as strengthen total health systems. The company has donated food, medical nutrition products, and bottled water to bring relief to those most affected by the pandemic.

Google has pledged a total of \$800 million to support small- and medium-sized businesses, governments, health organizations, and healthcare workers fighting COVID-19. The company has created a website dedicated to COVID-19 help and resources – ensuring safety and prevention tips are reaching people in most need.

Nestlé



Google





Zappos

## Inadvertent, short-term benefits could lead to meaningful, long-term change.

There are also, to a certain degree, parallels that can be drawn between the coronavirus pandemic and the other, largest public health threat of the century: climate change. Both require a global-to-local response, long-term thinking, and the will to make fundamental change. Perhaps our collective ability to confront the current crisis will re-wire our brains to take more proactive measures here, too.

We are already seeing short-term environmental benefits. In China and Italy, the air is now strikingly clean. Venice's Grand Canal, normally fouled by boat traffic, is running clear. The outbreak has, at least in part, contributed to a noticeable drop in pollution and greenhouse gas emissions in some countries. After the virus ends, as we reflect on the inadvertent, positive environmental impacts of the shelter-in-place mandates, sustainability from brands might be an expectation more than ever before.

One of the things the coronavirus crisis has done is expand our global imagination. Governments and citizens are taking steps now that three months ago seemed impossible. So, as things inevitably return to "normal", what opportunities are there to continue to live differently – for the betterment of the global economy, society, and sustainability of the planet?

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**How will we continue to put our global imagination to use?**

# Is your brand ready to create what's next?

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