

Localized Consumption

CREATING NEXT

A POST COVID-19 REALITY





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.

Bonding Together to Support Businesses

#AshevilleStrong

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Let's Take Care Of Each Other.

Our small businesses need us now more than ever. And you can help, with a click of a button.

Buy a Gift Card From a Local Business

72%

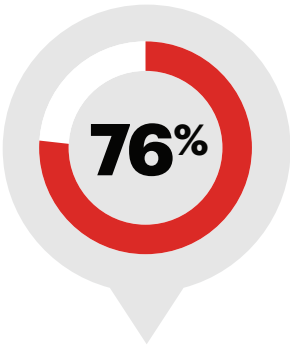
of people have shopped online to support local businesses during the pandemic

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

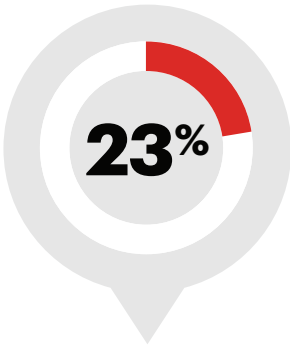
The significant bonds formed through shared experiences within families, neighborhoods, communities, and even states will change shopping behaviors and attitudes for many years to come.

As consumers found unique ways to survive their shelter-in-place mandates, they turned to their immediate families and neighbors for support and encouragement.

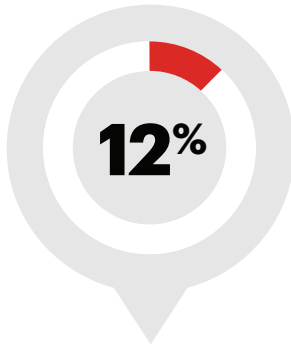
Communities bonded together to support local businesses – ordering take-out, delivery, and shopping online from Main Street stores as much as possible – while states rallied around their leaders. An ingrained allegiance to buying from these concentric circles of influence will change the future landscape for small and large businesses alike.



of people **have ordered take-out or delivery** to support local restaurants during the pandemic



of people **have scheduled a service** to support local businesses/entrepreneurs during the pandemic



of people **have purchased a gift card** to support local businesses during the pandemic

Local businesses are **stimulating demand**, despite mandates to socially distance.

Cash flow, even in a good economy, is often a struggle for small businesses. But it's now turned into one of the most, if not the most, important obstacle they face. The Small Business Administration lists approximately 30 million small businesses across the U.S., which collectively employ almost 59 million people. By the end of June, facing the grim reality that almost half might be gone, small businesses have made clever pivots to keep their doors (figuratively) open.

Some small businesses that don't typically do a lot of (or any) online ordering are testing the waters. In New York state, restrictions on alcohol sales have loosened so that local breweries and distilleries can make booze available for curbside pickup. And, in Ohio, BrewDog is not only delivering its beer to local customers but it also partnered with another local apparel company, Homage, for a special, limited-time package deal – the “Ultimate Couch Kit.”

The Snap Bar, a custom photo experience company – which relies heavily on events for revenue – has pivoted, for the time being, to the world of care boxes. Keeping the core tenet of their company, care, at the forefront, their new venture Keep Your City Smiling is partnering with local businesses across featured cities (Seattle, Portland, San

Francisco, and Los Angeles) to create curated gift boxes supporting those cities – and their creators.

In Pennsylvania, demand for the “milkman” is back, and Brunton Dairy is reaping the rewards.

Across the rest of the country, groups such as #AshevilleStrong in North Carolina, have popped up to support local businesses by creating a directory where consumers can buy gift cards to be used at a later date. This gives business owners and their employees a temporary influx of cash without asking their customers to physically patronize their stores. Not only does this financially support the business, but it offers moral support to business owners at a time where cash flow might not be enough to keep going.

Since quarantine life can get dull, some independent consultants (like financial planners, personal trainers, therapists, and music teachers) have begun to offer virtual services or classes for free. In the health and fitness sector, studios are using virtual software to livestream workout classes at a time when people need them most.

Brunton Dairy



Homage x BrewDog

THE ULTIMATE COUCH KIT
HOMAGE x BREWDOG

SWEATPANTS + 2 SIX PACKS \$55
 FOR A LIMITED TIME ONLY



Panera Grocery

Meanwhile, regional or national chains are also doing their part to support the communities in which they operate, including its families, schoolchildren, and healthcare workers.

Firehouse Subs made the commitment to feed kids who are home from school and need it, offering free kids' combos while schools remain closed.

Several Checkers and Rally's franchisees have implemented programs to give back to their local communities. Joe Hertzman, the owner of 32 Rally's restaurants in Louisville, partnered with local schools to donate over 164,000 meals to kids in need and is working with the Boys and Girls Club of Kentuckiana to donate thousands more.

Chipotle Mexican Grill launched a buy-one, give-one program to support U.S. healthcare workers, donating a burrito to medical professionals every time a digital customer names their burrito order "4HEROES" on the app or website. Chipotle also matched 10% of all "Thank You" e-gift card purchases, up to a maximum of \$250,000, through May and donated to Direct Relief, an organization working to provide essential medical items like personal protective equipment.

In a different show of support, Chipotle has also rolled out five "Lifestyle Bowls" for its customers struggling to maintain healthy lifestyles in isolation. The bowls were created by fitness trainers, athletes, and nutrition experts and are paired with live workouts and Q&A sessions on Instagram Live. Just another way this national brand is connecting with its consumers more personally.

Beyond its similar charitable contributions, Panera Bread has shown its support for local communities by highlighting delivery drivers on Instagram with the hashtag #fromoneneighbortoanother. As the nationwide chain has temporarily closed 15% of its locations, it has rapid-fired innovations like: Panera Grocery, where consumers can order kitchen staples like milk and bread alongside their meal, and Family Feast, where consumers can take a break from cooking with no-fuss meals for the entire family.

How are you connecting with consumers at a local level?



Saving Main Docuseries, Presented by American Express



American Express

New empathy for local business owners could permanently change consumerism.

Small and local businesses have always been major contributors on Main Street – a hub where local stores, businesses, and government work collectively to create and preserve the character of their community. After this crisis has passed, will consumers continue to deliberately support small and local businesses? If they do, it could have a lasting positive impact.

Will this temporary adjustment lead to a permanent change in local shopping behavior?

A small business is often the realization of a life-long goal or dream, and the products sold represent the imagination, passion, and dedication of another human being in your community. Though it can feel much easier to type in a website on your browser or fill up a shopping cart on an app, supporting small businesses can be a more rewarding and worthwhile experience. In fact, the increased interest in #supportinglocal is indicative of consumers' demand – American Express reports that since Small Business Saturday started in 2010, customers have spent \$85 billion at stores/restaurants and 67 cents of every dollar has gone back into their communities.

Is your brand's ecosystem positioned for what's next?

THANK YOU
for shopping
LOCAL

Is your brand ready to create what's next?

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