



CryptoWhat's

State of the Industry



COVID-19 EFFECT ASSESSMENT

Analysis & Implications

CryptoWhat has conducted an extensive evaluation of COVID-19's impact on business and brands; our experts remain ready to consult on creative short- and long-term solutions to rapidly pivot, respond and adapt as new norms roll out.



Our Assessment explores trends that will drive shifts in business models, brand development, and environment design — and ultimately, shape the human experience.

- Synthesize emerging patterns into actionable opportunities
- Develop relevant innovation and implementation strategies
- Partner with clients to navigate this unprecedented landscape
- [*solutions@cryptowhat.net*](mailto:solutions@cryptowhat.net)

In This Assessment:

IMPACT *Examples of how a trend is manifesting*

Thoughts, strategies, and solutions for implementation as businesses reopen and return to “normal”

- 1 | CLEAN**
- 2 | DENSITY**
- 3 | CHOICE-DRIVEN**
- 4 | MEANINGFUL EXTENSIONS**
- 5 | CONTACT-LESS MINDSET**
- 6 | RESPONSIVE RELEVANCE**

EFFECT *Outcome for brands & businesses*

Shifts in attitudes, beliefs, and values that will shape the future

- 1 | REDEFINING ESSENTIAL**
- 2 | INVESTING IN MICROCOSMS**
- 3 | A NEWFOUND FRIENDSHIP**
- 4 | WIDESPREAD WELLNESS**
- 5 | ENGAGEMENT**

Impact

CLEAN

Visible solutions to reassure guests, employees, and consumers they are safe

WAYS THE INDUSTRY IS RESPONDING:

- Point-of-Entry and Point-of-Contact solutions
- Increased awareness of outdoor spaces and a purposeful integration between indoors and outdoors
- Dedicated cleaning staff
- Innovative mechanisms that enable distancing while retaining engagement
- Self-screening of guests and employees at entry points
- A return to disposable, resulting in a short-term tension with sustainability
- Smart buildings that enable automation
- Contactless interactions and payments
- High-performing HVAC systems



Facilities that are quick to implement long lasting solutions instill confidence for all involved.

Brand collaboration will continue to drive innovative ways to reassure customers, while increasing brand recognition and retention for both partners.

Automated and Touchless will become the maxim for property managers and designers. Smart solutions will be deployed all public spaces as expectations shift.

Impact

DENSITY REDUCTION

Visible cues to reassure guests, employees, and consumers can be used to elevate the engagement experience.

WAYS THE INDUSTRY IS RESPONDING:

- A short-term reevaluation of best practices for space planning
- Limiting capacity
- Prominent graphics and messaging
- Remote-Guided journeys
- Social distancing communication
- Less merchandise, furniture, and clutter
- Tech-enabled solutions to detect proximity
- Evolution of established metrics beyond conventional baselines



From floor graphics to integrated carpets, visual cues help to guide shopper journeys and maintain recommended social distancing.

Impact

CHOICE-DRIVEN

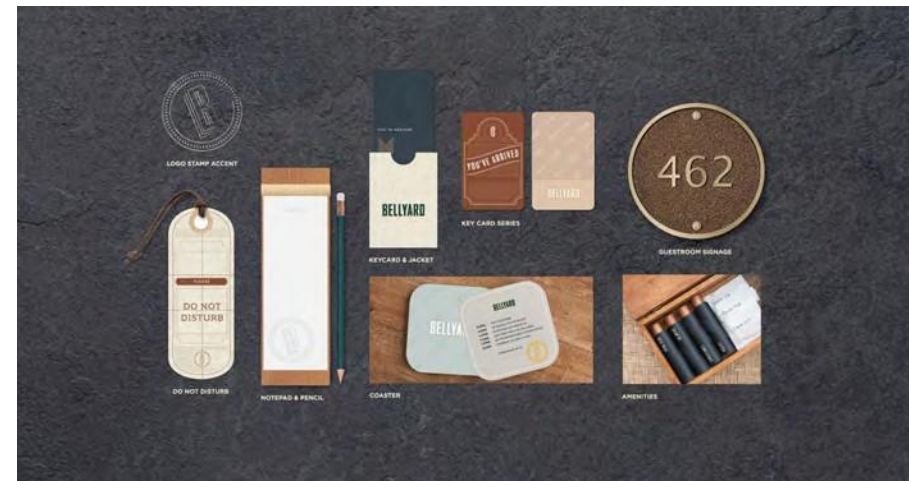
Increasingly so, users expect to control and customize their surroundings and experience based on personal preferences

WAYS THE INDUSTRY IS RESPONDING:

- Allowing users to opt-in/out of activities, engagement, and experiences
- Enabling individuals to control environmental inputs such as temperature and space.
- Self-navigation and Self-guided experiences
- Offering a portfolio of unique experiences to enable choice for users



Systems like Sephora's solution for using color-coded baskets to signal if you want employee interaction.



The "do not disturb" door hanger takes on new meaning as hotel guests opt-in or -out of traditional amenities. Other expected in-room items, from notepads to coffee machines, may be removed from rooms and available upon request. Use this opportunity to increase the variety of items while reducing total inventory.

Impact

MEANINGFUL EXTENSIONS

These are the ways brands and companies are identifying with customers outside of the Brick-and-Mortar

WAYS THE INDUSTRY IS RESPONDING:

- Evolving offerings and services for in-home application
- Fine-tune the “unboxing” experience
- Mobile relief programs to support communities and individuals
- Innovation in virtual collaboration and connection platforms



*Restaurants are rethinking carryout options, including **Taco Bell**, who recently launched a DIY taco bar kit in time for at-home Cinco de Mayo celebrations.*



***DoorDash** has partnered with several leading chains to offer branded backgrounds for **Zoom** that simulate the restaurant experience and increase brand visibility, at home.*



Hotel brands can reposition their hotel luxuries for in-home experiences – from bedding and decor, to skincare and candles.

CONTACT-LESS MINDSET

What was previously viewed as “luxury” convenience models is shifting to the expected, everyday normal

WAYS THE INDUSTRY IS RESPONDING:

- Initiating or improving the delivery offering
- Curbside pick-up services
- Walk-up or drive-thru activations
- “Dead-drop” pick-up and returns
- 24/7 customer service
- Designated spaces and zones for public vs. private



Retailers and restaurants are developing their pick-up and delivery touchpoints. Some are launching new services, while others choose to partner with existing providers. MadTree is taking the ice-cream truck model adults-only by providing walk up tap beers, to-go.

Impact

RELEVANCE

Ensuring the business and its corresponding offerings, experiences, and environments can evolve swiftly, rapidly, and efficiently

WAYS THE INDUSTRY IS RESPONDING:

- Pivot to provide other products or services
- Flex into adjacent offerings that distort category lines
- Convert and transform spaces for other purposes
- Cater the experience to specific audiences in need
- Reinvent real estate contracts and propositions



This chain quickly pivoted to reposition its cafes into local grocers where produce, dairy, and other staples are available for pick-up or delivery.



Hilton hosts first responders who are attempting to protect their families from exposure.

EFFECT

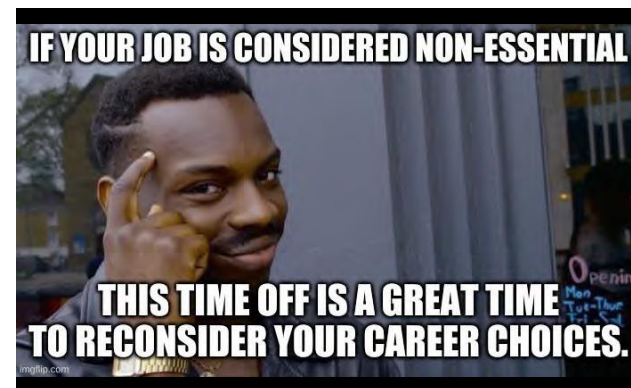
*Long-term shifts in attitudes, beliefs,
and values that will shape the future*

REDEFINING ESSENTIAL

An evaluation of what we'll allow back into our lives post-pandemic, and how that impacts our expectations of businesses and brands

DRIVERS

- A personal assessment of what's essential vs. non-essential
- A shift in what people embrace and reject, influenced by crisis connotations
- A "back to basics" mentality paired with an investment in "little luxuries"
- Seeking normalcy, comfort, and familiarity within the reassurances of safety



Popular meme on social media

'I Just Need the Comfort': Processed Foods Make a Pandemic Comeback

Shoppers, moved by nostalgia and hunting for longer shelf lives, are returning to old standbys like Chef Boyardee and Campbell's soup.

New York Times headline

IMPLICATIONS

- Elevate brand purpose and ensure it is relevant in the new landscape
- Behave as a business and a brand with genuine authenticity
- Expect to be held to table-stake values, responsibility, and empathy
- Invest in your employer brand to deepen meaning for employees
- Reevaluation of past "economies" (e.g. shared, gig, experience, circular)

Allstate Shelter-In-Place Payback



Insurance companies issue refunds



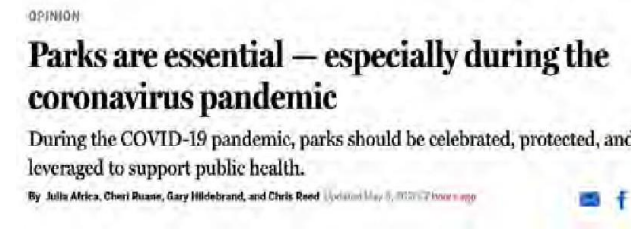
Leading sharing economy brands

INVESTING IN MICROCOSMS

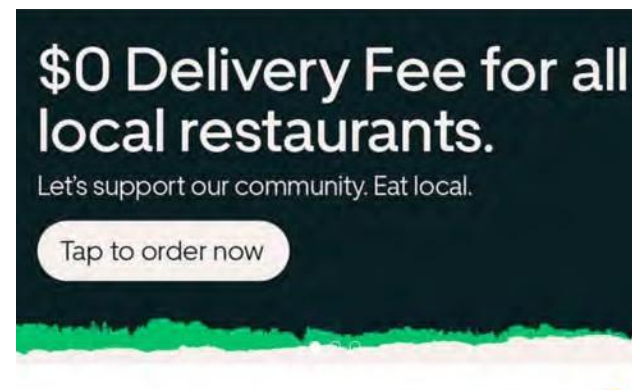
An appreciation for proximities will influence shape, and drive user behavior

DRIVERS

- Deepened emotional ties to local communities and businesses
- Reconnection with family, neighbors, and loved ones
- A renewed appreciation for the outdoors
- A spotlight on things that were previously taken for granted



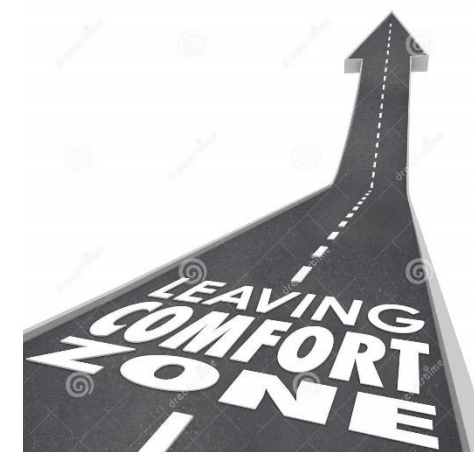
Headline



Uber Eats

IMPLICATIONS

- Rise of “suburban” and neo-urbanism
- Authentic, localized design expressions
- Evolved local programming and assortments within national brands
- A resurgence in local and regional brands and experiences



Avalon lifestyle mixed-use development



A NEWFOUND FRIENDSHIP

A shared sense of connection and solidarity among cities, states, countries, and across the globe—uplifting humanity no matter what

DRIVERS

- United under a common purpose and a “we’re all in this together” mentality
- A dissolution of perceived boundaries
- A new lens on humanity’s reality and vulnerability
- Ignoring previously established norms and obstacles to do what’s right for the greater good



Global Citizen concert to support WHO

IMPLICATIONS

- Brand partnerships to enable more impact together
- Programming of experiences to empower connections
- Consumers look to brands to disrupt conventional systems
- A rise in co-tenancy and co-location



Hilton X Lysol



Walgreens & Kroger co-tenancy strategy

WIDESPREAD WELLNESS

A shared pursuit to prioritize health

DRIVERS

- Public health has never previously impacted the global economy to this extent
- Rise in anxiety and loneliness before the pandemic; now only more pertinent, creating a heightened awareness of mental, emotional and physical health
- Uneven impact of the virus on specific populations
- Pre-pandemic movements around organics, no-meat, etc.



Government



Headspace

IMPLICATIONS

- Continued distortion of wellness, lifestyle, and experience as a new equity for brands and workplaces
- Increased awareness regarding proactive and preventative health and safety measures
- A more purposeful consideration for how to serve all populations
- Establishing a new architectural and design standard for wellness



Planet Fitness

Luxury Brands, Get Ready: Wellbeing Will Emerge As A Huge Trend After Coronavirus

Forbes

ENGAGEMENT

A greater reception and desire for opportunities to engage with a brand or business — all relevant and seamlessly connected

DRIVERS

- Accelerated adoption of emerging behaviors that were catapulted into the mainstream out of necessity (e.g. working remotely, BOPIS)
- Increased expectations for a frictionless shift between online/offline channels
- Pent-up desire for increased control and choice
- Thirst for entertainment and distraction



Varied work styles.

IMPLICATIONS

- More access points to a brand or business
- Increased tolerance and utilization of emerging behaviors
- Sophisticated expectations for technology
- Ownership of the entire brand experience
- An evaluation of direct-to-consumer solutions
- Dedicated infrastructure for off-site operations
- A surge in innovation around supplementary service offerings, content creation, and truly meaningful experiences



Target



Penguin Publisher

LET'S TALK.

Looking for strategies, ideas, and solutions for your brand or business post-COVID-19? Reach out to explore how we can partner to solve today and tomorrow's challenges.

Reach out at solutions@cryptowhat.net