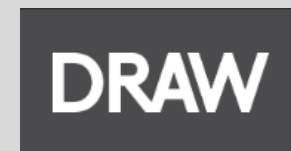
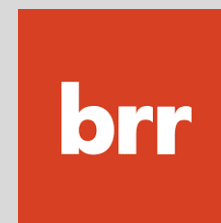


WEBINAR

OVERCOMING FEAR

THE ROLE DESIGN PLAYS IN GAINING CONSUMER CONFIDENCE





RYAN GEDNEY

NATIONAL DESIGN DIRECTOR

HNTB

TRAVEL

NATE APPLEMAN

GLOBAL DIRECTOR OF SPORTS +
RECREATION + ENTERTAINMENT



VENUE





STEVE MCDOWELL

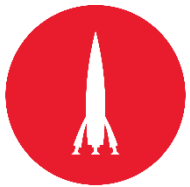
NATIONAL DESIGN INNOVATOR & CEO

bnim

WORKPLACE

CHAD NICHOLSON

SVP OF STRATEGIC INTELLIGENCE



BARKLEY

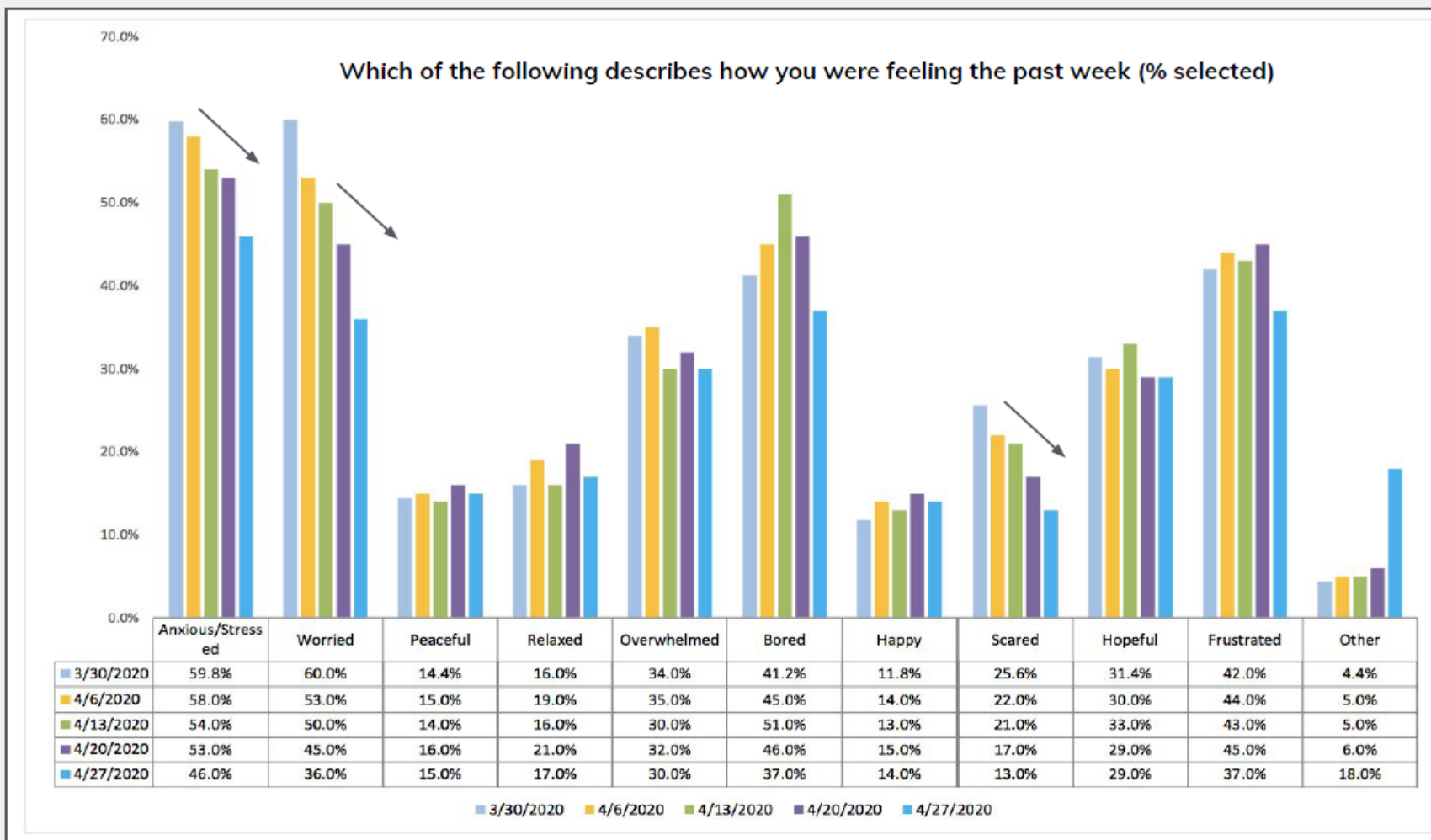
CONSUMERS



CONSUMER FEARS

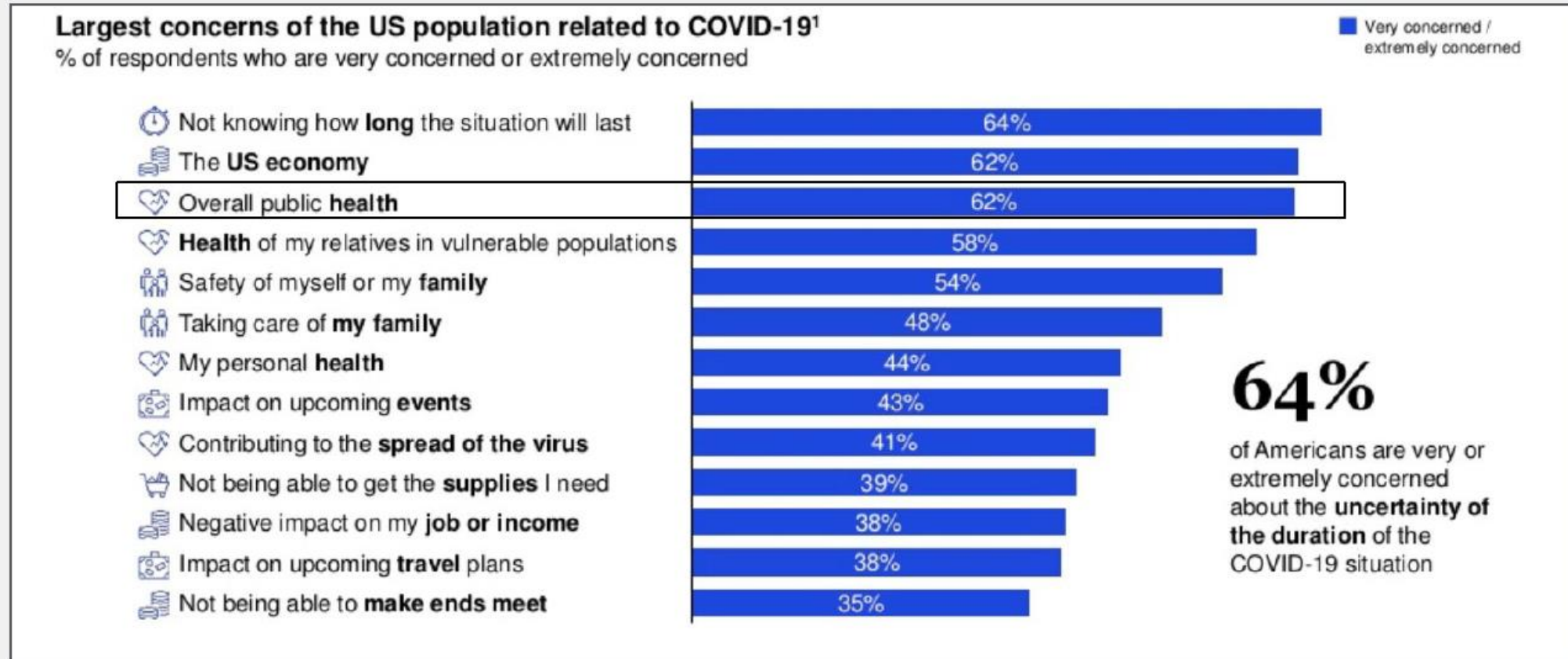
Feelings/Emotions

While still at elevated levels, we continue to see a decline in negative based feelings of stress, worry and scared.



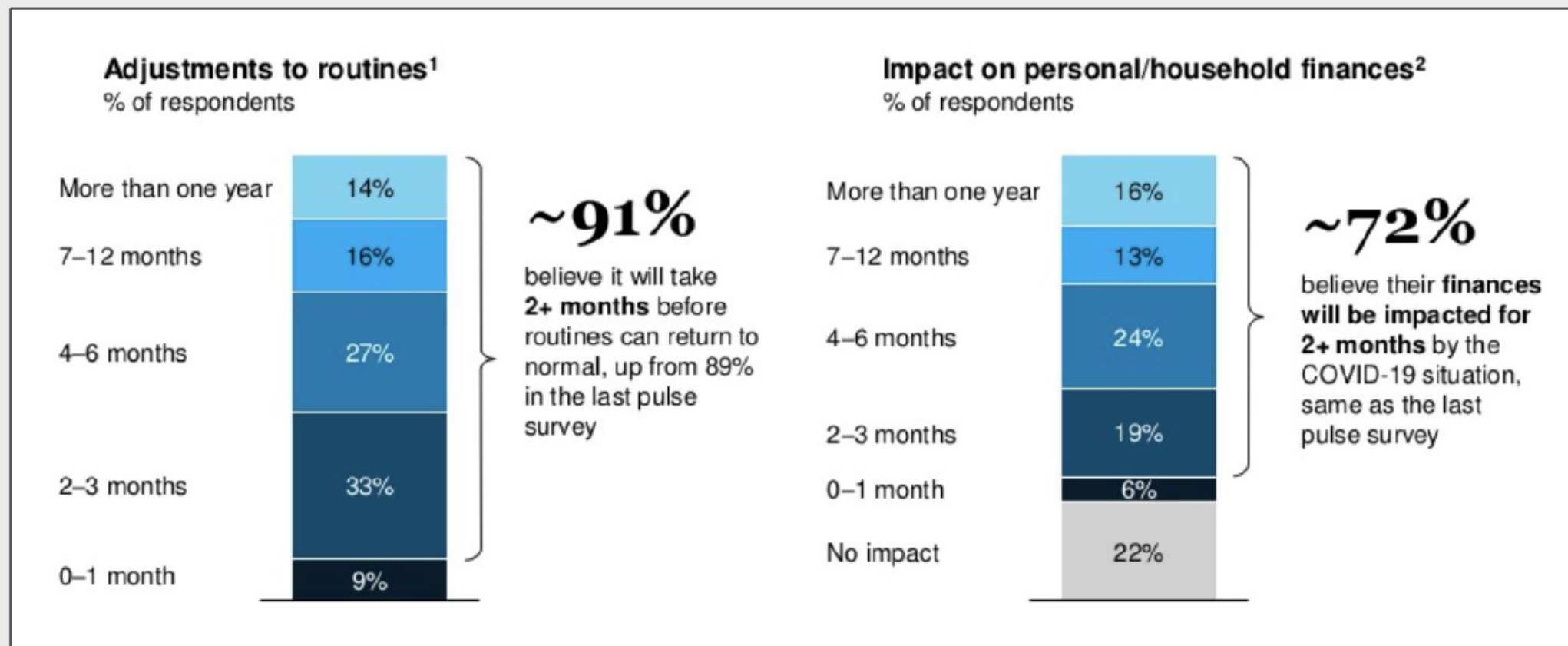
List of Concerns

Anxiety/stress and worry mainly driven by not knowing how long this will last, state of the economy and public health.



Impact To Routine

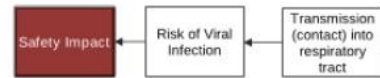
Consumers are bracing for a prolonged adjustment to their daily or weekly routines and personal finances.



BUILDING SOLUTIONS

How to Reduce Risk of Viral Infection within Building Design

Transmission of COVID-19 in buildings requires 2 things - the active virus being present in sufficient quantity to cause infection **AND** the transmission of that active virus into the respiratory tract of the person being infected. In public buildings, it's often difficult to control for the presence of the virus, but good design practices can work together to reduce the overall risk of infection.



3 Transmission Paths

Using the Cause Map diagram we are able to highlight the 3 potential transmission paths of a viral infection. Each path has different control opportunities (Solutions) that can reduce the risk of transmission. The 3 paths include:

Surface Transmission

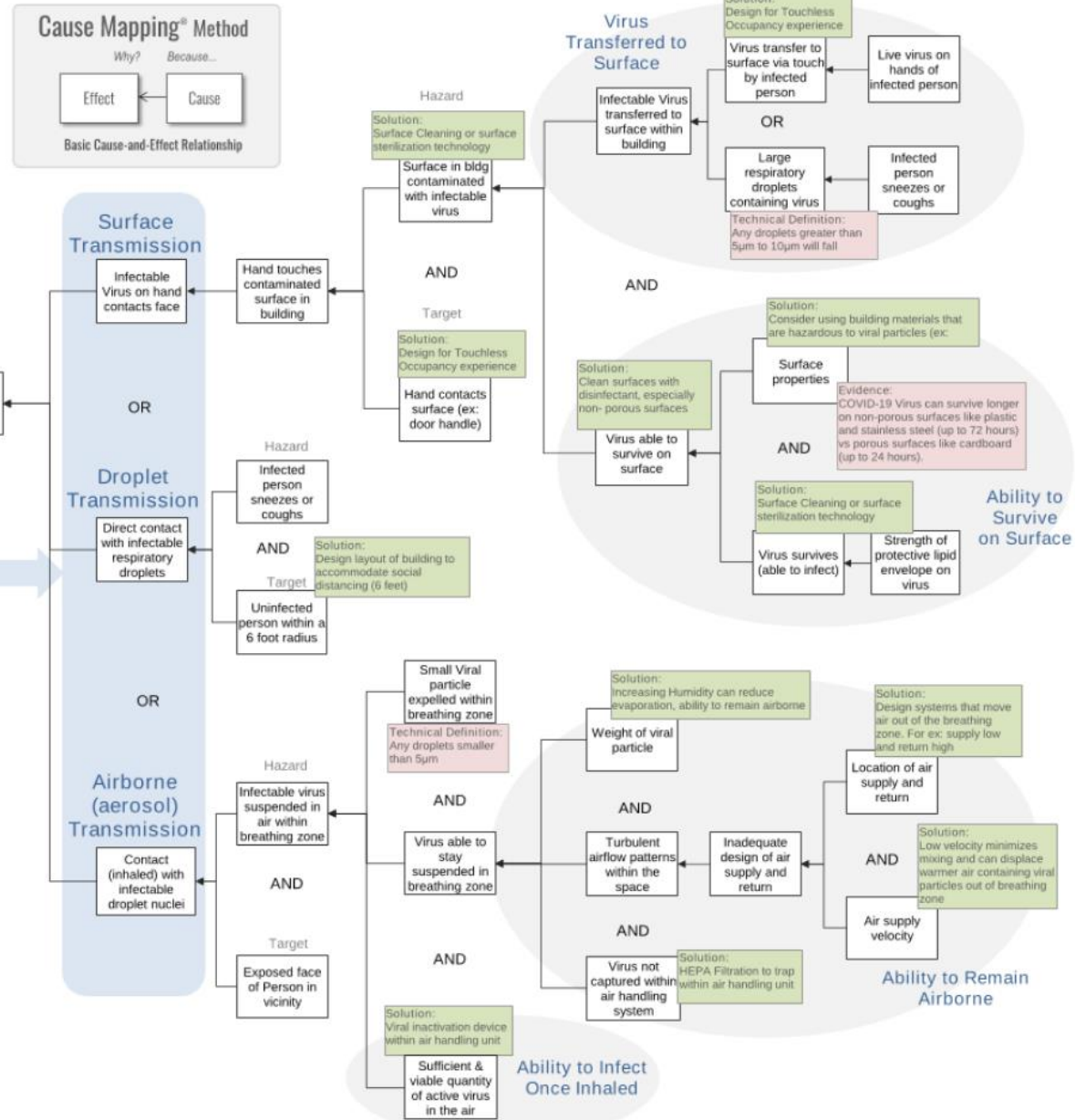
A person touches a contaminated surface and then inadvertently touches their face introducing the virus.

Droplet Transmission

An infected person is talking, coughing, or sneezing within close contact of others. Large Respiratory droplets (greater than 5µm to 10µm) makes direct contact to infect.

Airborne (aerosol) Transmission

An infected person is talking, coughing, or sneezing. The small respiratory droplets (less than 5µm to 10µm) remain suspended in air for a period of time and over greater distance.



MESSAGING & AWARENESS

Messaging

*Consider across
all brands*

*Design the right blend of priorities based on
impact on your category*

Core Focus – Show Commitment to Purpose

Priority A – Drive Business that Helps

Priority B – Deliver Value for Future Business

Approach
& Target
Categories

Play a leadership role in the community, aligned with the brand's purpose.

Adapt to new needs; show empathy; and find opportunities to meet them with product innovations, solutions, and messaging.

Find a way to deliver value to customers lives, even if it's not possible to tie directly to your product/services.

Business
Goal/
Value
Proposition

Opportunity to **strengthen perception of purpose** and be a brand consumers want to be affiliated with

Drive traffic and maintain business. When solutions involve discounts for budget-conscious families, embrace driving top line growth and acquiring new customers at the expense of margin

Remain top of mind for existing customers, attract new ones, so that when recovery begins, engagement with your brand is strong

POV Element

Purpose

Practicality

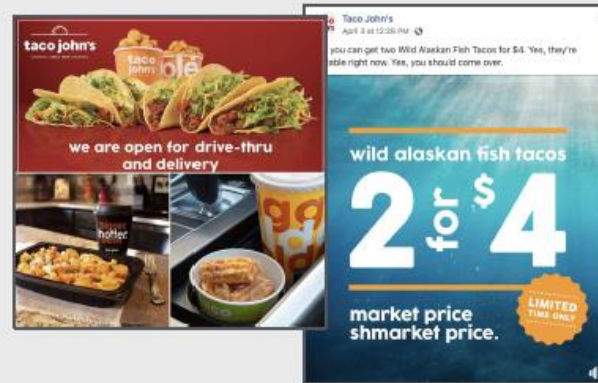
Barkley clients in action. Barkley teams have been applying this framework for their clients intuitively. Adding structure to it helps inspire our teams and ensures consistency across our delivery. Current cases include:

**Core Focus –
Show Commitment to Purpose**



BlueKC:
Grateful Campaign

**Priority A –
Drive Business**



Taco John's:
Value Initiatives

**Priority B –
Deliver Value**

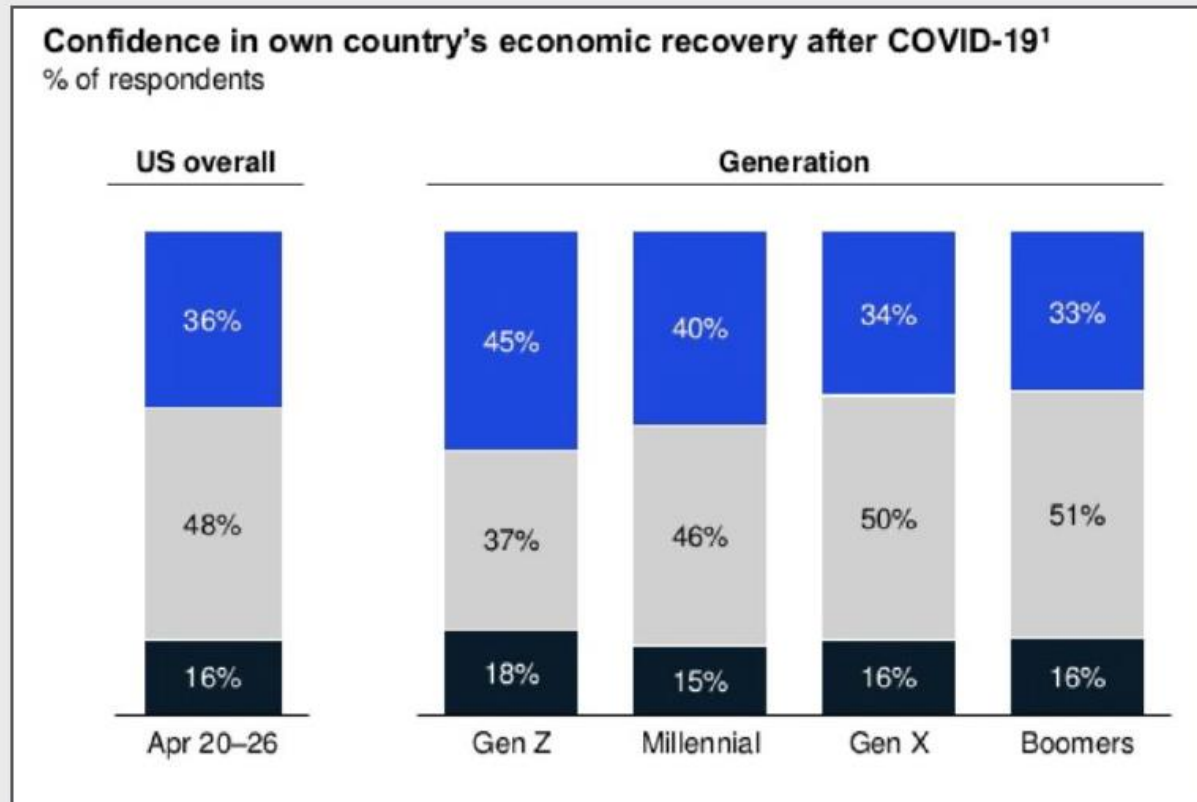


Planet Fitness:
United We Move
Campaign

CLOSING THOUGHTS

Consumer Optimism

There's more optimism than pessimism regarding how the economy will recover after COVID-19, especially among our younger generations.





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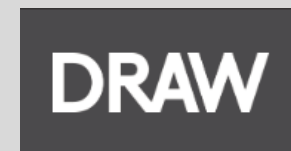
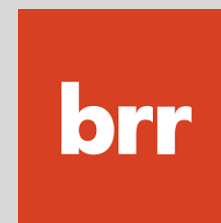
SENIOR VICE PRESIDENT
OF STRATEGIC INTELLIGENCE

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CONSUMERS



BARKLEY



A photograph of a modern interior space, likely a hallway or lounge area. On the left, there is a large glass wall with dark frames, offering a view of an outdoor area with a person sitting on a bench. The floor is polished and reflects the light. On the right, there are red upholstered benches and small wooden tables, separated by a wall with a grid pattern. In the background, a person is walking away from the camera down the hallway. The text "THANK YOU" is overlaid in large white letters.

THANK YOU