

PACKAGING: Beyond the Virus

presented by:



PACKAGING: Beyond the Virus



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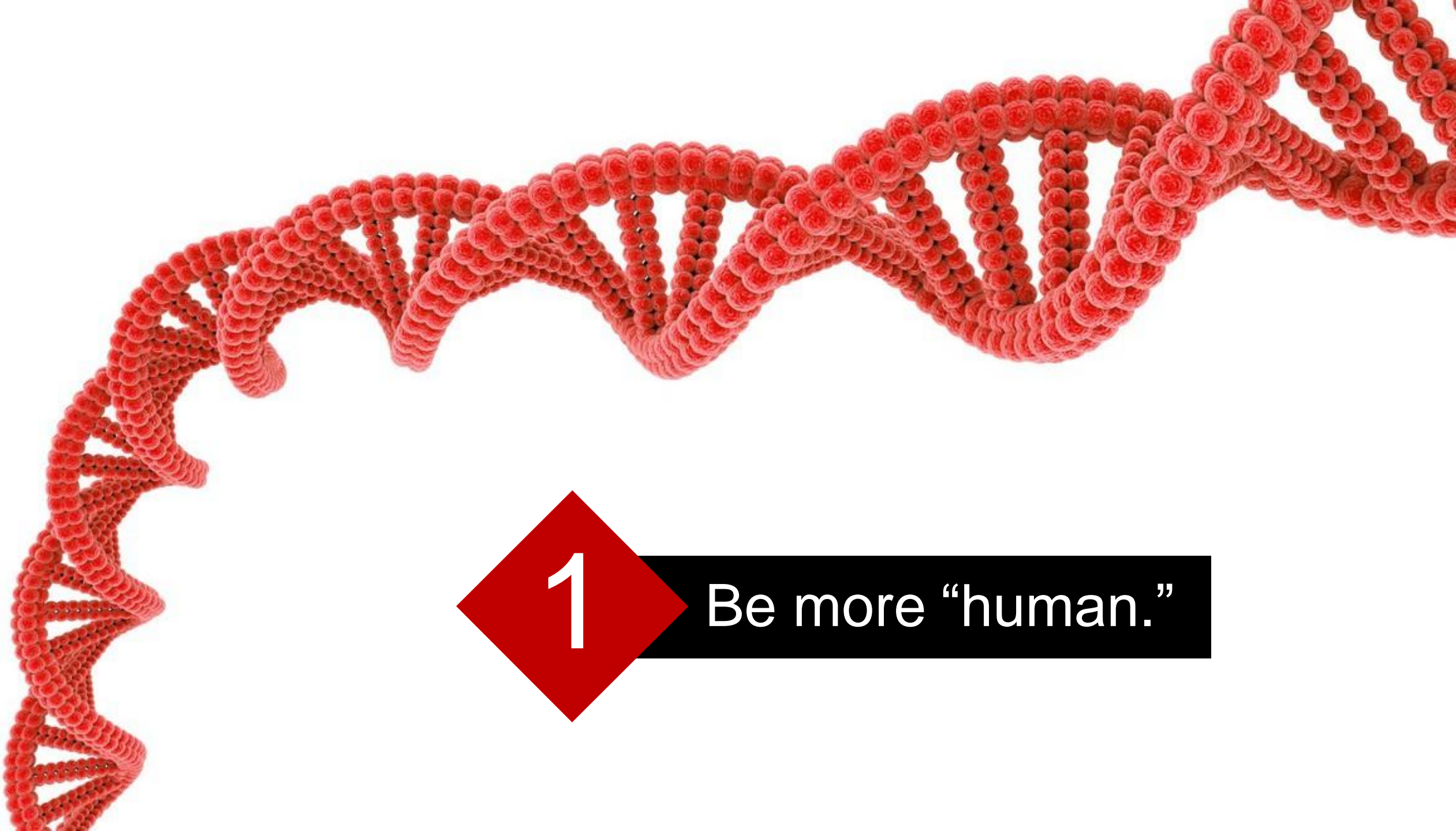
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present

PACKAGING: BEYOND THE VIRUS

PART 2: BRAND



1

Be more “human.”

People are a brand's best ambassadors.



You can still “be there.”



images + video





Always be “on brand.”

Every brand has a personality.





Be true to yours.

Help people feel good about you and your brand.



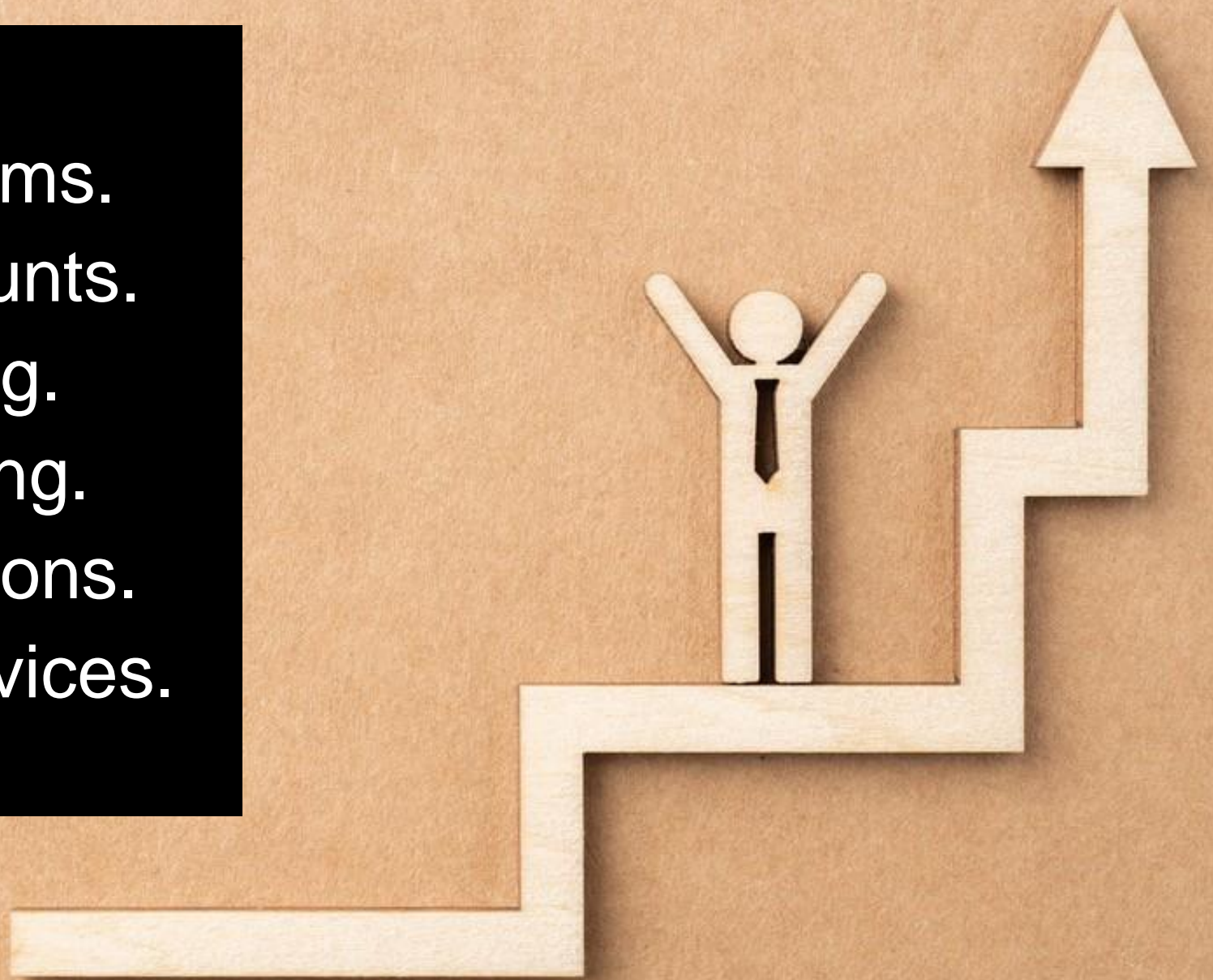
2

EMPATHY



Be open. Be real. Be who you are.

Lower minimums.
Quantity discounts.
Free shipping.
Faster shipping.
Free consultations.
More virtual services.





Make the world closer and more connected.

3

Be a friend.





Offer support and help the way a friend would.

Don't sell.



A close-up photograph of a person's hands working at a desk. The person is wearing a blue long-sleeved shirt. Their right hand is holding a silver and blue ballpoint pen, poised to write on a spiral-bound notebook with a blank page. Their left hand is resting on the trackpad of a silver laptop. The laptop keyboard is visible in the foreground. The background is softly blurred, showing a warm, indoor setting with a lamp and some greenery. A black rectangular box with white text is overlaid on the right side of the image.

Do your homework.



What we're their plans pre-COVID?



What are their post-COVID plans?

How can you help



Be a human, empathetic friend



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