



WHITEPAPER: NEW NORMAL

# TIME TO REBUILD:

STRONGER.  
SMARTER.  
SIMPLER.

—  
Q2 2020

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# HELLO.

First off, I sincerely hope you're reading this safe, healthy and happy. We are going through the most unprecedented time in modern history. And it's doing a number on our businesses, our organizations and our brands. Amidst all the chaos and uncertainty that has been swirling around us as business leaders, we have lost our sense of control and have been forced to surrender to the situation.

However, that is where things get interesting. The 'how' we surrender and respond to this transformation is actually setting the stage for our brand's future. What we do today will directly affect what we become tomorrow.

Those who have responded by leaning into the situation have been working with a different toolset and playbook long before the pandemic crippled our economy. They have acted with agility; they have found opportunity to authentically succeed and they have continuously found new ways to add value to their consumers with the changing behaviors and times.

The question that has been on my mind over the past few months is has the world changed drastically or has the inevitable just accelerated to this New Normal? Leading up to 2020, many businesses and industries were becoming paralyzed by economic and political uncertainty, changing consumer

behaviors and technology advancements that enable new business models and competitive entrants. Sure, the world has changed, but those continuing to find success in today's uncertain times have already navigated these waters and were prepared in a way to capitalize and reach their true potential.

My aim for this whitepaper is to shed light on these strategies and offer guidance and inspiration to use this time wisely - to transform and become stronger, smarter and simpler in our approach.

I urge you to open your mind to possibility. To imagine what should be, and what should have always been. We have been given an opportunity to start over. Using our vast knowledge of our business and consumers, what should we do next?

Let's not go back to the old normal. Let's embrace the new and become the brand that we've always wanted to be.

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**LET'S NOT JUST REOPEN;  
LET'S REBUILD.**



**PAUL MISER**  
CEO, Chinatown Bureau

## SITUATION: WHAT'S HAPPENED

# HAS THE WORLD CHANGED OR HAS THE INEVITABLE TRANSFORMATION ACCELERATED?

The reality is, for most of us, it may be more of an acceleration of transformation than a disruption in the status quo. The issues that we're now experiencing in our businesses were here before the pandemic, however brought to light in a swoop than an eventual change. The consumer behavior trends, technological advancements and political, economic uncertainty were all risks our brands and businesses were facing at the outset of 2020, brought to light for all of us immediately and at the same time.

The New Normal isn't necessarily new; rather its acceleration has become clear and definitive. The good news? This sudden impact brings possibility, opportunity and potential. The way we respond next will determine our success and scale in the future.

### FEAR & UNCERTAINTY

There has never been a time where all walks of life and all aspects of our global economy are in the same mindset. One rooted in fear and uncertainty for what is coming and how we'll respond.

### CHANGE & AGILITY

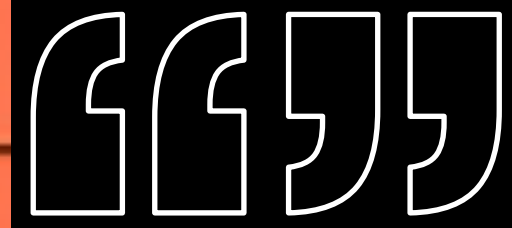
The only constant in this New Normal is that things will continue to change. Some for the bad, but most for the better. Business leaders who embrace change will become more agile in the marketplace.

### NEW SOLUTIONS FOR MODERN PROBLEMS

Our problems have changed as have our desires, needs and expectations. Business leaders navigating this New Normal are creating new solutions for these modern problems.

### WHAT'S NEXT

No one really knows what's next. It will be a combination of what we've known and what we fear. But the business leaders that are succeeding are thriving with imagination. Not accepting their fate, rather asking the tough questions and imagining what could and should be. Then charting a course to capture it.



**IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE. IMAGINATION IS THE LANGUAGE OF THE SOUL. PAY ATTENTION TO YOUR IMAGINATION AND YOU WILL DISCOVER ALL YOU NEED TO BE FULFILLED.**

**- Albert Einstein**

**SOLUTION**

# **WHAT IT TAKES TO REBUILD.**

## SOLUTION: HOW TO RESPOND

**WE'VE NEVER BEEN  
HERE BEFORE.  
HOWEVER, WITH ALL  
THE UNCERTAINTY,  
THERE IS HOPE,  
POSSIBILITY & A  
FUTURE.**

**TOGETHER, WE CAN  
CREATE IT.**

Some say that the pandemic has become a microscope, magnifying all things waste or unnecessary in our lives, our businesses and our brand offerings. The fallout has diminished business units, value propositions, products and services. In a short matter of time, it's brought entire businesses and industries to their knees and have even started to kill them off all together.

But the great thing about this situation, we have been given the insight on what was holding us back from defining and reaching our true potential. We now know what we need to remove to become a better business, a better brand and a better steward for our consumer. This is what the brands that are succeeding now have built their organizations and value propositions around.

In today's business climate:

- There is no such thing as legacy.
- There is no such idea of "we've always done it this way."
- There are no sacred cows.
- There is only upside.

We've found what was weak or ineffective and it can be eliminated.

Yes, there may be uncertainty and a lot of fear. But we have been given a blessing to intentionally create our future.

Our brands are like a phoenix rising from the ashes. Challenging us to become **stronger, smarter and simpler.**

## **SOLUTION: HOW TO RESPOND**

# **STRONGER.**

Rebuilding stronger means that our brands are more refined, more connected and more consistent for our consumers. It means that the ties we have with our consumers are built on trust and understanding. It means that we understand expectations and build the experiences that exceed them – all while fulfilling our brand promises.



## **SOLUTION: HOW TO RESPOND**

# **SMARTER.**

Rebuilding smarter means that we do things in a more efficient and effective manner. It means we finally break down the silos in our organization to remove pain points and barriers for our consumers. It means that we remove things that don't work and invest in those that do. It means we finally use data correctly – to make our brand and our relationships stronger.

## **SOLUTION: HOW TO RESPOND**

# **SIMPLER.**

Rebuilding simpler means our brands and businesses must reduce complexity. It means that we remove the obstacles standing in the way of our consumers doing business with us. It means we streamline the steps needed to execute our strategies. It means we create a more collaborative and engaged workforce – to best serve a more collaborative and engaged consumer.

## SOLUTION: HOW TO RESPOND

**ALL RULES HAVE BEEN THROWN OUT THE WINDOW. IN ITS PLACE, A RENEWED SENSE OF PURPOSE. A CALL TO BE BETTER THAN WE WERE BEFORE. HERE'S WHERE WE START. HERE'S WHAT WE DO.**

### PHASE 1: RESET

Let's get back to the drawing board. We have a once-in-a-lifetime opportunity to reset our brands and our value propositions. How should we rebuild?

### PHASE 2: STRATEGY

Plotting the new course forward requires a refined strategy – one that leads with your brand experience. The rest expands with each consumer relationship.

### PHASE 3: IMPLEMENT

Our organizations have changed more than we thought possible. Implementing the new strategy requires a different approach to consumer value.

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PHASE 1: RESET

**WHAT WE SHOULD  
MAKE OF THIS.**

## PHASE 1: RESET

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**LET'S GET BACK TO  
BASICS. KICK  
LEGACY TO THE  
CURB. REALIZE  
OUR POTENTIAL.  
IMAGINE WHAT IS  
POSSIBLE.**

**REBUILD  
FOR THE FUTURE.**

The first place to start is a simple reset – looking at our business through the lens of the New Normal. The good news is, we have a tremendous amount of historical data in what our consumers like and dislike, what behavioral trends have been happening over the last five years, what technologies have been expanding and what operational models were proving successful in our direct, indirect or adjacent industries. By hitting the ‘reset button’ we can look at things from a different perspective and the power to change what’s necessary to succeed.

When we make this conscious decision to rebuild, we’ll quickly see our brands will need to transform two foundational elements before any strategy or implementation; mindset and value proposition.

### **MINDSET**

Looking at the brands that have navigated this New Normal successfully, we see they have a vastly different mindset than other companies. They have an innate sense of agility and are always on the lookout for possibility to reach their full potential.

### **VALUE PROPOSITION**

These brands have also mastered the ability to continuously increase their value proposition for their consumers. Looking beyond the product or service, they view their relationship with their consumers as a symbiotic exchange of value across the holistic experience journey. They have evolved their Brand Strategy to elevate and progress their Economic Value with their consumer.

## PHASE 1: RESET // MINDSET

# THE RIGHT MINDSET HAS THE POWER TO OPEN A WORLD OF POSSIBILITY.

Value creation throughout a Growth Brand is made up of making the right decisions; having the right processes, systems and frameworks in place, garnering the right insight, establishing the right teams, providing the freedom and latitude to test, fail or scale and continuously looking for new problems and solutions.

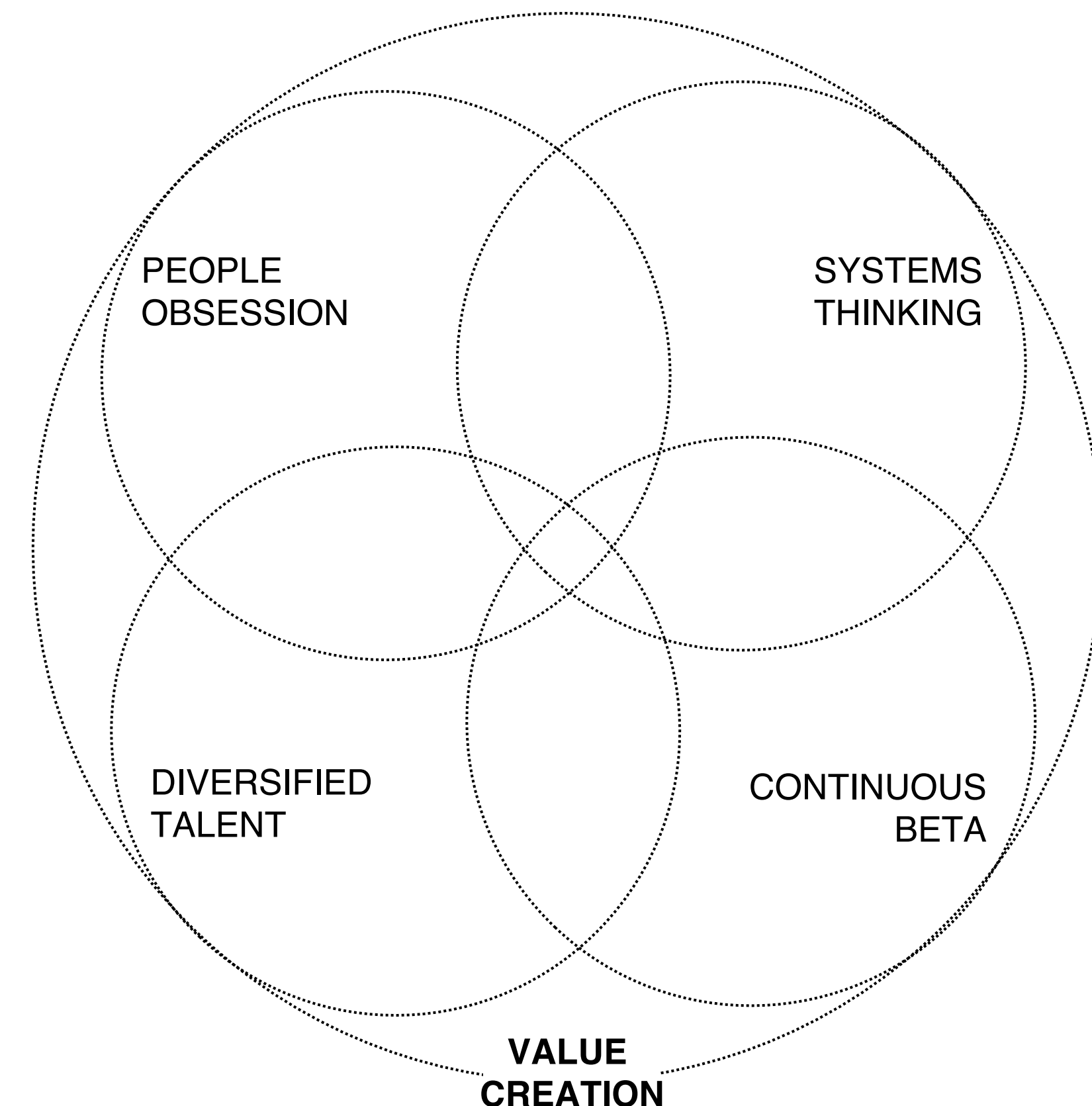
**PEOPLE OBSESSION:** It's time to look for the true problem facing different groups and set out to solve them through user experience, consumer experience or value creation.

**SYSTEMS THINKING:** It's time to view the world with a filter of systems and frameworks that can be replicated across the organization and through relationships with consumers.

**DIVERSIFIED TALENT:** It's time to understand that the right amount of complimentary and differing characteristics in talent can make decisions stronger and more dramatic.

**CONTINUOUS BETA:** It's time to adopt the 'infinite game' mindset for business strategy processes – always looking for ways to either optimize, innovate or pivot.

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## PHASE 1: RESET // VALUE PROPOSITION

**VALUE PROPOSITION  
IS A SYMBIOTIC  
EXCHANGE  
BETWEEN BRAND  
STRATEGY AND  
CONSUMER  
EXPECTATIONS.**

**IT'S A GIVE & TAKE.**

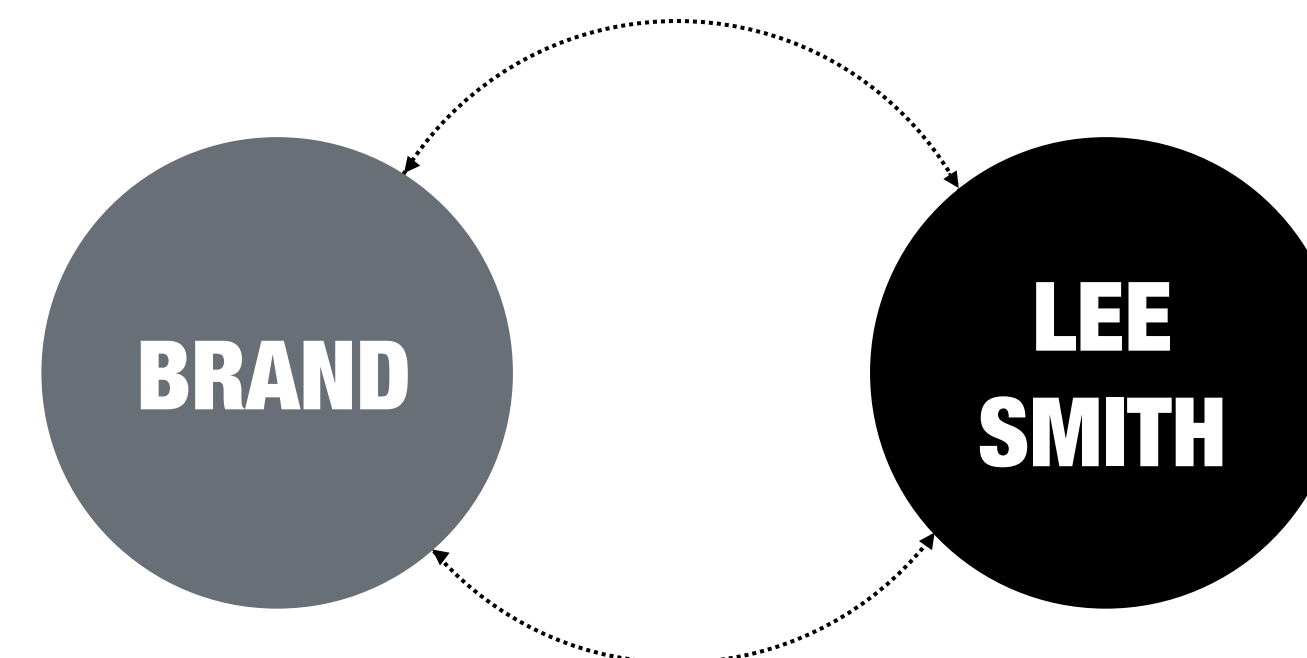
The value exchange for consumers during this unprecedented time has accelerated to the experience surrounding the product or service itself - leaning into purpose, experience and ease of transaction. All of which provides an increased value exchange between the brand and consumer. This increases the need for an elevated brand strategy while providing the ability to charge a premium or engage in longer-term relationships.

### **BRAND STRATEGY**

A brand strategy at this level must evolve beyond what we're used to. The brands that are succeeding today have defined the relationships and have baked in agility in how their brand fulfills their brand's promise for their consumers.

### **ECONOMIC VALUE**

The more value your consumers perceive from your brand, the increased ability for charging a premium or engaging in longer term relationships, increasing the revenue opportunities. This progressive value gives brands the power to create transformative economics.



## PHASE 1: RESET // VALUE PROPOSITION: BRAND STRATEGY

# INTENTIONALLY FULFILLING YOUR BRAND STRATEGY FOR CONSUMERS

Brand Strategy has transformed more in the last ten years than ever before. The role brands play in business, in consumer's lives and in the world, has drastically changed for the better. Brand Strategy has evolved beyond a logo, colors, typography, websites or even user experience. Brands now, especially in this unprecedented time, have a responsibility to not only provide immediate value in products or service but must also go as far as stand-up for a purpose, provide ongoing memorable experiences through the consumer journey and establish progressive relationships with their consumers on an individual level. Brands become something more than a representation of a business and will become a self-actualized entity that is used to define a consumer's lifestyle.

HORIZON 4

### SELF-ACTUALIZATION

Becoming self-actualized and truly living the purpose of the brand across all aspects of the business, all relationships, all communications and all decisions, creates more authenticity and purity in the brand.

HORIZON 3

### RELATIONSHIP PLANNING, AGILITY

In moments of interaction, brand promises are being fulfilled or insight is being developed to provide information to build better experiences, stronger relationships or new value.

HORIZON 2

### PURPOSE, EXPERIENCE

Brands now must do two things: have a purpose and provide an experience. Understanding both, brands are forced to become an experience creator that stands for something versus a simple product or service provider.

HORIZON 1

### VISION, VISUAL, PRODUCT, SERVICE

This is the vision of what the product or service stands for; the visual and verbal elements like logo, colors, typography, tone of voice, etc. It's rooted in the efficacy of the product or service upon consumption or purchase.

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**PEOPLE DO NOT BUY GOODS AND SERVICES; THEY BUY RELATIONS, STORIES AND MAGIC.**

SETH GODIN



## PHASE 1: RESET // VALUE PROPOSITION: ECONOMIC VALUE

# VALUE CREATION CORRELATES WITH ECONOMIC OPPORTUNITIES

As Brand Strategy evolves and the role that brands play in the lives of consumers and the world, the value exchange evolves as well. Not only are consumer expectations growing and consumer behaviors have drastically transformed, but their appetite for paying a premium to meet their expectations or gain access to things they need grow as well. These shifts are opening the opportunity for brands to redefine their economic value with their consumers. By providing increased value through the consumer experience and their brand strategy, they can now create incremental and net new revenue streams. This could take shape as new products or services, but also for new experiences like shipping, contact-less delivery or new business models like subscriptions or bundling.

### HORIZON 2

## CONSUMER EXPERIENCE

The experience, usually seen as a physical, immersive component to a product or service, can now become a digital or digitally-connected experience for the consumer.

### HORIZON 1

## COMMODITY, PRODUCT, SERVICE

As competitors emulate market entrants or early adopters, that product, service or even experience gets commoditized as the cost of entry for a marketplace.

### HORIZON 3

## CONSUMER TRANSFORMATION

This horizon is based on providing a 'guest' or 'membership' relationship with a brand. A transformation business charges for the benefit customers (or 'guests') receive by spending time there.

### HORIZON 4

## EVOLUTION ECOSYSTEM

New business models are built around recurring revenue which not only provides immediate value to a brand but adds to the long-term prospects and market capitalization.

“**\$98 BILLION PER YEAR IS LEFT ON THE TABLE BY COMPANIES WHO FAIL TO PROVIDE 'SIMPLE' EXPERIENCES TO THEIR CONSUMERS.**”

PHASE 2: STRATEGY

**HOW WE SHOULD  
PREPARE NOW.**

## PHASE 2: STRATEGY

**A REBUILD STRATEGY IS SIMPLE - CREATE VALUE BY REMOVING PAIN & CELEBRATING JOY FOR YOUR CONSUMER.**

**PLAIN & SIMPLE.**

Now that we've hit the reset button; refreshed our mindset of possibility and potential; redefined the need for an expanded value proposition, we can develop our Rebuild strategy.

Looking at the brands that have succeeded to, through and out of the pandemic, we can leverage some best practices for strategy. By stripping away what is working, we see the simplicity in their approach. They are obsessed with getting their brand to zero waste, or removing consumer, business or industry pain points, and by fulfilling their brand promise, or celebrating the moments of joy the consumer may have. The beauty is in the simplicity but getting to that simplicity can be complex for some brands.

### **EXPERIENCE BRAND STRATEGY**

Experience Brand Strategy is a brand's approach to intentionally create the holistic consumer experience, building new value and revenue opportunities for their brand.

### **VALUE PROPOSITION TRANSFORMATION**

There are different strategies brands can take to increase the value they offer their consumers. Whether it's new experiences, vertical / horizontal integration or unbundling / bundling, brands can quickly transform their offering.

### **CONNECTED OPERATIONS**

The way a brand comes to life to provide new experiences and value propositions requires a methodical service design and connected operations strategy.

# TRANSFORMING YOUR BRAND BEYOND PRODUCT OR SERVICE & INTO AN EXPERIENCE.

An Experience Brand is a company that intentionally creates the experience they want their consumers to go through in order to do business with them. From unawareness to research to consideration and intent to purchase to consumption to service and support to repurchase and loyalty, Experience Brands are continuously manifesting the experience their brand should provide at each touchpoint and each moment of interaction. These interactions and moments are then 'remembered' and used to progressively create a singular view of the relationship with each consumer – continuously evolving the value the brand provides over the lifetime of the consumer relationship.

Products and services, at their essence, have almost become commoditized in the eyes of the consumer. The way to differentiate in today's New Normal marketplace is to add the holistic experience around the products and services. This creates a symbiotic value exchange between the consumer and the brand.

### CONSUMER-CENTRICITY

The first step in transforming or expanding your brand's value proposition towards an experience is being obsessed with the consumer needs and expectations. Understanding the complexities of the consumer as they navigate the waters of doing business with your brand will shine light on the opportunities to truly create a valuable experience.

### REMOVING CHORES

Chores are those hoops we make our consumers jump through just to do business with us. This could be financing, going into a physical store or talking to a sales associate. What we, as a business, have defined as a necessary step in the process, consumers see as a pain point or broken relationship.

### CELEBRATING CHERISH

There are moments in the consumer journey that consumers actually enjoy. The act of exploration. The selection process. The consumption of a product. These moments, however fleeting, are prime opportunities to strengthen the bond with the consumer and fulfill your brand promise.

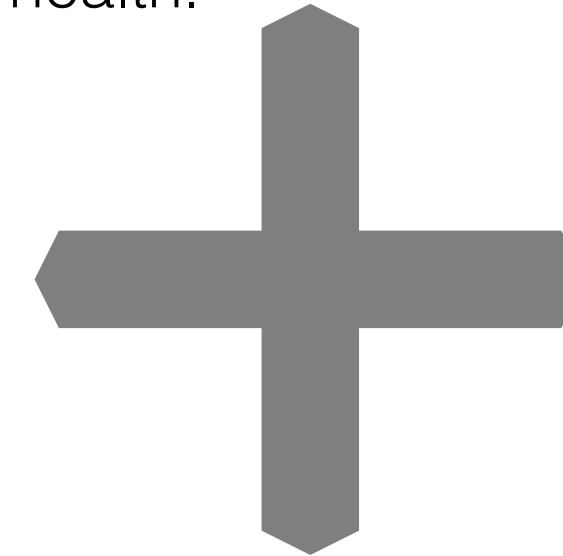
## PHASE 2: STRATEGY // VALUE PROPOSITION TRANSFORMATION

# GETTING TO ZERO WASTE WHILE FULFILLING YOUR BRAND PROMISE.

The value proposition for Experience Brands go beyond the traditional products or services they offer. It quickly gets into the experience or journey the consumer takes to buy and receive the products or service. Connecting these dots in new ways gives brands the ability to maximize the value they provide their consumers and the revenue opportunities they can create for their businesses. Especially in today's economy, the way a product is purchased, delivered or consumed is just as important, if not more than the product itself. The business models coming out of this time will continue to transform for longer term relationships for recurring or increased revenue.

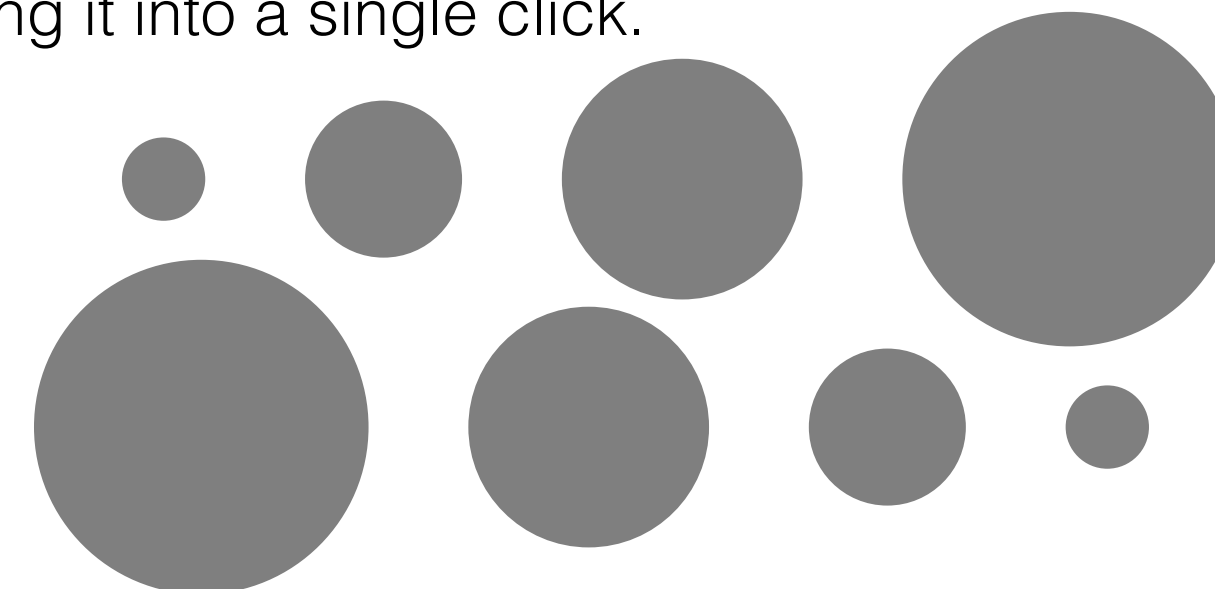
### HORIZONTAL / VERTICAL

Expanding the value offering horizontally, brands can give their consumers a turn-key, single-point solution for their brand promise. Think of Apple having devices, then TV+, Arcade, Music, etc. By integrating vertically, brands give their consumers a holistic experience for their industry, stacking services and offerings for the entirety of the relationship. Think of quip, having products, services and care and even dental insurance, becoming a single source for oral health.



### BUNDLING / UNBUNDLING

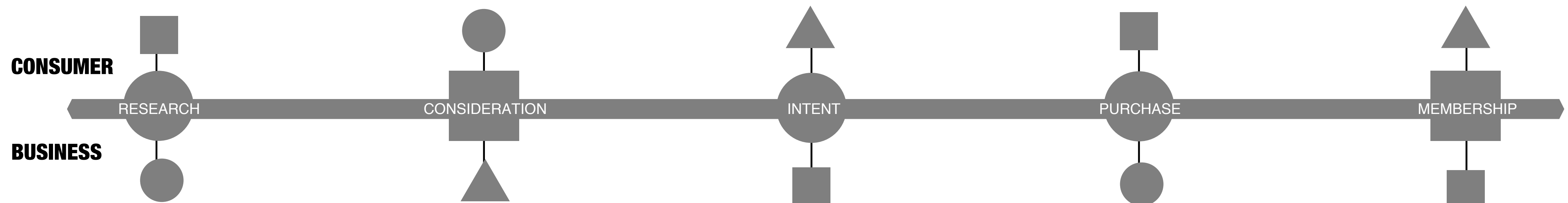
Many brands are finding value by bundling products, services and experiences together to exponentially increase value. Think of Nike bundling exercise content with shoes for subscription models of Nike Training Club or Adventure Club. Unbundling gives brands the simplicity of stripping away unnecessary noise to give clarity to the value. Think of Casper, taking away all the complexity of shopping and buying a mattress and turning it into a single click.



## PHASE 2: STRATEGY // CONNECTED OPERATIONS

# THE WAY THE BRAND COMES TO LIFE MATTERS MORE NOW THAN EVER BEFORE.

Providing a seamless experience for your consumer is one thing, ensuring that experience is progressive and personalized based on the relationship developed between brand and consumer is something entirely different. By connecting the operations together with data, touchpoints, processes and people, brands can in effect intentionally orchestrate the ideal experience for their consumers.



This Consumer Experience (CX) being executed against Experience Brand strategy is rooted in service design. This develops the actions, reactions and systems that deliver a unique but valuable relationship from end-to-end, throughout the consumer journey. These connected operations will need to be defined and orchestrated across the consumer experience as well as the business processes.

### CONSUMER EXPERIENCE

The consumer experience is where the experiences for the consumer take place, whether through app, website, in-store, over the phone or through service. These interactions will be modeled based on the Experience Brand strategy using specific consumer needs at the appropriate times.

### BUSINESS PROCESSES

With each action, there must be a reaction. With each inaction, we must be proactive. The business processes are established to prepare for these scenarios across the complete relationship with the consumer.

“““

**CONSUMER EXPERIENCE IS A BRAND'S INTENTIONAL CREATION OF CONNECTING WHAT THEIR CONSUMERS WANT WITH WHAT THEY WANT FROM THEIR CONSUMERS.**

**- Paul Miser**

**PHASE 3: IMPLEMENT**

**HOW WE ACHIEVE  
THE NEW LIFE.**



## PHASE 3: IMPLEMENTATION

# OPERATIONALIZING YOUR STRATEGY CREATES CLARITY IN A WORLD OF UNCERTAINTY. THE POWER IS IN IMPLEMENTATION.

As we've seen coming into 2020, having a strategy is crucial in understanding the path your brand is going. However, it must include the agility to pivot, pause or scale as the market fluctuates. Implementing an Experience Brand strategy in times like this is extremely similar. To maximize success and effectiveness, the operationalization of the strategy should be implemented across the organization in a phased rollout – giving your brand the ability to test, learn and optimize along the way.

As we're seeing with successful Experience Brands throughout the pandemic, they have capitalized on operationalizing the core elements of their organization to satisfy and fulfill their Experience Brand strategy at scale. Having their North Star defined, and their consumer journey mapped, they've found success in leveraging the shifting marketplace to maximize their value for their consumers.

### **TALENT: FUTURE OF WORK**

Whether it's been scaling or reorganizing the workforce, Experience Brands have been able maximize the current and immediate future state of their business vision with their consumer.

### **PROCESS: AGILITY**

With a foundational understanding of the North Star strategy along with the consumer journey defined, Experience Brands have been able to pivot quickly to respond to consumer needs and behaviors through process.

### **TECHNOLOGY: CONNECTED EXPERIENCES**

With the acceleration of consumer behaviors during the pandemic, there's no more doubt about the role technology plays in creating the holistic journey for the consumer experience. Connecting marketing to the supply chain to logistics creates a singular experience for these transformed behaviors and expectations.

## PHASE 3: IMPLEMENTATION // TALENT

# REDEFINING THE FUTURE OF WORK FOR YOUR BRAND & YOUR TALENT.

One of the biggest transformations of this period has been the disruption and restructuring of the human capital across most industries. We're witnessing historic levels of layoffs and unemployment, while at the same time experiencing increased need for an essential and supply chain workforce. The role that human capital plays in our Experience Brand strategy will change and evolve as well – giving us the ability to navigate around and pivot through any market shifts as they arise.

There has never been a workforce opportunity like we're seeing right now. With the vast amount of talent readily available paired with accelerated downsized businesses, we can take this time to rethink our future of work for our brands. What talent do we need to fulfill our Experience Brand strategy? What does our workflow look like? What about our offices? How can technology support our human capital to make them more connected and more effective?

As we're implementing our Experience Brand strategy, we are being accelerated to break down internal organizational silos to support a consumer-centric experience. Having this holistic view of the consumer and their journey, we can then model our organization to best respond to this transformation. Starting with understanding the best structure for the response, the specific talent we need, and the technology needed to empower.

### RESTRUCTURING

Becoming more consumer-centric to deliver an Experience Brand strategy, our organizations need to breakdown silos and create a holistic view of the consumer and their journey. Taking this time to restructure is crucial for short-term success and long-term scale.

### RESKILL / UPSKILL

There is a talent pool like never before. There are skills needed that we've never had before. Rebuilding your organization will be a combination of finding new talent and reskilling / upskilling new talent, making your organization more agile and readily available to pivot if and when the time comes again in the future.

### HUMAN + TECHNOLOGY

Technology is the great enabler of strategy. Pairing the right tech stack with human capital expands effectiveness, efficiency and what's possible for the consumer experience.

## PHASE 3: IMPLEMENTATION // PROCESS

# BUILDING A PROCESS THAT SCALES & EVOLVES WITH THE CONSUMER...

# AND THE SITUATION.

The success of any consumer experience or Experience Brand strategy is in the process in how it's executed. Having a holistic view of the consumer journey along with your brand's response creates the need for a massive orchestration of elements, capital and assets to support the consumer needs and expectations. This orchestration is crucial for maximizing the value exchange between your consumer and your brand.

The orchestration of the process needs to remove the pain points of the consumer and the employees executing the strategy to become as efficient as possible. The process also needs to be aware of the moments where the brand promise becomes fulfilled. Doing so, connects the dots between marketing, the supply chain and the eventual consumption of your brand's product or service.

### MARKETING & RELATIONSHIP

Leveraging the consumer journey and the Experience Brand strategy, your brand will create an always on marketing and relationship building approach. These relationships are created through interaction, fueled by data and personalized through retention.

### SUPPLY CHAIN

Marketing & Relationship expands beyond mere advertising and content development. There is transparency and expectation found throughout the entire supply chain in how the product is developed or how the service is rendered.

### TRANSACTION / LOGISTICS / CONSUMPTION

The culmination of everything before in the process is the moment of transaction, expectation or consumption created by the consumer's purchase decision. Having these moments fulfill the brand promise is crucial to your Experience Brand strategy as it creates or diminishes more value than any other element in the process.

# **CONNECTING YOUR BRAND STRATEGY TO PEOPLE, PROCESS & CONSUMER.**

**TECHNOLOGY  
ENABLES STRATEGY,  
NOT THE OTHER WAY  
AROUND.**

Technology is the crucial enabler to the Experience Brand strategy. As we're witnessing with the successful Experience Brands in today's unprecedented marketplace, technology is the power that runs their experience and business model. An Experience Brand technology approach is created by three different stacks.

## **BRAND STACK**

The Brand Stack is the technology that powers the front end of the brand relationship. It's the CRM, data and algorithms that make the decisions for the Experience Brand strategy. The Brand Stack is modeled after the consumer journey maps.

## **EXPERIENCE STACK**

The Experience Stack is the technology that enables the interaction and value exchange between consumer and brand. This includes all AdTech and Martech solutions as well as websites, ecommerce, chat bots, etc. The Experience Stack effectively generates the experience for the consumer.

## **ENTERPRISE STACK**

The Enterprise Stack is effectively the underlying technology that connects the Brand and Experience Stacks with the enterprise of the business. This includes the supply chain, transaction information, connected products and cross-channel data. This layer provides the analytics and insights across all stacks to make business decisions to pivot, pause or scale.

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**CHANGE IS THE LAW OF LIFE.  
AND THOSE WHO LOOK ONLY  
TO THE PAST OR PRESENT ARE  
CERTAIN TO MISS THE FUTURE.**

- John F. Kennedy

—  
CASE STUDIES

# WHO'S DOING IT RIGHT.

## WHO'S DOING IT RIGHT.



### **BECOMING THE SUPPLY CHAIN OF THE PANDEMIC.**

Week after week, Amazon has capitalized on their value propositions with their consumers to continuously capitalize on increasing opportunity. From streamlining and scaling their delivery force to maximizing home delivery for Whole Foods, Amazon has leveraged their position as an Experience Brand to expand. As others are pulling back, Amazon has leaned into the situation to add scale and value. Coming next, look for increased bets in content production and healthcare, two industries Amazon has started to work within, but is becoming more relevant for the future.



### **ORDER & EAT. WITHOUT FEAR.**

Domino's has become a poster child for creating a holistic and seamless experience for the QSR industry. Their innovations across their supply chain, logistics and consumer platforms have increased transparency, efficiency, loyalty and, most of all, sales.

Looking at the pandemic marketplace, they have been able to pivot quickly and respond to consumer needs, sentiment and fear by providing "Contactless Delivery" for all of their orders. This gives their consumers peace of mind while protecting their workforce. But most of all, it further removes pain points for their consumers.



### **BRINGING THE GYM EXPERIENCE HOME.**

Peloton has capitalized on their business model and pre-pandemic trend of at home fitness. By building their brand offering as a self-service, isolated model as well as a plug-in-play virtual social model, Peloton has multiple sources of revenue opportunities to build upon. There is the hardware of the equipment, access to on-demand content and participation in live classes.

During the pandemic, Peloton has scaled their business model through the acceleration of at home fitness, giving them the community scale as a foundation for current and future success.

# NOW IS THE TIME TO REBUILD.

## STRONGER. SMARTER. SIMPLER.

### **RESET:**

#### **STEP 1:**

Decide to Reset - look at the current trends & opportunities.

#### **STEP 2:**

Change your mindset regarding your business, brand & consumer. Find possibility. Determine your potential.

#### **STEP 3:**

Discover your brand's strategic and economic maturity level. Identify the white space to fulfill your potential.

### **STRATEGY:**

#### **STEP 1:**

Establish your Experience Brand strategy. Think beyond the product and service and into the experience surrounding them.

#### **STEP 2:**

Redefine your value proposition to fulfill your Experience Brand strategy. Go vertical or horizontal. Bundle or Unbundle. Value is a symbiotic exchange between your brand and consumer.

#### **STEP 3:**

Bring your Experience Brand strategy to life through service design & connected operations. Technology enables your strategy.

### **IMPLEMENT:**

#### **STEP 1:**

Executing your Experience Brand strategy requires a different perspective on talent. There has been no better time to refresh, empower and reskill your talent pool to add new value for your consumer.

#### **STEP 2:**

Implementing a holistic Experience Brand strategy builds a perspective on process. Silos will crumble and data will influence decisions, responses and actions.

#### **STEP 3:**

Refresh your tech stack to support your Experience Brand strategy. Technology enables an end-to-end, intelligent approach to experience development.



HOW WE DO IT

**WE'RE HERE TO HELP YOU NAVIGATE  
OUT OF THIS STRONGER. SMARTER.  
SIMPLER. SHOOT US A LINE.**

**CX STRATEGY  
INNOVATION DESIGN  
TRANSFORMATION  
GO TO MARKET  
ANYWHERE COMMERCE  
LOYALTY DESIGN  
BUSINESS MODELING  
MARKETING STRATEGY**

**CAPABILITIES**

Audience Development  
Market Research  
Brand Strategy  
Consumer Experience  
User Experience  
Design  
Engineering  
Measurement  
Program Management

# THANK YOU



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## ABOUT CHINATOWN BUREAU:

Building the Future of Experience Brands.

Chinatown bureau is a technology-driven growth strategy consultancy. We create growth where brand strategy + technology meet.

We help brands facing disruption create new strategies for growth so they can best serve their consumers as well as their bottom line.

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