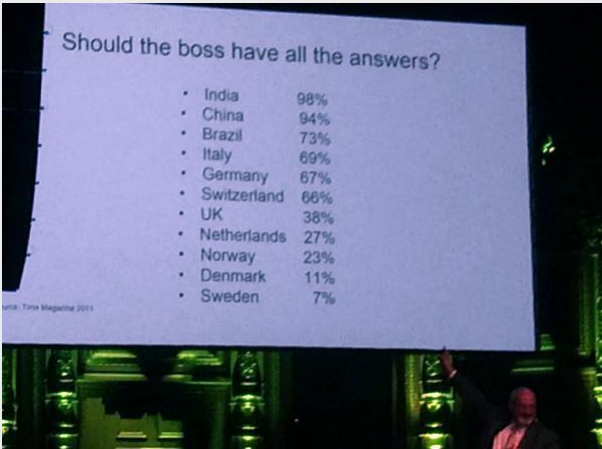







# Challenges and opportunities for marketers during and after the pandemic

Pearson Webinar  
Dec. 8th 2020

Anders Parment, Ph. D.  
Stockholm Business School  
[anders@andersparment.com](mailto:anders@andersparment.com)  
[linkedin.com/in/andersparment](https://linkedin.com/in/andersparment)





 <b>Canada</b> 🥇 #1 in Best Countries: Quality of Life #2 in Best Countries A typical Canadian consumer spends \$28,599 on goods and services each year, according to the World Bank.	GDG \$1.5 trillion POPULATION 36.3 million GDG PER CAPITA, PPP \$46,441
 <b>Denmark</b> 🥈 #2 in Best Countries: Quality of Life #15 in Best Countries A typical Danish consumer spends \$28,282 on goods and services each year.	GDG \$306.1 billion POPULATION 5.7 million GDG PER CAPITA, PPP \$48,230
 <b>Sweden</b> 🥉 #3 in Best Countries: Quality of Life #6 in Best Countries A typical Swedish consumer spends \$25,770 on goods and services each year.	GDG \$511.0 billion POPULATION 9.9 million GDG PER CAPITA, PPP \$49,750
 <b>Norway</b> 🥈 #4 in Best Countries: Quality of Life #12 in Best Countries A typical Norwegian consumer spends \$39,797 on goods and services each year.	GDG \$370.6 billion POPULATION 5.2 million GDG PER CAPITA, PPP \$69,407
 <b>Australia</b> 🥈 #5 in Best Countries: Quality of Life #7 in Best Countries A typical Australian consumer spends \$30,782 on goods and services each year.	GDG \$1.2 trillion POPULATION 24.1 million GDG PER CAPITA, PPP \$48,712

# Swedish state is in crisis, says election favourite

Ulf Kristersson sees crime wave as serious as 1990s financial meltdown



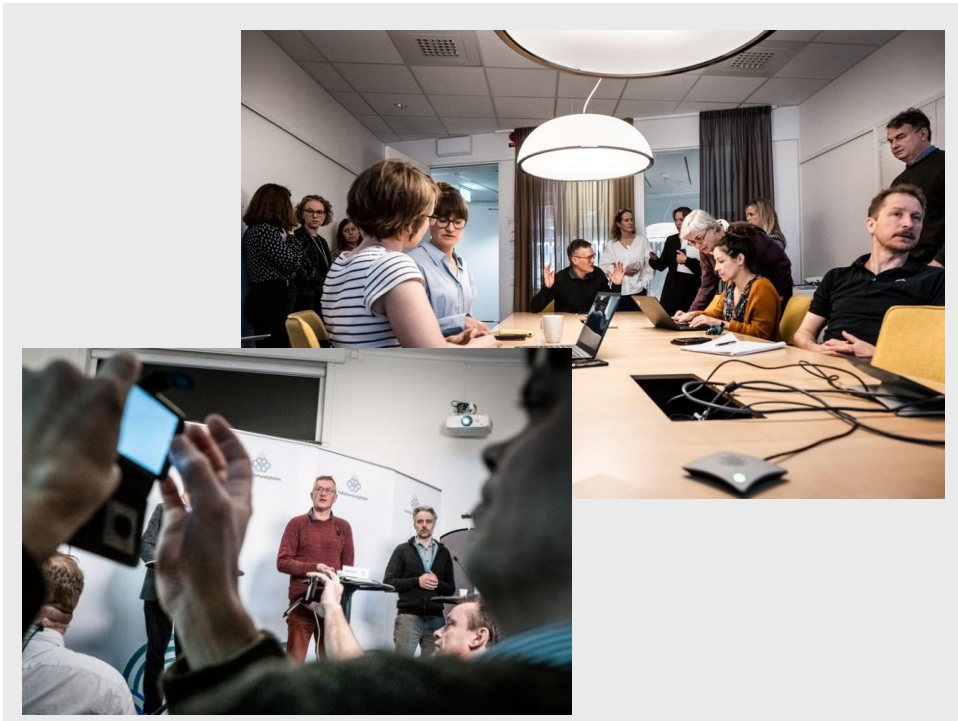
Burnt-out cars at Frolunda Square in Gothenburg, Sweden © AFP

Richard Milne in Vargarda YESTERDAY

265

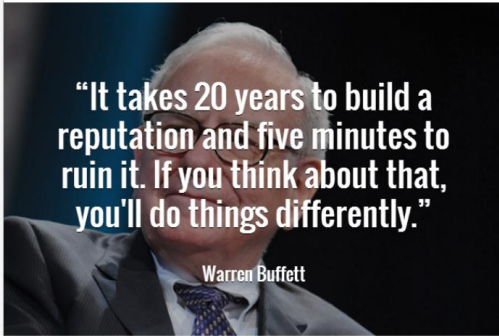
The problems facing Sweden after a wave of shootings and arson attacks are every bit as serious as the country's 1990s financial crisis, according to the favourite to become prime minister in next month's elections.

Ulf Kristersson, head of the centre-right Moderate party, told the Financial Times that Swedes had lost trust in the state and that the country was paying the price for 20 years of "very unsuccessful integration policies" by both left- and rightwing governments.



En tanke att ta med sig in i helgen. Tänk all den tid, kraft och pengar som företag lägger ner på sitt varumärke och rykte. Och hur lätt det goda ryktet kan vara som bortblåst genom en klumpig tweet eller tvivelaktiga styrelsebeslut ... mehr anzeigen

Übersetzung anzeigen



12 Gefällt mir · 2 Kommentare

"If someone offers you an amazing opportunity and you're not sure you can do it, say yes - then learn how to do it later."

- Richard Branson



Living a growth mindset  
Stuart Pike auf LinkedIn



204.940 Gefällt mir · 3.907 Kommentare

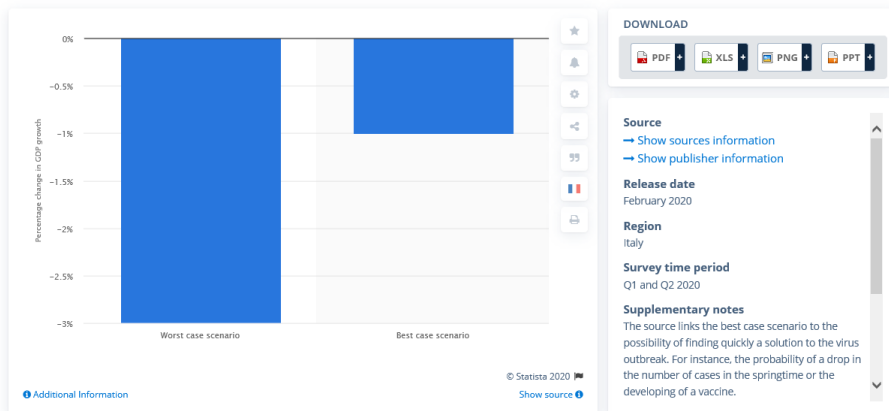


## The Corona Pandemic... What does it mean for Marketing?





## Forecasted short-term impact of coronavirus (COVID-19) on gross domestic product (GDP) in Italy in the 1st and 2nd quarter of 2020



### Forecasted impact of coronavirus (COVID-19) on GDP in Italy Q1-Q2 2020

Published by Statista Research Department, Mar 18, 2020

According to a forecast of February 2020, it is estimated that Italy's GDP will decrease due to the impact of coronavirus (COVID-19). Specifically, it is predicted that the value of the Italian GDP would drop by three percent in the first and second quarter of 2020. Moreover, it is forecasted that the sectors of textile, train and air transport, hotels, restaurants, shows, and sporting events will record the largest drop.

For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated [Facts and Figures](#) page.

## Volvo truck sales plunge 99.7%

By THIS IS MONEY

UPDATED: 09:01 GMT, 11 November 2008



[View comments](#)

The depth of the recession was revealed today as truckmaker Volvo admitted demand across the Continent has crashed by 99.7% as it took orders for just 115 new lorries in the last three months.

That compares to orders totalling 41,970 in the third quarter of 2007. Global orders for Volvo slumped 55% in the last three months while rival Scania said its western Europe truck orders collapsed by 69%.

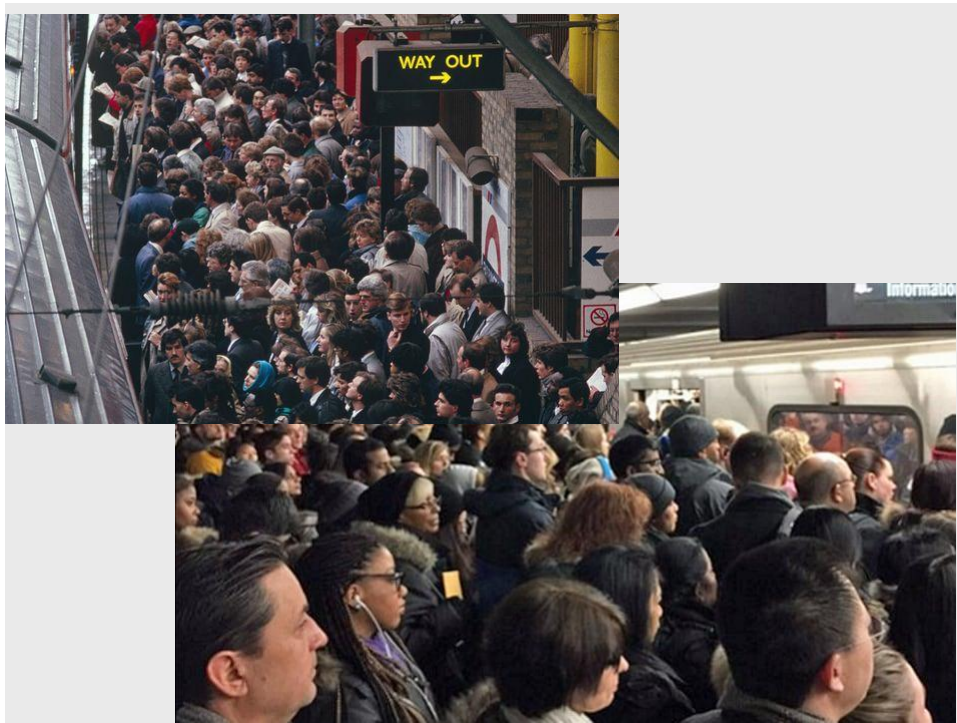
Volvo, which also makes trucks under the Renault and Mack brands, reported a 37% plunge in third-quarter earnings to £230m.

'The downturn in the economy has been significantly exacerbated by the global financial crisis,' the company said. 'The important European market has declined significantly while North America and Japan continue to show weak demand.'

**Driven down: sales of Volvo trucks have dipped a staggering 99.7%**

Volvo indicated that there could be thousands of job losses. It has already said 1400 jobs are going, and yesterday revealed that 850 jobs would be axed in its division making heavy construction vehicles.

• *Correction: Volvo is not, as stated initially in this report, a majority shareholder in Scania.*



×

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Société Fait divers Justice Religion Santé Famille Enquête Environnement Météo Trafic

France

**EN IMAGES. Paris, Lyon, Lille... Forte mobilisation contre la loi "sécurité globale"**

Plusieurs rassemblements ont eu lieu ce samedi dans plusieurs villes du pays, et 133 000 manifestants ont été au total recensés en France par le ministère de l'Intérieur.



Un rassemblement de manifestants a eu lieu place de la République à Paris le 28 novembre 2020, pour protester contre le projet de loi "Sécurité globale" THOMAS COEX / AFP

UN DOSSIER POUR OUVRIR LE DÉBAT ET MIEUX SE PROTÉGER

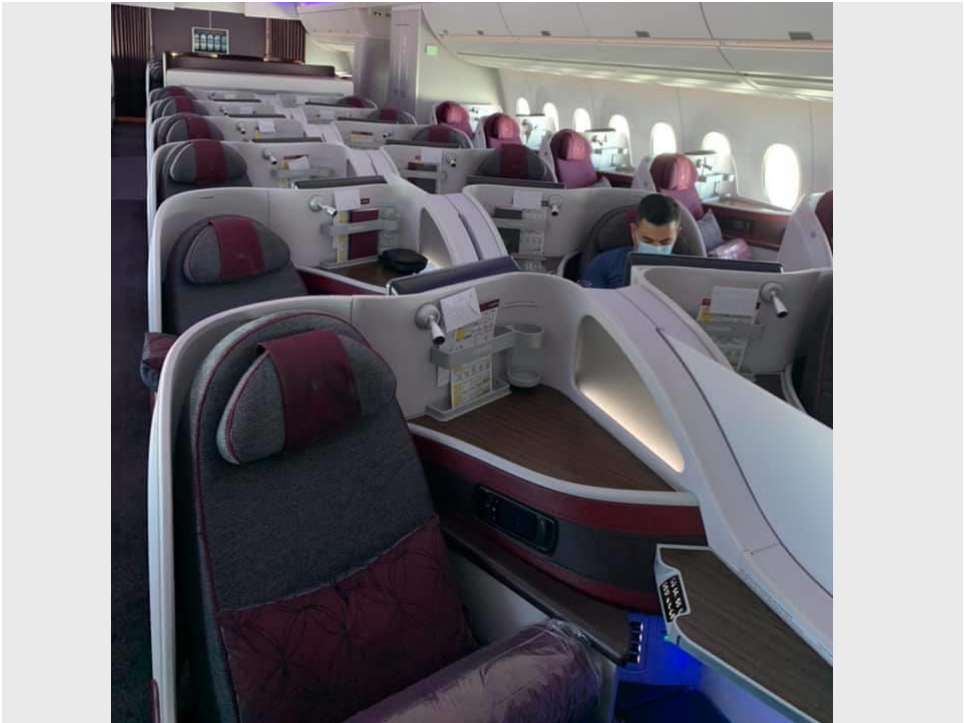
DÉCOUVRIR

UN DOSSIER POUR OUVRIR LE DÉBAT ET MIEUX SE PROTÉGER

DÉCOUVRIR

Soutenez la rédaction. Abonnez-vous. 2 MOIS POUR 1 € | [Je m'abonne sans engagement](#)

6





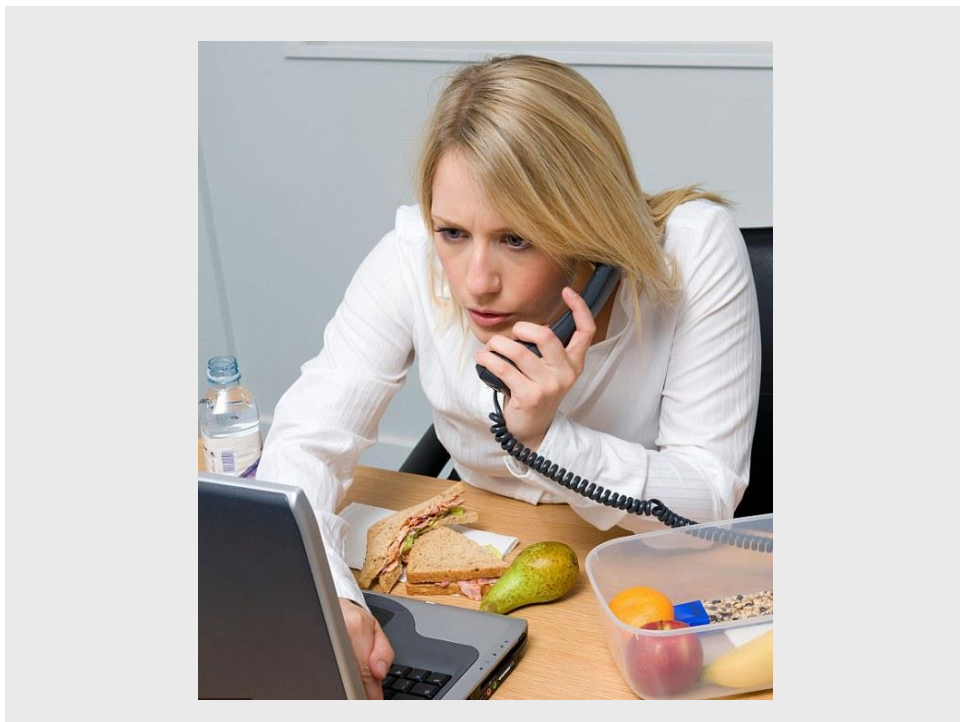
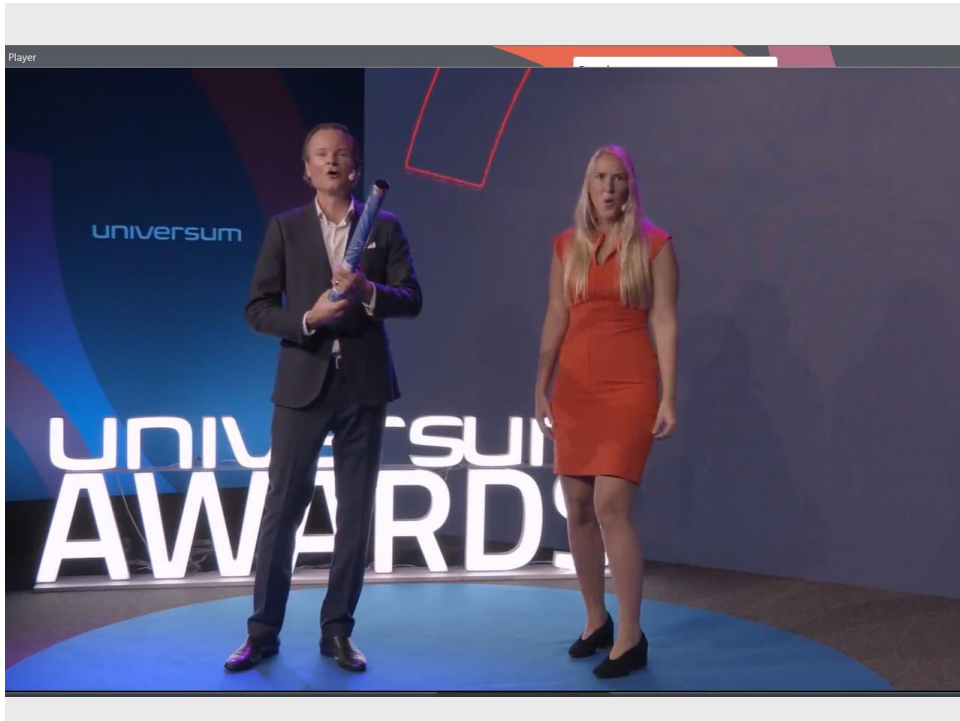






## Rapid Digitization

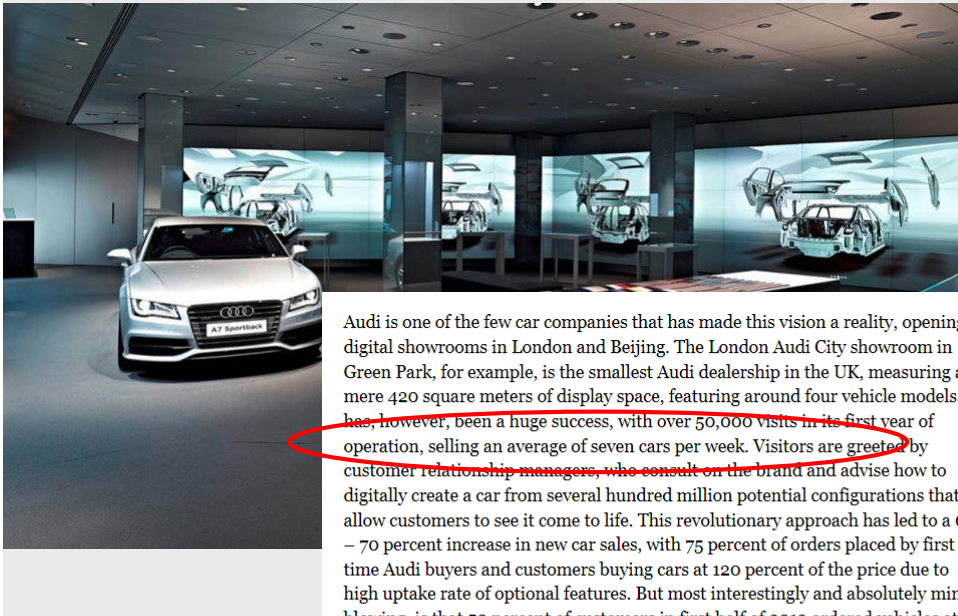








- "Everything that can be digitized, will be digitized"



Audi is one of the few car companies that has made this vision a reality, opening digital showrooms in London and Beijing. The London Audi City showroom in Green Park, for example, is the smallest Audi dealership in the UK, measuring a mere 420 square meters of display space, featuring around four vehicle models. has, however, been a huge success, with over 50,000 visits in its first year of operation, selling an average of seven cars per week. Visitors are greeted by customer relationship managers, who consult on the brand and advise how to digitally create a car from several hundred million potential configurations that allow customers to see it come to life. This revolutionary approach has led to a 6 – 70 percent increase in new car sales, with 75 percent of orders placed by first time Audi buyers and customers buying cars at 120 percent of the price due to high uptake rate of optional features. But most interestingly and absolutely min-blowing is that 50 percent of customers in first half of 2019 ordered vehicles at

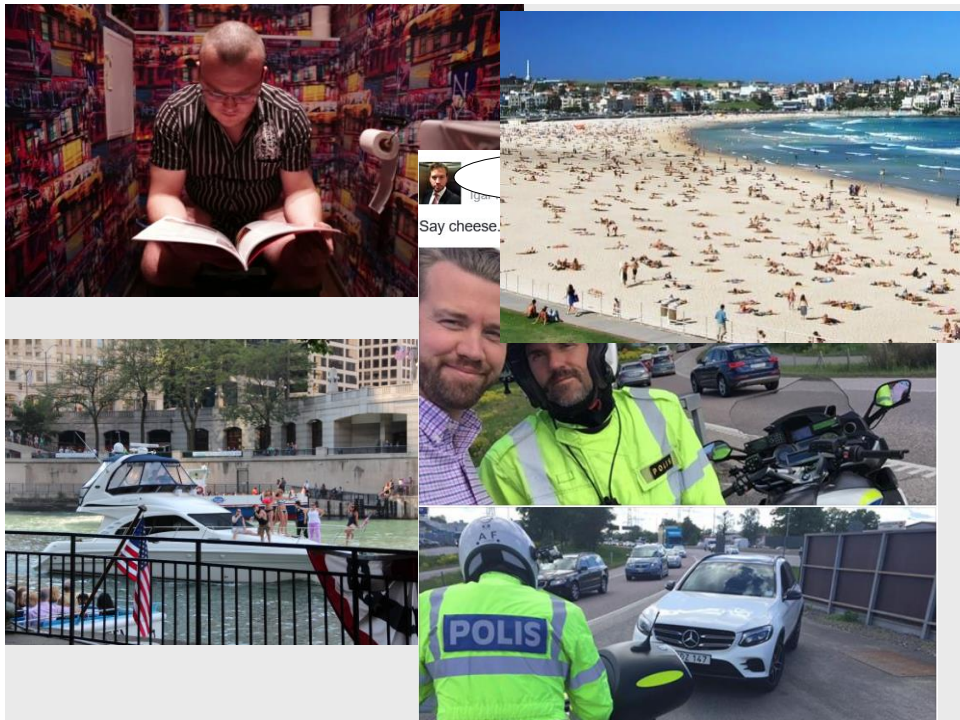


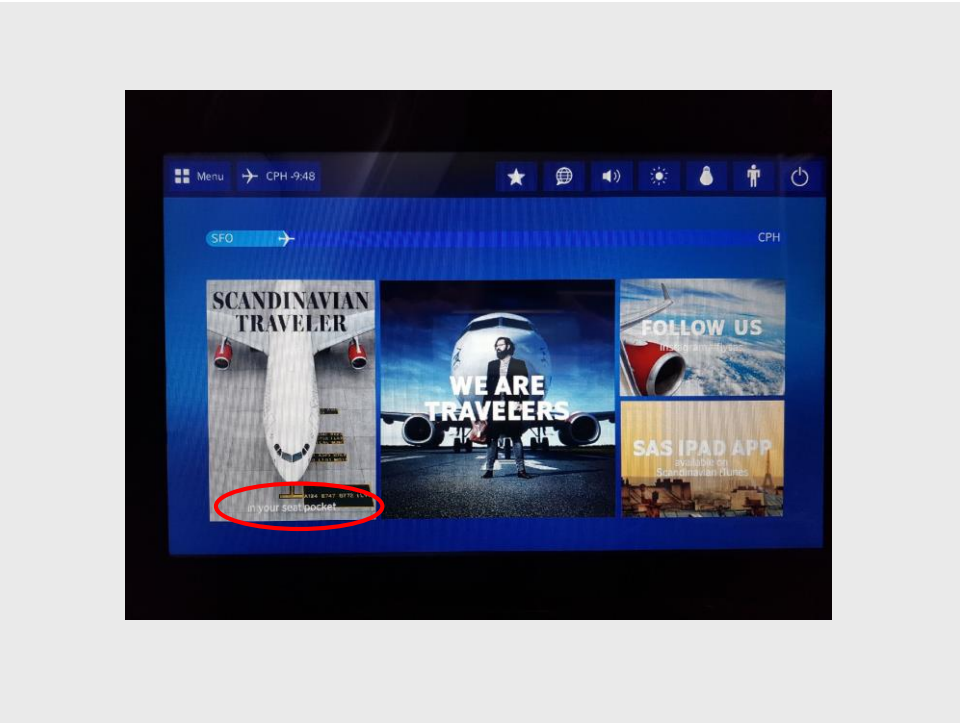


## Jobbat på Skobes bil i 48 år

Nu ser Benny fram emot livet som pensionär

TRANÅS När han var 17 år började Benny Liljegren som tärting på Skobes bil i Tranås. Bilfirman har varit hans arbetsplats i 48 år och nu ser han fram emot pensionärlivet.











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| Babies & Kids     | Electronics             | Indoor living     | Software            |
| Books & Magazines | Furniture               | Jewelry & Watches | Sports Equipment    |
| Clothing          | Gifts, Flowers and Food | Office Supplies   | Toys & Games        |
| Computers         | Grocery & Gourmet       | Music             | Video Games         |

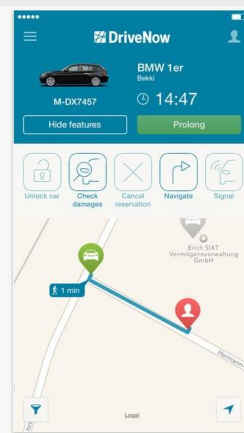
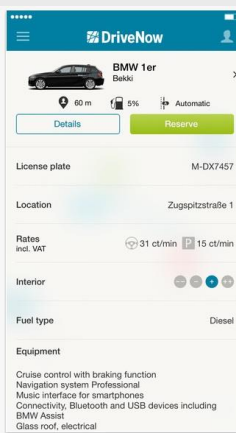
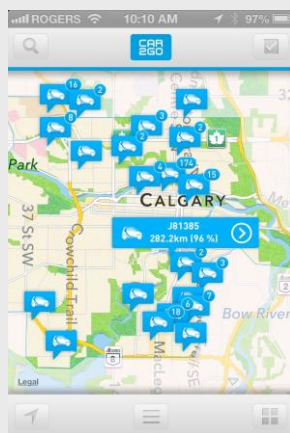
Capture great moments and great deals!



Whether it's for a documentary or a birthday party, we've got the right camera at the right price.

Shop Cameras

Popular Searches







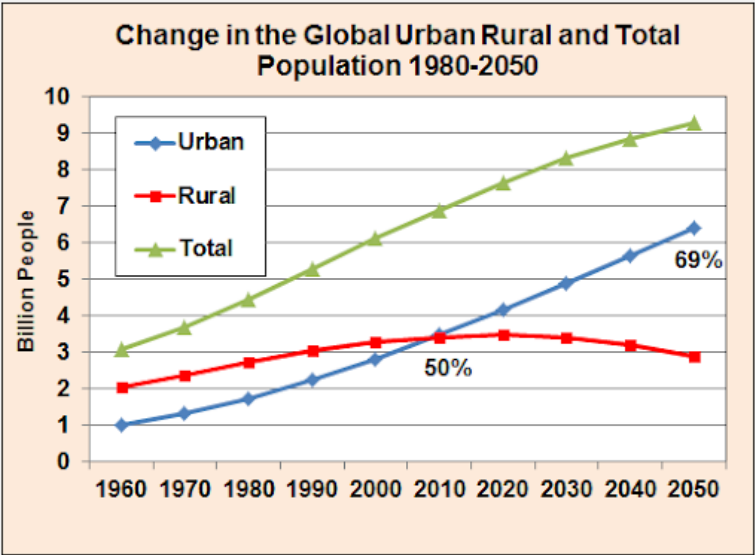

**Liquid Expectations**

All of which suggests that if OEMs could collaborate with dealers to offer more engaging offline customer experiences, while leveraging more active online options, and ensure that "customer geniuses" are on-hand in both channels, they could control the customer interface more effectively—and fend off the new entrants whose platform business models have already disrupted the second-hand car market.

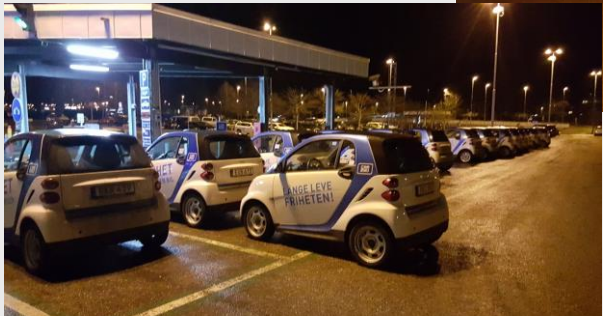
Such a shift—from product- to customer-centricity, and from passive online information provision to active online consultation—would mirror what has already occurred in other retail spaces where providers struggle to retain control over the increasingly liquid expectations of their customers.

**THE MORE DIGITAL CAR BUYERS GET, THE MORE THEY SEEK A REWARDING PHYSICAL EXPERIENCE.**

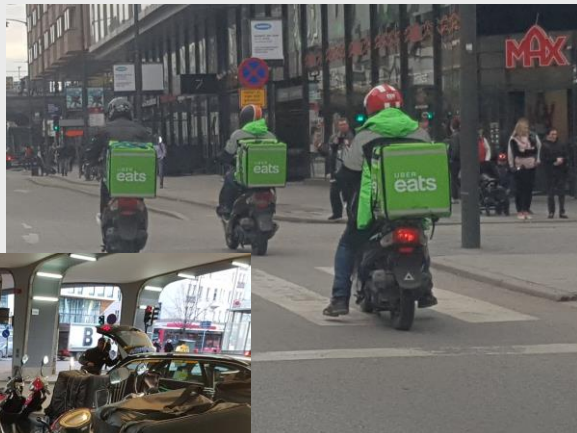














- Competition leads to improved performance







# Our Employees

Happy people deliver a happy customer experience.

Widen employees are an amazing team of experts who know how to have fun. We think creatively, share knowledge, follow our passions, and do what we say. Our 2014 survey results show that we have happy employees. And if we're happy, you're going to be happy.



## Why do so few staff feel their employer lives up to its brand?

By Jo Faragher on 19 Mar 2018 in Equality & diversity, Employer branding, Employee engagement, Latest News



New research shows that only 19% of employees globally think their experience of their employer matches up to the brand image it sends out. Jo Faragher looks at how organisations can overcome this credibility gap.

 PERSONNEL TODAY

### The Complete HR Career Development Guide



► Matilda

## The Exit Interview



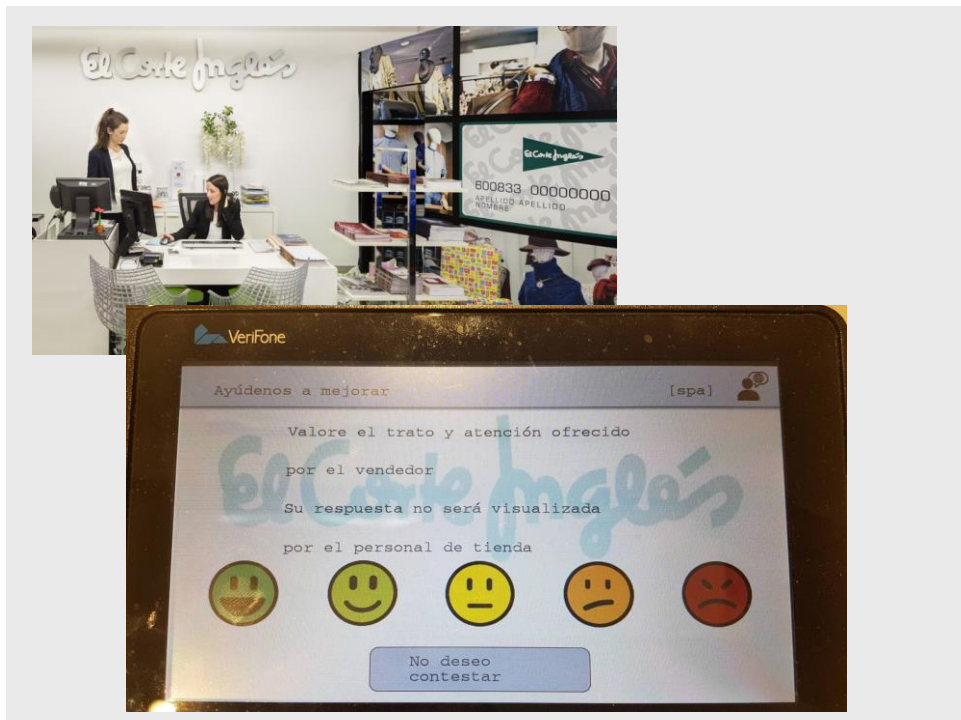


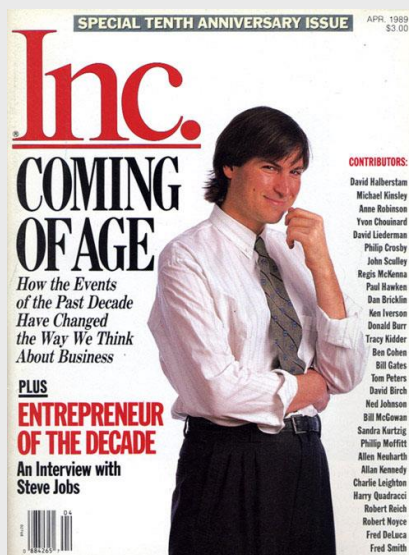
- Have consumers become nicer during the pandemic?

## ► Dont's



- Overselling
- Overasking
- A narrow-minded view on competition
- Lame service
- Loyalty programmes that spam members





You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new...

Customers can't anticipate what the technology can do. They won't ask for things that they think are impossible. But the technology may be ahead of them. If you happen to mention something, they'll say, "Of course, I'll take that. Do you mean I can have that, too?" It sounds logical to ask customers what they want and then give it to them. But they rarely wind up getting what they really want that way.



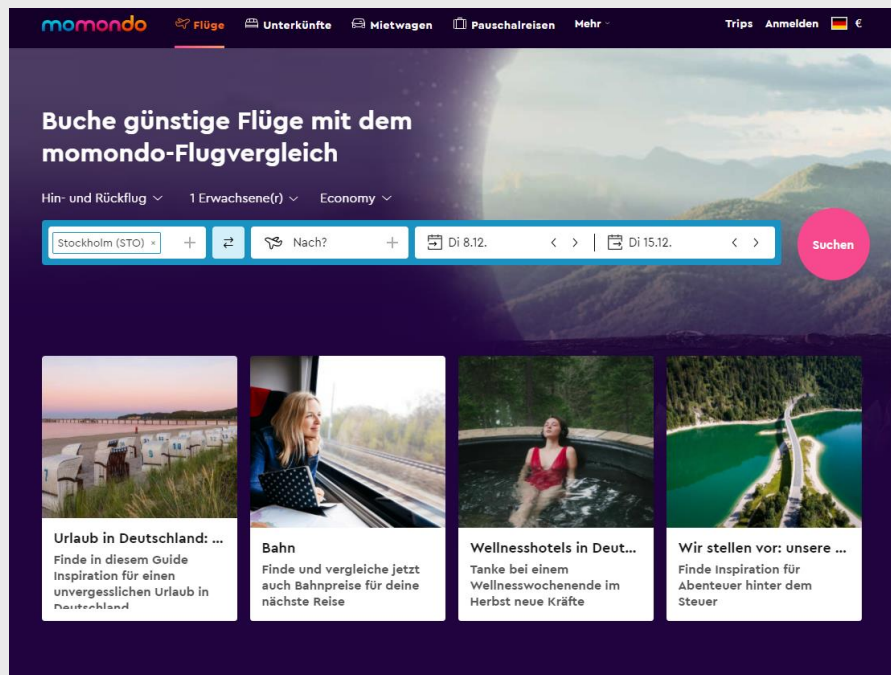
Do happy customers always return...?



► Transaction marketing on the rise again....? How come?

## Digitization...

- ...may undermine attempts to develop relationships with customers
- ...give consumers the option to run comparisons
- ...empowers consumers
- ...nurtures an attitude of exploring the best option each time one is going to purchase



## Do's

- Service quality – the software is always more important than the hardware
- Service attitude more important than speed
- Personalization: Consumers get tired of standardized, automatized solutions
- Availability
- Simplicity
- Fairness and transparency
- Social responsibility
- Surprise

► Becoming the hub





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1 Room

Find your deal

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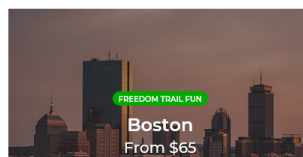
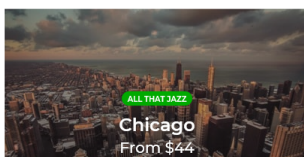
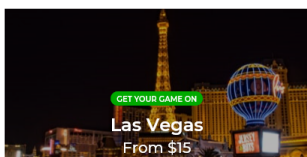
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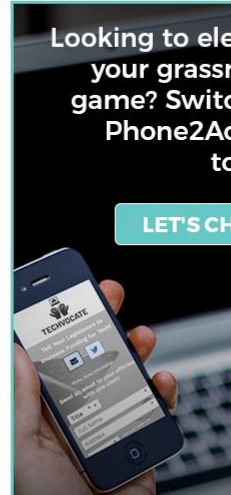
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## Uber Will Spend \$500 Million on Mapping to Distance Itself From Google



► Door-to-door: seamless mobility



## Skapa ett kollektiv- trafikkort för hela Sverige.

"Varför skall vi i  
Kungälv behöva  
ett kort för att åka  
norrut och ett för  
att åka söderut?"

Tommy Rydfeldt  
rydfeldt.blogspot.se  
Twitter: @rydfeldt



Press releases

**Traqi connects  
three Swiss cities  
within a single  
app to launch the  
first regional  
Mobility as a  
Service (MaaS)**

► Smart marketing



**TOP  
FIVE**

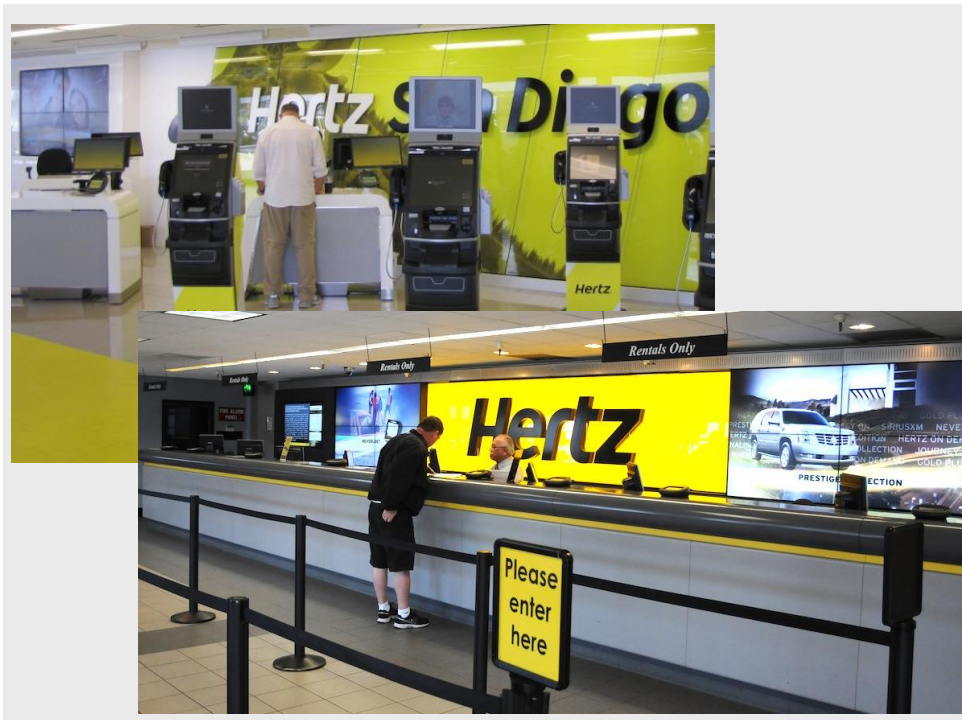
**Small penis?  
Have I got  
a car for you.**



If you're going to overcompensate, then by all means, overcompensate.  
Loaded '89 911 Carrera 4. Call (312) 552-1676. Ask for Tiny.

**JOE'S PORSCHE**







**1** Check-in Information  
Check-in Information

Fl	Dest	Op	Time	Gate
SK 100	Stockholm	08:00	07:55	10
SK 101	Stockholm	08:15	08:10	11
SK 102	Stockholm	08:30	08:25	12
SK 103	Stockholm	08:45	08:40	13
SK 104	Stockholm	09:00	08:55	14
SK 105	Stockholm	09:15	09:10	15
SK 106	Stockholm	09:30	09:25	16
SK 107	Stockholm	09:45	09:40	17
SK 108	Stockholm	10:00	09:55	18
SK 109	Stockholm	10:15	10:10	19
SK 110	Stockholm	10:30	10:25	20

Velkommen til Terminal  
Welcome to Terminal

**2**





## VÄLKOMMEN!

“Chi va piano, va sano e va lontano”

Namnet Vapiano är från det italienska talesättet »Chi va piano va sano e va lontano«. På svenska betyder det ungefär: människor som tar det lugnt lever friskt och ett långt liv.



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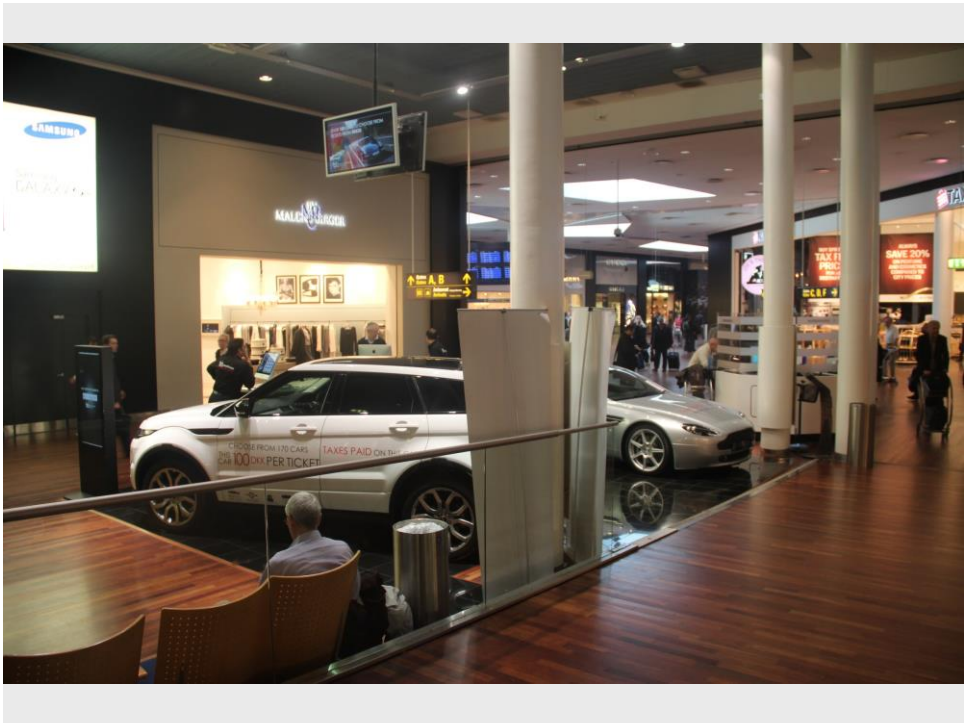
[Philosophie](#) [Karriere](#) [Partner](#) [Franchising](#) [Immobilien](#) [Ur](#)

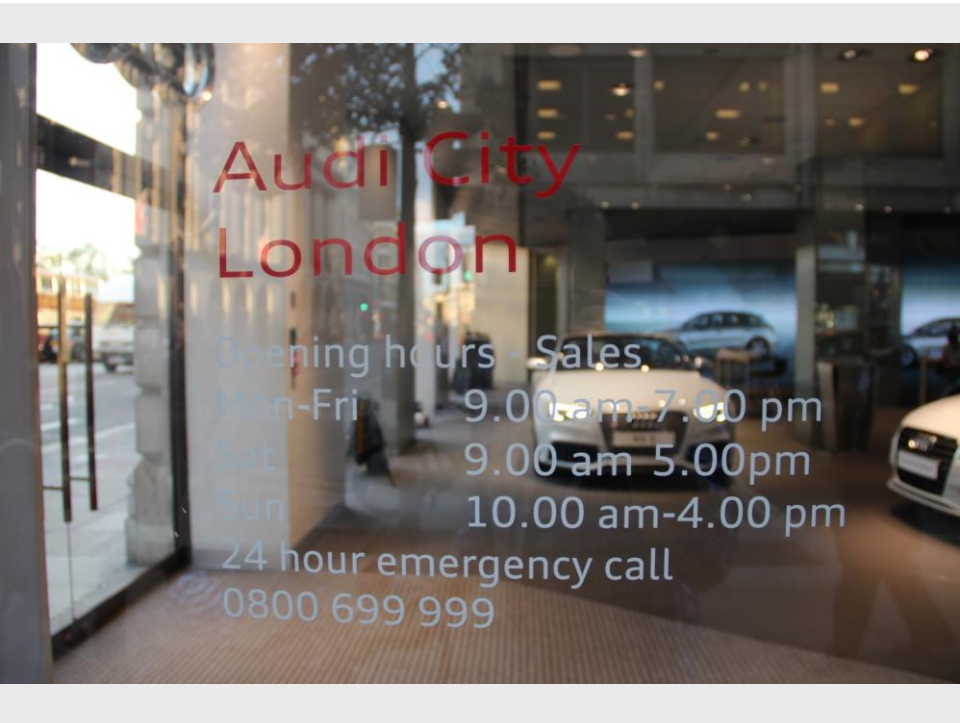
CHI VA PIANO,  
VA SANO E VA  
LONTANO.

Wer alles im Leben locker und  
gelassen angeht, lebt gesünder und  
länger.

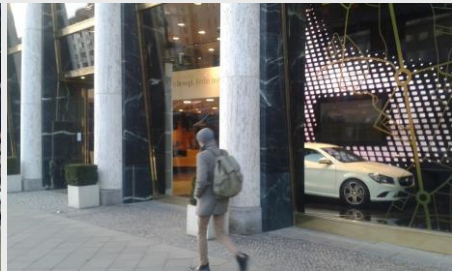
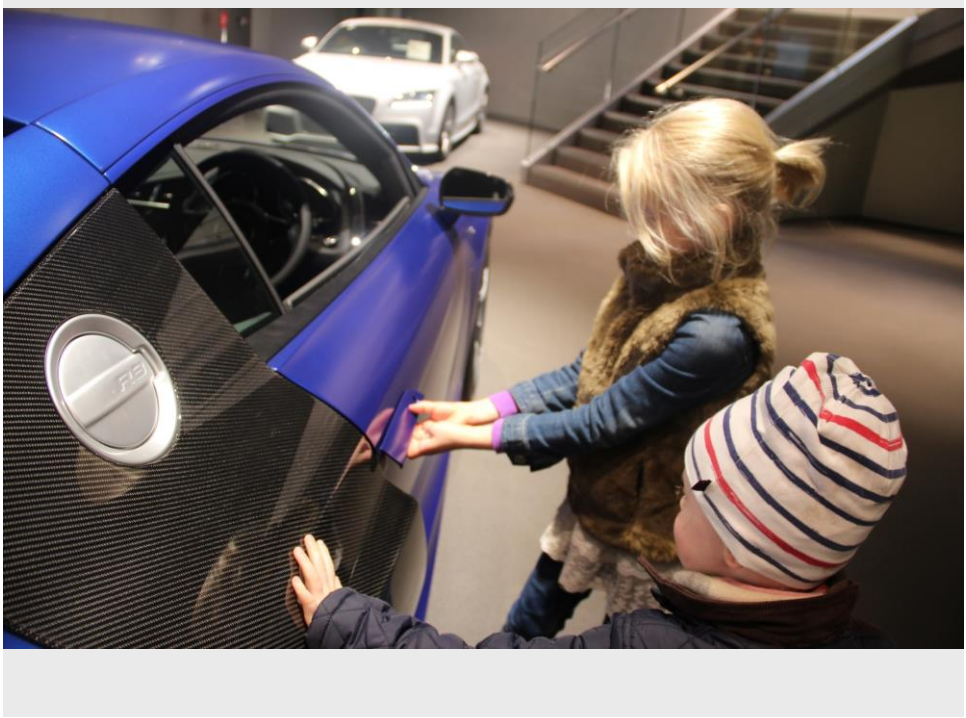














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Scandinavian Airlines (SAS) doesn't offer live chat as a means of communication, but they have other means, shown below. We also have a couple ways to help directly with your issue:



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