

## Session 1 - MONDAY 21<sup>ST</sup> SEPTEMBER

### 9.30 Introduction to the Day

Tom Kerr - setting the scene.

### 9.35 FireFish and ASDA

#### *Embracing Adaptability in a Frontline Industry*

- Daniel Rose, UK Managing Director, FIREFISH
- Julie Reeves, Customer Insight Manager, ASDA

How can an industry which resembles national infrastructure respond quickly, compassionately and practically to a pandemic? The enormous behavioural and economic impact of COVID-19 put the mechanics of supermarkets under the microscope, with scrutiny on supply chain and employment practices. Learn what ASDA and Firefish successfully developed to steer a course through the course of the lockdown.

### 9.55 PWC Research and the BBC Radio and Music Team

#### *Audience Needs During the Covid-19 Crisis*

- Iain Sparham, PWC Research
- Kim McNally-Luke, Head of Audience Research, BBC Radio and Music

PwC Research conducted qualitative research with the BBC's Radio and Music team throughout April - i.e. during full lockdown, with the virus outbreak at its peak - with the aim being to explore the impact of Covid-19 on people's audio consumption. The objective: to explore changes in radio consumption and identify the key needs that listeners wanted to be met by the BBC radio network during lockdown. Iain and Kim will share what they did and what they found.

10.15

Tea Break

### 10.20 Jigsaw

#### *Brands In the Time of Coronavirus*

- Julie Knox, Jigsaw Research
- Luke Perry, Jigsaw Research

What Moral Foundations Theory can teach us about the way brands are being assessed in today's climate of heightened moral judgement. Julie and Luke will describe how the duality of 'danger' and 'opportunity' play out in the way that brands are being judged – and their reputations and images changed – by how they have been reacting, behaving and communicating during the pandemic. The purpose of this presentation is to share what has been learned and to contribute to the body of knowledge in this area.

### 10.40 Discussion Forum

#### *Q&A on the 3 papers + thoughts on learnings from the papers*

11.00 End

### 9.30 Introduction to the Day

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### 9.35 Britain Thinks and West Midlands Combined Authority

#### *Recovery Coordination Group Citizens Panel*

- Ed Cox, Director of Inclusive Growth and Public Service Reform, West Midlands Combined Authority
- Lucy Bush, Research Director, BritainThinks
- Julia Ridpath, Associate Director, BritainThinks

Reports have suggested that the West Midlands will suffer severe economic and social impacts as a result of the pandemic across the coming months and years. A West Midlands Recovery Coordination Group (WMRCG) was formed to develop priorities to inform the region's recovery approach. The WMRCG commissioned BritainThinks to build knowledge of the impacts of Covid-19 on the region and to make recommendations to the WMRCG about the priorities and principles which should guide the recovery in the region.

### 9.55 Blue Marble (and Client, tba)

#### *Understanding the Financial Impact of the Pandemic on UK Households*

Tom Clarkson, Blue Marble

With the world in flux, single snapshots of consumer opinion are useful but may not tell the full story. In this presentation you will hear vivid stories and case studies from research, that will help marketers and policy-makers make sense of the plethora of coronavirus survey data that exists, reflecting on both the transient and permanent consumer needs arising from this crisis.

### 10.20 The Department of Health and Social Security

#### *Every Day is Different: Helping People care About Social Care*

An ageing UK population means an increased demand for adult social care. It is anticipated that an additional 580,000 staff will be needed in social care services. You will hear of the research that was done to inform the development of a comms plan to raise and transform the profile of the profession and attract newcomers to the profession.

### 10.40 Discussion Forum

#### *Q&A on the 3 papers + thoughts on learnings from the papers*

11.00 End