### 4 Key Themes for Copywriting in a Crisis

* We're going through a pandemic crisis, the likes of which we've never seen.
* Whenever we get 'back to normal', people will continue to do business with the organisations and brands that they like and respect. Your communications during this time will play a huge part in securing this kind of sentiment.
* Kantar surveyed 25,000 people in 30 countries recently. 77% of consumers say they want brands to talk about how they are helpful in everyday life, 75% want brands to talk about their efforts to face this situation and 70% want brands to offer a reassuring tone.
* Today we will look at 4 key themes for communicating well during any time of crisis.

### Be honest, open and trustworthy

* Focus on empathising with how your audience is feeling at this time.
* 'Humanise' your copy by avoiding templated communications.
* Learn where to use humour and lightness vs depth and seriousness.

### Be helpful and useful

* Publish help and support content for existing customers.
* Provide Tips, How To's, and other benefit-driven content for prospects.

### Show that you’re giving

* Focus on the things you're doing to help those in need. Examples: Chef José Andrés turned his 5-star restaurants into soup kitchens; Brew Dog adapted their alcohol manufacturing process to create hand sanitizers.
* For existing and prospective customers offer discounts, easier payment terms, and maybe even free stuff.

### Collaborate with your customers and prospects

* Encourage your audience to contribute their thoughts, fears and insights.
* Publish case studies, user generated content, customer tips, etc.