

NAVIGATING COVID-19 THE CHANGE

MADANO MINDSET SERIES

#4 Top-ten thoughts on how we think COVID-19 has changed Madano Creative...

1. **Smarter visual thinking:** It's early days, but smart clients are seeking to bind creative strategy into the re-imagining of their brand propositions and corporate narrative - 'visual thinking' words and pictures.
2. **Live design and feedback:** With the right clients it's amazing how you can literally and positively involve them in remotely co-creating visual identity and design, in the moment - truly liberating and both speeds up our creative process and makes us truly responsive.
3. **Communicate, communicate, communicate:** Organisations are more aware than ever of understanding how their staff are feeling (from furlough to lockdown easing) which is reflected in spikes in employee engagement interest.
4. **Do you really want to say that?...** Fast, honest conversations that drive authenticity into creative executions has really accelerated in the last six weeks - could this be the death of corporate BS?
5. **Thinking in colour:** After a quick poll, our own team's Pantone® colour for 2020 is Pantone® 7481 UP, which is a hopeful, light green for growth...
6. **Creative chemistry?** No stopping the drive to digital, clients of all shapes and sizes are experimenting more than ever with research and insight-driven creativity.
7. **Like, take a break dude:** We all work at screens a lot, but adding in relentless virtual meetings is just exhausting...don't you think? Perhaps it's time to go full 'Big Lebowski' now and again...?
8. **Over-communicate all the time:** You can absolutely deliver creative services remotely but you do have to work even harder to manage creative collaboration and getting the best of all minds. It's really worth the effort...
9. **Innovate, innovate - you have to innovate:** We've radically re-imagined our client and work management systems. Innovation in **days** that would have taken months (if not years) in normal times, do not put things off...
10. **Looking forward to mixing again - it will happen:** Can't tell you how much access to a favourite pub helps your creative thinking and perspective - miss you loads Lord Nelson, The Crown and Stagedoor of Southwark - see you soon... we hope... stay safe.

We don't have all the answers, but we'd love to hear from you or just continue the conversation.
Please contact us via jonny.knight@madano.com

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