



HOW WE RESPONDED TO COVID-19

Sharing the landscape and forward plans for DPC given
the Covid-19 Pandemic

November 7, 2022

AGENDA

What are we going to talk about today?

01

COVID-19 in
The Philippines

02

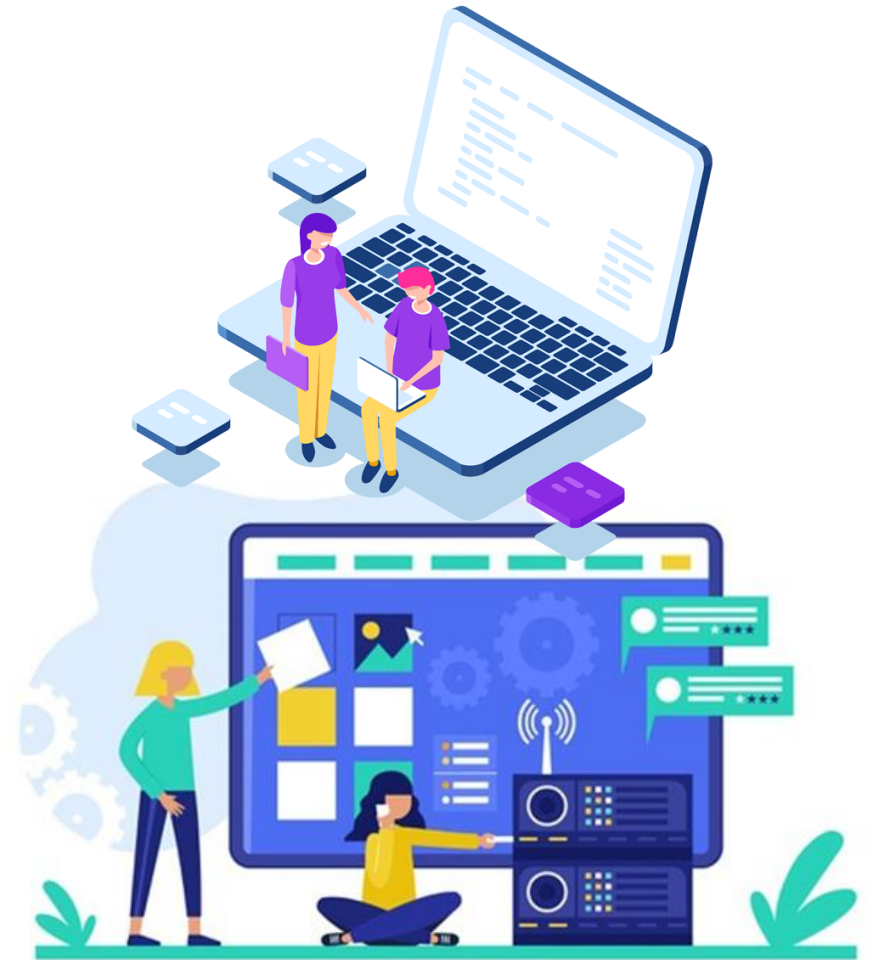
How It Affected
DPC

03

DPC Plan

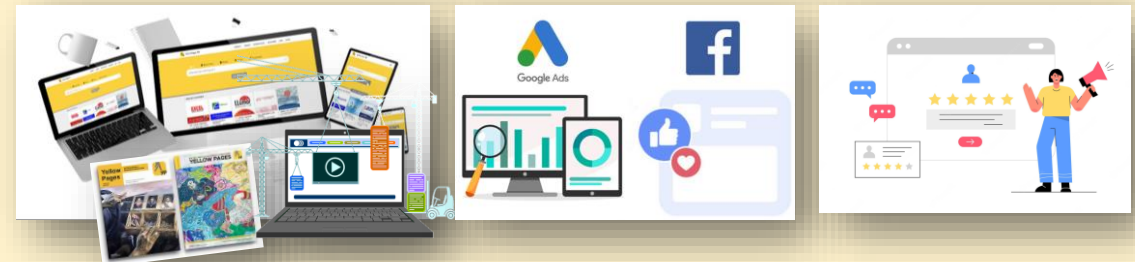
04

Key Thrusts
To Battle Back



DPC: Dreaming, Planning, & Creating

- Proving PEOPLE POWERED Services & Solutions
- Platform & Services
- Continuing 30+ year core commitment of helping SMBs grow and learn. Those without access to help bigger companies do
- Utilizing experts across disciplines in marketing, communications, content, design, and computer engineering
- We provide both the Strategies and the actual Tools business can use to create long-term business growth.



The Longest Lockdown In The World

The Philippines had one of the longest lockdowns in the world, leaving businesses lost in uncertainty. This lasted almost 2 years, only finally easing in April of 2022. Many businesses decided to close, reduce spending, or suspend operations for majority of this period. DPC as well had to adapt to a work-from-home set-up we were not built for. But all had to adapt to survive.

TIME SPOTLIGHT STORY INSIDE THAILAND'S PUSH FOR SAME-SEX MARRIAGE SIGN IN

WORLD • PHILIPPINES

Rodrigo Duterte Is Using One of the World's Longest COVID-19 Lockdowns to Strengthen His Grip on the Philippines

A photograph showing the interior of a small shop or eatery. A television is mounted on the wall, displaying a news broadcast. A large fan is visible in the foreground. The shop has red walls and a red awning over the entrance.

Where Did This Leave Us?



Business in the Philippines were thrown into a blender in the last 2 years. But people found a way to survive and be resourceful

ADAPTING TO UNCERTAINTY, CLOSURES, BUDGET CUTS, GREAT RESIGNATION

With the on and off unannounced lockdowns, a work from home set-up, many business didn't know how to operate and were scared to spend

DIY UP & OUTSOURCING REDUCED DURING LOCKDOWN

Given the uncertainty, and the reduced revenue for most, many opted for DIY solutions, leaving service focused companies struggling to find the right packages to compete at the time

INCREASED COMPETITION & INCREASED EDUCATION

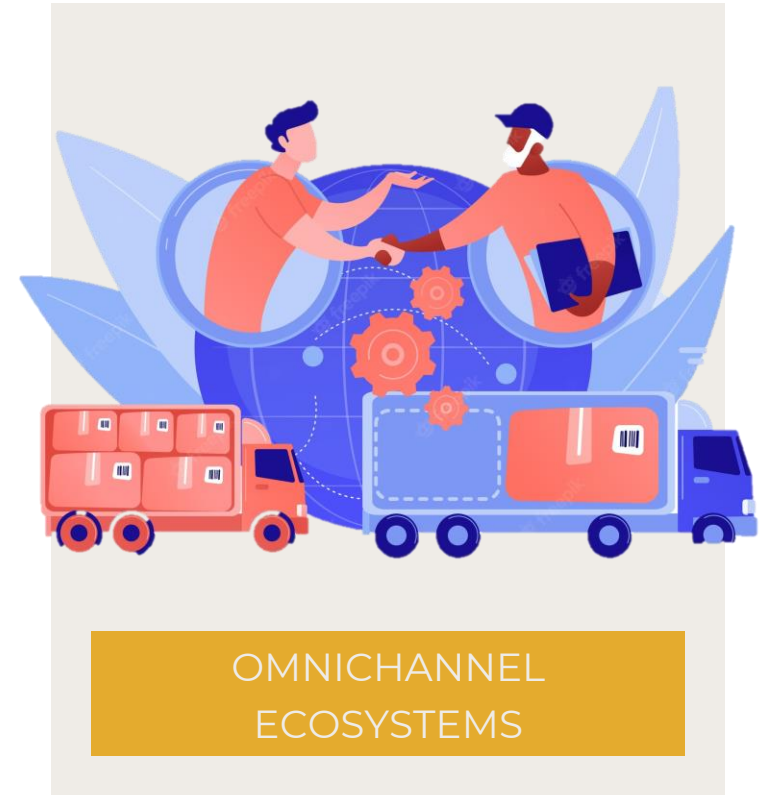
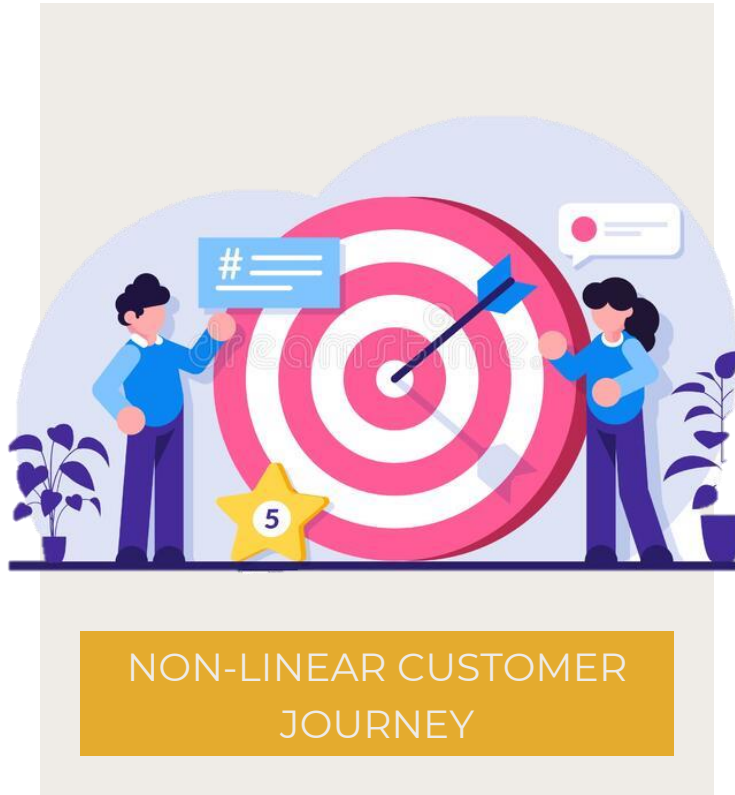
The pandemic forced many to really improve their digital services and digital knowledge. This led to many new providers, and as such, many new competitors.

NOT JUST ONLINE BUT ONLINE THE RIGHT WAY

But with the pandemic easing, most that tried DIY are now looking for help to enhance what they started.

How Did We Respond?

We needed to go back to basics of the core of DPC's mission and commitment to its customers.

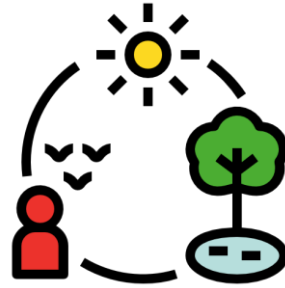


TRANSFORMING CUSTOMER SERVICE



Identify A Clear & Bespoke Problem:

- For partners that have not yet worked with us, it is important to establish right away that there is a clear purpose on why we are talking to them, and that is we know they have a problem that we can solve – hence the urgency



Emphasize Long-Term Partnership:

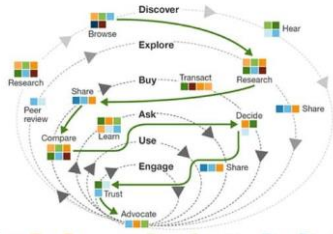
- They should not feel that this is merely a transactional relationship. They should be comforted in knowing that whatever work we will collaborate on is something we will work on together.



Content Continues to Rule

- The main thing that will differentiate any execution, any tool, or any technology, is the content and output it provides. It is a key strength we need to push and allow us to differentiate

NON-LINEAR CUSTOMER JOURNEY



Moving Away From Funnel

- While the traditional customer journey funnel is still crucial to understand, it is important to know it does not always apply anymore.

Learning & Understanding Customer Behavior Jumping

- The expansion of the various types of channels, information, and data customers now have access to have blurred the lines of how they interact and relate to brands and products

Creating Smaller Personalized Messages and Campaigns

- The challenge for companies to create smaller, content targeted, campaigns depending on the specific phase or journey leg the customer is in.

OMNICHANNEL ECOSYSTEMS



Multichannel vs. Omichannel

- It's not just about having the channels, but making sure all your executions talk together and work together.



Pushing for Always-On Digital Ecosystems

- Given the non-linear journey of customers, the luxury of creating phased campaigns are going out of style. More than ever you will need to create campaigns and executions that have answers for every customer journey point



Challenge To Gain Control

- The challenge is how to get the partner to allow and have confidence to give full control of all their digital assets.



THANK YOU

We Dream, Plan, & Create

DPC Team Mantra

