

Ogilvy Recovery Task Force

Ogilvy Prague launches a new expert team in response to the current COVID-19 crisis. The goal is to help brands during the difficult time period and to get them ready for the transformation which they will face after the acute phase is over.

The task force will focus on four dimensions of marketing and communications, which are crucial for brands to succeed:



Ogilvy Recovery Task Force consists of five high-profile Czech experts for each of the four areas. They are active in the Ogilvy network worldwide. Hence the Task Force has an exclusive access to solutions and strategies from markets, that have already gone through the acute phase of the crisis, especially in Asia.

For this purpose, the team has established a new methodology, that will help brands navigate in the complex crisis environment, adapt their communications, and find back-to-growth opportunities. The team consists of:

JAKUB HODBOŮ is a member of Ogilvy global expert team of Ogilvy and ensures connections to the latest know-how from global markets.

DITA STEJSKALOVÁ, is a well-respected authority with 25 years of brand and leader-advisory experience in how to establish the right communications during a crisis.

PETR STRUNA is an expert in performance marketing, especially in the context optimization and shifts from off-line to on-line sales.

BARBORA ŠUMANSKÁ leads the most effective social team in Czechia, according to the EFFIEs. The power of social media has been proven again in recent days. Social represents a new opportunity how to connect with customers in the times of crisis.

JÍŘÍ JÓN contributes with expertise on brand behavior, communications audit, and opportunities for brand transformation in the “new normal” phase of the crisis.

Ogilvy Recovery Task Force aims to focus on major brands in Czechia through consultancy. The team will collaborate with Kantar research agency to obtain flash consumer and market validations and insights.

HOW CAN OGILVY RECOVERY TASK FORCE HELP?

1. How to implement principles of crisis brand management?
2. How to achieve effectiveness and adjust the media mix in the acute phase of crisis and after it?
3. How to use social media to help, start a dialogue, and sell?
4. How to harmonize brand values and actions with current situation?
5. How to adjust current communication setup and product/services distribution?
6. How to transform offline customer experience into a digital one?
7. How to prepare your marketing mix and your brand for the post-crisis recovery phase?
8. When and how should your brand help others?
9. How to maintain key brand KPIs and attributes such as brand awareness?
10. What type of innovations can this crisis bring for your brand, your customer experience, and your communications?

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