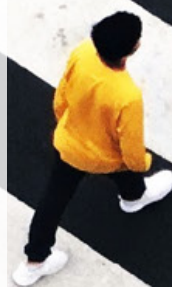


Finding your 'Point A' at the conviviality cross-roads

A practical yellow paper with 5 questions to help
you shine a light on the right path for your hospitality
business today and in the future

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yellow.

Hello

Thanks for taking the time to read the first of our new yellow papers. We hope this finds you safe and well in these extraordinary times. We have all been through a lot recently haven't we? It's exhausting, confusing and overwhelming. Result = we decided to write this paper. Did you even know there was such a thing as a yellow paper...?! We didn't until we did our research.

We've all seen a lot of trends reports and speculations recently, all talking about what the "New Normal" will be. At yellow.global we don't believe in 'normal' - we believe in endless possibilities and potential to make a difference. A yellow paper gives a plan, a route, facts and examples to make it real. That's what we've put together in the following pages.

All of us at yellow.global have spent a long time in the hospitality and creative industry. We believe passionately in always giving back and making the world around us better. This is a unique moment - we want to help our industry's trailblazers make this THE time to create the next great chapter in conviviality - the ultimate way forward for sociability. It is, after all, what makes us shine, and what got us into this industry into the first place. I still remember the joy of my first pint of Guinness on my induction 26 years ago and I know it's the one thing I'll have as soon as the pubs back home are open again...(that or a Blood & Sand)!

If you work in the hospitality sector or you're just yearning for a brighter yellow view on the world, sit back, relax, and grab your favourite notebook. Treat yourself to 15 minutes thinking about what could be possible for your business.

Ready? Let's go.

With love

Jane & the Yellow Collective



Check out the recipe for a Blood & Sand [here](#).



‘There has never been a time of greater promise, or greater peril’.

Professor Klaus Schwab | Founder & E.C. World Economic Forum

Now, more than ever, businesses are looking for a magic pill - the one insight or trend or technique that will help us surmount the tremendous challenges we face in every business sector, across the globe.

As many have learned the hard way, there is no shortcut to success during these turbulent times, but there is a way to a brighter future. If you locate a new Point A – the start point of the right path for you – then you will be better prepared to meet and exceed your goals.

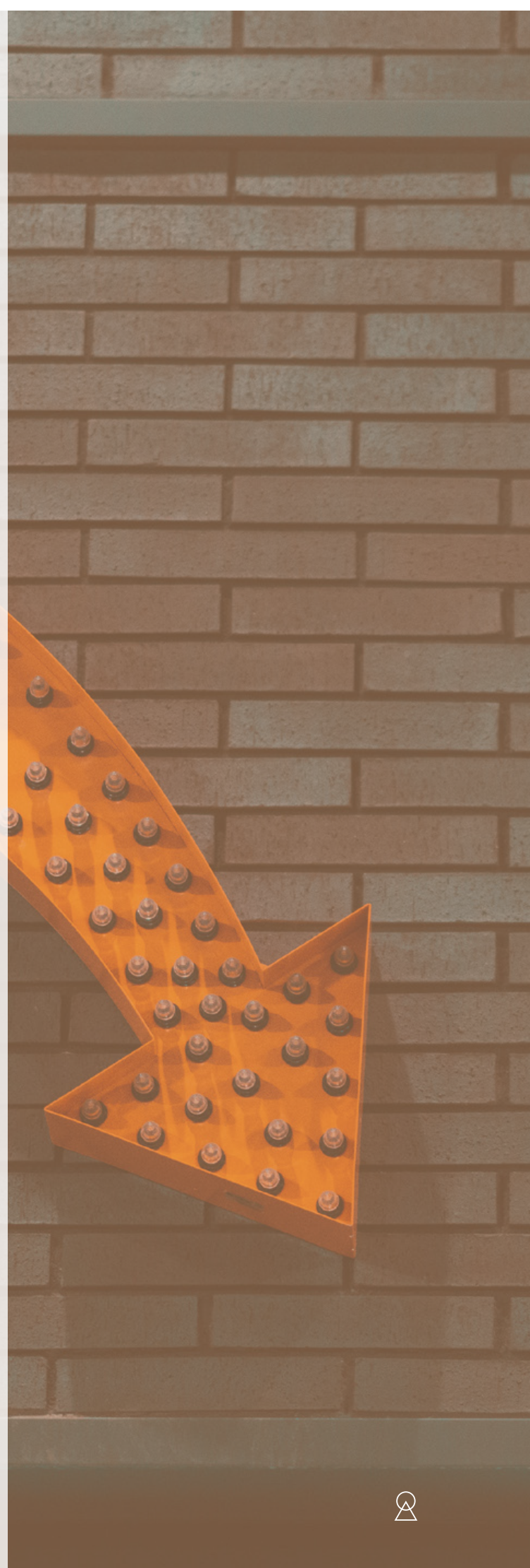
This document exists for that very reason, to light up your path and provoke you to think differently. We want to build a better, more positive and meaningful world for businesses and brands.

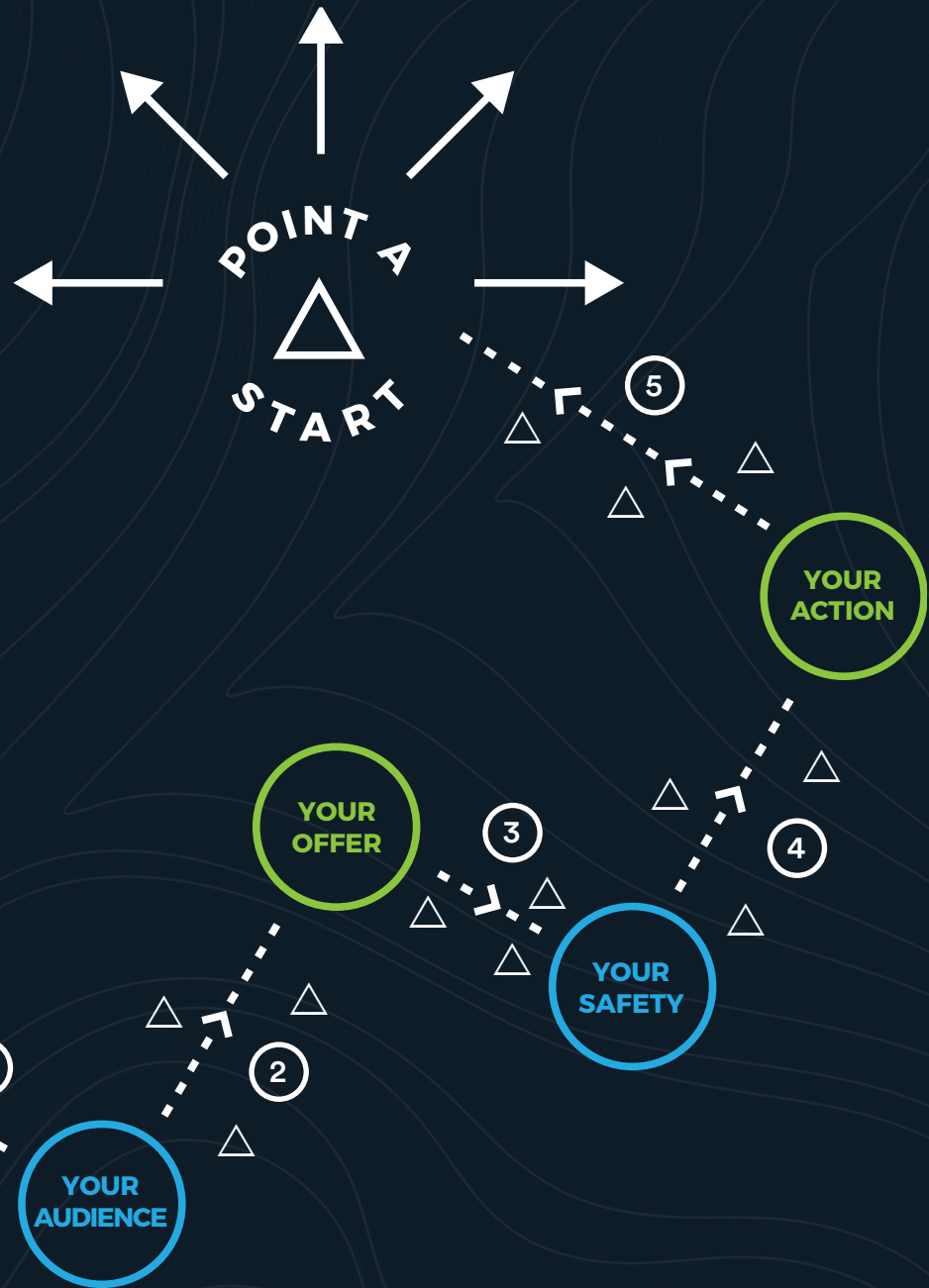
Success today is all about asking the right questions – questions that force you to change your perspective.

We have chosen the 5 most pertinent questions within our industry for the future. These will oscillate between your business and your consumer to get the right "mix" for success (excuse the drinks pun!).

If your answers are honest, thorough and well thought through, you'll be on track and ready to face the challenges that lay ahead.

3









4

Overview

Every adventure worth undertaking requires a brave step into unfamiliar territory, but the key to a successful expedition is preparation. To help you prepare for your next challenge, we've devised a step by step guide to integrating your business's core drivers with your audiences' evolving needs.

Key

-  Business Perspective
-  Your Consumer Perspective
-  Signposts
-  Questions



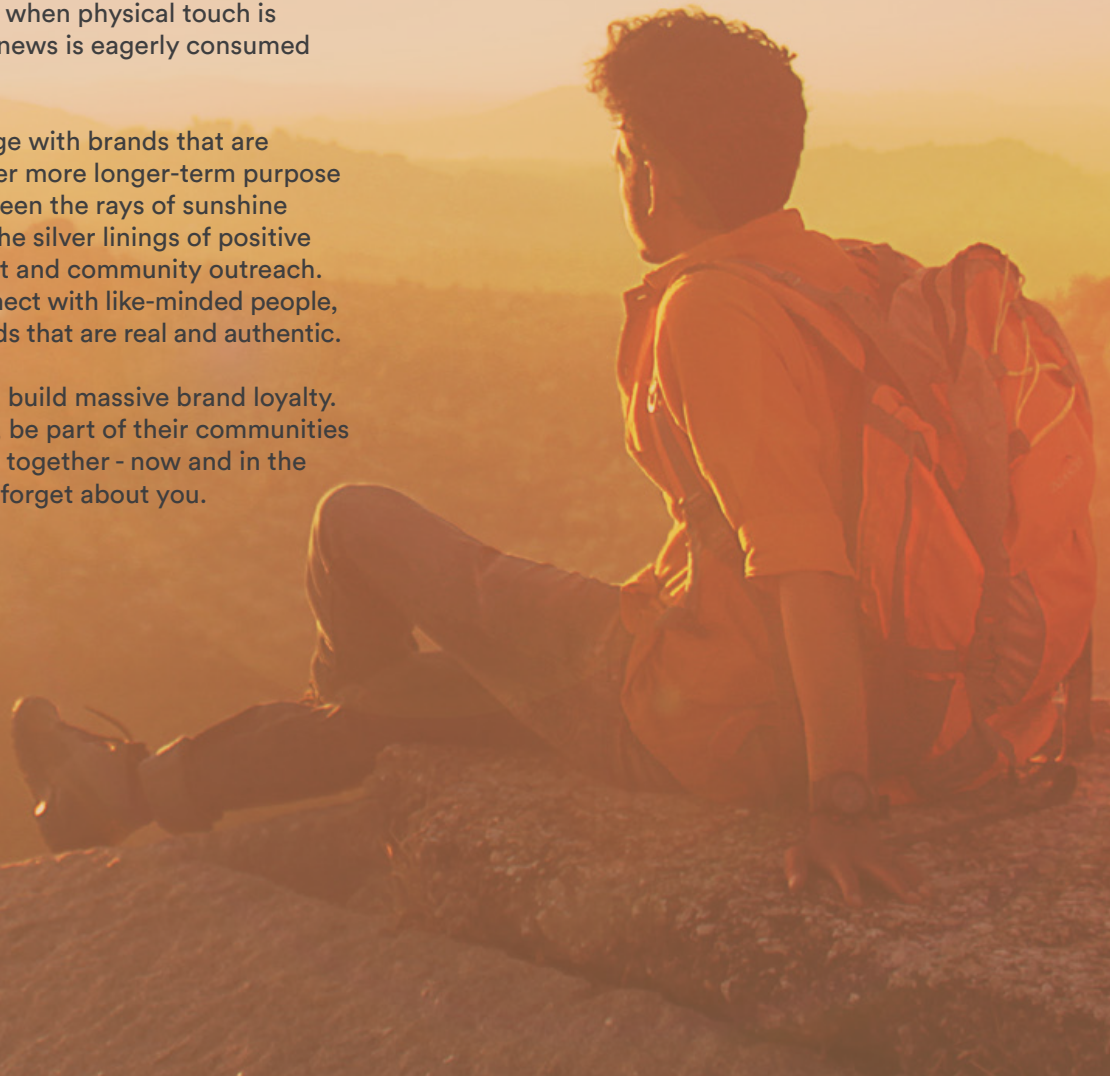
1

What is your purpose & why does it matter?

This story started long before the current global crisis. People continue to re-evaluate brands as they reflect upon their own values and purpose during the “Great Pause”. Personal touches are even more important when physical touch is limited, and positive news is eagerly consumed and shared.

People want to engage with brands that are connected to a deeper more longer-term purpose and legacy. They’ve seen the rays of sunshine during this period – the silver linings of positive environmental impact and community outreach. They will look to connect with like-minded people, companies, and brands that are real and authentic.

Getting this right can build massive brand loyalty. Show understanding, be part of their communities and create memories together - now and in the future, so they never forget about you.



5

Business leaders ranked societal and ecological impact as the number one way they measure annual performance more than financial performance or customer and employee satisfaction. Deloitte Insights, [Success personified in the Fourth Industrial Revolution, 2019](#).



1

The signposts How you'll know you have identified your purpose.

1 Is it more than a passing whim?

Your purpose has to be campaign agnostic, transcending trends to speak to a more universal human truth. Have a clear point of view and stand for something positive with a unique offering that has a long shelf life.

2 Connecting the dots

Can you point to specific activities that support your stated purpose? If your purpose looks like a marketing message with nothing behind it, people will catch on fast. Practice good citizenship and show leadership within your communities offering a rewarding benefit not just a product.

3 Actions speak louder than words

Articulate, in a sentence, how your purpose aligns with your commercial activities and business goals. Be proactive and thoughtful in how you integrate your purpose into every level of your business. If your purpose is authentic, then it should be a relatively easy fit.



1

The examples

▼ **Trash Tiki** is an anti-waste punk pop up that is the brainchild of bartenders Kelsey Ramage and Iain Griffiths. Launched at the end of 2016, Trash Tiki has become the bartender's resource for all things environmentally minded.

▶ **Avalen** Calvados was launched in 2019 with a mission to be the most planet positive spirit in the world. Inspiring consumers to pour with purpose and care about drink the same way they do food working with block chain technology, low impact packaging and natural ingredients. They have pledged to never produce any 'plastic' point of sale that would just end up in landfill and speak of purposeful POS launching their wild seed flower powered bee boms.



▼ **Le Gin Du Mont Blanc.** We've used recycled materials to turn a mountainside donkey shed into Europe's highest distillery. Working with our gin-expert friend Tom Nichol, we're using local Mont Blanc ingredients to make a uniquely delicious gin –without harming the planet.



▲ **Enlightened Hospitality Investments** (a hospitality industry investment group) who define themselves as "Growth partners for companies that put people first"



2

How has your audience changed?

As the global crisis unfolds, new social rhythms have emerged. Forced to find creative ways to interact with friends and family, people are forming social bubbles - sharing new experiences and connecting with circles, both new and familiar, in previously unimagined ways.

Whilst part of the world has been closed (the outside), another part has opened up, bringing with it new interests, appreciations, habits, and behaviours.

From remote dinner parties and virtual tastings to book clubs and civic action groups - social bubbles are forming and connecting constantly. Our social platforms are now full of quizzes, tips, challenges & classes. Our virtual togetherness is very real. There will be legacy behaviour with these new groups. They will want to continue many of these social connections, and the potential to engage is boundless.

Do not disturb

80% of consumers feel more or as connected to their communities, 88% of consumers expect these connections to stay intact long after the virus is contained. [Accenture Now Next 28 April 2020](#)



2

The signposts How you can identify and affect the changes in your audience.

1 Pay Attention!

Be an active listener. More than ever, people are having public conversations about absolutely everything. Take your current audience profiles as a starting point, and stress-test every assumption against the real time data that can be gathered through social media research and analysis.

2 Balancing risk vs return

Be brave, take some chances, and risk failure. A lot is changing - you might misstep, with all the best intentions. But if you step up now and risk wisely, consumers will continue to interact with brands like yours that have taken the hard roads with them as they re-define their normality.

3 Effervescent opportunities

Add value to your audiences' social interactions. Virtual socialising opens a multitude of possibilities. As a thoughtful contributor, your brand can become part of the ecosystem inside a social bubble, but if you try to force your way in, you can cause damage to your brand and to the people who champion it.



2

The examples

▼ **Ben & Jerry's** Releases statement about dismantling white supremacy: 'Silence is NOT an option' "The murder of George Floyd was the result of inhumane police brutality that is perpetuated by a culture of white supremacy," the Ben & Jerry's statement read

▲ **The William Grant & Sons** family is shaking #StayHome routines up by introducing the 1887 Virtual Bar, The distiller's first-ever virtual bar, created in response to the recent Covid-19 pandemic. It is also an interactive and sound way to help support the local bartending scene during unprecedented times.



◀ **OneHope** was founded by eight friends with a lofty vision: to create exceptional products that inspire people to indulge while doing good. To date they have made nearly \$5 million in donations, planted 105,172 trees, helped 65,267 pets to find a forever home, helped provide 2,758,428 meals for children, and delivered 190,802 vaccines to end Neglected Tropical Diseases.



10



► **Twitch.** DJ's and Musicians are taking advantage of new audiences and opportunities given by platforms like Twitch. This app gives a more immersive experience. Twitch also has more options to monetize pages with their fans. That includes tiered subscription services, and shared revenue from "Bits", a virtual currency system in Twitch that fans can buy to "Cheer" on their favourite artists., Twitch is attempting to create more revenue opportunities for what may start as a smaller base.



3

What emotional benefit can your brand offer?

Covid-19 has brought a new marketing mantra emerging out of this extraordinary experience – ‘Community and Care’. Many businesses have shown true empathy with their positive contributions that will go onto create continued loyalty and equity in the long term.

Post lock down, there will be a need to reward loyalty and love. Relevance will be re-framed and brands will need to build “Trust Capital” and visible solutions to the challenges we face in our new normal.

Now is the time to nurture your customers, and ask - how are we engaging with our community? Fostering relationships now that are based on honesty, transparency and care will set the tone for the future.



In 2018, [Unilever's](#) Sustainable Living Brands grew 69% faster than the rest of the business, compared to 46% in 2017



3

The signposts How you can find ways to show you care.

1 Tell your story

Get ready to get personal. Communication is key during the crisis talking about what really matters to your brand and engaging consumers in conversation builds trust in relationships. Take the opportunity to provide comfort and joy by sharing in the experiences that they find meaningful and comforting.

2 Giving is its own reward

Corporate philanthropy plays an important role during a crisis. While short term marketing messages display the commitment to helping a cause, brands can act in more powerful ways, offering companionship, support and opportunities to create good memories.

3 The truth will set you free

Prepare your business for a transparent future. Show you care by being honest and letting your audience know that you're not perfect, but you're trying. Ethics are becoming key purchase drivers, as consumers prioritize purposeful brands. Show them where you stand, and they will show you their support.



3

The examples

▼ **Marriott's CEO Demonstrates Truly Authentic Leadership In A Remarkably Emotional Video.** He delivered face to face bad news, tore off the band aid quickly, showed sacrifice and genuine emotion and ended the message with a hopeful note.

▼ **Pernod Ricard is driving sustainability in the drinks industry.** Pernod Ricard's efforts are not limited to brands where it has a direct view of its supply chains, however. Each supplier is compelled to commit to the company's CSR objectives through Bluesource, and the firm is working to bring the rate of its committed suppliers to 100%. "If they don't, we won't work with them".



A message to Marriott International associates from President and CEO Arne Sorenson.



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16.2K 4:00 PM - Mar 19, 2020



Contributes to the
SUSTAINABLE DEVELOPMENT GOALS

► **Bacardi Commits To Helping Bars & Bartenders in The UK & Ireland Who Need It Most.** Bacardi's #RaiseYourSpirits initiative provides £1.5 Million to support Western Europe bar industry. A #RaiseYourSpirits virtual bar with Deliveroo Editions will help over 120 bars generate revenue.



4

How can you make people feel safe?

As people continue to spend, they do so more cautiously. Their confidence has been shaken and they are looking for guarantees & safety. Equally, many have reduced spending power so their purchases are even more considered.

Safety and transparency of where & how things have been handled are paramount. Indeed, they are expected, as many people are now accustomed to delivery tracking and personalised customer service as standard protocols of life in lock down.

For direct consumer-facing interactions in the short term, safety for customers and staff will now be the number one priority. Forward thinking businesses are doubling down on the trend, promoting visibility of the supply chain and the end consumer delivery. Communicate honestly and openly during these times and do the right thing - your efforts will be remembered in a post-Covid-19 world.

62% of [Americans will stop shopping](#) at retailers who are not taking health and safety seriously.



4

The signposts How you can address safety concerns.

1 Provenance isn't just about wine

How much can you share about how the 'secret sauce' is made? Shoppers need to understand how things are produced, their impact on the environment, their attention to good ethics and safety as well as their bonafide provenance. Proof and openness build credibility, which underpins trust, and trust is key to feeling safe.

2 Sterilise surfaces not stories

Balance good hygiene with warm messaging. There is an opportunity to showcase craft, care and leverage the higher standards which justify brand loyalty. Communicate how you act in the interest of your employees, stakeholders and society at large. Identify the elements in your story that humanise, and convey emotional safety at every touch point.

3 Choose your friends wisely

You are judged by the company you keep. Finding partners, vendors and suppliers that ensure safety in their own operations can be just as important as taking precautions under your own roof. Be mindful that all your good work could be undone by bad relationships, and take inventory to protect the safety of your customers and the trust you've worked so hard to build.



4

The examples

▼ **Ubuntu Beach Club.** On the 1st of June the Netherlands re-opened the hospitality industry with strict social distancing measure in place. This venue took in upon them to reassure guests and make them feel safe and positive.

▼ The World's first low carbon, low waste spirits distribution technology **ecoSPIRITS** is an innovative closed-loop distribution system that nearly eliminates packaging waste in the premium spirits supply chain. By dramatically reducing packaging and transport costs, ecoSPIRITS provides both a powerful cost advantage and a transformative carbon footprint reduction.



◀ **Bridgehead Coffee.** This ethical sourced focused coffee company work with small-scale farmers to bring exceptional coffee. They offer full transparency by teaming up with Provenance the tech company that brings the supply chain to the shopper. Powered by Blockchain and open data, their platform gathers and shares key product information and journeys in a way that's secure, trustworthy and accessible.



5

Where could you go from here?

People have adapted their socialising and purchasing habits, the most obvious being the switch to online. A 'new attention economy' has absorbed billions of consumers anxious to leave their homes. Brands are rethinking their strategies to reach their customers and maintain human connection.

As a result, exciting new channels are emerging which will change the hospitality landscape forever. How are you identifying the right opportunities for your brands to access & deliver in these new channels? It will be challenging and essential to be agile as the landscape continues to evolve.

Entirely new businesses and business models will emerge from the crisis. Virtual-based revenue streams such as app-based services may have more promise, and unique ecosystems and marketplaces are likely to appear. Technology like augmented reality is beginning to find its place as a convivial tool for brands and retailers. There are lots of solutions out there, it's how you use them and find the right fit. That's what makes your final part of the route the most defining of all.



DTC-ready companies in the CPG (Consumer Packaged Goods) industry saw 200% sales increase in their platforms. Rakuten Intelligence data



5

The signposts How you can define a clear path ahead.

1 Don't rely on the same old methods

Doing the same thing and expecting different results is the definition of madness. The truth is that traditional slow-moving business models are not built for this rapidly changing world. Remember, you are only just approaching base camp. The hard work starts now, and if you keep using old tools to face new challenges you may find yourself falling behind.

2 Look for the light at the end of the tunnel

Split your focus carefully between now and next. whether it's "Above Market" (direct personal delivery) or "At Home Hybrid" (select products delivered to home with online video support), every action you take now should be building toward a brighter future – for your business and for your customers.

3 Find a guide you can trust

Who is supporting your team as you navigate this new world? This is not a set journey, with a familiar beginning, middle, and end. It is an expedition, and your business needs to be optimally prepared for every unexpected challenge and opportunity that lays ahead. You don't have to face this uncertain future alone.

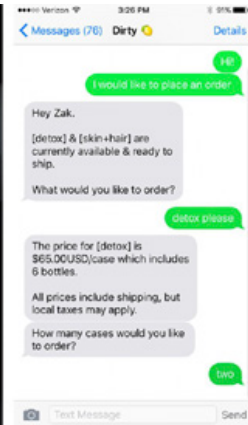


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The examples

▼ **Lowlander Beer.** For the love of bartenders - In 6 days, their Botanical Brew Bar visited over 150 bartenders all over the Netherlands as an homage to the hospitality industry in light of Covid-19 and share some positivity. The bartenders were all eager to pour (and taste) their own fresh, cold beer after weeks away from their place of work.

▼ **Dirty Lemon.** Forget dash buttons, this health drinks company lets you reorder by text. You text the startup the way you might text your friend, “Yo, can you hook me up with more Dirty Lemon?”, and you get a quick response, “Confirming for you ☺” Most of Dirty Lemon’s over 50,000 monthly SMS messages are answered by a bot—is this the future of commerce?



▲ **Supper**
Learning from the likes of Deliveroo, Super was launched in 2020 with a mission to bring exceptional food from the best restaurants in London to your very home.

▲ **A Table for One.** One table. One chair. Right in the middle of a Swedish summer field. Bord för en is a solo dining experience. No waiter. No other guests. Just your inner conversation and a three course meal, delivered in a rope operated basket.

▼ **Yellow.global.** Self styled 'Sherpa's in sneakers', this eclectic team is made up of serious talent and are already helping global brands reposition and present in more purposeful ways.



Finding the route less travelled

This isn't about easy solutions and clever catch phrases – it's about finding your unique starting point by asking better questions of yourself and your business. Always be ready to climb and explore options along the way.

With the right preparation and enough light to see what's out there, you can carve out your own path, create your own opportunities, own your narrative, messaging, and consumer love like never before.

Are you ready to start your expedition?

Contact the adventure capitalists at Yellow Collective and find out more about our experienced, fresh & energizing approach.

● makeityellow.global/report

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