

Covid-19 **Special Edition** Buzzword Bingo

Suitable for : All ages and humour levels of marketers and communication managers

Warning : Now is the time to wash your hands. In these challenging times, our mission is to challenge marketers to look for differentiated and creative ways of connecting with their audiences and building strong brands. Stay safe.

Contents

6 Bingo Cards

3 game-playing options

Glossary of terms and why you shouldn't be using them *"in these challenging times"*

Game variations

1. Play alone (the guaranteed win version) – Ignore your emails until they get to a minimum of 50 unread, then go through them to see how fast you can score a bingo line. Realise how many terrible email lists you really need to start unsubscribing from.

2. Play alone (the stir the pot version) – Dial in to a work conference call. Don't tell anyone else you are playing. Aim to score a bingo line using the words in your sheet, without cringing or anyone calling out that you are playing. Record the time and then challenge colleagues to beat it in other meetings.

3. Play with friends colleagues version (the classic version) – If you know someone hosting an online meeting or webinar that uses any of these terms in the invite, join in with friends or colleagues (these may not be the same thing) to play buzzword bingo the old-fashioned way.

In these challenging times	Pivot	Serve the community	Stay safe
Unprecedented	Social distancing	Now is the time to ...	Free webinar (requires e-mail sign up)
How COVID-19 is changing ...	Remote working	How to ... during COVID-19	Our mission is ...
Tough	Flatten the curve	Uncertainty	Re-evaluate

How to ... during COVID-19	In these challenging times	Now is the time to ...	Free Webinar (requires e-mail sign up)
The new normal	Free marketing resources (requires e-mail sign up)	Remote working	Stay safe
Social distancing	Pivot	Unprecedented	Flatten the curve
Serve the community	Tough	How COVID-19 is changing ...	Our mission is ...

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Free marketing resources (requires e-mail sign up)	Now is the time to ...	Serve the community	Social distancing
Stay safe	Unprecedented	How to ... during COVID-19	Re-evaluate

Uncertainty	Free Webinar (requires e-mail sign up)	Pivot	Tough
Our mission is ...	Remote working	Free marketing resources (requires e-mail sign up)	Re-evaluate
Pivot	Flatten the curve	Serve the community	Stay safe
How COVID -19 is changing ...	In these challenging times	How to ... during COVID-19	Re-evaluate

Glossary

Flatten the curve - Yep, we've ALL seen the curve on every media channel going. But you do realise the curve is about sick and dead people? Is that what you want your business to be associated with? Really? Serious professional science type people get to talk about *the* curve. You? No. Just, no.

Free marketing resources or webinar (requires e-mail sign-up) - The internet was ALREADY awash with marketing resources and video content BEFORE all this kicked off. All free. It's not like toilet paper, marketing advice is not going to run out. Stop trying to create a sense of urgency for your bandwagon-jumping, generic and rehashed rebranded content templates and lists of vague questions. Not helpful. And seriously, using this as a way to boost your mailing list numbers? That's pretty low, buddy. Nobody's fooled by that one.

How COVID-19 is changing ... or How to ... during COVID-19 - These are the worst. This has never happened before (it's *unprecedented!*). So, *nobody* is an expert in what to do from a marketing point of view here. Nobody. At least be humble or honest about it and say here's our *opinion* about what *might* happen. Trying to sound like you can tell the future makes you sound like a snake-oil salesman. Just don't.

In these challenging times ... - This sounded sincere and honest the first couple of times it was used. But now? It's pretty pompous, isn't it? Thanks for reminding everyone again. You who still has a job and salary. Thanks for cheering us all up. Not.

Now is the time to ... - Every business and every consumer is different. So don't be pushing your generic agency / digital transformation / SEO / e-commerce / click-funnel whatever process out as the answer to every business challenge at the moment. Smart businesses will work out their own answers. They'll work out what their audience needs and what their brand can do to make it happen. THEN, they might come looking for your services.

Our mission is ... - If it's "*Solve pandemics*", you're excused. If like everyone else, it's some generic 'add value to our consumers' nonsense, particularly big company CEOs who feel compelled to wheel this nonsense out to show leadership, word up, nobody really cares.

Pivot- Before all this COVID-19 stuff, "pivot" meant you got it wrong the first time, so you took a punt and a last throw of the dice and lucked your way into a better solution. It's not a strategy. Stop talking like it is.

Re-evaluate - Yes. But smart business evaluate and re-evaluate ALL the time. So this is just another meaningless cliché. Thanks. Don't let the cliché door hit you on the way out.

Remote working / social distancing - We know everyone's working at home. It's not that hard. If you feel the need to keep referring to that, please socially distance yourself from us.

Serve the community - Health workers, politicians and emergency services get to say this with sincerity. It's what they do. Everyone else, you're walking on very thin ice. If there's something genuine, maybe. but don't be a bandwagon jumper.

Stay safe - Because the alternative is to do what?

The new normal - In times of crisis, it's reassuring marketers still default to safe and copied clichés when it comes to communicating. That's not new, it's just normal.

Tough / Uncertainty / Unprecedented - Yes, yes, life is all of these things at the moment. So, why do you feel the need to worry people by reminding them? Don't be a doom-monger. Give people something to smile about. Like telling them you're stopping using these words.