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Adapting to the new normal



Dear Firstname,

From the start of the pandemic, at IRSMarketing we have been emphasising the need to stay positive and to adapt to the changing situation, so that your business remains both strong and relative.

Whilst we are now seeing economies around the world cautiously trying to restart, there is still a long way to go before things get back to how they were previously, if they ever will.

So, with many companies still in 'lockdown mode' we have been trying to share as many positive stories as possible to show what can be achieved just by looking at what you do and adapting to the current situation.

With that in mind, we asked one of our Account Directors, Baldeesh Singh, to give his thoughts on what has been happening recently and how he and his team have adapted.

Watch the video [here](#).

Best regards,

Iain Borrowman
Chief Executive Officer

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