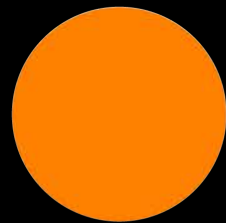


Creativity in Quarantine?

How are brands reacting to the COVID -19 crisis?

Second Edition



“The wheels of industry need to keep turning. Those wheels are best greased by effective marketing”

Mark Ritson

In the first edition of this document we considered the actions of the first brands to step-up beyond crisis management. These brands were hugely agile in finding new and innovative ways to have a wider role for people, foregoing short-term sales to have longer-term positive impact on brand health, trust and salience. In this second edition we consider how this work has developed over the past two weeks.

So, what is changing?

Overall we see an improvement in the quality and scale of the work; this is most apparent across two areas: Firstly there are many more film-based ideas than previously. This work has been designed for both for TV and on-line channels, has been professionally produced and has high production values. Secondly, we many more brands embracing live-streamed virtual events with new and exciting approaches.

Now, *eight* Supportive Approaches

We organized the last edition of this document around seven supportive approaches that we saw brands pursue in their reaction to COVID-19. We felt that these were differentiated enough to provide good stimulus for understanding as well as a jumping-off point to develop your own strategies and ideas.

Over the past two weeks the seven have remained important, although they have been joined by an eighth approach: Brands who are looking beyond the day to day, seeking to instill a sense of hope for the future.

1. *Supporting the front-line*
2. *Repurposing production*
3. *Aiding the vulnerable*
4. *Amplifying WHO advice*
5. *Carrying on at home*
6. *Maximizing moments of happiness*
7. *New channel entertainment*
8. *Messages of Hope*



1. Supporting the *front-line*

1. Supporting the *front-line*

Much of the work we have seen so far is designed to support the vital key workers who are in the front-line of the crisis.

As we saw in the last edition, companies across the world are offering discounted or free products and services for health workers.

Some companies are being targeted and discrete in communicating these generous offers, while others are leveraging social media to reach as many potential people to support as possible.

What we see now is a broadening in the scale of help, an expansion in the type of companies involved as well as the emergence of ‘thank you’ communications.

Unilever

The CPG company, which has already distributed masks to hospitals near its headquarters, has announced a “Day of Service” May 12th, when the company will donate “every essential item” produced that day at Unilever’s 14 factories across the U.S. the company (\$108 million worth of product). The company is encouraging media companies, retailers, packaging, delivery, and other supply-based companies to join their initiative. Unilever also announced that it has already set aside its marketing and advertising expenditures for the day to distribute those products to nonprofits and relief organizations.



Jaguar Land Rover

Jaguar and Land Rover have deployed more than 160 vehicles globally to support emergency response organizations during the coronavirus crisis.

To draw attention to this they have released a 30” film together with the Red Cross.



https://www.youtube.com/watch?time_continue=1&v=cLwMlnQqOVE&feature=emb_logo

Twitch



Taking a cue from Live Aid (a benefit concert held in 1985 to raise funds for relief of the Ethiopian famine), Twitch launched Stream Aid 2020 to raise awareness and money for the COVID-19 Solidarity Response Fund for WHO powered by the United Nations Foundation.

Bringing together major names in the worlds of gaming, music and sports, the livestreamed event is a great example of combining entertainment and education, as well as leveraging pop culture and online platforms, for the greater good, giving everyone a chance to support when they may not know how.

Airbnb



Airbnb announced that it will offer 100,000 COVID-19 healthcare workers free or subsidized housing by allowing Hosts to opt-in to making spaces available with all fees waived. Included in the new offering is cleanliness protocols for safety, as well as partnership with the International Medical Corps, Red Cross and other non-profit groups helping to ensure space goes to those who need it most. The company also announced a fund for those who want to provide monetary support to those on the front lines. With plenty of medical and healthcare workers working tirelessly to help those suffering without the ability to go home (either because they live far from medical facilities or are afraid of infecting their families), this is a tangible, immediate action using the company's assets that provides real support and relief.

Medical TV Shows

As medical supplies shortages pile up, the crew of TV's hottest medical dramas are stepping up. Shows like "Grey's Anatomy" are donating their gloves, masks and other supplies from set to ensure those on the front lines are getting the supplies they need to safely treat those suffering from COVID-19. It's proof every bit helps, and that being creative opens up new supplies sourcing.



Grateful Britain

The UK's out-of-home companies have come together to broadcast the nation's gratitude for those working tirelessly on the frontline of the fight against coronavirus.

'Grateful Britain' deploys light humour to say thank you to those keeping us safe as we stay at home. The colloquial copy gives thanks to doctors, nurses and lab technicians, to supermarket workers, delivery drives and postal workers, highlighting the essential services that are the nation's lifeline right now.





2. Re-purposing *production*

2. Re-purposing *production*

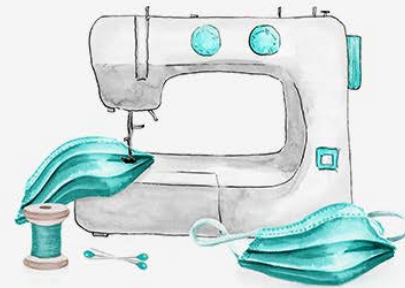
An interesting derivative of the front-line support approach are those brands that don't currently manufacture or sell a relevant product but still want to help.

The number of brands who have taken the radical step of altering their production processes to manufacture different and more needed products, has grown and we see many of the large global cosmetics and alcohol manufacturers now manufacturing hand wash.

For this document we have focused on just one of the cases in this approach as it feels novel and requests genuine consumer involvement.

Tieks

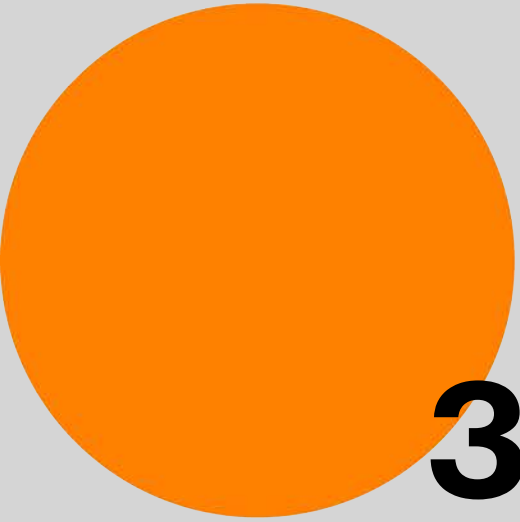
Knowing that lower-grade or homemade masks are being used at many hospitals in non-COVID-19 cases to free up medical-grade masks for doctors and nurses treating COVID-19 patients, the DTC shoe brand pivoted to making masks for medical professionals, but knew they couldn't do it alone. To encourage those at home who sew a chance to give and get, the brand is offering \$50 Tieks Gift Card to anyone who stitches and donates 25 masks, or a \$100 Tieks Gift Card for 50 or more masks.



#SewTOGETHER

Make masks for heroes on the front lines and receive a Tieks Gift Card.

Sew Masks, Save Lives, Get Tieks.



3. Aiding *the vulnerable*

NVIDIA

For those who don't know, gaming-level GPUs (graphic processing units) are exceptionally powerful. To direct that power towards good, tech company NVIDIA is encouraging gamers to donate computing power from their GPUs to help support scientific research on COVID-19 via the folding@home app, supporting research to ideally help better understand and treat COVID-19. It's a creative way to give people a chance to support in nontraditional ways that align with their passions and the activities they already find happiness in.

FOLDING
@HOME

3. Aiding *the vulnerable*

Some brands are focusing on helping those consumers who are most immediately vulnerable to the effects of the crisis.

In that last edition of this document we saw many brands helping the elderly and those with underlying medical conditions who needed immediate access to goods and medical help.

The focus of the best work over the past two weeks however has been more focused on helping people financially whose livelihoods are at risk, particularly small businesses and those in at risk professions.

Spotify

Spotify is demonstrating its support for the artistic and creative community by launching Spotify Covid-19 Music Relief.

The music-streaming service has partnered MusiCares, PRS Foundation, and Help Musicians, and is looking to adding more partners worldwide. The company will also be making a donation to these organizations and will match donations made via the Spotify COVID-19 Music Relief page dollar-for-dollar up to a total Spotify contribution of \$10 million.

A blue banner with a pink-to-purple gradient at the bottom. The text "COVID-19 MUSIC RELIEF" is written in large, bold, pink letters. Below the text is the Spotify logo and the word "Spotify" in white.

COVID-19
MUSIC RELIEF



Curiosity Cincinnati

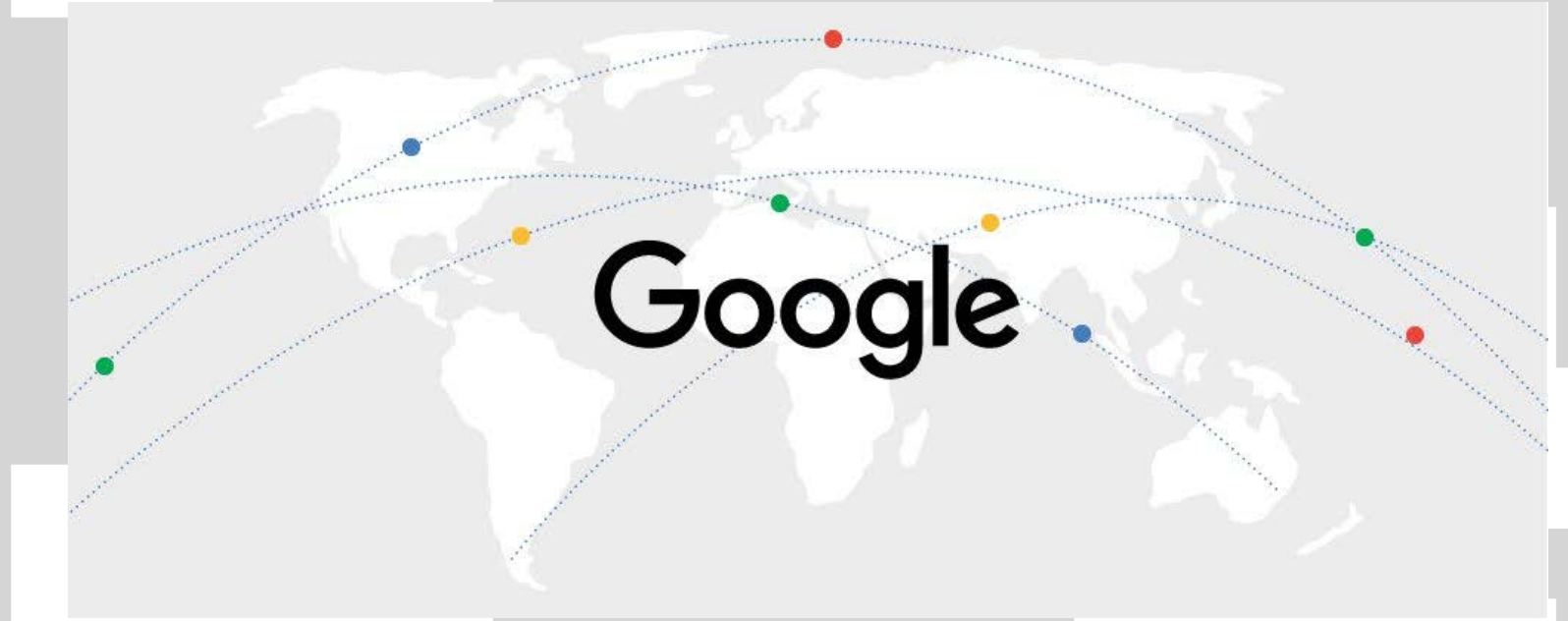
Born out of a need to help its local small businesses and unite the strong advertising community in Cincinnati Curiosity agency created a Cincinnati social media movement called #savecincysmall.

Each day it promotes a small businesses doing great work and struggling to stay alive, starting with Pleasantry, a small restaurant in downtown Cincinnati distributing meals to healthcare workers.



Google

Amongst its many COVID-19 initiatives and support offerings, Google is focused on supporting local business, committing to \$800 million in aid to both medium and small-size businesses. This includes \$340 million in free advertising space.

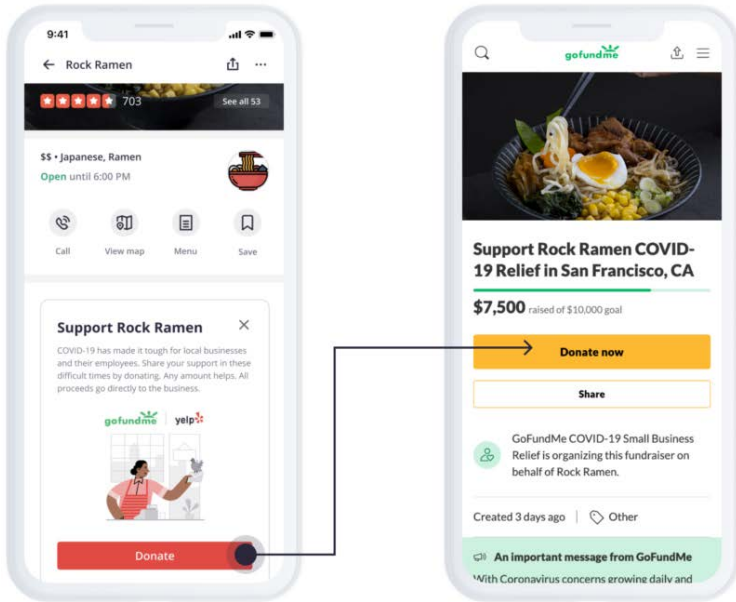


DoorDash

The food delivery service is focused on supporting all restaurants and delivery companies with its first “brand” campaign ever, ‘Open For Delivery’. The goal is to not only promote itself, but also competing delivery brands (e.g. Uber Eats, GrubHub) in an attempt to highlight local restaurants still open for delivery & support their businesses. #OpenForDelivery’s campaign includes TV spots reminding people how restaurant deliveries are safe and an easy way to feed yourself while supporting local economy, while www.openfordelivery.com shows both DoorDash and competing restaurant delivery brand offerings. It’s a powerful showing of focusing on the collective good and highlighting the notion that a rising tide lifts all boats.



Yelp & GoFundMe



Review website Yelp is supporting the very local businesses users turn to Yelp to read about & review. The site is partnering with fundraising platform GoFundMe to offer businesses shut down and struggling due to COVID-19 a seamless way to create & display GoFundMe fundraisers for their businesses and staff. Those businesses that are eligible can create a fundraiser and the Donate button will be displayed on their Yelp profile, making it easy for users to find and donate to the local businesses they care about. Both Yelp and GoFundMe have also pledged to match up to \$1 million in donations, serving as prime examples of tech companies and platforms finding ways to support the businesses that ultimately drive their business.

Soundcloud & Twitch



As live gigs around the world shut down, plenty of musicians and performers have turned to online (e.g. Instagram Live) to entertain and perform while venues are shut down.

Livestreaming platform Twitch & streaming platform Soundcloud are partnering to help musicians earn money from these digital live shows by letting artists with SoundCloud accounts attain “affiliate” status on Twitch to monetize their livestreamed ‘shows’. By being an affiliate, musicians and performers can include ads, links to merchandise/music stores and even receive direct donations. Not only will this partnership drive viewership, but paid sponsorships could be a major revenue stream as we move towards whatever the ‘new normal’ will eventually be once the COVID-19 crisis is over.

Verizon

The cellular carrier is ensuring people stay online and connected, providing small business customers and consumers extra LTE data speeds per month on their plans (no further actions required!), no matter the device being used or how people pay for access. For those financially suffering due to the fallout of COVID-19, Verizon announced they are waiving overage charges and fees, as well as waiving broadband and voice charges for select customers to help with the financial burdens many are taking on. It's genuine, immediate support and relive people of the stress of being disconnected from their families, jobs and world.



verizon✓



4. Amplifying *WHO advice*

4. Amplifying *WHO advice*

With so many sources for (mis)information, the official advice of the World Health Organization (WHO) often goes ignored or misunderstood.

A handful of brands have focused on message amplification not of their brands, but of the WHO's advice, to help stimulate good behavior and drive change amongst populations towards healthier habits that will ideally slow down or mitigate COVID-19.

Over the last couple of weeks we have seen a tangible increase in the creativity of the approaches in this area. Whereas before they were fairly simple repetitions of WHO messaging, the approaches we see today are more engaging and targeted to particular situations.

Tata/Esposito

The mobile phone can be the worst source of contagion; the typical mobile user unlocks their phone 80 times every day and touches the screen 2,617 times.

To help shape and change people's everyday behaviours, Tata and Esposito created #AntiCovid19Screensaver.

Now every time you touch the screen the problem is highlighted, a reminder to wash your hands and disinfect your phone screen.



BBC

The BBC has dug into its extensive archives to deliver a series of 'Stay at Home' public information films with the help of some of its best-loved catalogue titles.

A series of clips have been prepared from classic episodes of Miranda, The Thick Of It and The Mighty Boosh to help relay public health messages in a relatable fashion, each bookended by a recurring plea to 'seriously, stay at home worth it.'



https://www.youtube.com/watch?v=7dYoIvrwMTg&feature=emb_logo

Miami Ad School Germany

Featuring spoilers for Netflix original shows including Money Heist, Narcos, Love is Blind and Stranger Things, these (unofficial) clever ads went viral over the last week.

The idea comes from creative duo Brave. The concept seeks to curb the spread of the coronavirus pandemic by using the threat of spoilers to stop millennials from being tempted to socialise and encouraging them to binge on Netflix instead.



IKEA

Ikea Israel worked with McCann Tel Aviv to make a very Ikea-style instructional sheet on how to stay home, including locking the door, having toilet paper and not opening the door.



Polish Government



To encourage youth to stay inside and play games, the Polish government launched a public Minecraft server and website with online activities, including tournaments, quizzes and more. Offering access to games youth are already passionate about is a savvy way to provide free activities that will lure youth inside and keep them there, helping quarantined cities struggling to keep residents indoors and socially distancing away from each other. Sometimes it takes a bit of fun to help maintain societal health.



5. Carrying on *at home*

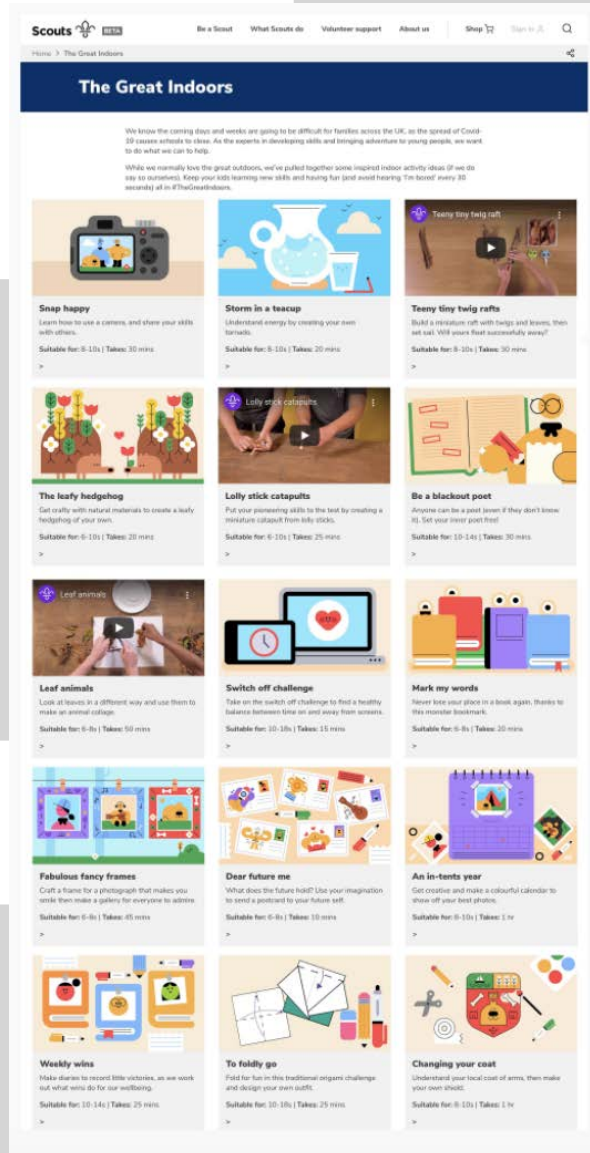
5. Carrying on *at home*

Whether they're adjusting to remote working, isolating with family, or bunkering down alone for social distancing and health purposes, we all know that people are now spending most of their time at home.

Some brands have chosen to help ease the transfer of necessary activities to home environments, a critical component of maintaining a sense of normalcy.

In the previous edition much of the work in this area was focused on discounted or free access to content and utilities. The work we have seen recently however feels more positive, purposeful and fun. We are seeing this approach beginning to collide with the next one – Maximizing moments of happiness.

The Scouts



Scouts is making its tried and tested resources available to young people and parents who are self-isolating.

The association has pulled together more than one hundred activity ideas into the ultimate resource for families – ['The Great Indoors'](#). The activities are fun, free and designed to keep young people entertained and educated throughout any extended time in the home.

Burger King

During these times of self distancing, isolation and quarantine, going out for a favorite meal seems like a distant dream. But Burger King France is letting people in on the secret to making a Whopper at home, with some easy-to-understand pictorial directions.

A tweet sent out by the French arm of the global chain states 'Le Whopper de la quarantaine' on a poster, with an illustration on how to put one together.



Burger King France ✓
@BurgerKingFR

En attendant l'original.

[Translate Tweet](#)

LE WHOPPER



DE LA QUARANTAINE.

Tinder



Recognizing that people may want to expand their socializing horizons while stuck indoors during the pandemic, Tinder is making its Passport feature, which lets people connect with anyone anywhere in the world, free through April 30th. Highlighting how social distancing doesn't mean you can't make friends who live far away from you, the company explained that the "hope is that you use the Passport feature to virtually transport yourself out of self-quarantine to anywhere in the world. You can check in on folks in their hometown, college town, or sister city, and find those across the world who are going through the same things. If nothing else, you can learn how to say 'hey' in another language." It's a great way to provide new types of socialization and ways to meet people, even when it's from your own home, and help make the world feel a bit more connected.

Twisted

When supermarket stocks are low and delivery slots are unavailable, Twisted is providing inspiration for cheap and delicious recipes with limited ingredients that can be found at your local corner shop.

This is the first episode featuring Twisted Chef, Sophie, who brings us a simple flavourful recipe for Pea Tikka Masala.



<https://youtu.be/J0sQnl5nXeQ>



6. Maximizing *moments of happiness*

6. Maximizing *moments of happiness*

Some brands have recognized that supporting people's mental wellbeing is extremely important during a time when many are feeling more anxious and uncertain than ever before.

These companies have chosen to focus on building positive experiences for consumers, encouraging and equipping them to carve out moment of happiness across the day.

Much of this work is focused on transposing fun experiences into the home environment. These brands are helping people to build new rituals that can help to replicate or replace ones that have been lost to the pandemic.

Hasbro

Being stuck home due to COVID-19 is rough. Being stuck home as a kid without school to fill your time is even harder. Game-maker Hasbro is attempting to help quell in-home boredom with its new website Bring Home The Fun, which offers family-friendly activities, ideas for games & crafts that utilize Hasbro toys (e.g. Play-Doh), as well as parenting resources to support parents who have suddenly become teachers in addition to their other roles/jobs, including videos from Hasbro staff.



Jack Daniels

Jack Daniel's Tennessee Whiskey is helping to show that the human spirit is alive, even during a time when humans can't physically be together.

The ad, 'With Love, Jack', shows how friends around the world are adapting to a new reality of being apart while trying to stick together.

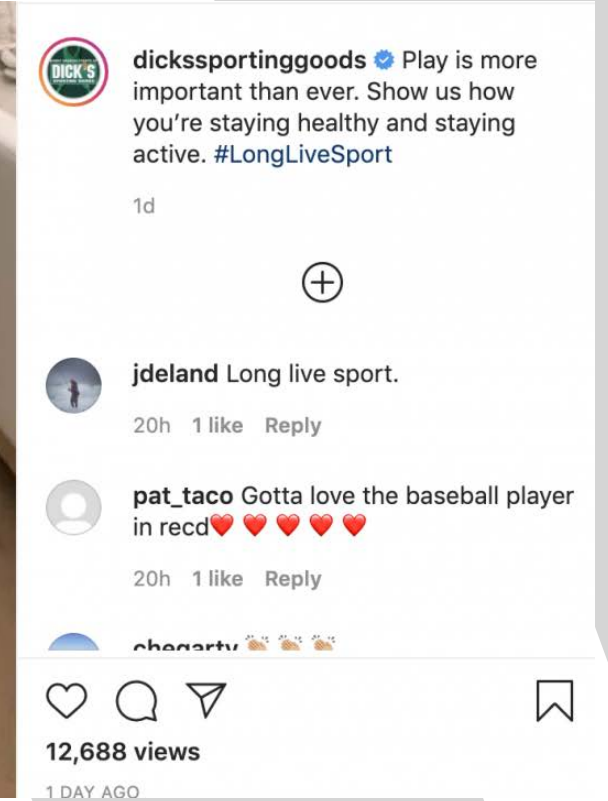


https://www.youtube.com/watch?time_continue=45&v=nmVRFui61U4&feature=emb_logo

Dick's Sporting Goods

In a time when many are looking for ways to stay healthy and active at home, Dick's Sporting Goods released its #LongLiveSport video across its social media channels.

#LongLiveSport encourages everyone to share how they're playing at home while celebrating examples of how many across the world are still enjoying sport at home.

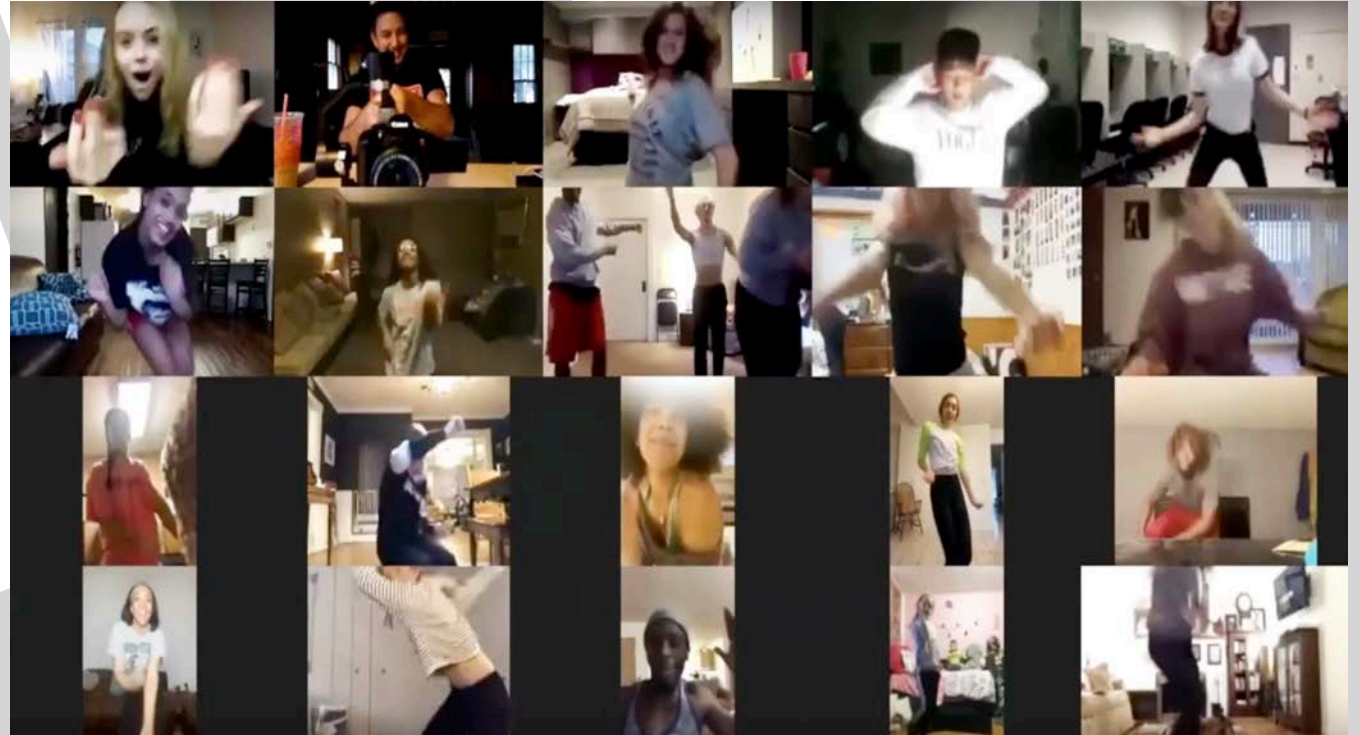


https://www.youtube.com/watch?v=gzE_caHBwfg&feature=emb_logo

Virgin Media

As households across the nation stay at home, and birthday parties, social gatherings and mid-week pints with pals are postponed, friends and families are relying on technology to bring them together more than ever before.

Virgin Media's new film celebrates the ingenious, whacky and wonderful ways the public are all staying connected; featuring funny, light-hearted and feel-good moments that have been shared on social media in recent weeks.



https://www.youtube.com/watch?v=T3Eom0ZmkSA&feature=emb_logo

Popeyes



The QSR created a spin on the concept ‘Netflix N Chill’, using its social media to share its Netflix login information with select fans online so they can ‘Fried Chicken N Chill’. Asking Twitter follows to show photos of themselves enjoying Popeyes’ products with the hashtag #ThatPasswordFromPopeyes, the brand rewarded the 1st 1,000 people with the brands’ username and password via a video from its employees. It’s a quirky way to integrate their food products into entertainment and experience (i.e. eating while enjoying Netflix content) and ties nicely into the brand’s proposition of “treating everyone like family,” even during a pandemic.



7. New channel *entertainment*

7. New channel *entertainment*

There has been a huge growth on the number of brands who are experimenting with live-streamed virtual events over the last couple of weeks, making this one of the most dynamic areas of communications right now.

Virtual events have more structure to them than traditional live-streaming, allowing consumers to tune-in when they want as well as providing a deeper experience. They will undoubtedly be effective in engaging with audiences and creating digital forums where attendees have the chance to share their own programming and content.

While this provides a massive opportunity to connect people through outlets that are largely unaffected and booming, standing out will require brands to create a real sense of immersion.

Global Citizen



The “Together at Home” series is Global Citizen’s contribution to the slew of “live” shows that artists of all sorts have been putting online as people stay in place and venues are closed. Assembled in just 9 days, “Together at Home” has already sponsored 30+ real-time performances by major artists (e.g. John Legend, Chris Martin), and continues to provide entertainment with approximately a half-dozen livestreams daily, with no end in sight. While the organization is known for their massive live Global Citizen Festival shows to raise awareness & support a “vision (of) a world without extreme poverty by 2030,” this is an incredible pivot to support WHO work and overall humanity by encouraging viewers to go to globalcitizen.org/coronavirus for information and support on how people can change their personal behaviour and support larger initiatives to take on COVID-19.

Verizon

'Pay it Forward Live' is a weekly streaming entertainment series including music, gaming, comedy and more in support of small businesses affected by Covid-19. The series debuted on 26 March, at 8:00pm ET with a performance from Dave Matthews.

Over the course of the series, all viewers who tune in will be encouraged to tag their favourite local businesses and make a forward purchase. As consumers engage, Verizon will unlock \$5m in funds for the businesses.

Payitforward LIVE

**Dave
Matthews**

Tune in @Verizon 
this Thursday
5pm PST/8pm EST

The graphic features a black background with a circular inset showing a close-up of hands playing a guitar. The text is white and bold, with a red 'LIVE' tag next to 'Payitforward'. The background of the entire page has several white, tilted rectangular shapes.

Chipotle



The QSR is bringing its real-world gaming tournament, Chipotle Challenger Series, online to create a virtual event for those staying home. Open to anyone who wants to register, competitors will be going up against famous esports gamers, including musicians and entertainment personalities. Featuring numerous competitions across a slew of popular games, the Challenger Series finale will be broadcast on Twitch and YouTube, with winners receiving \$25,000, \$25,000 to donate to COVID-19 relief efforts and free Chipotle for the year. This is a great opportunity to engage isolated consumers via a way to feel connected to a larger community, provide entertainment in the home, as well as offer the chance to earn money in uncertain times.

Busch Beer

The Anheuser-Busch beer brand launched “Trivia Happy Hour,” a weekly livestreamed trivia game show on Facebook designed to simultaneously replicate the Trivia Night experience many consumers go to bars to enjoy as well as support bartenders currently out of work with bars closed down. Running on Busch’s Facebook page, people can compete for prizes (i.e. Busch swag) as well as donate to the U.S. Bartenders Guild. It’s a seamless way to take a socializing event and bring it online to fill that gap people may be missing in their social life while supporting those in need.

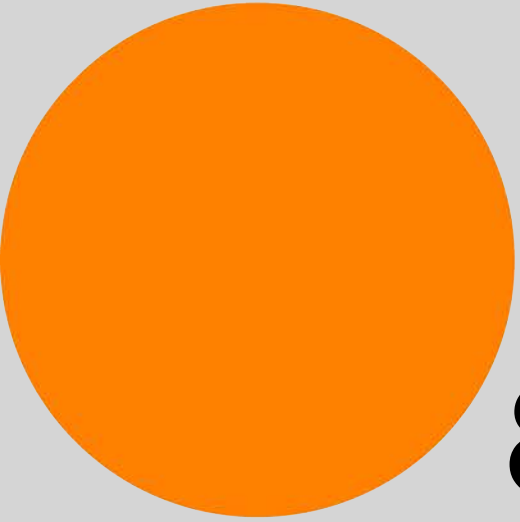


Hotel Gaythering

The self-proclaimed “gayest hotel in Miami Beach” isn’t letting a COVID-19 shutdown slow down the fun. The hotel is now livestreaming its infamous trivia nights, happy hours, bingo games, drag queen karaoke, and more, offering ways to “gay-ther” despite people being in isolation.

Leveraging their social channels to support the LGBTQ community through conversation, connectivity and a bit of fun, bringing in both entertainers and educators on their social channels for conversations, performances, Q&As, and more.





8. Messages of *hope*

8. Messages of *hope*

Our final approach is new; campaigns that sit in this category have emerged over the course of the last week.

Messages of hope work that is deeply positive but is more serious than that we have seen in the Maximising moments of happiness or New channel entertainment categories we have just examined. It is also more focused on the future than on the situation today.

All of the examples here are advertising films, so this category differs from the emphasis on activation or interactive channels that we see in other approaches.

It seems likely, and it will be interesting to see, how this approach become more participatory as time goes on.

Facebook

To demonstrate how light can seep through cracks, Facebook has brought out a touching film, in celebration of how people are staying connecting during the coronavirus outbreak. Against the backdrop of personal footage obtained from real people during this time, the voice of British poet Kate Tempest recites her poem 'People's Faces' definantly.

The film ends by [inviting viewers to visit Facebook's dedicated Covid-19 support](#) page, to find resources, or to offer help.



https://www.youtube.com/watch?time_continue=4&v=nWwVFywbCeY&feature=emb_logo

Flower Council of Holland

The Flower Council of Holland has launched a campaign to send a message of hope. The campaign uses 200,000 flowers to create the message Let Hope Bloom, a sign of global solidarity and optimism during the Covid-19 pandemic.

The campaign will run in Germany, France, the Netherlands and the United Kingdom. Globally, people are encouraged to share this message of hope along with the hashtag #lethopebloom.



<https://vimeo.com/402924373>

Volvo

The Volvo Trucks 'Make History' brand positioning took on new meaning with the crisis caused by the Covid-19. The new campaign “Heroes of the Road”, proposes that making history is moving forward, even when everyone had to stop.



https://www.youtube.com/watch?v=ypZgiQHzk_k&feature=emb_logo

BMW

BMW has launched a campaign in China featuring messages of encouragement and hope for the country as it continues its recovery.

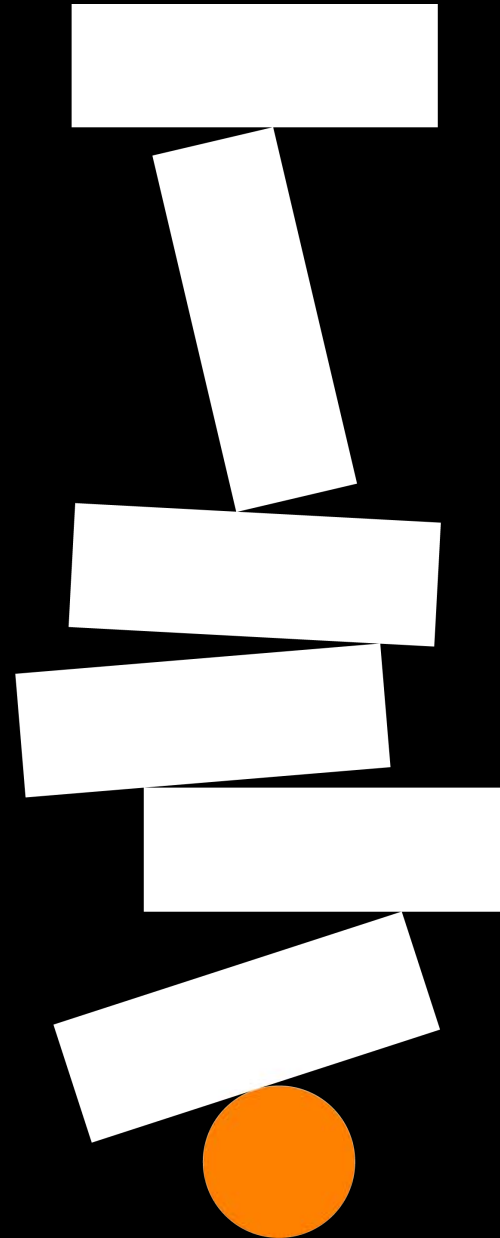
The film, written as a letter to the year 2020 acknowledges the testing times endured and looks onward to a hopeful future.

The campaign uses a double narrative, 'Blue Sky and White Clouds' referring to the brand's nickname in China, representing both BMW and hope.



这样的登场，大家都有些措手不及
The entrance you had, caught us a little off guard

Final thoughts



Final *thoughts*

As we said in the first edition of this document, this is an extremely fast-moving communications environment with a huge amount of new work being generated daily.

This thought is certainly borne out by the huge amount of good work we sifted through to get to the highlighted work here.

In only a few short weeks we have also seen an improvement in the sophistication and scale of the ideas developed as well as the executional production values. In a 'home-working' world this is admirable.

We hope that this overview of what we have seen over the past two weeks can act as useful stimulus for own approach.