

Creativity in Quarantine?

How are brands reacting to the
COVID -19 crisis?

Third Edition



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

Mark Ritson

In previous editions of this document we considered the actions of the initial brands to step-up beyond crisis management. These brands tested emerging ways to have a wider role for people, foregoing short-term sales to have longer-term positive impact on brand health, trust and salience.

As the world rapidly changes, so too are the brand responses and attempts to connect in EQ-driven ways, as well as begin to navigate which consumer behaviors will ultimately be short-term ‘scabs’ versus longer-term ‘scars’ as they attempt to guess what the emerging ‘normal’ will be.

This not only means finding ways to continue to support the immediate needs of those on the ‘front line’ of fighting COVID-19, but also finding ways to help consumers of all types move beyond simply surviving the day-to-day chaos in their lives, but, ideally, finding ways for them (and their families & communities & friends) to thrive, even if only for a few meaningful moments.

Now, *eight* Supportive Approaches

We've organized this document to break out the either approaches 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 first seven have remained important, although they have been joined by a new eighth approach as consumers demand action: Brands taking educated guesses at what consumer behaviors will be 'scabs' vs 'scars', and positioning their offerings and services accordingly.

1. *Supporting the frontline*
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. *Scabs vs. scars*



1. Supporting the *frontline*

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Much of the work we've seen is designed to support the workers on the front-line of the crisis (e.g. medical providers, healthy & safety workers and those putting themselves at risk to help others). Companies are offering discounted or free products and services for health workers, supporting them physically, mentally and emotionally however possible. We're continuing to see a broadening in the scale of help, as well as an expansion in the type of companies involved, most likely the result of having a better understanding of the real everyday and longer term needs of those on the front line. Many are also attempting to support those on the front-line in facets of their lives we don't always see, such as personal milestones (e.g. marriage).

One emerging trend to be careful of is a version of the BOGO (buy one give one) model some brands are using – 'e.g. buy one mask, we give one to a medical provider in need'. It's a fine line between finding a way to help consumers give back or pay it forward, and attempting to capitalize on COVID-19.

Grazia

The UK-based women's magazine swapped celebrities for the real stars of today on its April 6th cover: healthcare workers. Featuring four female National Health Service nurses, doctors and paramedics on the front lines, the cover (and accompanying article) explored how they are risking their lives on a daily basis. At a time when people around the world are finding ways to show appreciate and celebrate those putting their lives at risk to save the lives of others, this is a powerful way to show the actual faces of those making a difference and showing public support.



Snapchat

The photo-app launched an AR filter that enables users to donate money to WHO's Solidarity Respond Fund (focused on COVID-19 relief efforts), utilizing image-recognition technology that can identify 23 different currencies from 33 countries. To donate, users can scan their local currency, and computer-generated explanations will pop up, explaining how their donation makes an impact, as well as driving users to tap "Donate to Support" and make a payment. Snapchat has enabled Snapchat's Discover section as well to enable publishers to offer features to donate directly via their content.



DJI



The drone company launched a Disaster Relief Program to provide US public safety agencies with the drone hardware and software tools needed to manage COVID-19 containment. Organizations are using these ‘pandemic drones’ for services like mapping areas COVID has been located, IDing homeless populations who need assistance, remotely detect sneezing and coughing, and more. All DJI asks is that the agencies participating share successful experiences as case studies to help the overall learning curve in slowing the curve.

Dove

Dove's 'Real Beauty' campaign got a refresh via the 'Courage is Beautiful' campaign, featuring the faces of healthcare workers marked by the (often poorly fitting and uncomfortable) protective gear they wear as they work to combat COVID-19. Live in the U.S. and Canada, the campaign features local heroes, and will be soon be customized for other countries. The brand is also donating to Direct Relief to care for healthcare workers in the U.S. It's part of Unilever's global commitment.



National Health Service (NHS)

Taking care of those on the frontline isn't just about providing PPE; it's about caring and supporting their mental health & wellness, too. The UK's National Health Service (NHS) partnered with a slew of wellbeing apps, including Headspace, Sleepio, Unmind, and others to offer NHS workers free access till the end of the year. The goal is to provide these heroes in high-stress situations tools to help them manage their wellbeing via meditation tools, sleep support, nutrition programs, mindful guidance, and more.



Hilton & American Express



For those medical providers on the frontlines, they are worn out, exhausted, and concerned about going home and risking infecting their families. Hilton & American Express partnered to donate one million hotel rooms across the U.S. to nurses, doctors, EMTs, paramedics, etc., offering them “a place to sleep, recharge or isolate from their families.” All hotel staff received additional training on safety and health measures to keep themselves and all guests safe. Partnering with 10 associations that represent a collective million plus healthcare workers, this initiative not only cares for those caring for others, but also helps them do so at no cost – critical at a time where people are scared for their jobs, finances and the overall economy.

Elle



Going beyond healthcare professionals, Elle launched ‘The Other Front Line’, a series designed to tell the tales of those on the front lines ensuring people can keep their lives as normal as possible, including those who work at delivery services, public transportation, supermarkets, etc.

Highlighting those doing essential jobs at a critical time is a great way to show support and bring attention to the needs of those who have jobs many of us previously took for granted but rely on now more than ever.

Pronovias Group

Originally launched in China, the luxury bridalwear company is expanding its Heroes Collection program internationally, donating wedding dresses to hospital staff brides-to-be working on the front-lines, including doctors, nurses, janitors and cafeteria staff. It is an attempt to show the brand's gratitude for those who are putting their lives on the line to help others, and recognizing that they, too, have milestones and moments they are looking forward to and working towards outside of the hospitals, many of which have been put on hold during this pandemic.

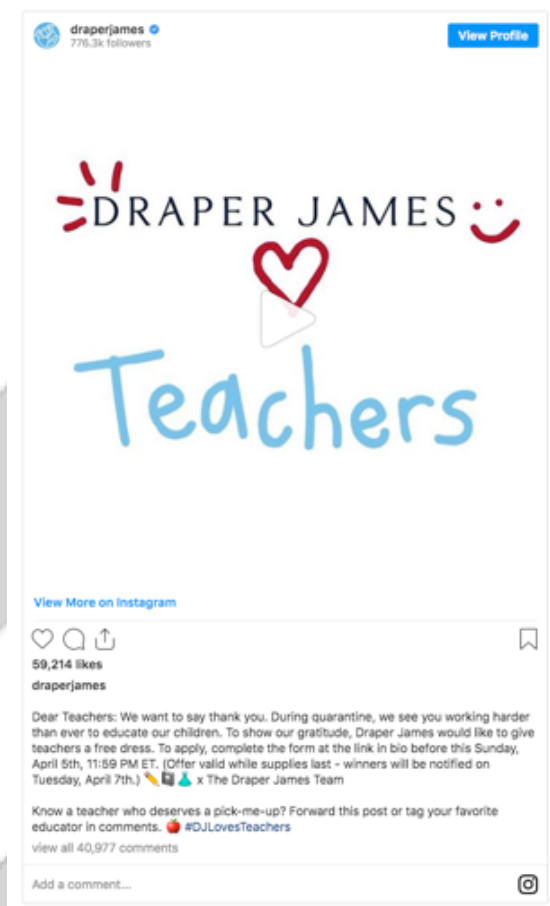


Glossier

The cult DTC beauty brand launched a hand cream (perfect timing for those suffering from dry skin thanks to constant hand washing). However, even the brand's biggest fans won't be the first to get their hands literally and figuratively on the product; Glossier gave away the first 10,000 to those most in need: healthcare workers. It's a smart way to do good via a product launch without necessarily tying it to anyone having to make a purchase to activate the goodwill.



Draper James



The celebrity-backed fashion brand wanted to show appreciation for educators and offered to give teachers free dresses, instructing people to apply via a form, with “winners” to be notified “while supplies last.”

Amidst the massive press coverage the viral campaign received, it came to light the company was only giving away 250 dresses, despite the million applications it got within the application period. When it tried to pivot to a raffle vs. a giveaway, people accused the brand of launching a marketing ploy vs. a goodwill attempt.



2. Re-purposing *production*

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A derivative of the frontline support approach are those brands that don't manufacture or sell a relevant product, but are pausing their own manufacturing & production needs to help.

The number of brands who have taken the radical step of altering their production processes, utilizing their factories, technologies and talent to manufacture different, much needed products by those on the frontlines of COVID-19, has grown in both scale and diversity.

These companies aren't just donating unused stock or utilizing leftover materials; they are investing their time, insight and ideas into finding novel solutions for some of today's most pressing challenges.

Nike

Nike's innovation, manufacturing and product teams came together to create Personal Protective Equipment (PPE) via full-face shields and powered, air-purifying respirator (PAPR) lenses for medical providers on the front lines, utilizing materials from its famous Nike Air sneakers and tech. Leveraging everything from the soles to show padding, the brand pivoted Nike's Air Manufacturing Innovation facilities to focus on a streamlined nine-step creation process and testing the three-part face shields on Oregon Health & Science University healthcare workers.



Apple



Apple CEO Tim Cook announced on Twitter that Apple has source 20+ million masks via its global supply chain, and is working with the US government to donate them where they are needed by medical workers. The company has also pivoted to launch a “company-wide effort bringing together product designers, engineering, operations, packaging teams, and our suppliers to design, produce and ship face shields for health workers,” with Cook even showing off a prototype mask in his video. It’s a smart way for a company to pool its resources (including, and especially, human ingenuity) to leverage what makes the brand special to help those in need and a larger cause.

Delta

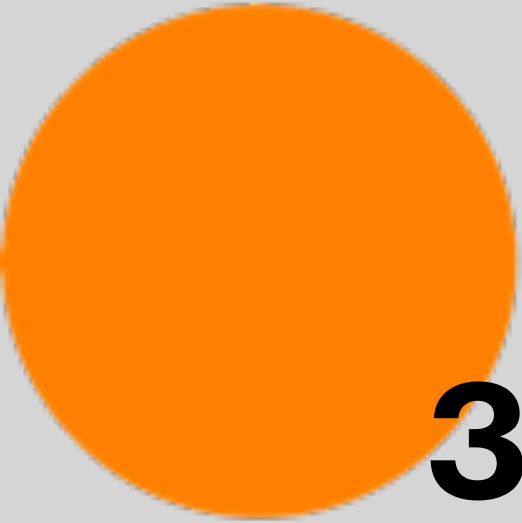
Plenty of planes may be grounded, but Delta Flight Products, the division of Delta Airlines that provides its aircraft interiors, has pivoted to a more critical cause: Manufacturing a critical component of PPE: clear visor face shields. Within its first few days, the team not only worked with the Global Center for Medical Innovation to create a design, but also had made and sent 2,000 shields to New York City, which has been ravaged by COVID-19.



Melitta

The German coffee filter company has pivoted to do its part to help, restructuring its manufacturing to use its coffee filters to create face masks at scale that offer good filtration, breathing and wearing characteristics.





3. Aiding *the vulnerable*



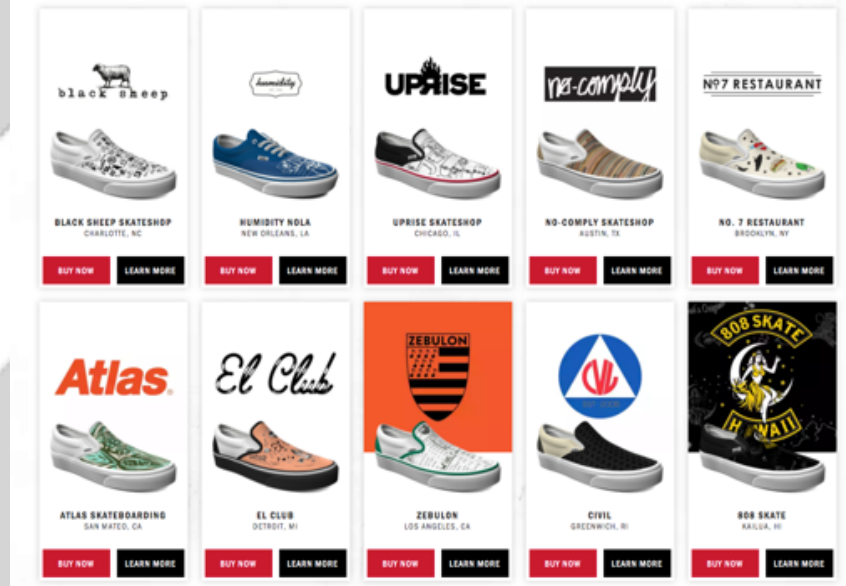
3. Aiding *the vulnerable*

Some brands are focusing on helping those consumers who are most immediately vulnerable to the effects of the crisis, be it someone who is immunocompromised or someone elderly. We're also seeing an emphasis on helping people financially whose livelihoods are at risk, particularly small businesses and those in at risk professions, recognizing the reverberating impact that has on local economy and culture..

We're seeing brands reflect on who their consumers are, what their true needs are both immediate and longer term, and finding novel ways to support them in these trying times.

Vans

To support businesses that have carried their shoes and supported them for years, as well as cultural institutions that align with the brand's ethos, sneaker and lifestyle brand Vans launched 'Foot the Bill' to raise money for 80 small businesses via bespoke sneakers. Focused on supporting skate and specialty shops, restaurants, music venues and community-driven spaces, Vans is offering custom-made designs for each business, all available for purchase on Vans Customs' website, with net proceeds going directly to partners. It's a creative way to support specific businesses and provide consumers with a unique product they can feel good wearing.



Panera

As grocery stores struggle to keep their shelves stocked and restaurants suffer without consumers, some chains and dining outlets, both national and local, are pivoting to offer groceries. This is an especially helpful move for those who don't feel safe going to or have issues getting to grocery stores. For example, the chain Panera is now offering milk, produce, bread, pastries, and more, along with its menu of soup and sandwiches. All products can be received via delivery, curbside deliver or drive-thru to minimize contact while offering real utility for people struggling to find groceries for their families. It's a great way to leverage in-ship inventory, and, as Panera CEO Niren Chaudhary explained, show some EQ, noting that "it is an incredibly stressful time when it comes to putting wholesome food on the table, and we knew Panera could help."



Schick

#QuarantineBeards are driving men crazy, and barbers are unable to help them during times of social distancing. To support local barbershops as well as men going crazy from itchy beards, Schick Hydro launched #ShaveFromHome, a campaign to help barbers without jobs (or clients) earn money and help men who aren't used to self-grooming.

The brand is paying barbers to create virtual tutorials, and users can leave virtual tips earmarked for the National Association of Barbers (with the brand matching up to \$50,000 in donations).



Pebbles

The cereal brand launched an education video series for kids designed to help both parents and content creators.

The “Daily Yabba Dabba Doo” will appear across the brand’s website, Facebook and Instagram pages for 30 days featuring creators of all types impacted by COVID-19 (chefs, magicians, dancers, artists, etc.), all of whom will be paid by Pebbles to create series contributions of activities kids can do with minimal adult supervision utilizing tools and ingredients most likely already in the average home.

It’s a smart way to support families while also recognizing that content creators need immediate help, too.



Waze

While many people are staying off the roads and indoors, for those who are driving (e.g. doctors, delivery workers, caretakers), Waze is helping keep drivers informed of COVID-driven changes and services. Google's mapping app is adding critical COVID-19 information to its offerings, including medical testing centers, 30,000+ food pantries, road closures based on restricted driving areas, options for take-out food and curbside pickup, and more. Helping keep consumers safe, informed, and, when needed, aware of local emergency food offerings (especially for those with parents/caregivers looking to feed their children) aligns with Waze's goal of keeping drivers moving and provides a public service in a rapidly moving world.



Michelob Ultra

To help personal trainers predominately put out of business by gyms shutting down while offering consumers in-home fitness options, the beer brand has launched ‘Movement by Michelob Ultra Live’, an online livestreaming video workout series giving viewers the chance to tip participating trainers. The workouts will stream every Thursday 6PM ET on the brand’s Facebook Live, Instagram Live and YouTube Live channels, and are followed by virtual happy hours enabling viewers ask trainers questions.

This aligns with Michelob Ultra’s health conscious focus and enables them to help those in an at-risk industry facing financial hardships.





4. Amplifying *WHO* advice

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With so many sources for (mis)information, the official advice of the World Health Organization (WHO) often goes ignored or misunderstood. As recommendations rapidly change around the world, it's easy to get confused as to what is fact and what is fiction. Some brands have focused on message amplification of the WHO's advice to help encourage specific behaviors and drive social change amongst populations towards healthier habits that will ideally slow down and flatten the curve of COVID-19.

We are continuing to see a tangible increase in the creativity of the approaches in this area, especially as brands move from doom and gloom to more optimistic messaging. Whereas before they were fairly simple repetitions of WHO messaging, the approaches we see today are more engaging and targeted to particular situations.

Burger King

To embolden people to practice social distancing, Burger King tweaked its tagline "Home of the Whopper" into the "Stay Home of the Whopper" campaign, encouraging consumers to be "couch-po-ta-triots" by staying home and utilizing its delivery service, waiving delivery fees on any app order over \$10. The QSR is also donating 250,000 Whoppers to nurses via the American Nurses Foundation, and encouraging consumers to donate to the ANF Coronavirus Response Fund by texting THANKS to 20222. It's a savvy way to drive health trends while also driving app downloads during a time that their physical stores aren't seeing much traffic.



Germany

To help cyclists abide by WHO's social distancing rules safely while riding, some German cities are physically redrawing local road markings, creating pop-up cycle lanes. Designed to last during the COVID-19 lockdown, the lanes, made of removable tape and mobile signs, are in response to the decrease of cars on the road and the increase of cyclists, who wish to get their groceries, commute or exercise without compromising their health and safety.





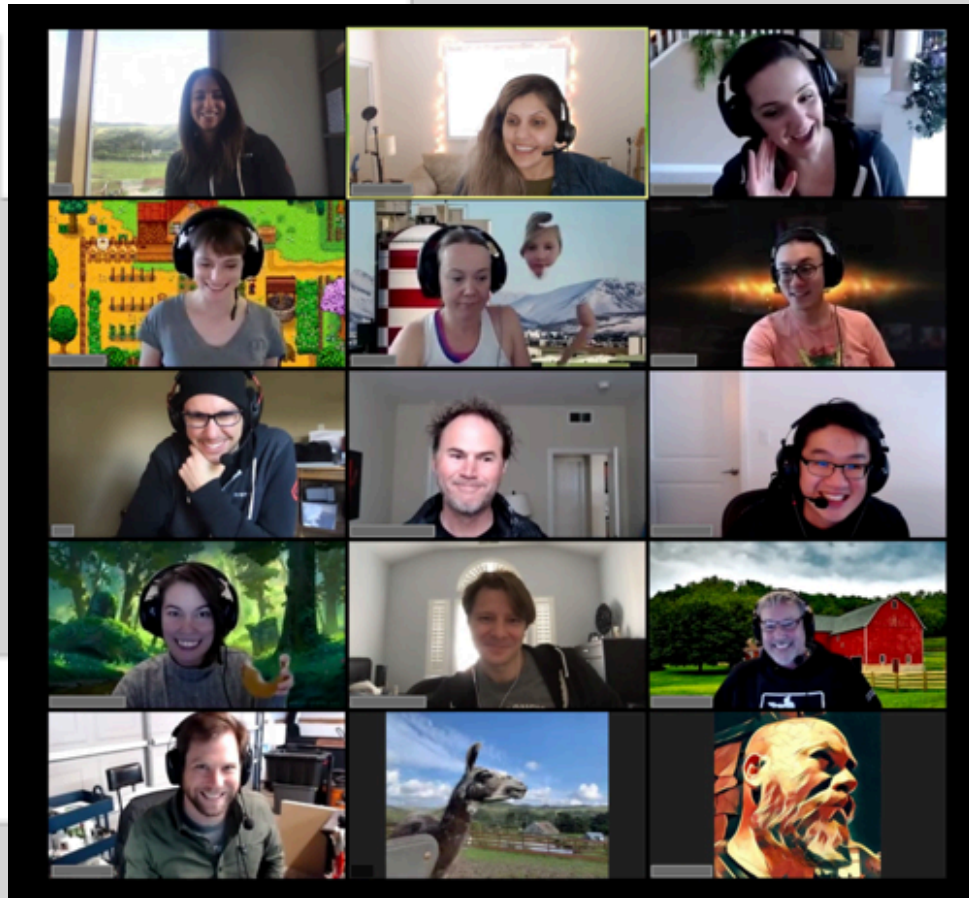
5. Carrying on *at home*

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Whether they're adjusting to remote working, attempting to keep kids interested in home schooling, isolating with family, or bunkering down alone for social distancing purposes, most people are spending far more time at home (and indoors) than they ever imagined. Some brands are investing in ways to focus on providing a service, helping to transfer and translate a range of activities into home environments, a critical component of maintaining a sense of normalcy.

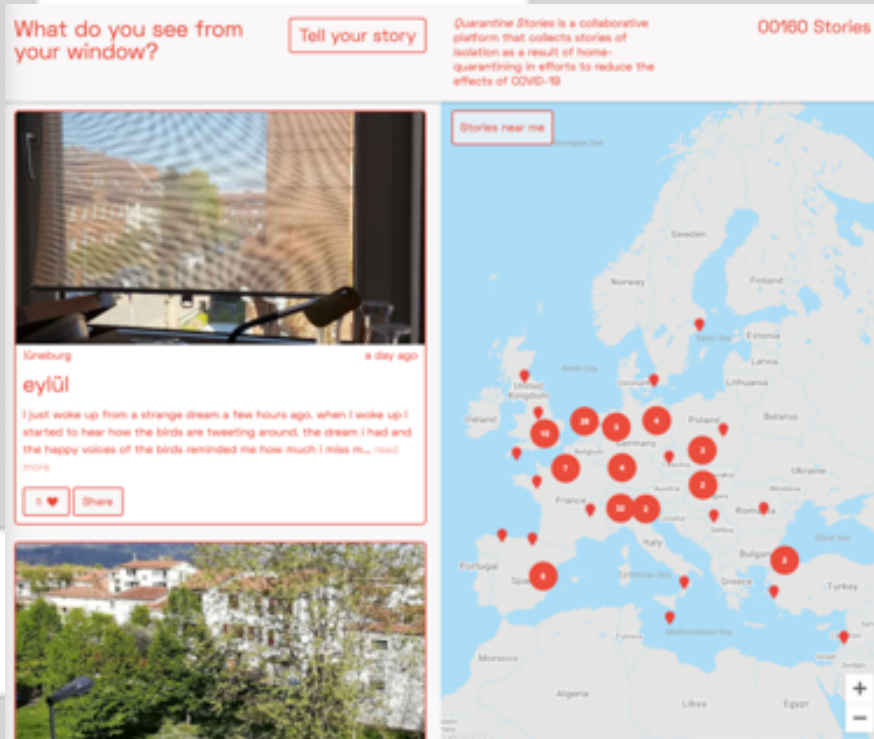
As brands and people recognize that these behavioral changes and physical restrictions are most likely for the longer term, we're finding brands are attempting to bring more practical, tactical, and sometimes fun ways of living into the home, attempts to alleviate anxieties and emotional struggles while helping create or maintain a sense of consistency. We are seeing this approach beginning to collide with the next one – Maximizing moments of happiness.

Sweet Farm



The California animal sanctuary is letting its animals join Zoom meetings to raise money while providing some mid-meeting entertainment for those working, leaning and connecting from home and isolated from each other. Sweet Farm's Goat-2-Meeting program allows schools, businesses and anyone hosting a Zoom meeting to include some of the 125 animals in their virtual get-togethers and meetings, including Paco the Llama or Brownie the Goat. The money raised helps to support the farm and covers the costs for free virtual field trips for school classes unable to physically visit, and the offering is also a great tool for supporting mental health and bringing a bit of surprise and delight to virtual meetings and classes.

RNDR



Everyone has a story to tell. However, right now not everyone has a person they can share that story with while they are in isolation. Dutch company RNDR launched 'Quarantine Stories', giving users a platform to take a photo through their window, upload it to the site and share their story behind it.

It's a great way to connect and hear from people around the world, as well as feel a little bit closer to the world at large from the safety of your home.

Kasoku



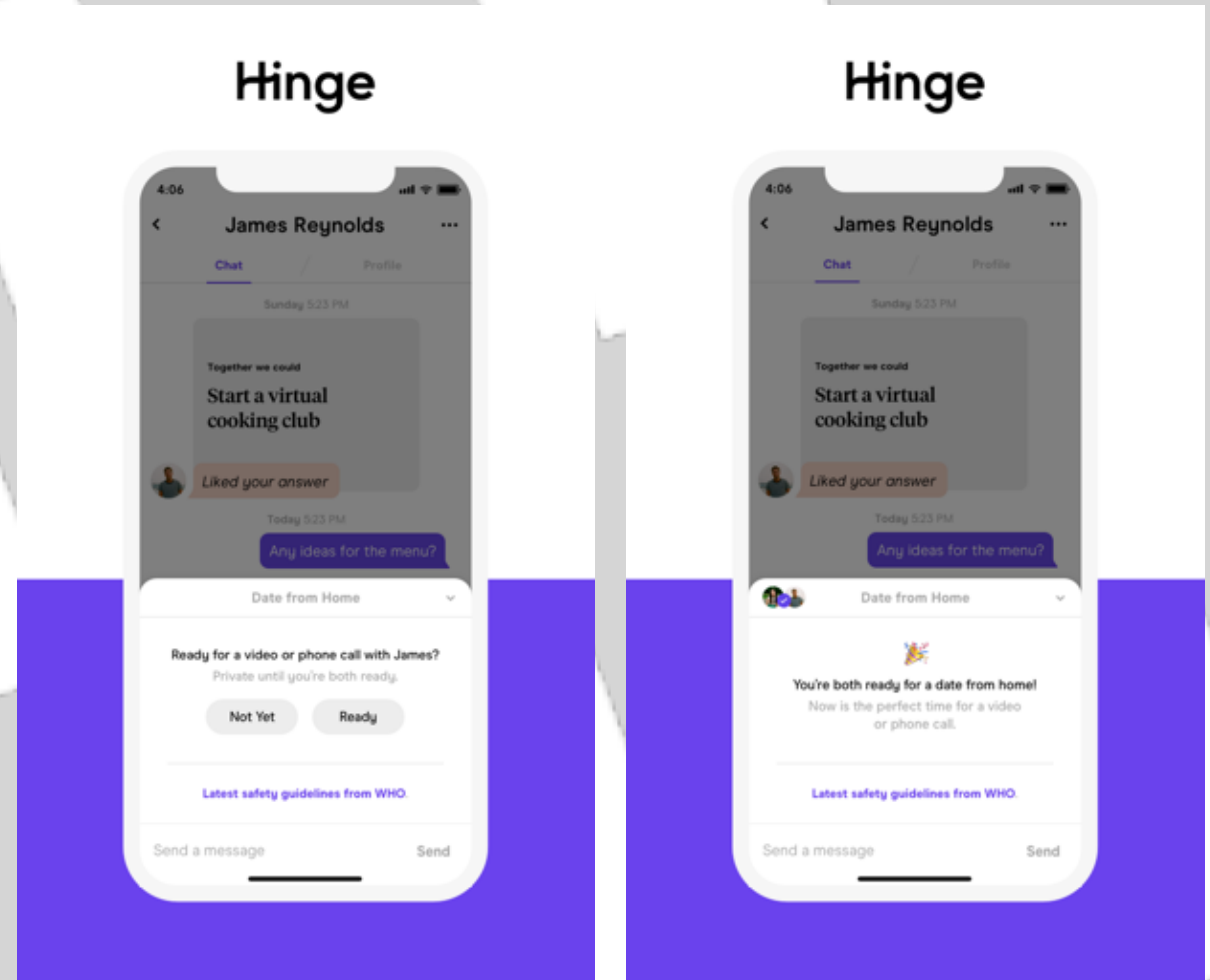
Increased time in close quarters during a pandemic is stressful on any relationship, leading to plenty of jokes about an upcoming trend of ‘coronavirus divorce’.

Kasoku, a Japanese short-term rental company, is offering empty, fully-furnished apartments for those who need a break from their significant other, roommate, family, or simply just looking for a fresh wall to work in front of during the state of emergency lockdown. The offer even comes with a free 30-minute divorce consultation with a legal official for those interested, recognizing that sometimes a third party (and new space) is needed to help couples struggling.

Hinge

Recognizing the challenges of dating when socially distancing, 'Date From Home' is the dating app's newest pop-up message feature that can let users know whether or not someone is ready for a virtual date, then take the conversation off the app and onto video or voice calls.

By working to close the physical gap digitally, the brand is helping to find ways to drive connections at a time people feel more disconnected than ever.



HBO

HBO launched #StayHomeBoxOfficeProgramming, unlocking 500+ hours of premium content for free, including every episode of 9 HBO series, all without advertising. Consumers are also now able to watch 20 minutes from Warner Bros. and 10 HBO documentaries/docuseries for free via HBO's HBO Now and HBO Go. While HBO isn't giving all shows away for free and says its only available for a "limited time," focusing on the goal "to provide some entertainment relief for those doing their part to keep everyone safe and healthy in this time of social isolation" is a brand strategy that ultimately pays off in sentiment (and, hopefully, entices long-term subscriptions).



Infiniti USA



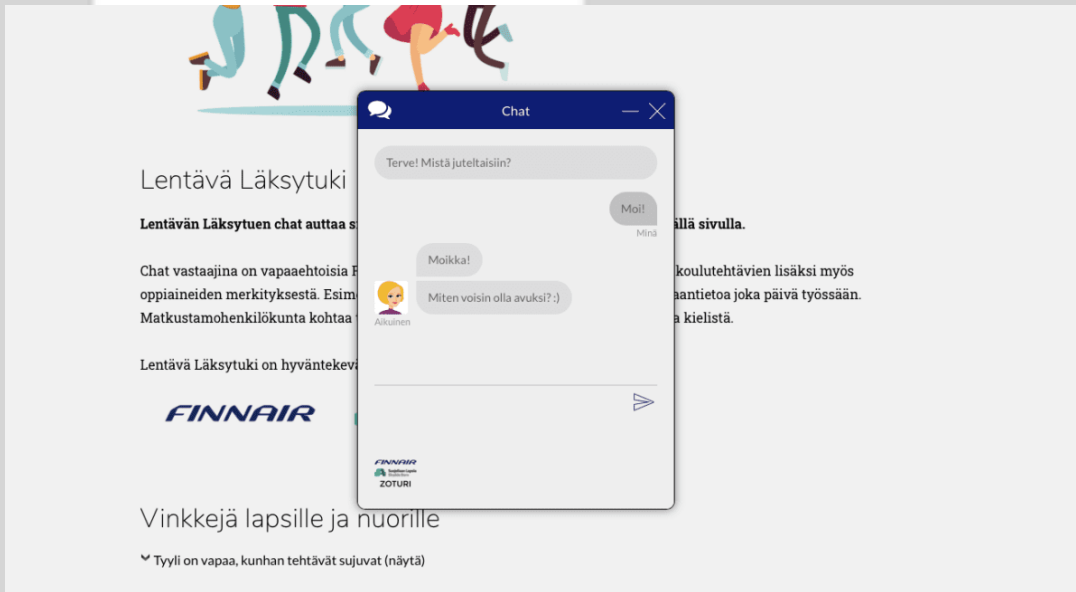
Recognizing everyone's daily routines, especially the weekday commute, has drastically changed, Infiniti USA launched a social campaign featuring first-person videos showing how those who previously worked in office settings across the country are changing up their commutes from driving from home to the office to strolling from their bedroom to their in-home office setups. Designed to bring a feeling of positivity and connectivity to those who are struggling with their new 'commutes' and office situations, the goal is to drive (literally) viewers to submit their own "Work From Home Commutes" to be featured. It's a fun way to drive empathy and a sense of togetherness.

Burger King

Trying to learn at home can be challenging not only for the parents who have suddenly become teachers, but also the kids who may be losing motivation and ability to focus as the days go by. In the U.S., Burger King is motivating students to focus on their studies, letting them unlock free Whoppers by answering math, literature and science questions from the brands. Throughout the month, the QSR is posting questions on its social media channels, and kids can answer via the BK app to earn free food. It's a great way to help find new sources of motivation for burnt out students, and a welcomed support by exhausted parents.



Finnair



As the airline industry is hit hard by COVID-19, some employees are trying to turn around their situations and find something good in them. Over 40 laid-off employees from Finnair have launched 'Flying Lesson Help Chat', offering online homework support for kids with their school lessons.

Based on their individual educational backgrounds, the ex-employees are contributing their time and smarts to help kids keep up with their online lessons.

MoMA

New York City's MoMA museum may be physically closed, but the art institution has launched a series of free online art courses to support its curators and artists. Offering education, inspiration and a chance to learn from those featured in MoMA's exhibitions and collections, all classes are available via coursera, enabling students to learn at their own pace. As people are looking for ways to learn and entertain themselves, this is a great crash course in culture for all ages and provides measurable markers to feel a sense of accomplishment at a time when days seem to blend together.





6. Maximizing *moments of happiness*

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Some brands have recognized that supporting people's mental and emotional wellbeing is extremely important during a time when many are feeling more anxious and uncertain than ever before. With uncertainty comes chaos; it's critical for people to find that inner calm and consistency day by day.

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.

Teen Vogue

For teens who have been devastated to see their high school proms and graduation commencements cancelled, Teen Vogue is here to help. The Conde Nast brand is launching a virtual prom in May and a commencement ceremony in June via Zoom. Prom will be hosted by Peoples Wagner and a slew of other celebrities, as well as custom playlists and backgrounds for those who want to celebrate. Commencement for seniors will happen on Zoom as well, featuring speeches from preselected valedictorians, industry leaders and celebrities. Virtual events like these is a prime example of how brands are working to deliver moments of happy to consumers who have lost the milestones or major events they have been looking forward to and working towards.



P&G + TikTok

Tapping into the TikTok trend of viral dances, P&G kicked #DistanceDance, a fundraising campaign powered by social media stars, inspired by the Governor of Ohio, and focused on getting people to stay home for social distancing while taking actions to support. With over eight billion views and 1.7 million imitations of the dance from kids, adults and celebrities, #DistanceDance's offering of a fun indoor activity while raising donations from P&G for Feeding America and Matthew25 for the first 3 million videos is a win-win for those looking to do good while doing something with their time.



Regal Entertainment

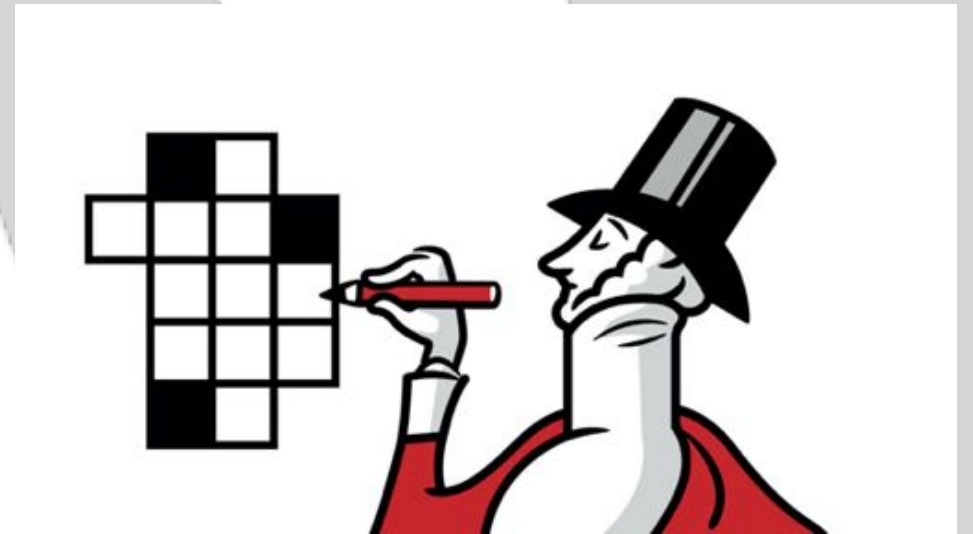
Movie theatres may be closed, but theatre chain Regal Entertainment is trying to keep consumers entertained, launching AR games available via its Regal App. All of the games, such as “Pop-a-Corn,” “Movie Mazes,” etc. are all inspired by the movie-going experience, and designed to keep consumers utilizing the app despite not buying movie tickets.



At a time when theatres can't be sources of entertainment, it's a savvy way to pivot to providing in-home entertainment that keeps the brand relevant.

The New Yorker

Amongst the publication's most famous assets is its crossword puzzle, which has gotten an upgrade for pandemic-driven social distancing. The New York has launched an online Partner Mode, a feature that enables users to share solving crossword puzzles with fellow solvers anywhere from the same room to a different country. All a user has to do is share a link via mobile to someone to engage them in puzzle play, enabling people to play together in real time, or their own personal paces. Partner Mode is available for both The New Yorker's Weekday and Weekend crosswords, ensuring that, no matter when you puzzle, there's new ways of feeling connected through the hobbies consumers already enjoy pre-pandemic.



NBC & Target

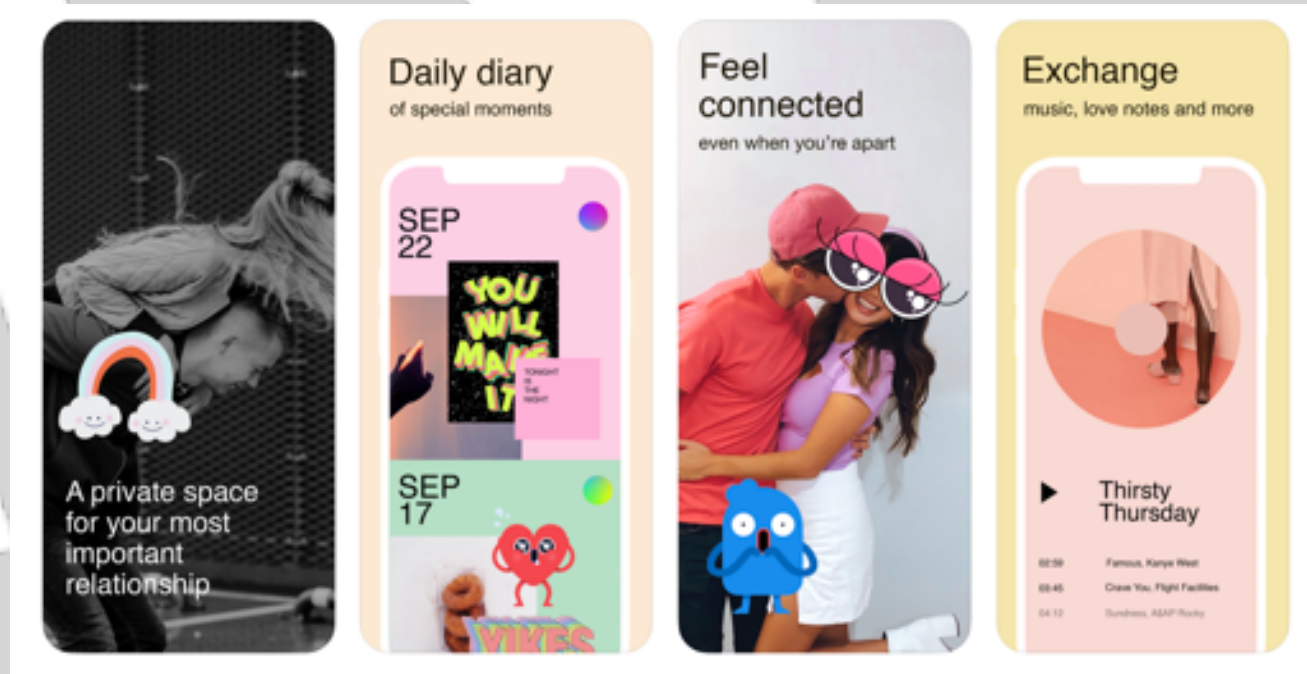


To provide family-friendly programming that's free and easy to access in the U.S., Target & NBCUniversal are partnering for a weekly family movie night across four networks (NBC, USA, Syfy, E!), reducing the usual number of national ads by over 30 minutes across the movie's three-hour run (Fun fact: a standard U.S. three-hour movie telecast has ~46 minutes of ads). This simulcast is a great way to give back to consumers looking for cost-efficient and simple moments of entertainment, reprieve from thinking of family activities, and way to bring people into the NBCUniversal family in real-time ways usually reserved for live events.

Tuned

For a myriad of reasons, not everyone who wanted to has been able to socially distance or stay-at-home together. Facebook's new couples messaging app is designed to keep couples who aren't together connected and communication, even when forced to remain physically apart.

Designed to serve as a digital scrapbook (e.g. sharing music, photos, voice memos, etc.), Tuned is made to "give people entirely new experiences for building community" via a "private space" where couples can "be yourselves."



Sesame Workshop

Adapting to online calls for work is hard; adapting to a life of online classes, no playdates and zero socialization is even harder on young children, who don't quite grasp what is going on in the world. As a part of the nonprofit's Sesame Street #CaringForEachOther COVID-19 platform, the show aired Elmo's Playdate, a :30 minute 'digital happy hour' featuring Elmo and his quarantined friends doing a 'video chat'. Not only could kids participate in songs, dance breaks and other games, but also glean a better, child-friendly understanding of some of the new challenges and behaviors going on that may impact them and their families.



Burger King

With all restaurants in France closed, Burger King France is helping consumers fulfil their Whopper cravings by advertising “Le Whopper de la Quarantine,” or “Quarantine Whopper,” showing how to utilize store-bought ingredients to replicate a Whopper at home.

It’s a great example of a brand helping consumers take actions that will provide satisfaction and in-home happiness, with people tweeting at the brand photos of their own versions of the infamous sandwich.





7. New channel *entertainment*

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There has been a huge growth on the number of brands who are experimenting with live-streamed virtual events across nearly every platform, 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.

NASCAR



While live races are cancelled for the time being, NASCAR found a way to keep the sport (and sports fans' engines) revving. Partnering with Fox Sports, NASCAR launched the eNASCAR iRacing Pro Invitational Series, 90-minute “simulation style” eSport events featuring NASCAR drivers and Fox NASCAR commentators. Tapping into the combined power of eSports viewers and NASCAR fans, it’s a smart way to keep the sport alive in digital times.

Team GB, TikTok & British Red Cross



While the Olympics may have been canceled, British Olympic athletes from Team GB (including Sam Ward) are banding together to recreate the sporting events from their homes, giving consumers the chance to watch while also supporting the British Red Cross. The #IsolationGames, hosted on TikTok, not only entertain, but also encourage viewers to help fund the British Red Cross' coronavirus response. It's a fun way to see creativity in action, that any sport can be adapted to the home, to see people's favorite athletes in action, and also support a worthy cause.

Pepsi



Pepsi sponsored One World: Together At Home, a global entertainment special organized by WGO and Global Citizen, broadcast and livestreamed across networks, Amazon Prime Video, Twitch, YouTube, iHeartMedia, Apple, and more. Focused on celebrating workers on the frontlines, the virtual concert features performances and appearances from celebrities, musicians, athletes, activities, world leaders, and more.

The goal of the organized entertainment was to help drive attention and support for WHO's work, as well as frontline healthcare workers' needs, towards combating COVID-19. The event raised \$127.9 million for COVID-19 relief.

Häagen-Dazs



As brands invest in ways to bring entertainment into consumers' homes, the ice cream brand launched a weekly in-home entertainment series, 'Secret Sofa'. Every week, the brand shares a newsletter revealing the 'Secret Sofa' screening of the week (including how to access it), a pre-screening narrative (offering attendees the details they need to dress up as characters, learn choreographed dances, create playlists, etc.), as well as a weekly code to order the Häagen-Dazs' flavor of the week via a collaboration with Amazon Prime Now.

It's a smart way to not only serve up some fun, but also provide a way to create an entire brand-driven experience (i.e. ice cream to accompany the film, ideas to activate surrounding the film), going beyond simply unlocking free content.

Disney

To help those families find fresh activities and content that capture both the mind and imagination, Disney launched DisneyMagicMoments.com, touting activities, stories and video clips from their brands, including Walt Disney Animation Studios, Pixar, Marvel, Star Wars, and National Geographic. Amongst the content is a virtual ride-through a Disney Parks ride, behind-the-scenes looks into how favourite movies are made, Disney animator-led classes on how to draw beloved characters, and more.

It's an example of brand-driven goodwill and a way of providing tools for thriving, not just surviving, in quarantine.

#DisneyMagicMoments

#DisneyMagicMoments lets you experience the magic of Disney wherever you may be. Enjoy Disney, Pixar, Star Wars, Marvel, and National Geographic with stories, videos, and activities to inspire imagination and discovery among kids, fans, and families alike.



Warner Bros & Harry Potter



Recognizing that going to a theme park is a long ways away, brands like Warner Bros. are bringing some of the park magic to at-home consumers. “Harry Potter at Home” is a new online space for families and fans not only looking for a bit of entertainment ideas, but also just wishing for a dose of magic right now. Designed to “bring Hogwarts to you,” the site features everything from how to videos (e.g. making Ravenclaw shoelaces) to quizzes to puzzles and other Harry Potter-related content.

Digital destinations like this offer ways of capitalizing on increased screen time across all ages as well as the need for maximizing creativity on minimized budgets.



8. Scabs vs. *scars*

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Our final approach is new; brand attempts to guess what consumer behaviours will be scabs in the near future vs. more permanent scars.

If you think about all of the ways consumer behaviours have rapidly altered from the mundane everyday actions and routines being turned upside down to how spending and content consumption is prioritized, there are plenty of emerging behaviours online and offline.

As we move towards whatever the ‘new normal’ is for the coming weeks, months, and even longer-term, which behaviours consumers currently have adopted will fade away in 6-18 months as scabs, and which behaviours will solidify as scars, permanently changed and forever impacting the ways consumers engage with the world (and brands) around them? While we will not know for sure what will be a scab vs. scar for a long time, we’re seeing brands take guesses at what those behaviours could be.

Chick-fil-A



Few doubt that increased sanitary measures will be a longer-term behavioral shift, and some brands are already planning to answer those inevitable demands. QSR Chick-fil-A announced that it will be installing handwashing stations in all drive-thru and mall locations in the month of April.

This update to its safety procedure is a direct response to COVID-19, but also a future-proofing measure to ensure guest comfort & staff safety.

Stagekings



Many people who now work from home do not have the proper setup, which can add frustration to an already stressful situation. With concerts and music festivals either cancelled or on hold, the Australian stage and festival builder has pivoted to create adorable work-from-home desks for those who are now, and may be for the foreseeable future, working from home. These new desks, IsoKing desks, are designed to provide efficient places to work, with a portion of every dollar going to the 'Support Act' to support music workers impacted by the inability to perform or tour.

Airbnb

While travel may be down, wanderlust always has a place in consumers' hearts and brains. As a result, Airbnb launched 50 virtual 'Online Experiences' in partnership with local organizations, offering free "stay at home" experiences and opportunities to try new experiences and explore unique events. Think everything from a guided meditation with sheep to a cello meditation class led by The Wong Janice in Amsterdam to joining USA bobsled Olympian Lauren Gibbs for a day-in-the-life training opportunity. It's a smart way to give Airbnb hosts new ways to bring unique experiences to inquisitive consumers who are not currently physically traveling in a virtual face-to-face way, while delivering new experiences to those craving change.

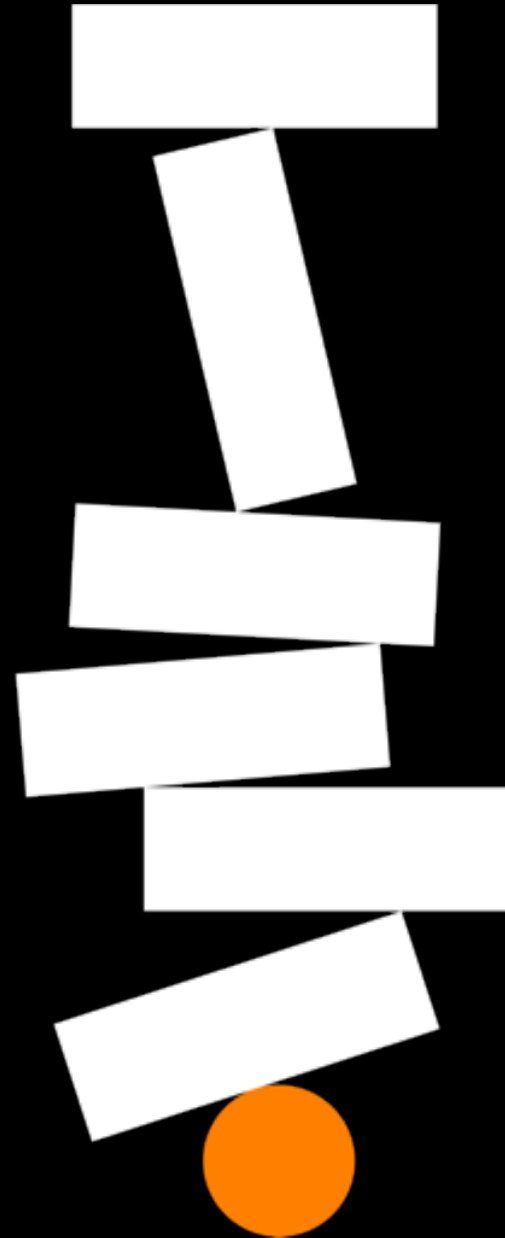


Verizon



Understanding that consumers may not feel comfortable having people inside their homes or offices in the near future, including service technicians, the company launched a virtual assistant tech tool that enables Verizon to provide customer service without needing a field technician to be dispatched. Enabling Verizon to maintain social distancing while still providing critical customer service, consumers (both residential and small business) that need support for video services, wireline voice or data can utilize the virtual assistance, video chat app and self-service portal to get technician assistance through a smartphone. Users can send images or live video, and work through the issue with a technician who will remain outside the home or office, giving recommendations (including even drawing on a user's images) to help them work through the problem.

Final thoughts



Final *thoughts*

As we continue to reiterate, this is an extremely fast-moving communications environment with a huge amount of new work being generated daily and new lanes forming fast and fierce.

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 few weeks can act as useful stimulus for own approach.

Questions?

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