

Creativity in Quarantine?

How are brands reacting to the COVID -19 crisis?



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

Mark Ritson

How should brands behave in these times of global crisis?

Some in the brand world have silenced their communications; challenged by uncertainty, the implications of social distancing, and the negative consumer reaction to advertising certain categories in times of crisis.

Many brands have reacted quickly, publishing statements about how they are adapting their business to meet today’s challenging conditions. In general this takes the form of PR or social media messaging from the C-suite explaining simply and clearly the steps they are putting in place to safeguard their customers and employees, as well as how they will deliver some form of business continuity. This is good crisis management practice.

**“All businesses
have a key role to
play in minimising
the likelihood of
transmission and
impact on
society”**

*ICC-WHO Joint Statement
16th March 2020*

But other brands have stepped up beyond crisis management, being agile in finding new and innovative ways to have a wider role for people at this difficult time.

These brands are looking beyond their immediate sales driving needs, taking a broader view on how they can proactively support society. Their approaches are likely to have both an immediate and a longer-term positive impact on brand health, trust and salience.

This document examines the approaches that these brands have taken with the intention of acting as stimulus for your own activities.

Seven Supportive Approaches

While there's no one right way to move forward, we at Wavemaker believe it's time to invest in supporting the greater good, however your brand can.

This is an extremely fast-moving environment and we see a plethora of new work arriving daily. However, by examining the best work globally over the past 14 days, we can identify seven innovative approaches that brands are pursuing.

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*



1. Supporting the *front-line*

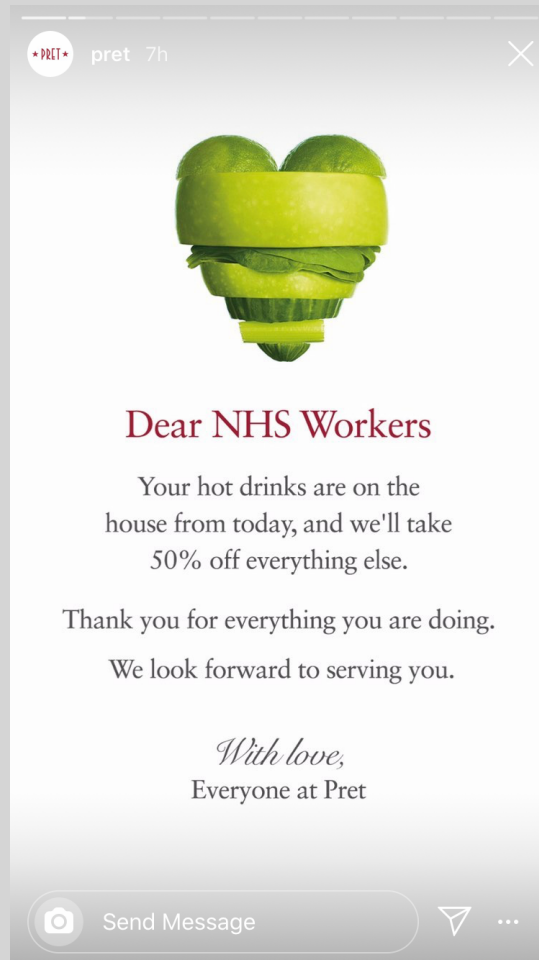
1. Supporting the *front-line*

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.

Discounted or free products and services for health workers are being offered by a wide range of companies worldwide from taxi providers to food retailers to cosmetics companies.

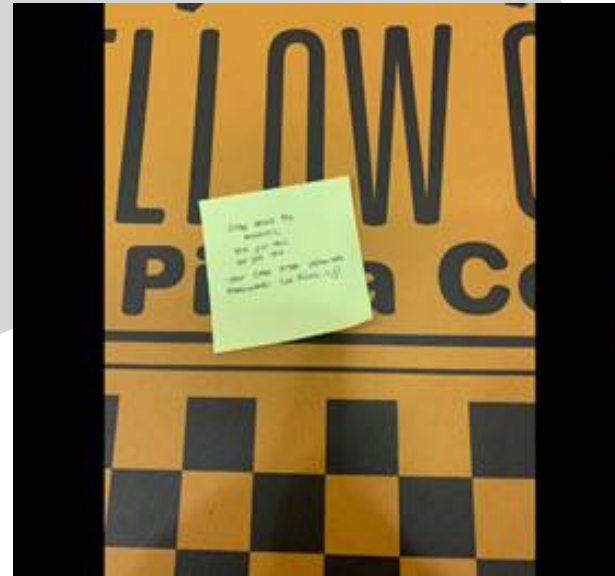
Some companies are being targeted and discrete in communicating these generous offers, while others are leveraging social media to reach as many potential people to support as possible. Both are being reported widely by the media and it seems likely that a positive by-product will be a beneficial effect on the overall consumer perception of these companies.

Pret a Manger & L'Occitane

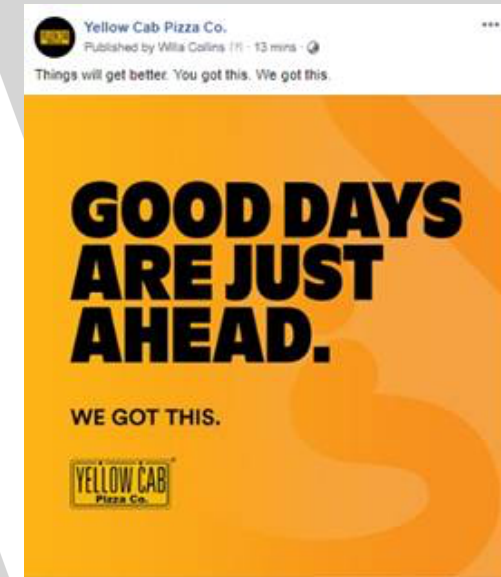


Free and discounted products offers sent via social media to UK NHS staff.

Yellow Cab Pizza



In the Philippines, local pizza chain 'Yellow cab' initiated a "We got you, Frontliners" project. They delivered 250 boxes of pizza to 46 hospitals and clinics together with handwritten notes of thanks and positivity collected from their staff and customers.



Feed

French freeze-dried food company
Feed announced on March 15 that it
will supply hundreds of thousands of
free meals to the central supply
depots of hospitals across the country.

To activate this, hospitals need only
send a request to support@feed.co

Feed.
13,065 followers
3d • 🌐

Anthony Bourbon ✎ • 2nd
Founder & CEO at Feed.
3d • Edited • 🌐

🔔 **IMPORTANT : Feed. se mobilise et offre des centaines de milliers de repas complets à toutes les personnes sur le front : Infirmières, brancardiers, médecins urgentistes, ambulanciers, SAMU, pompiers...**

📌 Partagez autour de vous : Si des personnes affiliées aux centrales d'approvisionnement des hôpitaux ou d'associations lisent ce message, contactez nous à soutien@feed.co pour recevoir gratuitement de gros volumes de Feed. 📌

Comme vous l'imaginez, il y a une très forte demande de produits Feed. en ce moment, et je voulais personnellement aborder, en toute transparence, certains points qui reviennent très souvent ces derniers jours.

Lisez la suite du communiqué officiel ci-en bas 📌

Contre le **#covid19**, plus que jamais, restons unis, solidaires, résilients et déterminés.

Bon courage à tous !

#solidarite #coronavirus #France Philippe Englebert Cedric O

[See translation](#)

🔔 **IMPORTANT:** Feed. mobilizes and offers hundreds of thousands of complete meals to all people on the front line: Nurses, stretcher-bearers, emergency doctors, paramedics, EMS, firefighters... 📌 **Share Around You:** If people affiliated with hospital or association supply plants read this message, contact us at soutien@feed.co to receive large volumes of Feed free. 📌 As you can imagine, there is a very high demand for Feed products. at the moment, and I personally wanted to address, in full transparency, some points that have come up very often in recent days. Read the rest of the official press release below 📌 **Against #covid19** the, more than ever, let us remain united, united, resilient and determined. Good luck to you all! **#solidarite #coronavirus #France Philippe Englebert Cedric O**

Feed.
Communiqué officiel d'Anthony Bourbon.
Fondateur & CEO de Feed.

Avec le Covid-19, nous devons tous rester solidaires et montrer l'exemple.

Comme vous l'imaginez, il y a une très forte demande de produits Feed. en ce moment, et je voulais personnellement répondre, en toute transparence, à certaines questions qui reviennent très souvent ces derniers jours.

- 01 Partagez autour de vous : Feed. se mobilise.**
Nous offrons à toutes les personnes sur le front (infirmières, brancardiers, médecins urgentistes, ambulanciers, SAMU, pompiers, etc.) des centaines de milliers de repas Feed. Si des personnes affiliées aux centrales d'approvisionnement des hôpitaux ou d'associations lisent ce message, contactez-nous à soutien@feed.co pour recevoir gratuitement de gros volumes de Feed.
- 02 Nous faisons le nécessaire pour éviter les ruptures de stock** et que nos livraisons via notre site internet ne soient pas impactées. Cependant, il y a beaucoup de consommateurs qui sur-stockent plus que de raison, en passant de très grosses commandes. Merci de n'acheter que ce dont vous avez besoin afin que le plus grand nombre puisse recevoir des repas et que notre chaîne logistique encaisse les volumes en hausse constante, tout en ayant la possibilité d'en distribuer gratuitement à des organismes/hôpitaux.
- 03 Ni les ingrédients, ni les chaînes de fabrication ne présentent de risque de contamination** (personnel formé et équipé, matière première lourdement contrôlée et lignes de production et conditionnement aseptiques). De plus nous garantissons l'absence totale d'ingrédient d'origine animale dans l'ensemble de nos recettes (le virus ne se transmet pas par les végétaux). Enfin, dans la dernière saisie Anses N°2020-SA-0037 du 09 mars 2020, les contaminations par voies digestives sont écartées. Consommer du Feed. est donc parfaitement sans risque. Nous avons stoppé la livraison en points relais (souvent fermés). Mais vous pouvez vous faire livrer chez vous sans danger.
- 04 Des rumeurs sur des augmentations de tarifs Feed. à venir circulent. C'est faux.** Nous avons par contre constaté que des personnes revendaient du Feed. à des prix exorbitants. Nous condamnons et luttons contre ces pratiques. Notre seul site officiel est www.feed.co
- 05 Même si ce n'est pas notre objectif en période « normale », vous pouvez parfaitement vivre en mangeant uniquement du Feed.** Vous n'aurez aucune carence. Nos nutritionnistes et diététiciens se tiennent à votre disposition pour vous apporter toutes les informations complémentaires (service client : +33 9 70 73 18 71 du lundi au vendredi).
- 06 Les repas Feed. peuvent se conserver au moins 12 mois** dans un endroit sec et à température ambiante (pas besoin de réfrigérateur). Si vous n'avez pas accès à l'eau courante, vous pouvez opter pour les barres ou les « prêts-à-boire ». La solution la plus économique est de privilégier les sacs de 20 repas + shaker (à partir de 2,40€ le repas).
- 07 La santé de l'équipe Feed. est notre priorité.** Nous sommes en télétravail et évitons tous les transports/réunions. Nous restons à votre disposition par téléphone, mail, visioconférence.
- 08 Nous poursuivons nos activités** et les projets sur lesquels nous travaillons depuis plusieurs mois (nouveaux produits/lancements, recrutements).

Je communiquerai régulièrement dès que nous aurons de nouvelles informations à partager. Plus que jamais, restons unis, solidaires, résilients et déterminés.

Bon courage à tous.
Anthony Bourbon.
Fondateur & CEO Feed.

Gojek

Singaporean taxi company Gojek has launched a new initiative called 'GoHeroes' to support "frontline heroes," - healthcare workers and medical professionals.

Gojek has partnered with all public hospitals to offer ride vouchers worth S\$10 each, which they can distribute to their staff over the next three months.





2. Re-purposing *production*

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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.

A small number of these brands have taken the radical step of altering their production processes to manufacture different and more needed products, putting the greater good ahead of quarterly profits.

This is clearly a huge undertaking and investment, undoubtably impacting their short to medium term profitability. But the positive sentiment generated across consumers and the media will reap benefits into the long term.

LVMH Perfumes & Cosmetics businesses have pivoted to produce hydroalcoholic gel for public authorities. The gel will be given free to French health authorities and hospitals.

 **Michael Cappetta** ✓
@MCappetta

Good Business: First look as owner of @LouisVuitton @MoetUSA changes all perfume factories to mass produce hand sanitizer to be distributed for Free in France (Video: @LVMH)



37.7K 6:45 PM - Mar 16, 2020

13.9K people are talking about this

 **Romain de JORNA**
@romaindejorna

Merci @LVMH merci #christiandior
Le produit est magnifique dans tous les sens du terme !



8,496 5:31 PM - Mar 17, 2020

2,703 people are talking about this

Brewdog



The independent brewer has begun producing “punk sanitiser” hand gel at its distilling facility.

Brewdog will be distributed free to those who need it. Brewdog’s founder, James Watt, announced on social media, “We are determined to do everything we can to try and help as many people as possible stay safe.”

Zara

Spanish clothing retail behemoth Zara has announced that they are taking a €287m hit to inventories by producing gowns and masks for patients and medical workers alike.

In a statement to Vogue the fast-fashion behemoth explained that it "will make a delivery at least once a week."

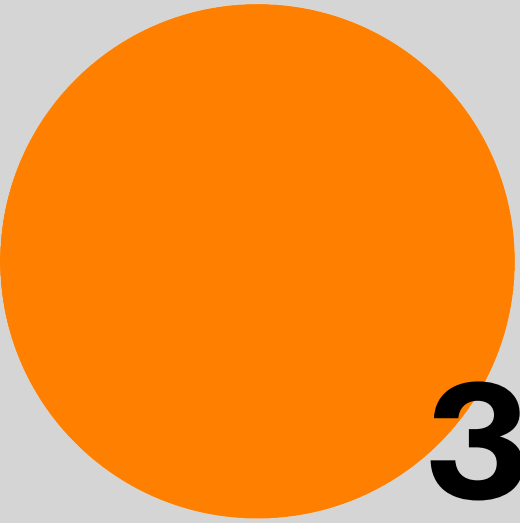


Foxconn

Chinese electronics giant Foxconn, maker of the Apple iPhone has switched part of its production to making surgical masks.

Foxconn aims to produce two million masks a day by the end of the month. "In this war against the epidemic, every second counts," the firm said on the social media platform WeChat.





3. Aiding *the vulnerable*

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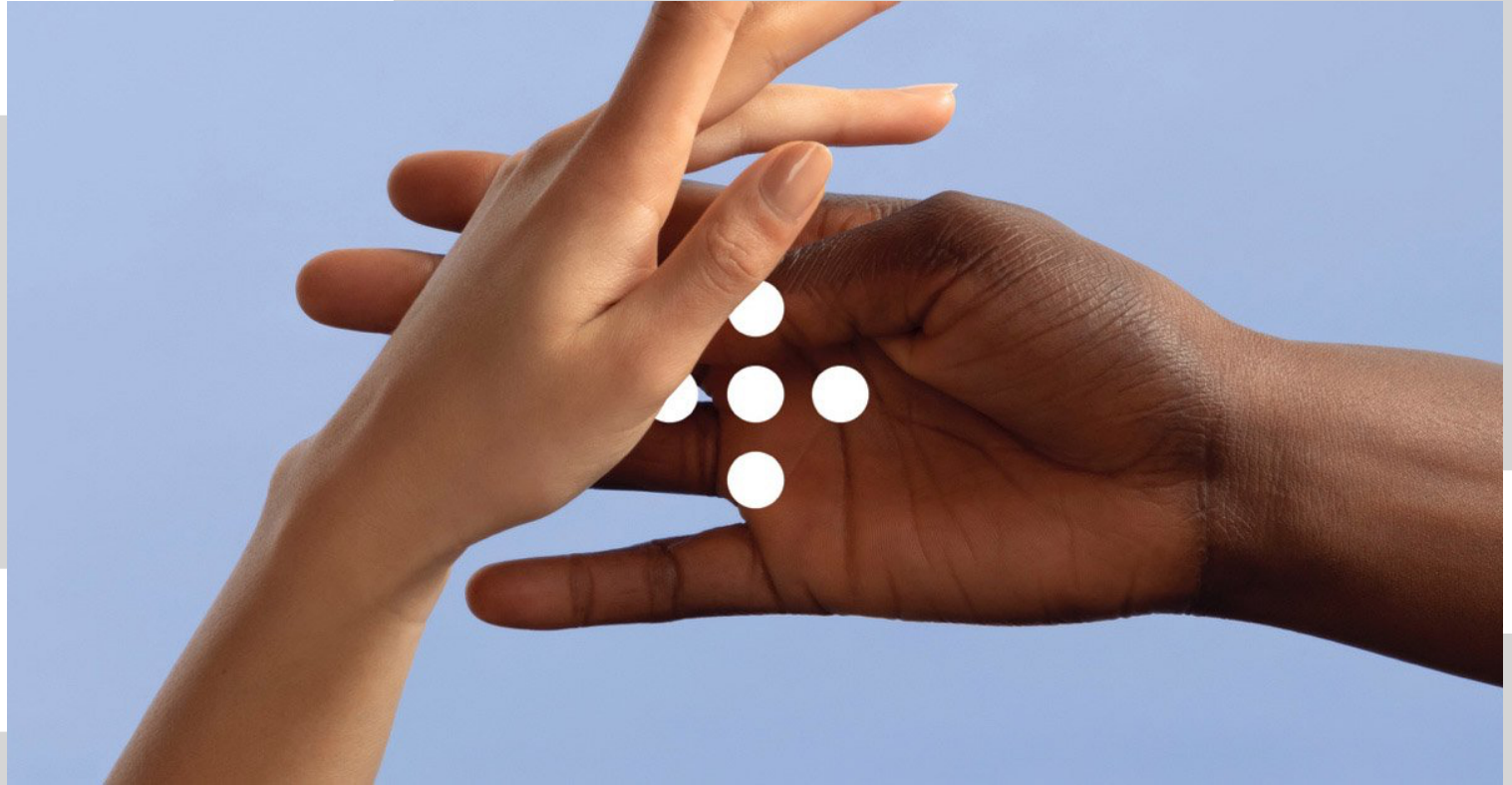
Some brands are focusing on helping those consumers who are most immediately vulnerable to the effects of the crisis.

Whether it's by helping the elderly and those with underlying medical conditions who need immediate access to goods and medical help today, or helping people financially whose livelihoods are at risk, these brands are finding ways to make their lives safer and less stressful.

We know that we are still in the early stages of the pandemic, so we will see these approaches developing to recognize the longer-term struggles COVID-19 will create.

One Medical

The health care provider known for its always-on digital platform has increased focus on helping users diagnose & treat without going to a physical doctor's office or hospital. Its "Treat Me Now" in-app feature has added COVID-19 screening questions for real-time support. The goal is to increase virtual medical care and decrease the burden on local hospitals



Sainsbury's, Iceland, Tesco & Lidl



One of the biggest public concerns has been whether essential food and household items will remain in good supply at supermarkets.

In order to ensure that there is enough produce to go around, supermarket chains including Sainsbury's, Iceland, Lidl and Tesco have been introducing measures at their stores, including offering a dedicated shopping hour to the elderly and rationing the sale of certain products.

Meny

Meanwhile, local Danish supermarket Meny took a stand against hoarding, posting signs that read:

1 bottle of sanitiser: 6 DKK

2 bottles of sanitiser: 125 DKK

As the store manager explained, "I did it so that people would look at themselves in the mirror before taking it in their shopping basket."



Monoprix & Franprix

MONOPRIX

DÉCOUVREZ NOS 3 PANIERS DE PRODUITS DU QUOTIDIEN
ET PASSEZ COMMANDE AU **0 800 05 8000** Service & appel gratuits

PANIER STANDARD 1 personne. 3-4 jours 30€	PANIER PLUS 1 personne. 3-4 jours 45€	PANIER BIO 1 personne. 3-4 jours 40€
TORSADES GIRONDOLE BARILLA 1 paquet de 500g	COQUILLETES MONOPRIX GOURMET 1 paquet de 250g	PENNE AU BLÉ INTÉGRAL MONOPRIX BIO 1 paquet de 500g
RIZ BASMATI MONOPRIX 1 paquet de 500g	RIZ BLANC MONOPRIX GOURMET 1 paquet de 500g	RIZ BLANC MONOPRIX BIO 1 paquet de 500g
VELOUTÉ DE 10 LÉGUMES LIEBIG 2 x 30cl	PETIT POIS CAROTTES MPX GOURMET 1 bocal de 215g	MOULINÉ DE LÉGUMES VERTS LIEBIG 1 brique de 1L
HARICOTS VERTS CASSEGRIN 1 boîte de 110g	CŒUR DE LAITUE MONOPRIX 1 sachet de 70g	LENTILLES VERTES MONOPRIX BIO 1 boîte de 255g
MÂCHE MONOPRIX 1 sachet de 125g	TOMATE GRAPPE Catégorie 1 – env. 1 kg	MÂCHE ET ROQUETTE MONOPRIX BIO 1 sachet de 100g
TOMATE GRAPPE Catégorie 1 – env. 1 kg	ŒUFS FERMIS DE POULE LOUÉ 1 boîte de 4	CAROTTES MONOPRIX BIO 1 sachet de 1kg
ŒUFS FERMIS DE POULES LOUÉ 1 boîte de 4	FILET DE POULET MONOPRIX 1 barquette de 2 – env. 300g	ŒUFS FERMIS DE POULES LOUÉ BIO 1 boîte de 4
FILETS DE POULET MONOPRIX 1 barquette de 2 – env. 300g	SAUMON FUMÉ D'ÉCOSSE MONOPRIX 1 sachet de 2 tranches - 70g	ESCALOPE DE DINDE MONOPRIX BIO 1 barquette de 1 filet – env. 120g
THON ALBACORE MONOPRIX 1 boîte de 140g	BEURRE DOUX MONOPRIX 1 plaquette de 125g	THON BLANC GERMON PETIT NAVIRE 1 boîte de 140g
BEURRE DOUX MONOPRIX 1 plaquette de 125g	PARMEGIANO RÂPÉ MPX GOURMET 1 pot de 70g	BEURRE DOUX MONOPRIX BIO 1 plaquette de 250g
CONCENTRÉ TOMATES LOUIS MARTIN 3 x 70g	PESTO ALLA GENOVESE MPX GOURMET 1 bocal de 190g	EMMENTAL RÂPÉ MONOPRIX BIO 1 sachet de 100g
CRÈME FRAÎCHE MONOPRIX 30% de M.G - 1 pot de 10cl	CRÈME FRAÎCHE MONOPRIX GOURMET 40% de M.G - 1 pot de 20cl	SAUCE TOMATES BASILIC MONOPRIX BIO 1 pot de 200g
CAMEMBERT LE RUSTIQUE 45% de M.G - 250g	CAMEMBERT A.O.P. GILLOT 1 boîte de 250g	CRÈME FRAÎCHE MONOPRIX BIO 30% de M.G - 1 pot de 20cl
CHOCOLAT NOIR EXCELLENCE 70% LINDT 1 tablette de 100g	CHOCOLAT NOIR AUX ÉCLATS DE FÈVES MONOPRIX GOURMET 1 tablette de 100g	EMMENTAL RÂPÉ MONOPRIX BIO 1 sachet de 100g
TORTINAS MONOPRIX GOURMET 1 paquet de 126g	TORTINAS MONOPRIX GOURMET 1 boîte de 126g	CHOCOLAT NOIR 74% MONOPRIX BIO 1 tablette de 100g
YAOURT NATURE MONOPRIX 4 x 125g	YAOURT GREC MONOPRIX GOURMET 1 pot de 375g	GALETTES BRETONNES MONOPRIX BIO 1 boîte de 125g
BANANE BIO MAX HAVELAAR Env. 1 kg	AVOCAT HAAS MÛR À POINT 1 pièce	YAOURT NATURE MONOPRIX BIO 4 x 125g
ORANGE MPX TOUS CULTIV'ACTEURS Catégorie 1 – env. 1 kg	POMME GOLDEN MPX TOUS CULTIV'ACTEURS Calibre 190/220 – env. 1 kg	BANANE BIO MAX HAVELAAR Env. 1 kg
LAIT ½ ÉCRÉMÉ MONOPRIX 1 brisque de 1L	LAIT ½ ÉCRÉMÉ MONOPRIX 1 brisque de 1L	POMME GOLDEN MPX TOUS CULTIV'ACTEURS Calibre 190/220 – env. 1 kg
PAIN DE MIE COMPLET MONOPRIX 1 paquet de 250g	PAIN DE MIE COMPLET MPX GOURMET 1 paquet de 14 tranches	LAIT ½ ÉCRÉMÉ LACTEL BIO 1 bouteille de 50cl
PAPIER TOILETTE MONOPRIX 1 pack de 6 rouleaux	PAPIER TOILETTE 3 ÉPAISSEURS MONOPRIX 1 pack de 6 rouleaux	PAIN CAMPAGNE LEVAIN MONOPRIX BIO 1 paquet de 13 tranches
GEL DOUCHE LAIT AMANDE LE PETIT MARSELLAIS 1 flacon de 250ml	GEL DOUCHE LAIT D'AMANDE LE PETIT MARSELLAIS 1 flacon de 250ml	PAPIER TOILETTE MPX JE SUIS VERT 1 pack de 4 rouleaux
MOUCHOIRS MONOPRIX 1 boîte 110	MOUCHOIR 2 ÉPAISSEURS MONOPRIX 1 boîte de 110	GEL MOUSSE LAIT LE PETIT MARSELLAIS 1 berlingot de 250ml

LISTES POUVANT VARIER SELON STOCKS DISPONIBLES EN MAGASIN

Ne pas jeter sur la voie publique

French supermarket chains Monoprix & Franprix have created a new call & deliver toll-free number for the elderly only.

Customers have the choice between 3 shopping baskets:

- 30 euros which contains a batch of food, basic hygiene and maintenance products.
- 40 euros, with 100% organic products.
- 45 euros, with food from its “gourmet” range.

Burger King

Burger King has chosen to support families who are concerned about expenses and getting meals on the table.

From March 20th to April 6th, consumers can get two free kids meals with any in-app or drive-thru purchase.

As families try to manage complexities like budgets, job insecurity and keeping a sense of normalcy at home, easy wins like helping get meals on the table go a long way for building long-term relationships.



Jameson



Two things that don't usually mix well are St. Patrick's Day and social distancing. However, Jameson found a way to encourage consumers to enjoy their celebrations at home safely while supporting local bartenders.

Jameson is working to not only encourage social distancing, but also invest in the people who drive connections between their producers and consumers: bartenders, pledging money to support the United States Bartender's Guild charity & the Bartender Emergency Assistance Program.

Facebook

Facebook have launched “Boost With Facebook,” a \$100 million fund focused on supporting small businesses via grants that can cover salaries and rents as well as providing advertising support on Facebook itself.

Sheryl Sandberg said, “Small businesses are the heartbeat of our communities, and many of the people who run these businesses are heavily affected by the crisis. The longer the crisis goes on, the greater the risk to small businesses and to the livelihoods of their owners and employees.”

BOOST WITH FACEBOOK

Facebook Small Business Grants Program

We know that your business may be experiencing disruptions resulting from the global outbreak of COVID-19. We've heard that a little financial support can go a long way, so we are offering \$100M in cash grants and ad credits to help during this challenging time.

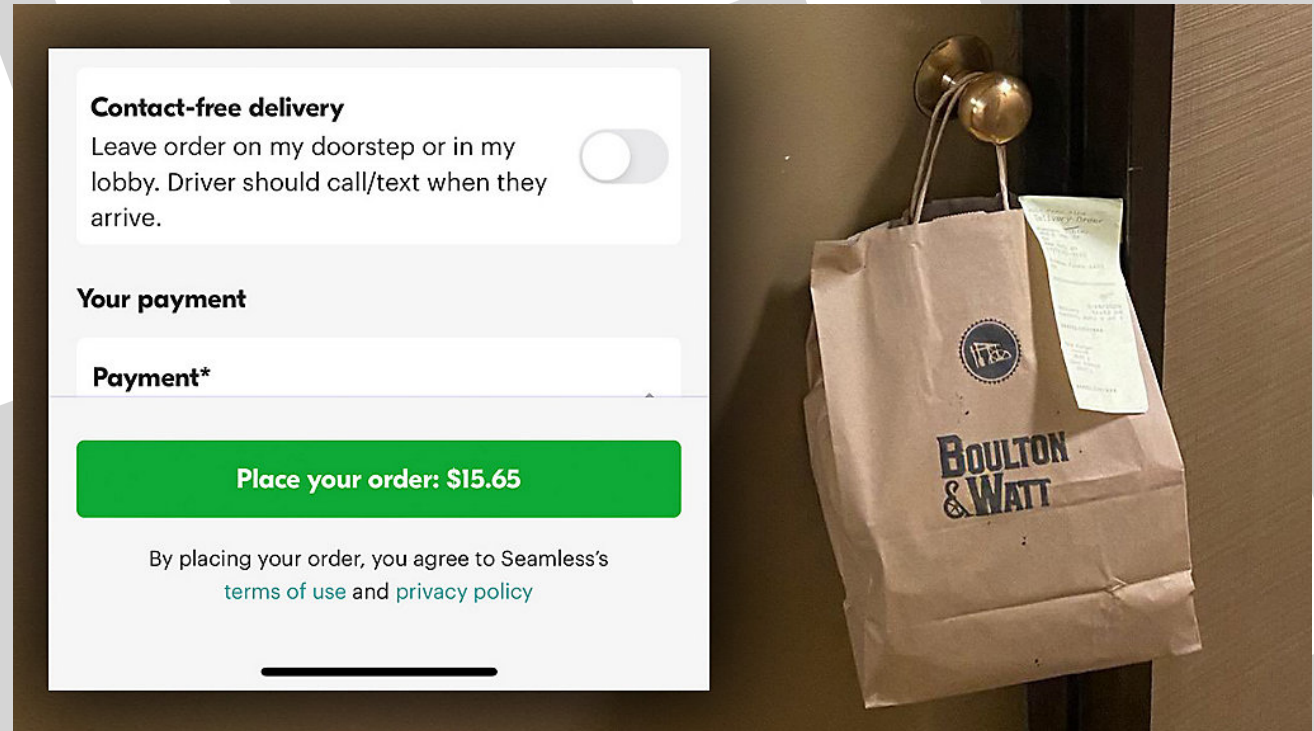


Seamless

The food delivery service has launched three new offerings designed to maintain the health & wellness of both consumers and drivers, as well as supporting local restaurants.

“Contact-Free Delivery” is now an option.

Differing commission fees for local restaurants enables local businesses to make the most of their situations and stay afloat. Lastly, its newly created Seamless Community Relief Fund will use contributions from customers to support drivers and restaurants impacted.



German government

The screenshot shows the homepage of the #WIRVSVIRUS hackathon. At the top, there is a navigation bar with the following items: #WIRVSVIRUS (with a logo), Hackathon, Mitmachen, Ressourcen, Leitfaden, FAQs, Presse, and a small German flag icon. The main content area has a grey background and contains the following text:

48 Stunden. Herausforderungen der Bundesregierung und aus der Gesellschaft. Du und theoretisch 80 Millionen andere. Die Covid-19 Krise. Vielfältige Lösungen.

Sei mit Deinen Fähigkeiten dabei, wenn wir Lösungen aus der Gesellschaft für die Gesellschaft entwickeln.

20. bis 22. März 2020

Mach mit!

Initiiert von

At the bottom, there is a row of logos for the organizing partners: Die Bundesregierung, CODE for Germany, Initiative D21, IMPACT HUB Berlin, project together, Prototype Fund, SE ND Social Entrepreneurship Netzwerk Deutschland, and tech 4Germany.

The German government (Mrs. Merkel and the entire executive branch) called for a nationwide hackathon to create ideas to help lessen the crisis on the weekend of the 21st/22nd March.

Every German citizen was encouraged to submit challenges for the hackathon up to 8pm on the 19th with voting on the challenges on the 20th and then a 48 hour hackathon over the weekend.

Hyundai Motor America

Car brands Hyundai and Genesis have relaunched their Assurance Job Loss Protection Program, committing to make up to six months of payments for drivers who lose their jobs and have purchased or leased their car between March 14 to April 30, 2020.

José Muñoz president and CEO of Hyundai Motor North America, explained they “wanted to tap into Hyundai’s legacy of having people’s back. Bringing back the job loss protection program in this unprecedented time will allow our customers to have one less thing to worry about if something unexpected happens to their employment status.”





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.

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.

These brands are using celebrities, rewards and other forms of incentives to drive behavior, which could help provide a strong brand halo for those brands who are helping to not only help people do better for themselves, but drive health for the community.

Beekman 1802

Soap maker Beekman 1802, has launched a social account that sends friendly, periodic reminders to anyone who follows to wash their hands. Follow on Twitter at @TimeToWashHands.

Influential partners, like Katie Couric, are helping support the effort to stop the spread of the virus by sharing short video clips of themselves washing their hands for 20 seconds.



Time To Wash Hands

@TimeToWashHands

WASH 🙌 YOUR 🙌 HANDS 🙌

1:59 PM · Mar 6, 2020

Keef-kef



Before Corona



After Corona

Elite chocolate's Keef-Kef bar is an iconic Israeli chocolate bar. Its name is based on two words which taken together mean fun. But when you break up the combination, you'll notice that the first word is "Keef" - the Hebrew word for "High Five".

So right after the Israeli Ministry of Health released the coronavirus coping guidelines that included a ban on hand shakes and high fives of all kinds, the brand embarked on a billboard and social media real time marketing campaign. The first half of the brand's name ("Keef" which means "highfive") was deleted and what was left was only the fun ("Kef" in Hebrew slang).

Mercado libre

In Argentina, Mercado Libre has redesigned its logo, replacing shaking hands with an elbow bump across all touchpoints.

“Changing our iconic logo from a handshake to an elbow bump is part of the new habits that we’re trying to promote - we are convinced that together we can help defeat this problem,” said Louise McKerrow, branding director of Mercado Libre.



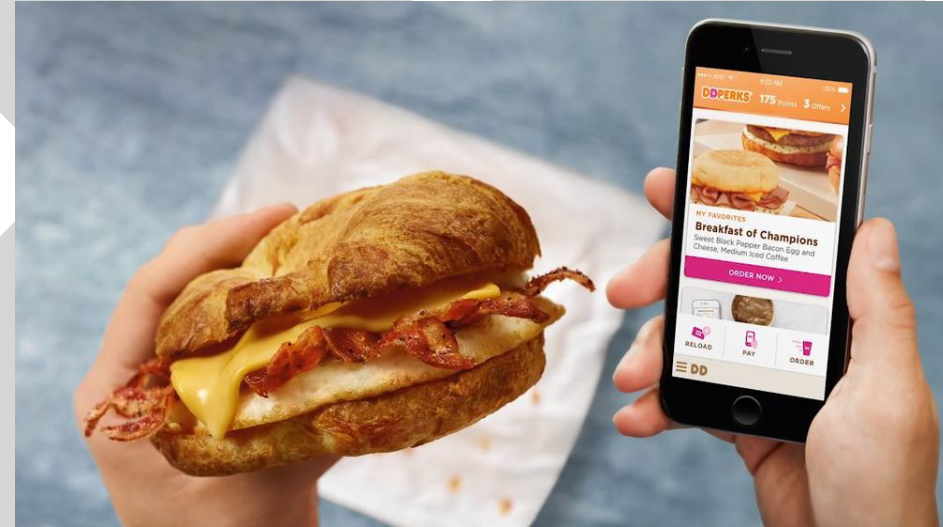
**mercado
libre**



**mercado
libre**

Dunkin

To help promote and encourage social distancing, Dunkin' claims "we've got your back" offering loyalty members who used its on-the-go ordering platform on March 19th extra DD Perks points to be used on future orders. Finding reward-driven ways is a great chance to drive consumer behavior on a normal day; in uncertain times it feels like a seamless, simple, smart way to help encourage healthier, safer living.



**WE'VE GOT
YOUR BACK**



Mattel



In China, Mattel decided to get involved by sending a series of messages on WeChat and Weibo from Barbie.

Barbie's messages encouraged little girls to stay safe by wearing face masks and hand washing correctly



5. Carrying on *at home*

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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.

For companies that produce intangibles like utilities and internet service providers, some of whom have historically struggled to build strong positive consumer sentiment, this is an opportunity here to build meaningful equity, trust and preference.

Canal+

The CEO of Canal + has announced that previously encrypted channels will broadcast all of programs for free across France.

Viewers are now able to watch the Group's Cinema, Series, Youth and Documentary channels, enabling families to access content they previously may not have been able to afford.

The company has also changed its logo, repainting it in the tricolor to denote national unity.



KiwiCo

KiwiCo, provides STEM, STEAM, Science, and Art kits by subscription. They have just launched a free online resource center supporting parents who need to help kids stay entertained, stimulated and learning.

The resource offers stay-at-home activity ideas for all ages, including advice from teachers, and daily updates on how to make the most of being home with kids.



AT&T



The telecommunications brand is lifting fees as well as removing internet data caps for home broadband Internet users.

The goal is to support those who are now learning and working from home, as well as streaming more content than ever. Finding ways to help employees stay connected, students plugged in to their learnings, and general connectivity is a service that can help keep life stable and moving forward.

Mint Mobile

Staying in touch with loved ones, as well as colleagues is extremely rough on data plans as people burn through content and connections faster than ever.

Noting that “as your communication provider, we feel it's necessary to do something that could possibly help all of us navigate this tough time a little bit better” the mobile network is offering new and current customers free unlimited high-speed data add-ons..



New York Times

The New York Times

We are providing free access to the most important news and useful guidance on the coronavirus outbreak to help readers understand the pandemic. Sign up with an email address to read all of the articles on this page.

Many publishers have doubled down on paywalls in recent years. However, the New York Times has removed theirs for COVID-19-focused coverage, ensuring people have access to critical news and information regarding the pandemic.

They aren't the only news source doing so; The Atlantic, Wall Street Journal, Bloomberg News and many others have done the same. Publishers feel it is their civic duty to keep people informed of rapidly changing news that can have major ramifications on health and the economy.

Skillshare



The online learning community has initiated free, two-month Premium membership for high school and college students age 16+.

The offer gives students unlimited access to thousands of classes taught by best-in-class creatives and thought leaders in topics like personal development, photography, writing, graphic design, and more.

For those who have seen their schools close, classes dismissed, and educational opportunities dwindle, this is a great way to support keeping society (and youth) moving forward.



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.

Signature Brew

This London brewery is bringing the pub experience to the home while supporting local musicians who have nowhere to play and earn a living.

‘The Pub in a Box’ pack features everything you need for a raging night in, beers, glasses, beer mats, vinyl records, pub quizzes, and snacks. Every package is delivered by a musician the brewery pays to help keep them afloat until pubs (and stages) can reopen.

They are also selling tickets for a “proper piss-up in a brewery” at a future date to help ensure their staff gets wages until the brewery can reopen.



National Trust



As we spend more time cooped up indoors, the chance to safely experience the outside world will become more important.

Last week the National Trust announced a plan to keep its gardens and parks open and free to enter, enabling those to socially distance but also escape their homes for a bit of physical and mental refreshment.

Unfortunately on the 22nd March the National Trust was forced to temporarily close all its properties. However we hope this offer will come back, especially as the weather warms.

Credo Beauty & Heyday

After closing their physical stores, Credo Beauty took its in-store service online. Credo Live makeup artists and estheticians are available for online chats around product and general beauty advice.

Facial chain Heyday launched a #ShelfDistancing series to provide customers with updates on at-home care techniques. Everything is posted on Instagram, and many stories feature products people already have at home so that people can make the most of their current beauty routines.



Nike

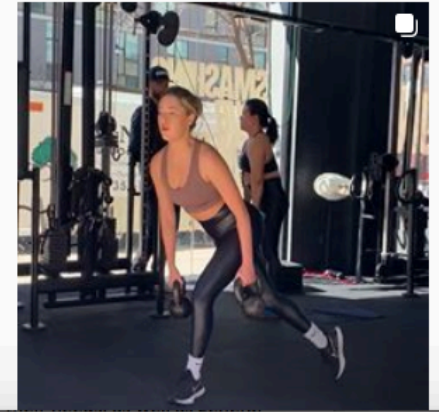
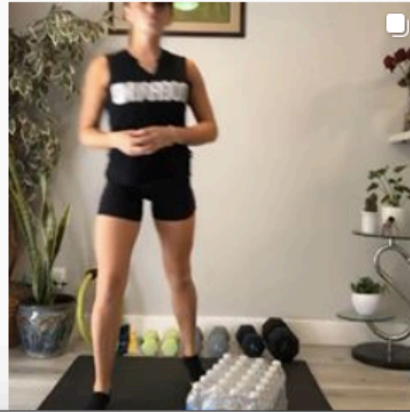
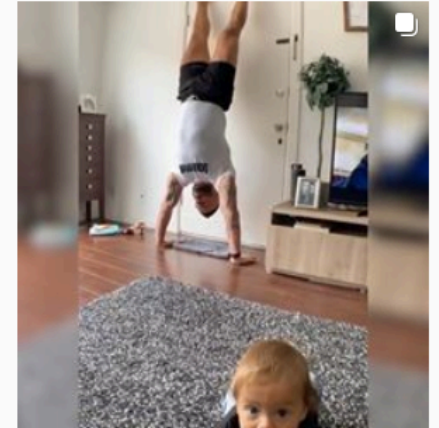
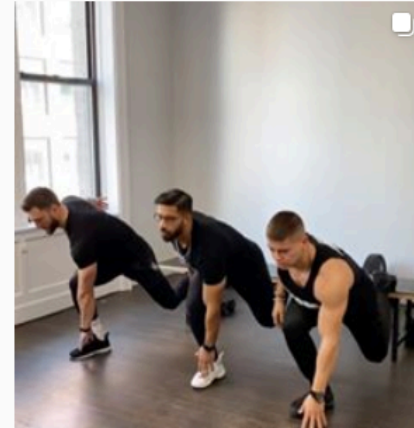
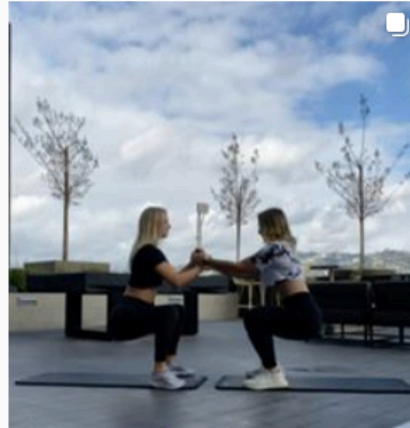
In China Nike are delivering live-streamed workout classes via their official WeChat account. The live-streamed workout classes have embedded links to other Nike online properties including their other apps and mobile retail store. Banner ads on fitness related touchpoints are used to attract new consumers to ongoing classes.



Dogpound

Plenty of boutique fitness companies have turned to the Internet to help keep their clients healthy and connected to their community as well as maintaining brand presence.

For example, the celebrity-driven boutique gym Dogpound offers daily Instagram workouts designed to be done at home with little to minimal gym equipment.





7. New channel *entertainment*

7. New channel *entertainment*

With live events around the world like SXSW, Coachella, and Glastonbury continuing to get cancelled or postponed, some brand are offering virtual events as a popular alternative for people.

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.

BBC



The BBC launched a new scheme that plans to re-home portions of the UK's arts and culture scene online.

Recorded versions of critically-acclaimed theatre productions, virtual tours of art exhibitions and museum collections, and recordings of concerts are among the experiences soon to be available to stream.

The scheme has been described by Jonty Claypole, director of BBC Arts, as a 'virtual festival of the arts', and a way to keep fresh entertainment being shared.

Chipotle

Chipotle has launched a series on Zoom that enables consumers to hang out virtually. “Chipotle Together” leverages videoconferencing to bring people together with celebrity guests every day..

The virtual hangouts offer an easy way to feel connected to the world at large as well as spend time with some of your closest new celebrity friends.



Time out



Multiple local versions (London, New York & Paris) of the print magazine and website have been rebranded to 'Time in'

Content has also been restructured to focus on indoor activities (e.g. “The 40 best movies on Netflix right now”) and ways to support local businesses while staying indoors (e.g. “The best takeout and delivery restaurants in New York”).

It's an interesting way to recognize and support current events in trying times while also providing the core offer the brand has historically provided.

Facebook

In France, Facebook and Instagram's #together-at-home initiative brings previously-unseen live video content to people.

The idea is to "highlight concerts and performances by artists, special programs and even monuments, such as the Palace of Versailles on Instagram".

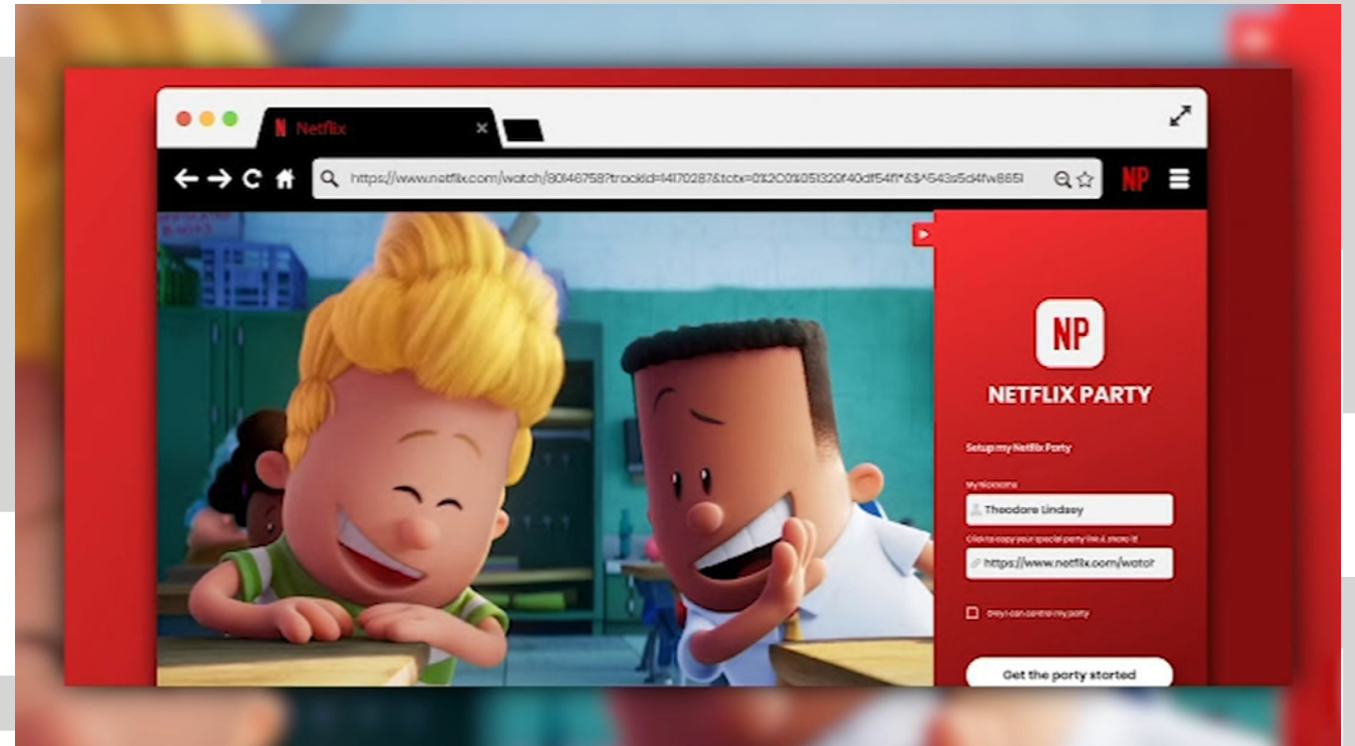
"While we must all stay at home, it is important to continue our favourite activities, to maintain our cultural and social life and above all to share good times together".



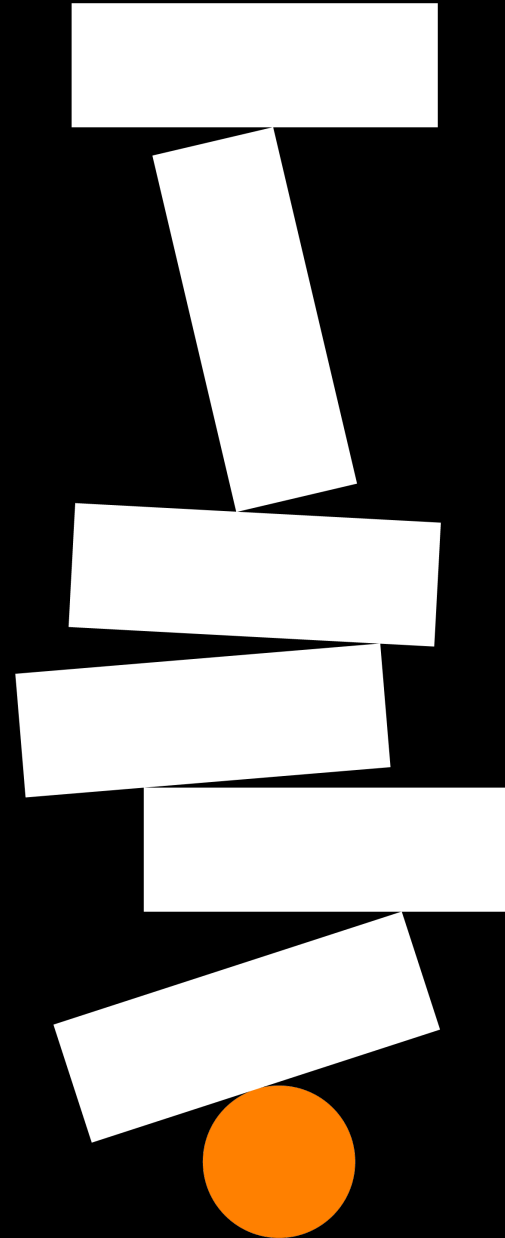
Netflix

Sometimes it's not about launching a new product vs. reflecting on what you have that can be resurfaced or repositioned. "Netflix Party," Netflix's Google Chrome browser extension – was designed to let Netflix users watch a show and connect simultaneously.

While the extension is not new, it has recently become so popular that Netflix updated it last week.



Final thoughts



What do these brands *share*?

Looking across all the work outlined in this document, we would suggest that there are four things that all the companies covered here share:

1. They have a deep understanding of what their brands stand for, their 'why' or 'purpose'.
2. They are willing to think creatively about using new channels, new production approaches and how to evolve their approach to build new offers.
3. They have been hugely agile in execution, bringing unusual and difficult to execute work to market extremely quickly.
4. They have taken a long-term view on how their brands will be perceived in the future as a result of this work.

Using this document *to find your own way*

Our advice would be to consider each of the Supportive Approaches we have outlined in turn, considering which could be most appropriate for your category and company.

Then look in more detail at the cases you feel most drawn to, how could you develop and improve on them?

We are of course more than willing and able to help you do this; we like you have a stake in the future and a huge desire to do whatever we can to help.

Final *thoughts*

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

Never-the-less we hope that this overview of what we have seen over the past two weeks can act as useful stimulus for own approach.

We will undoubtedly see lots of new work over the coming weeks and our intention is to produce regular updates to this document, examining how the approaches outlined here have developed and highlighting new approaches as they arise. Please do join us for these updates.