

Creativity in Quarantine?

How are brands reacting to the COVID -19 crisis?

Sixth Edition



Welcome to our final edition of Creativity in Quarantine.

Life continues to change every week, resulting in rapidly emerging behaviors on and offline. While we don't know which consumer behaviors will ultimately be short-term 'scabs' versus longer-term 'scars', we know now is the time for brands to act. This not only means finding ways to support the varying needs of those on the 'front line', but also finding ways to help consumers move beyond surviving day-to-day chaos, to, ideally, finding ways to help them (and their families, communities, businesses) thrive personally and professionally.

As we move into the summer months, schools are 'closing' (virtually) for the academic year, the definition of 'summer' and 'vacation days' are being reevaluated, and the traditions the upcoming months historically bring are being reassessed and adapted for today's times. We're seeing brands respond, testing the boundaries of what their roles could, and should, be, recognizing the front and backend limitations and challenges impacting both how employees operate and how consumers see your offerings.

Remember: We are now, as marketers, all in the service industry when it comes to what we deliver to consumers via our marketing and media tactics. It doesn't matter who you are; every brand is now a service offering. Consumers are reevaluating how, when, where, and why they use nearly every brand and product, while simultaneously looking for creative solutions to new problems COVID-19 has created.

We hope you enjoy this final edition and continue to push the boundaries of what solutions you can deliver, no matter your industry or consumer.



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

Mark Ritson

Eight Supportive Approaches

We've organized this document to break out the approaches we see brands pursue in their reaction to COVID-19 and its impact on everyday life. 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.

You'll notice we folded the trend '[Amplifying WHO Advice](#)' as, at this point, it has become clear that in many parts of the world, health measures like social distancing, wearing face masks/coverings, etc. are being accepted as the norm (and are even mandated in certain cities, states and countries) or being integrated into brands' communications and offerings strategies.

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03 Aiding the vulnerable

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01 Supporting *the frontline*

01

Supporting *the frontline*

We've seen plenty of brand work designed to support workers on the front-line (e.g. medical providers, health and safety workers and those putting themselves at risk to help others), including offering discounted or free products/services, as well as supporting front-liners physically, mentally and emotionally however possible. Many brands are supporting those on the front-line in facets of their lives we don't always see, such as personal milestones (e.g. marriage, graduation).

One thing we noticed is that brands now better understand that this is a long game; those on the front line, be they nurses, doctors, fire fighters, police officers, delivery workers, grocery store cashiers, etc., are committed to the long haul.

While there are obvious immediate needs (e.g. sufficient masks, gloves, etc.), it's about finding ways to provide moments of respite, be it through surprise and delight or simply providing a distraction.

Lifesaver

The ability to stay connected digitally to family and friends during high-risk times can be, literally and figuratively, a lifesaver. The British energy startup is delivering pre-charged power banks (all run on 100% renewable energy) to NHS and frontline healthcare workers to ensure they stay connected during their shifts.

The Lifeline To The Frontline campaign enables Lifesaver to deliver on its brand promise of stay powered and connected in sustainable ways at times healthcare providers may need it most, alleviating one more thing they have to worry about.



HOK-Elanto & Helsingin Sanomat

Those on the front line are doing the best they can to keep people healthy and safe. In order to support them, everyone needs to make a conscious effort to maintain health protocols. Finish newspaper Helsingin Sanomat partnered with retailer HOK-Elanto to tap into the classic medium of print and bring awareness to social distancing protocols as the government began relaxing some lockdown restrictions. The print ad is simple yet powerful: illegible to a reader from six feet away, if a Finn reader gets close enough, they'll see the black and white message clearly read "Keeping it safe. From a distance."

It's a reminder that not only is it important to maintain social distancing protocols to ensure a flattening of the curve, but also that some of the most powerful advertisements don't require high tech to have an impact.



AXA

In Belgium, AXA extended their online medical consultation platform “Doctors Online” free of charge in order to fight together against the coronavirus. This service is specifically dedicated to people who feel sick and who suspect they are infected by the coronavirus. Thus, clients who have subscribed to AXA hospitalization insurance will have access to this service in the coming weeks completely free of charge.





02 Repositioning

productivity

02

Repositioning *productivity*

Companies and brands of all types are seeking ways to optimize efficiencies and productivity to support both those on the front line, their consumers' rapidly evolving needs, and their own businesses longer term.

When it comes to brand productivity, it's about stepping back and reevaluating how businesses are run, including where the strains on the supply chain are, evaluating employees' roles, determining what customer service looks like in today's world, etc. This results in brands making changes to entire manufacturing, commerce and overall company infrastructures.

We're seeing companies embrace the pivot and change how they do businesses – both on the front and back end – to adjust to changing needs and uncertain times. The result is a lot of guesses as to what longer term consumer behavioral scabs will be, and a lot of creativity in leveraging their workforce.

Stadt

Recognizing that the travel industry will be dramatically impacted for the foreseeable future, the Swedish hotel Stadt decided to make a major pivot, turning its 67 hotel rooms into private pop-up restaurants for people to use for COVID-safe dining experiences. Adding tables, chairs and other accessories needed to ensure social distancing but also a great dining experience, when a guest checks in, instead of being shown their table, they are shown to their private “Room service by Stadt” room. All 67 pop-up restaurants offer 2.5 hour dinner seating, with the option to stay overnight in the room if you are too tired to go home.

It’s a creative way to cater to evolving needs as some countries lift their stay-at-home orders, but still require health mandates (e.g. social distances) that impact hobbies and activities.



Forest Road Brewing Co.

The London brewer has found a new way to serve beer while pubs are closed, creating a 'pub-on-wheels' concept offering a "tactical beer response unit." Customers can reserve the van to visit their house via WhatsApp, where the brewery's staff will fill pint glasses for them out of taps on the side of the van.

Not only is a novel way to deliver beer, it's a way of bringing a bit of the pub experience to someone's home, as well as finding ways to create human connection when people miss it most.



AirAsia

For those missing the in-flight meals that accompanied their travels and remind them of a different time, AirAsia is offering its most popular food and drink options to grounded consumers via delivery. The Malaysian airline now brings its AirAsia Santan popular offerings, including its Boba Tea and teriyaki chicken and rice, to those who crave the familiar flavors while in-flight food and beverage service is suspended.

It's a quirky way to deliver brand attributes and cornerstones at a time they're inaccessible traditionally, as well as deliver (literally) moments fueled by memories and delight.





03 Aiding

the vulnerable

03

Aiding

the vulnerable

Here we see brands focusing on helping those who are immediately vulnerable to the effects of the crisis, be it someone who is immunocompromised or elderly, those prone to loneliness, animals without homes, etc., and helping them find solutions to everyday struggles (e.g. securing groceries, maintaining health routines, creating a sense of connection for outreach). There's also 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 COVID-19 has on local economy and culture.

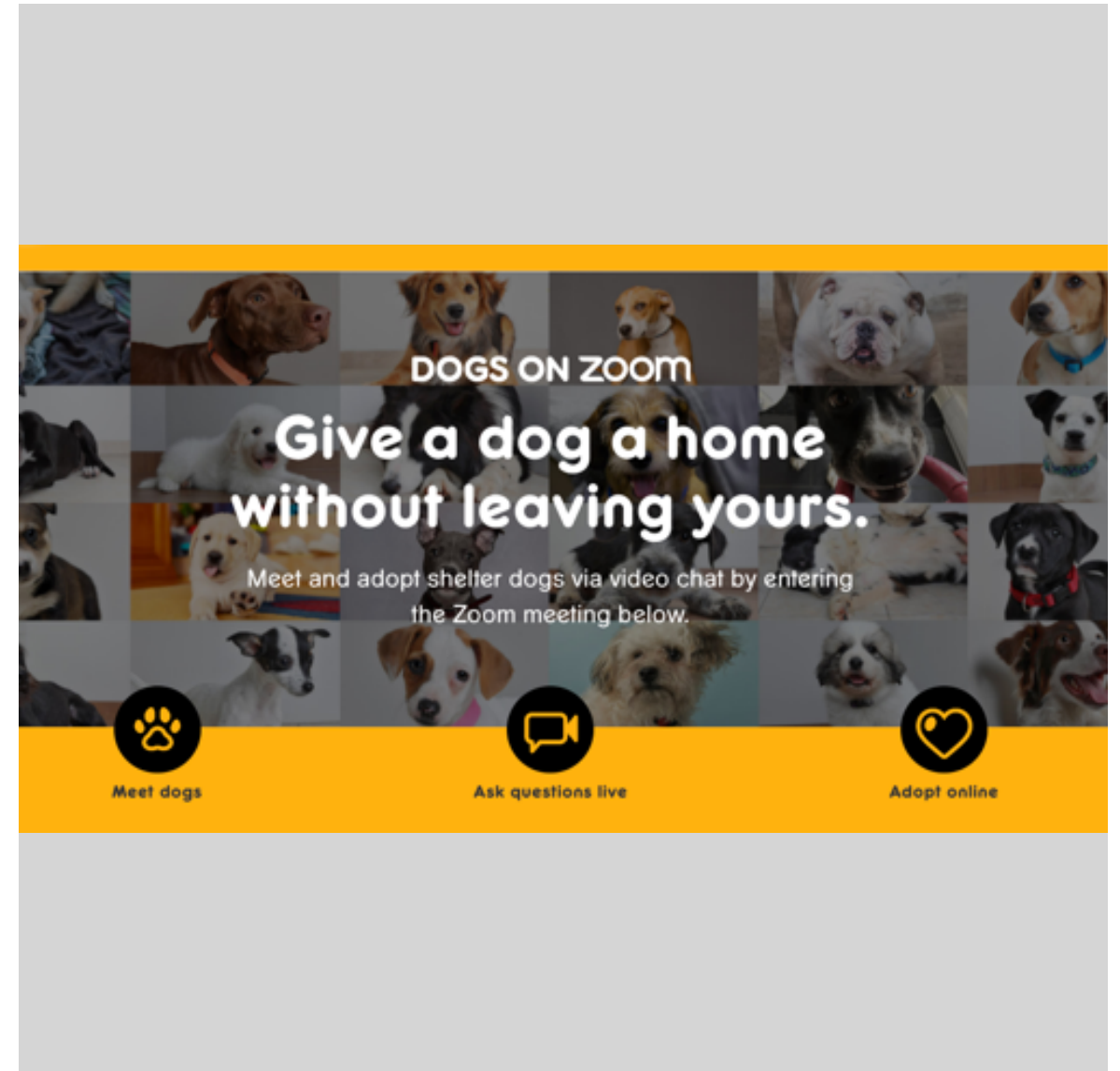
More brands are reflecting on who their consumers are, what their true needs may be (both immediate and longer term) and finding novel ways to support them in these trying times.

Pedigree

With people sheltering in place, many are seeking companionship via pets to offset loneliness and isolation, but don't feel comfortable going to shelters to find their canine match. Pedigree is helping drive pet adoption while keeping potential adopters and shelter employees safe via #DogsOnZoom, a virtual dog adoption event that enables future pet parents to meet dogs and find one to adopt on Zoom.

The brand will cover full adoption fees, Zoom membership costs and equipment costs for participating shelters, and created a microsite for other shelters to include their pets up for adoption. For other shelters looking to host their own versions of virtual pet adoption, the brand even created MeetYourNewDog.com, a digital toolkit designed to help shelters facilitate the virtual process.

This highlights the commitment of the brand to get dogs out of shelters and into their forever homes, while offering a true service with tangible value to both shelters struggling to stay afloat and people looking to expand their families via furry friends.



Amazon

With plenty of stores closed and many American designer boutique businesses not prepared for the focus on eCommerce, many independent designers are struggling to connect with their audiences and sell.

The eComm giant partnered with Vogue and Council of Fashion Designers of America to launch 'Common Threads: Vogue x Amazon Fashion' digital storefront. The site offers goods from 20 designers, giving them a platform while their shops are closed.

Amazon Fashion is also donating \$500,000 to a CFDA/Vogue Fashion Fund initiative to support fashion manufacturing worker



Molson Coors

Launched in time for Mother's Day to promote its new wine spritzer brand, Movo, the beer company launched 1-833-3-SCREAM-4-WINE, a "zero-judgement venting hotline for moms." Offering moms a chance to "open up about complicated equations in their kids' math lessons, embarrassing meeting interruptions, needy spouses, baking fails and other common injustices wrought by the stay-at-home era," callers can win free Movo, as well as find a way to exhale some of their frustrations and anxiety without directing it on a family member.

It's a fun way to recognize and provide a solution for pent-up emotions, while also providing an immediate solution via a free service.



Potbelly Sandwich Shop

Recognizing that sometimes parents just need a bit of alone time, the casual restaurant launched “Alone Time” Parking Spots. These designated parking spots at select locations offer parents the chance to order curbside pickup, park in the select spots, and enjoy their lunch in the peace and quiet of their own cars.

It’s a fun way to show parents you recognize their struggles while providing low-tech solutions that utilize empty spaces (e.g. parking lots) while encouraging consumers to get out of the house and come to your physical retail location.



MoonPie

For those feeling particularly lonely and isolated from lack of social interaction, the snack brand unveiled a virtual roommate on Alexa, MoonPie MoonMate, an “outta this world” roommate. The voice-powered app can answer questions, entertain, hold complete conversations, and even pays rent in the form of MoonPies (as well as provide facts about MoonPie).

Finding voice-driven, interactive ways to bring the brand’s identity to life for isolated consumers offers companionship and service beyond a beloved product, and offers a two-way solution for loneliness.



Boots Pharmacy

At a time when those suffering from domestic abuse are often stuck staying in place with their abuser without anyone to talk to, the pharmacy turned its Consultation Rooms into Safe Spaces. Anyone isolated and in need can contact specialist domestic abuse services for support and advice.

The goal is to provide safe support for those in need while following Government protocols, while doubling down on Boot's promise of being there for people in their times of need.



OpenTable

As restaurants in the U.S. work to determine how they can safely reopen and manage social distancing restrictions in a way that enables them to service customers properly while also making money, the online restaurant booking platform has launched ‘Open Door.’ A providing program offering 0 subscription fees through the end of the year, no cover fees through the end of September and up to 50% off cover fees in Q4 for new and current restaurants using its platform.

The goal is to help the restaurant industry through what OpenTable recognizes will be a “long and difficult” road to recovery, and underscores how plenty of industries rely on partners to move through crisis and find ways to evolve and succeed.



AXA

The outbreak of COVID-19 has caused a global public health emergency and economic slowdown around the world. Hong Kong is being adversely impacted, with Small and Medium Enterprises (SMEs) facing a challenging time in a difficult business environment.

To ensure the hygiene of shops and offices during the pandemic and help keep business moving forward, AXA offered COVID-19 SME coverage in Hong Kong, with the goal of enabling SMEs, as well as their employees and customers, to benefit from a safe and healthy working environment.



A white tilted rectangle is positioned in the upper left quadrant, and a solid orange circle is located below it, partially overlapping the white rectangle's bottom edge. The text is centered to the right of these shapes.

04 Carrying on

at home

04

Carrying *on at home*

Whether it's attempting to keep kids interested in home schooling, mediating isolating with family, or managing isolating alone, most people are spending far more time at home (and indoors) than they ever imagined. We are seeing brands investing in providing a service, helping to transfer and translate a range of activities into home environments, a critical component of maintaining a sense of normalcy, while keeping it fresh, affordable and easy to engage no matter your at-home setup.

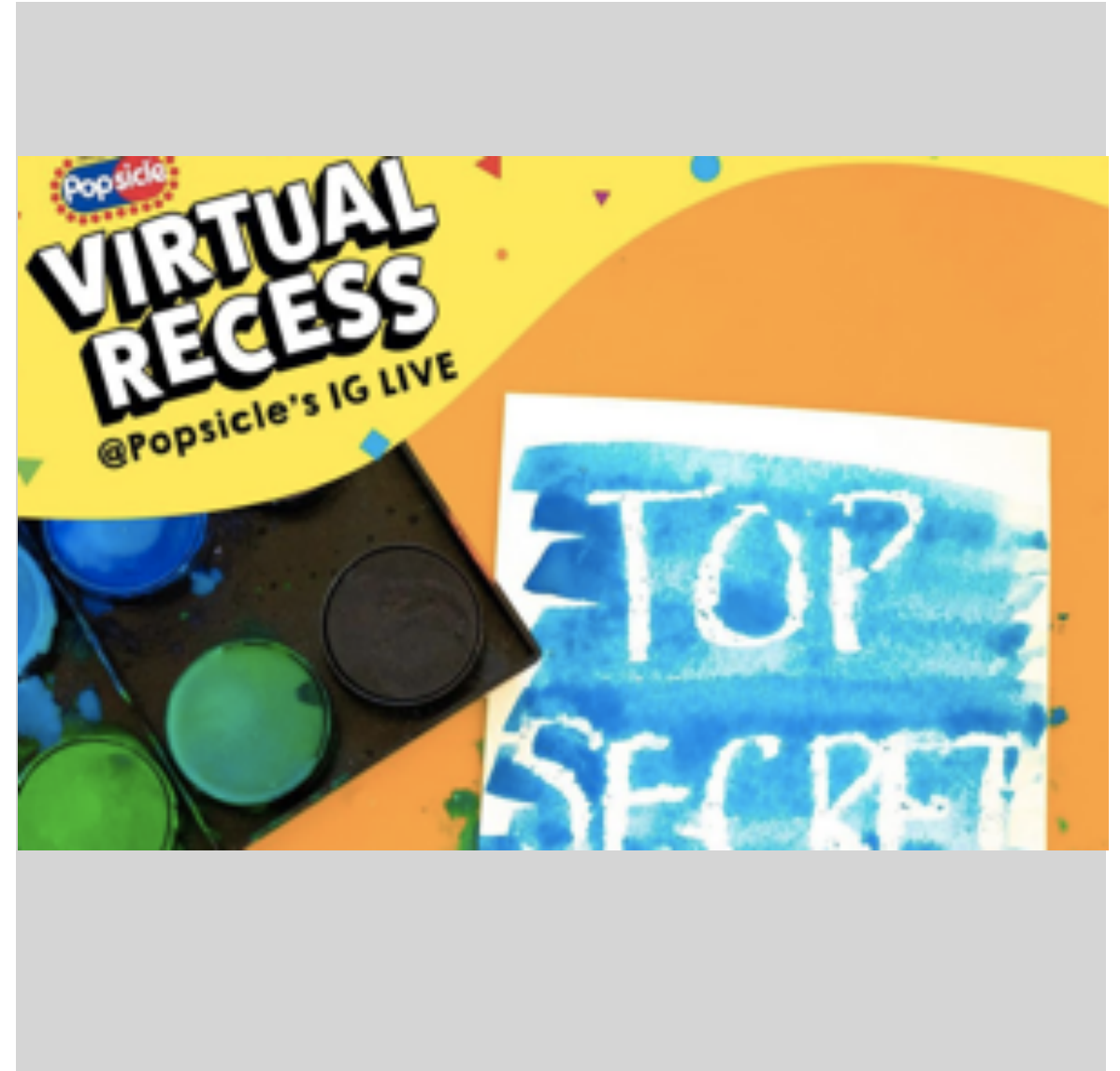
As brands and people recognize that these behavioral changes and physical restrictions are most likely for the longer term, brands are attempting to bring more practical, tactical, and sometimes fun ways of living into the home, with attempts to alleviate anxieties and emotional struggles while helping create or maintain a sense on consistency.

With the summer months, when schools are virtually and physically closed, on the horizon, and parents reporting more burn out than ever, we are seeing this approach beginning to collide with the next one – Maximizing moments of happiness – as mental health becomes integral to many brand-based offerings.

Popsicle

“Virtual Recess” is the Unilever brand’s offering on Instagram Live for kids ages 6-12 who need a break from homeschooling. Created with Story Pirates and Left Brain Craft Brain, it’s designed to utilize items already found in the household and help families take breaks while having fun (and, ironically, learn something in the process). Taking place twice a week until the traditional end of the school year in the U.S., the goal is to provide fresh ideas and spaces to play while home.

Considering the frozen treat was originally invented by an 11-year-old, it’s an on-brand way to deliver moments of fun and family connectivity during high-stress times like distanced learning.



Dunkin'

The QSR launched DIY donut kits in select shops, enabling families to decorate their own donuts at home with a slew of frosting, sprinkles and other decorating options. Inspired by a California store employee who asked to take some plain donuts and frosting home for her nephews to decorate, the brand was inspired to bring that idea of fun to families across the country.

Knowing that it's exceptionally hard to entertain kids (and adults) right now, finding (literally) fresh, unexpected ways to bring brands into the home for an engaging activity and treat is a welcome reprieve. This is an easy execution that utilizes products already in-store, serving them in novel ways based on real demand.



Chick-fil-A

The latest attempt to entertain children and help them maintain a sense of connectivity (both between their friends they can't see and their siblings they're most likely sick of at this point) is by keeping the #BandTogether and making a virtual band.

Encouraging kids to find (or make) instruments and create their own version of the song 'Rockin' Robin' to share virtually, the QSR is sharing lyrics and sheet music, as well as a talent release form to use the musicians' performances for future content, giving them an online stage.



**Everything's better when
we play together**

...

Heinz

Amongst the activities most popular in quarantine, large-scale puzzles have proven to be a timeless classic. Adding a new level of challenge to the game, Heinz created a 570-piece puzzle, with every piece the exact same shade of red as its famous ketchup.

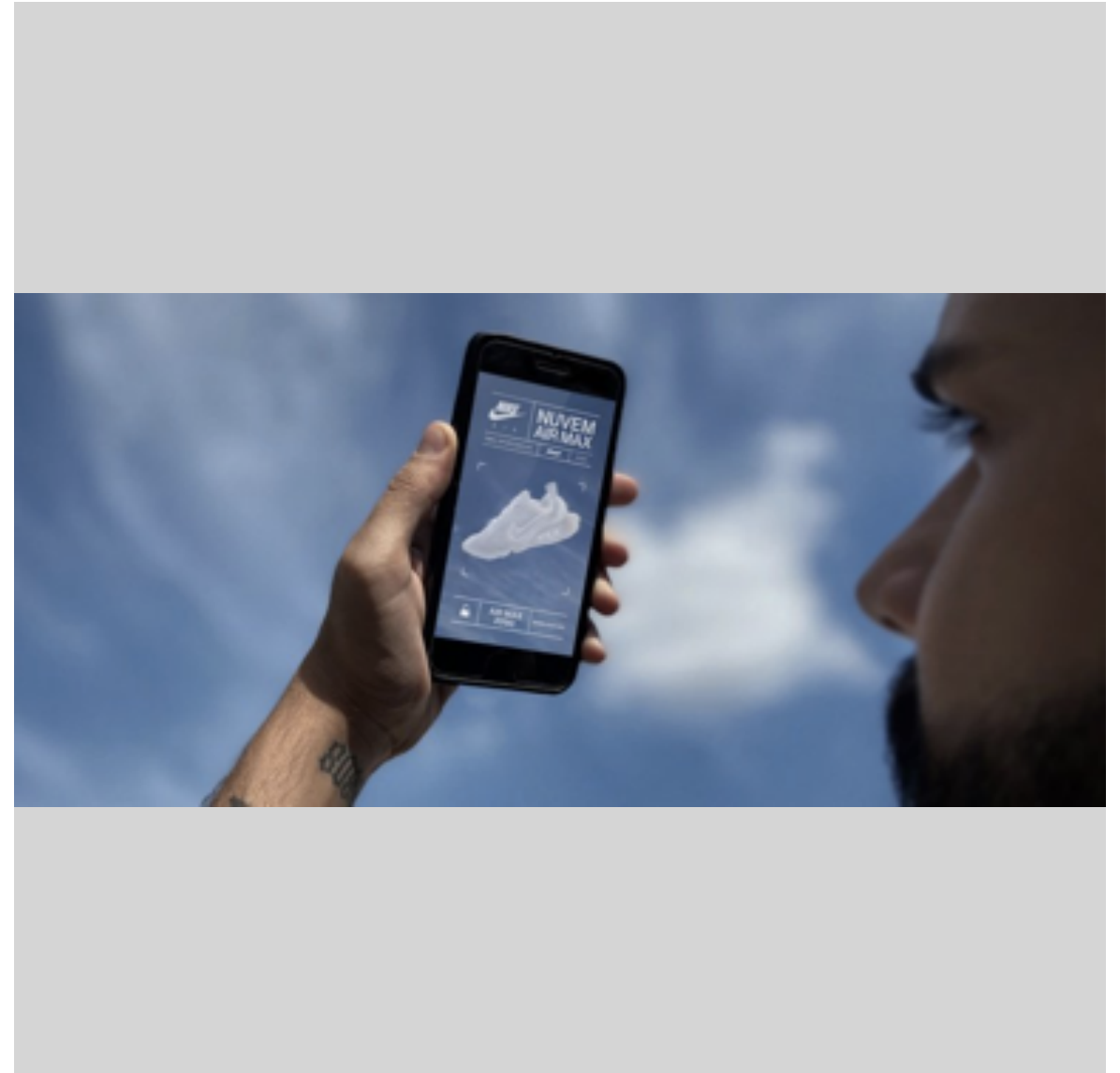
Designed as a way of humorously recognizing how difficult it is to get every last bit of ketchup out of its glass bottles, the puzzle, given away in 17 countries, is a quirky way to entertain while paying homage to its beloved condiment.



Nike

For Brazilians stuck at home, Nike is offering a way to unlock exclusive mobile content by simply turning to the sky. Consumers can visit a microsite dedicated to Nike's Air Max 2090 sneaker, then raise their phones towards the sky to see an AR cloud in the shape of an Air Max shoe. By finding the shoe, users can unlock new music & content from musicians, providing exclusive entertainment through unique ways of engaging with the brand (all while promoting the new sneaker).

It's an offering that brings a novel way of using a smartphone and finding never-before heard/seen content, and doing something that, frankly, is refreshing for consumers.



Shake Shack

The fast casual chain launched a cooking show focused on replicating its signature menu items at home for those who can't get to a Shake Shack locally. "Shake Shack at Your Shack," streaming on Instagram, Facebook and Twitter, offers weekly recipes with Shake Shack Culinary Director Mark Rosati and Executive Chef John Karangis, such as their famous cheese sauce.

Finding ways to bring the brand into the homes of those who can't or don't feel comfortable getting food from or going to Shake Shack's locations helps drive brand connection and brand love at a time people are looking for recipe (and activity) refreshes, and emotional connection to brand experiences is critical.





05 Maximizing moments

that matter

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Maximizing moments *that matter*

With uncertainty comes chaos; the best people can do is take it day by day, attempting to seek calm & consistency. We've repositioned "Maximizing Moments Of Happiness" to "Maximizing Moments That Matter" as we see brands recognizing that supporting mental, physical and emotional wellbeing is critical during a time when many are more anxious and uncertain than ever, driving unprecedented need for physical and emotional outlets.

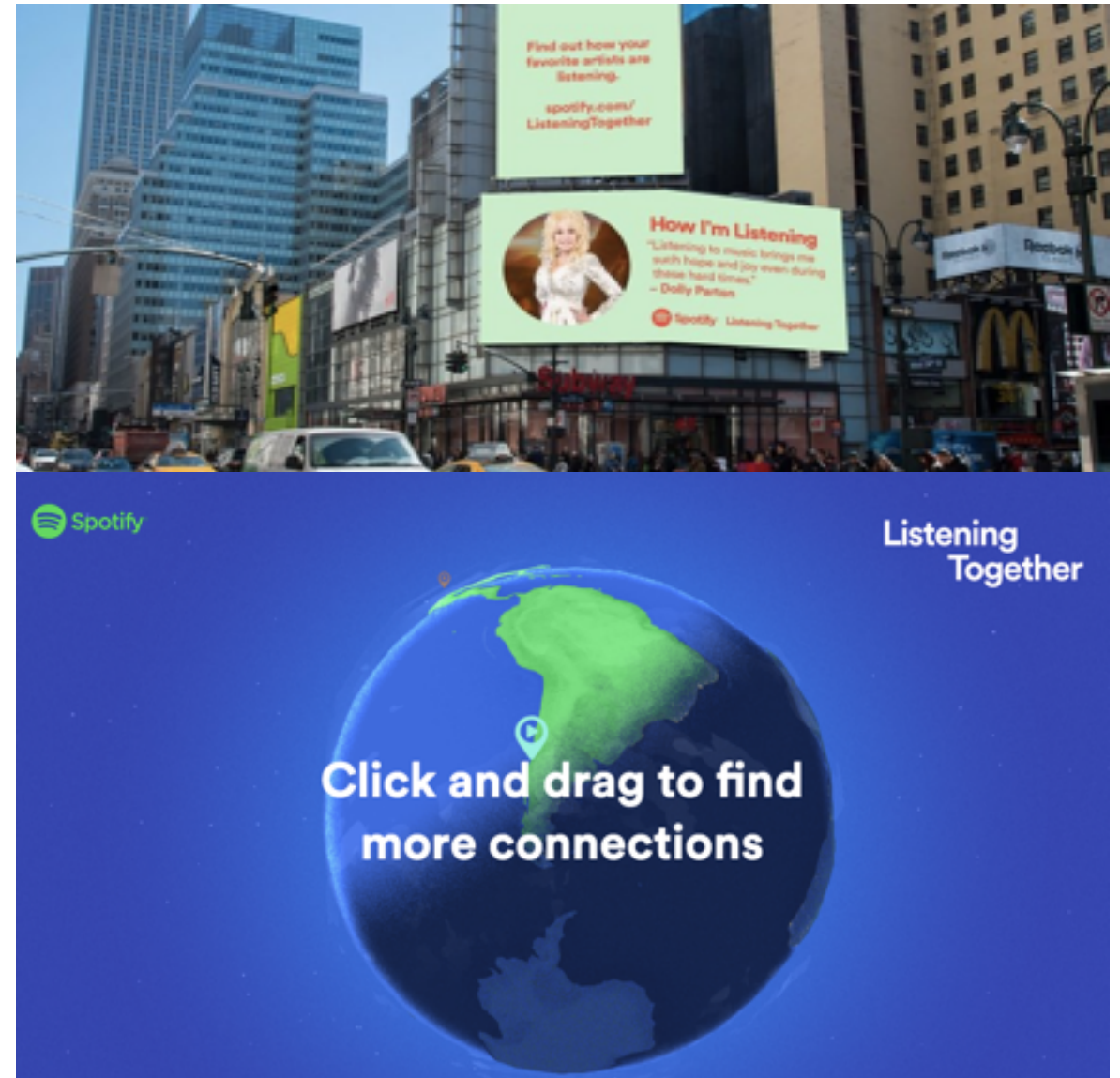
As more people recognize that the way their lives have changed is for the long(er) term, and may struggle to grasp what it means for them physically, economically and emotionally, there's an increased focus on mental health (which coincides with May being Mental Health Awareness Month in the U.S.). Brands are looking to support those who have historically struggled with mental health, as well as those recognizing new mental health struggles they didn't identify with previously, to learn and embrace how they can help themselves and loved ones.

These companies have chosen to focus on building positive experiences for consumers, encouraging and equipping them to carve out moments of happiness across the day via physical, emotional and mental relief. Much of this work brings experiences into the home environment, helping people to build new rituals that can replicate or replace ones lost to the pandemic, offering consistent moments of happiness.

Spotify

Music has the power to bring people together. However, at a time when concerts are canceled or postponed, and most venues' doors are closed, live performances that physically drive community and connection can leave some people feeling isolated. Spotify's attempt to recreate those connections is by showing how 30,000 people around the world are listening to same song at any given time via their "Listening Together" campaign. Users can check out an interactive microsite and see people in real time listening to songs around the world.

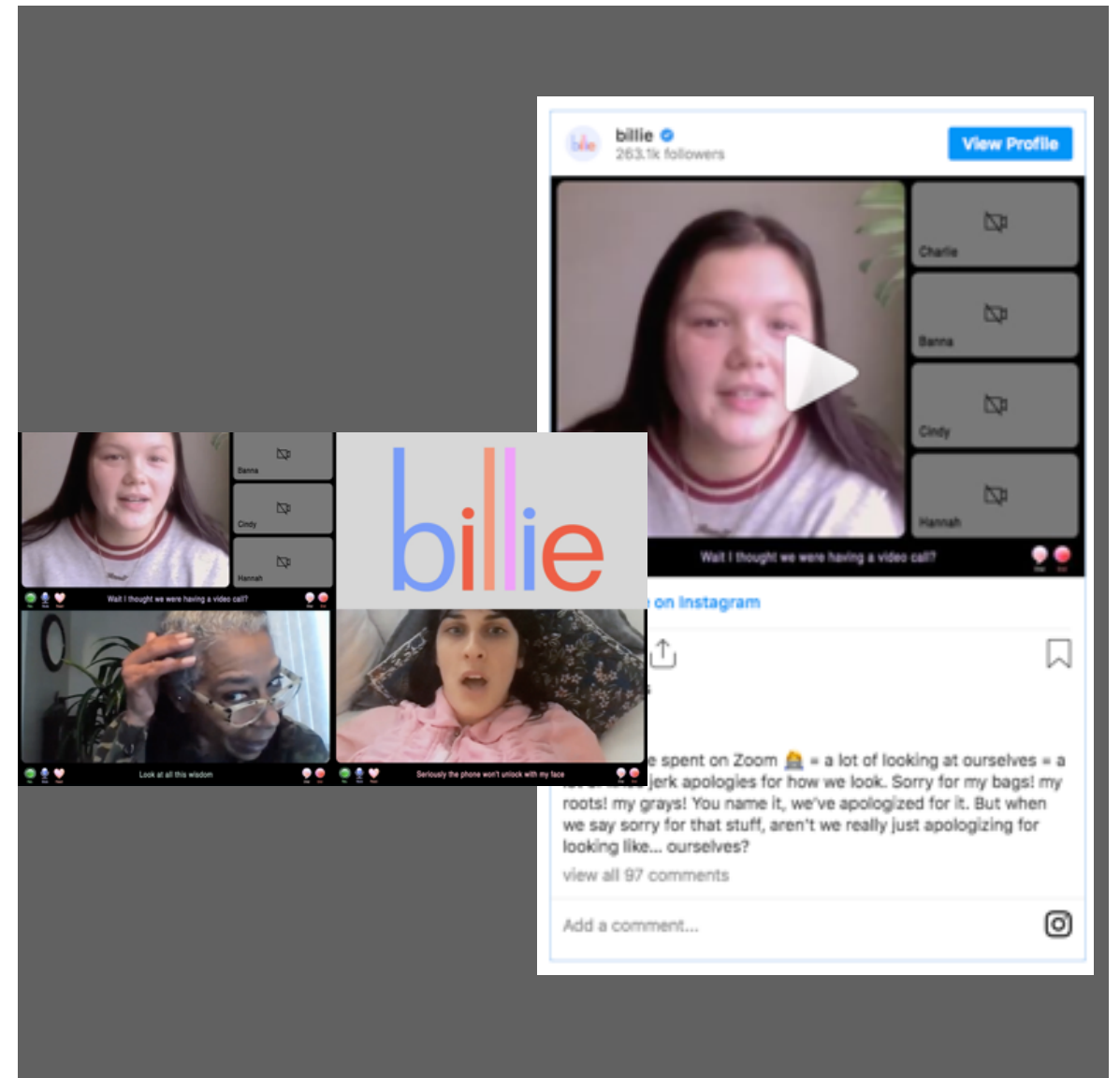
Leveraging Spotify's data and analytics expertise, it shows how the world is interconnected through personal tastes and preferences when it comes to music, and make listeners feel just a bit (socially distanced) closer.



Billie

Recognizing that anxiety-inducing insecurities don't stop during a pandemic, the DTC shaving brand is encouraging women to stop apologizing for how they look on Zoom calls (no makeup, grown out grey hairs, etc.). Asking "What if we stopped apologizing for looking like ourselves?," the brand's new commercial pivots the conversation from apologizing for not meeting impossible beauty standards to embracing the ability to connect with people, no matter what you look like these days.

Calling out beauty standard inconsistencies is a core tenant of the Billie brand; finding ways to help women embrace the ability to stop saying "sorry" for not abiding by them while tapping into current cultural trends keeps the messaging fresh and inspiring.





06 Redefining Channel

entertainment

06

Redefining channel

entertainment

Brands, both established and emerging, are experimenting with live-streamed virtual events across nearly every platform, making this one of the most dynamic areas of communications right now. This provides a massive opportunity to connect people through outlets both emerging and established, but requires expedited listening, learning and evolving to keep up with consumers and the competition.

For example, 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.

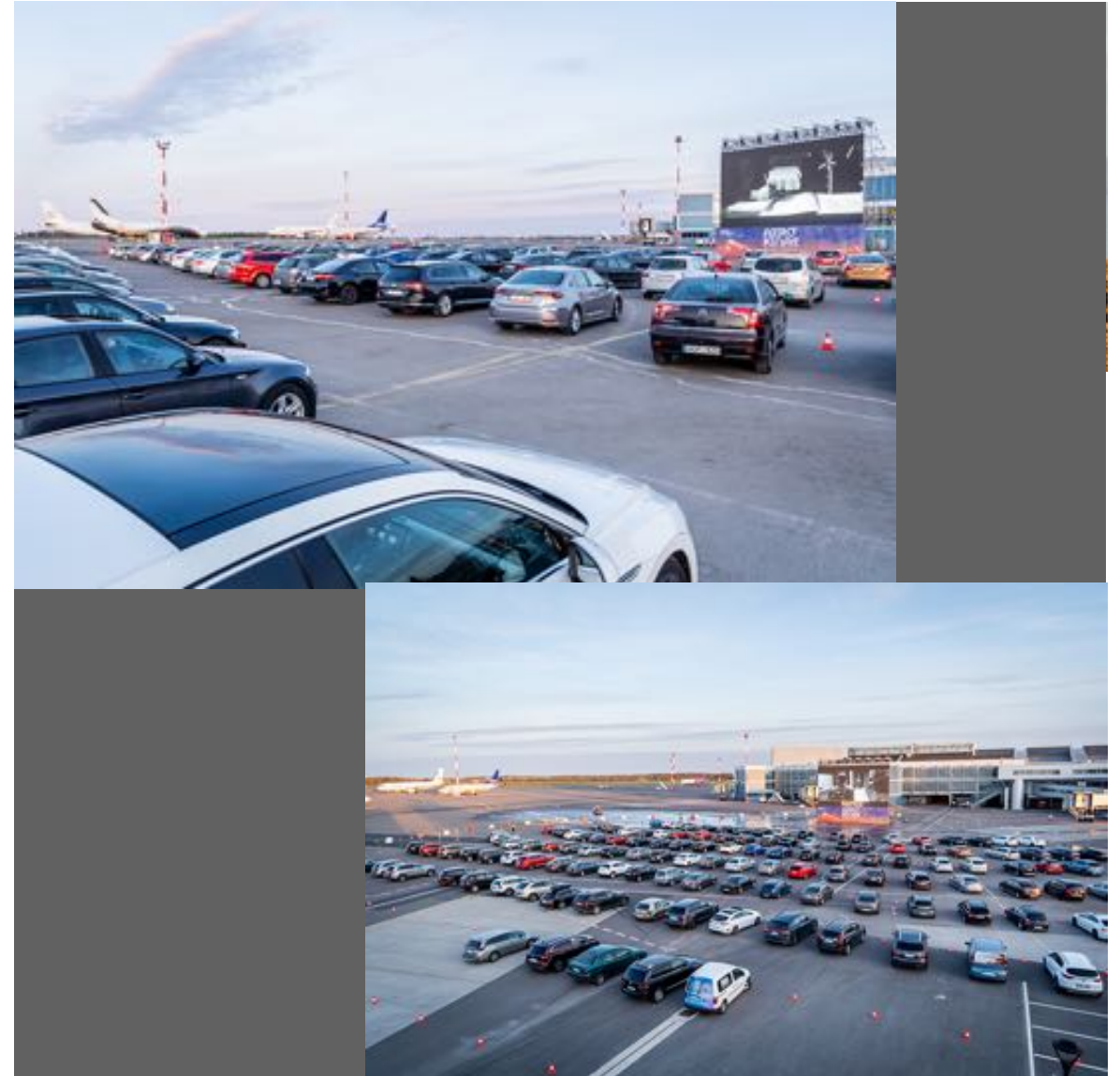
Meanwhile, we're seeing gaming platforms offering live programming alternatives for both professional sport and performing artists, as even established platforms test the boundaries of what's possible (and what consumers want).

We're also seeing traditional content creators and providers push the limits of creation, development and distribution as efforts for future-proofing, growth and following consumers as they test and establish new ways of watching movies, TV shows, concerts, group workouts, comedy shows, and other forms of entertainment they may have invested in previously outside the home.

Vilnius Airport

The Lithuanian airport decided to take advantage of its empty apron area, partnering with the Vilnius International Film Festival to open the space for a drive-in cinema. With the hopes of supporting both the movie and aviation industries, it's a unique partnership giving films the chance to be shown on the big screen, and the airport a chance to bring people together during trying times while also maintaining social distancing protocols.

The 'Aerocinema – The Journey Begins' project will be shown through the month of May, with 200 cars being admitted per screening.



Alamo Drafthouse

The theater chain, recognizing the longer term struggles theaters may have, originally launched Alamo-At-Home digital releases of select films as well as themed film days such as Terror Tuesday and Weird Wednesday. Based on the positive consumer feedback, Alamo Drafthouse partnered with ScreenPlus and Vista to launch Alamo on Demand, that lets consumers rent, buy and stream a range of films (from indies to major studio productions).

While they “believe nothing can or ever will replace the cinematic experience,” it’s a prime example of a business recognizing the need to evolve to embrace and support developing consumer needs that may vary from previous ones.



Williamstown Theater Festival

As festivals of all types are canceled, rescheduled or postponed, the non-profit found a way to keep its theater shows going, moving the festival to Audible. Providing the actors with the tools needed to rehearse and record the performance, the productions will shift from the stage to a listener's earbuds via audio.

The seven shows, starring major names like Bobby Cannavale, Carla Gugino and Audra McDonald, may provide insight into what theater may look (or, in this case sound) like for a while, testing the boundaries of creativity, and will be the first complete theater season released solely by Audible.

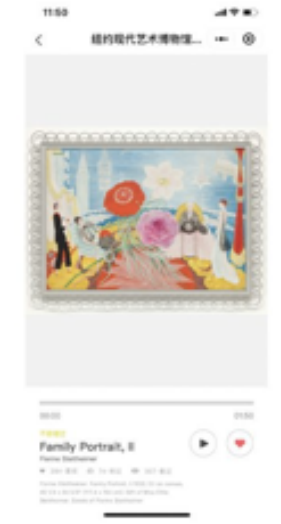
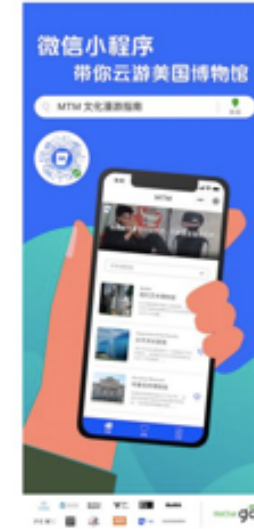


WeChat Go

WeChat GO partnered with MOVE THE MIND (MTM), an all-Mandarin arts and culture platform, to create a collaboration with 11 major U.S. museums of 'WeChat Mini Programs' called 'Museum In The Cloud'.

The goal of the program is to create non-downloadable applications within WeChat's ecosystem that serve as guided audio tours leveraging maps, interactive games, and video content of the participating museums so that Chinese audiences can take tours without having to travel.

At a time when many cultural institutions are closed, and travel is nearly impossible, it's a great way of connecting with new audiences both domestically and abroad, while finding fresh ways to entertain and educate.



The Blacklist

With production halted for plenty of TV shows and movies, some productions are getting creative on how they complete their content. For example, NBC's show *The Blacklist* hadn't finished filming their finale before COVID-19 hit. However, they found a creative workaround, asking the show's actors to record their lines at home and sending them recording equipment to do so.

Using the recorded voices, they combined live-action footage previously shot with graphic novel-style animation to create the season finale and provide fresh content.



Tostitos

The Frito-Lay's chip brand was the presenting sponsor for "Nacho Average Showdown," a livestreamed nacho competition between actor Bill Murray and Food Network personality and restaurateur Guy Fieri, created in partnership with the National Restaurant Association Educational Foundation (NRAEF). Airing on Facebook Live, the event will continue with other brand partners and celebrity showdowns to drive donations to the Restaurant Employee Relief Fund (RERF).

With traditional live events (e.g. sports, tentpole events) canceled for the foreseeable future, these types of competitive, real-time shows fill a void consumers feel when it comes to entertainment that's live and drives the desire to tune in. Creative content strategies like this enable talent and brands to come together to entertain, as well as find ways to weave in altruism.



Eli Young Band

As musicians figure out how to play live music at a time when most venues are closed and people aren't allowed to congregate in large groups, the country band created the 'Concert In Your Car' Series at Rangers' Globe Life Field. Kicking off On June 4, the band will be the first of a few select acts to play a series of drive-in concerts at the Globe Life Field Stadium, home of the Texas Rangers, in Texas. All performers will play on a stage in a section of the parking lot, while fans can watch the shows from their cars to enforce social distancing.

If successful, this creative live format, which utilizes space usually reserved for live sporting events (another form of entertainment on pause currently) and artists looking for space, could serve as a template of how outdoor venues around the world make the most of the options they have (i.e. parking lots).

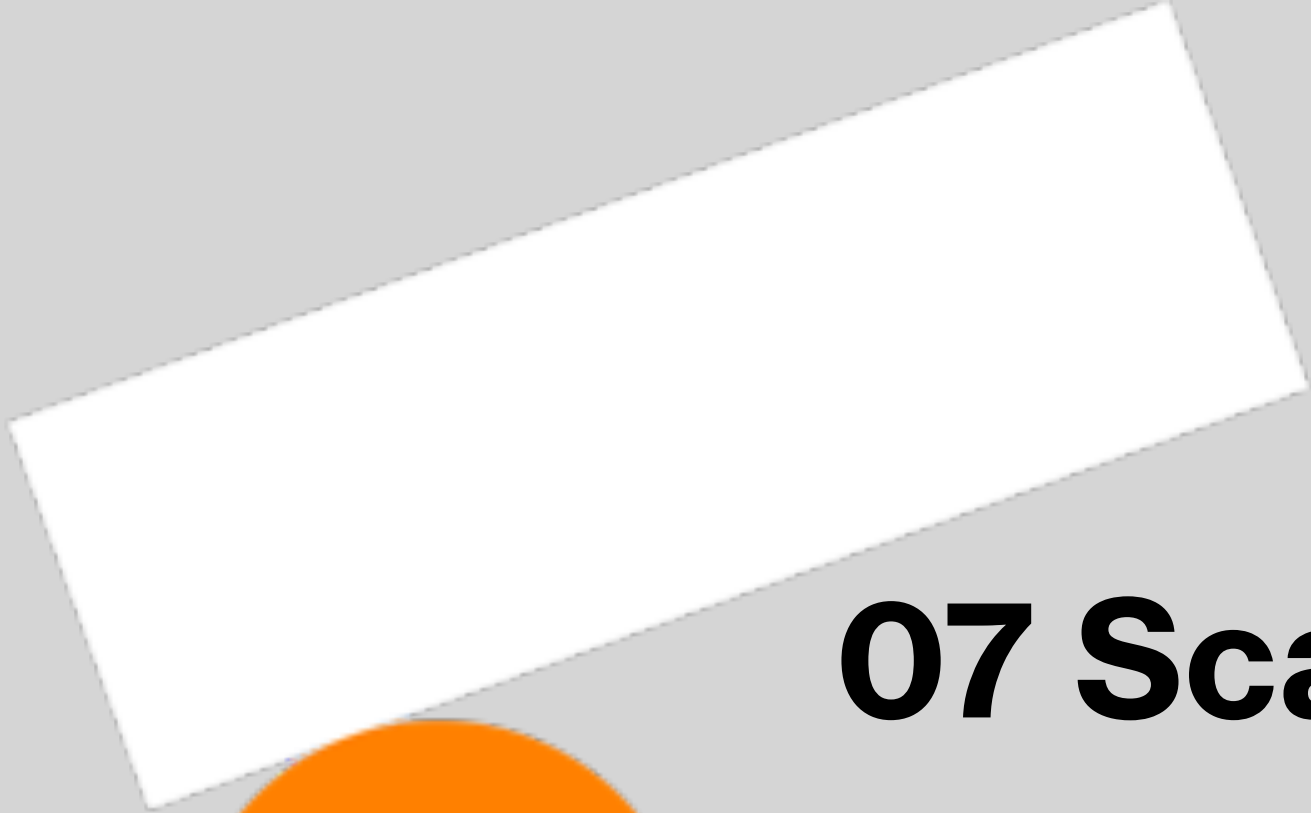


LPGA eTour Live

Topgolf and the LPGA Tour are partnering to launch an online golf tournament. The LPGA eTour Live features professional golfers from the LPGA and Symetra Tour playing online matches that are replicas of real life golf courses via the World Golf Tour online video game owned by Topgolf.

With most live sports offline or being transitioned into eSports versions or tournaments inspired by sports, this eTour taps into the trend of leveraging athletes and sports-style content to provide new tune-in viewing for those looking for fresh or real-time content.





07 Scabs *versus Scars*

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Scabs

versus scars

If you think about all of the ways consumer behaviors 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 continually emerging behaviors both online and offline.

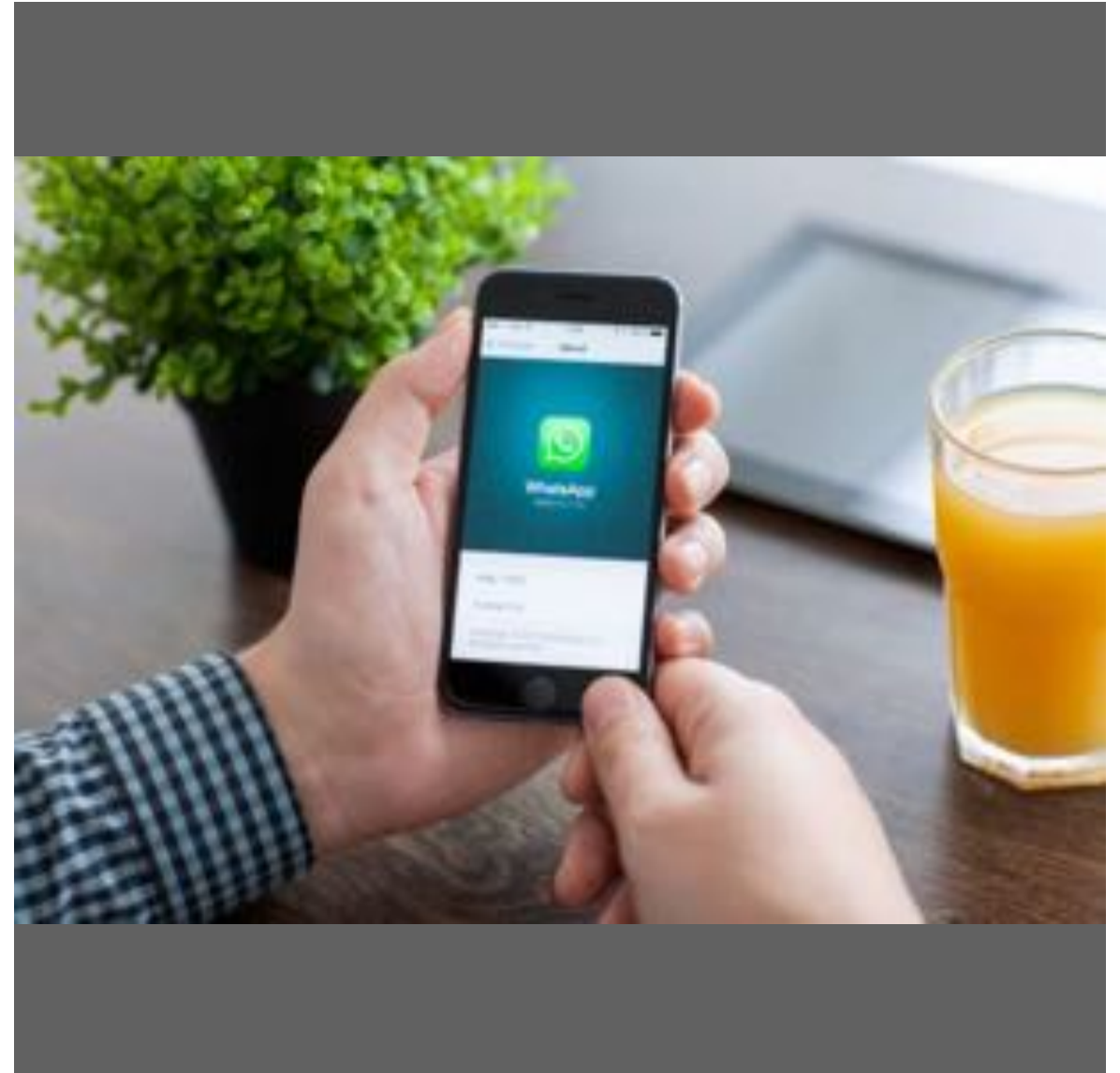
As we move towards whatever the ‘new normal’ is for the coming weeks, months, and even longer-term, which behaviors consumers currently have adopted will fade away in 6-18 months as scabs? And which behaviors will solidify as scars, permanently changed and forever impacting the ways consumers engage with the world (and brands) around them?

While we will not know for sure for a long time, we’re seeing brands attempt to guess what consumer behaviors will be scabs in the near future vs. more permanent scars.

Lidl

Using WhatsApp, the German supermarket launched a chatbot that lets consumers know when the best time to shop is while adhering to social distancing rules. Consumers can send a message and hear back on whether or not it is currently or going to soon be a quiet or busy time to shop.

Utilizing real-time and customer transaction data, it's a great way to encourage in-store visits while keeping consumers safe and confident in their shopping experience.



Salesforce

As businesses attempt to piece together potential plans for how they can safely reopen and ensure day-to-day health of their employees, Salesforce launched Work.com, a set of online tools to help those who work in offices safely manage their day-to-day schedules, including how and when they take their lunch breaks, go between floors, and use common spaces like elevators. Using the site, employees can reserve elevator spaces to get to work, take a break, complete daily health assessments, etc. to ensure everyone can go about their day safely and with minimal disruption.

Employee confidence in their health and their companies' investments in keeping them healthy means tests like this will be critical to being operationally efficient in reopening people-heavy businesses and office spaces around the world.



PepsiCo Inc.

Unveiling PantryShop.com and Snacks.com, the company made a massive move into DTC, offering consumers the chance to buy products from its brands directly from the manufacturer.

PantryShop offers its pantry-focused items under themes (e.g. “Workout & Recovery”), while Snacks.com is more focused on snacking products. Now consumers can stock up on Doritos, Gatorade and other PepsiCo brands, with most orders received within two business days.

While the entire company lineup isn’t offered, considering these sites were created and launched within less than a month, we can imagine that other companies may quickly follow suit.



Cebu Pacific

The lost-cost Philippines airline has launched ‘contactless flights’ touting markers for physical distancing, mandatory mask requirements, passenger area sanitation schedules, touchless boarding, operating crew PPE and testing, as well as other features onboard such as HEPA air filters. The goal is help travelers feel more comfortable as countries begin relaxing lockdown policies, and test what features and offerings can potentially make consumers feel safe enough to begin traveling again.

While we don’t know what the ‘new normal’ may be in a post-COVID world, it’s clear that an increases in contactless, clean offerings in areas where people gather and utilize during travel (e.g. airports, airplanes, restaurants, trains, hotels) will most likely become a baseline cost of doing business.



Airbnb + Bumble

Among the behaviors and activities requiring drastic changes in quarantine and the foreseeable future, dating in the age of COVID-19 and social distancing has become even more complex. To help those looking for fresh ways to take ‘dates’ online, the relationship platform and lodging company are partnering to release a collection of Bumble-approved Online Experiences designed to offer impressive virtual dating experiences. Bumble is hosting a contest where 100 app users can be chosen to go on a virtual date offering, including “attending” a wine class in Portugal, a night at a secret Amsterdam jazz club, a live show with drag queens in Lisbon, and more.

Some facets of life, like dating and meeting people, are already a complex, confusing and intimidating concept. Finding ways to make it, and especially the health-friendly version of it, less overwhelming and easier to engage with is a massive service to offer those interested in meeting new people. Enabling Bumble Date users to have the chance to go on unique dating options provides conversation fodder, an activity idea and an overall destigmatizing of the notion online dating is hard.





08 Marking *milestones*

08

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Our final approach is new; Brands recognizing that milestones are being rapidly reshaped for today's times, bringing new challenges, new frustrations, and new opportunities to rethink and restructure how we mark our milestones.

As consumers increasingly transition life events – weddings, funerals, graduations, baby namings, birthdays, first time riding a bike, etc. – to online in order to share them with those we love, brands are finding ways to bring people together for momentous moments during trying times.

It's not just about creating connections; it's about finding ways to truly bring a sense of celebration and satisfaction to each and every milestone, no matter how major or mundane seeming. Knowing that we don't know what consumer behaviors (e.g. social distancing) will be scabs vs scars in the near future, efforts to solve the tensions that come with attempting to celebrate these milestones today provide insight into how milestones may be celebrated in the future.

Unilever

For many college or post-college graduates, the career fair is a major milestone marking their move into proper adulting. Unilever Russia took their career fair online, creating an 8-bit version of the company's office buildings, enabling graduates to 'visit' campus and explore different jobs while meeting with virtual representatives.

Utilizing the game, attendees could learn about internships, job opportunities and glean an overall understanding of the company and different departments. It's a fun, youth-oriented way to make online career fairs engaging and visually fresh.



Kaplan

For many students, graduating high school means the immediate transition into college. However, amongst concerns around health, safety, costs, viability of opening, and other issues impacting physical universities, many students are considering taking a gap year, but are unsure how to fill it.

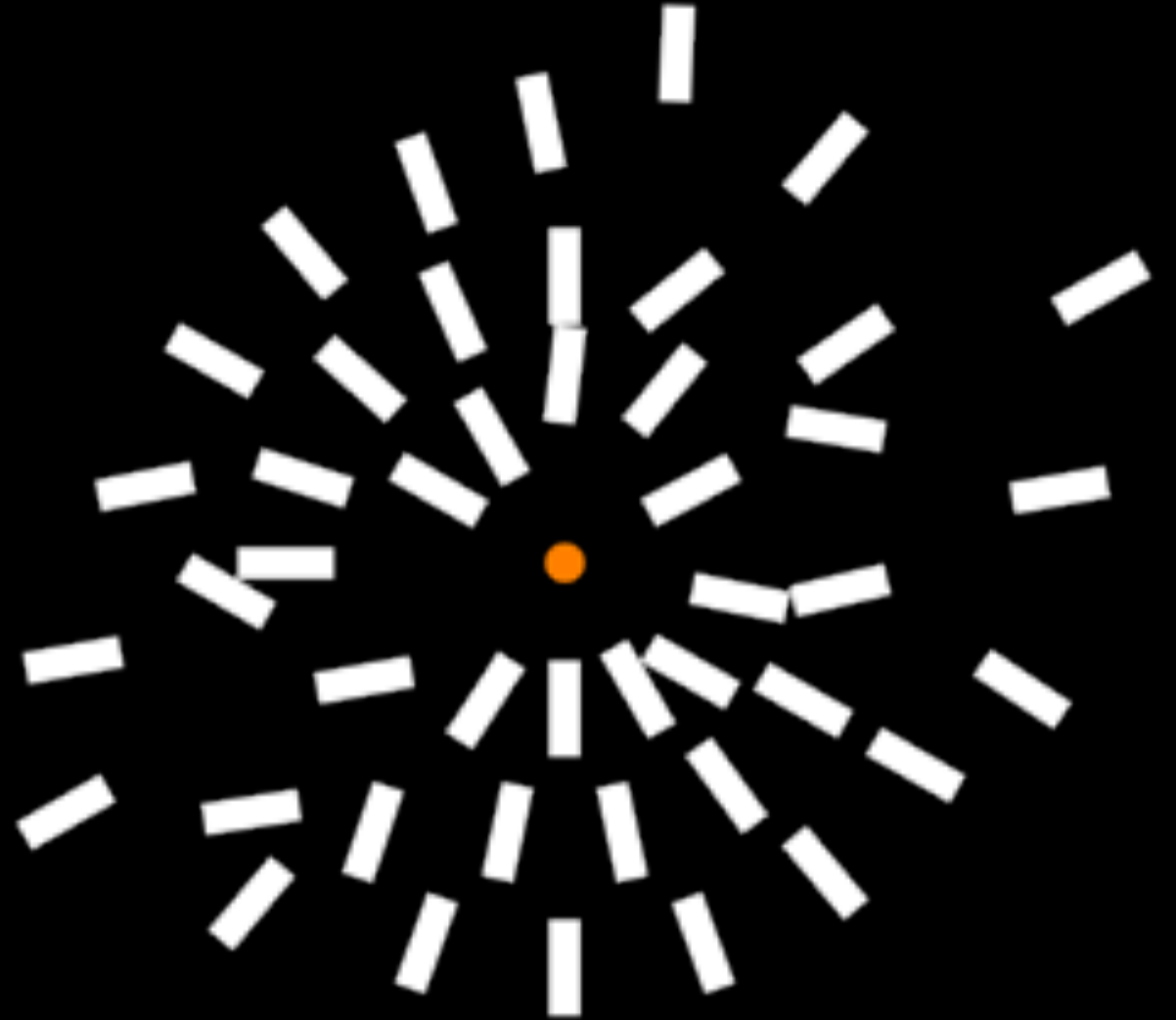
The international education services provider launched Boost Year, an online pre-college booster program designed to accelerate college and career readiness by helping potential college students determine what career path they want to follow before starting classes. With the goal of helping students maximize their college and career paths, the aim is to help with decisions such as picking a major, determining which classes would be most useful or fulfilling, etc.

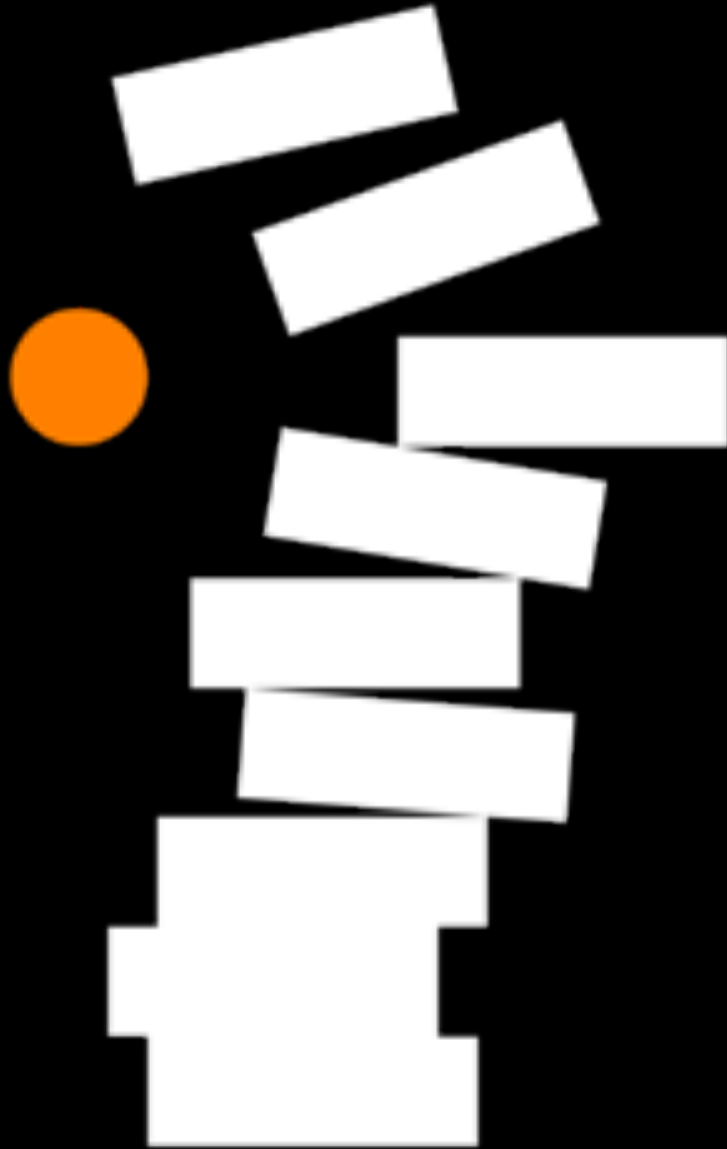
With looming uncertainty and questions around how to navigate the next steps of college for many, this program is an example of helping those trying to determine how to move forward with the right tools to maximize their efficiencies, budgets, time and ensure they are best equipped for success in the future.



Final

thoughts





Final thoughts

It no longer matters what you sell; every brand is now, or needs to be, a service offering. How consumers viewed, purchased or used your brand in their routines months or weeks ago has dramatically altered, and will continue to evolve as their lives do. The need for service-oriented solutions from brands will be critical to earning your place in consumers' hearts and carts in the days, weeks and months to come.

Ultimately, no matter how you activate or who you target, it's important to recognize that your strategy and communications need to be two things:

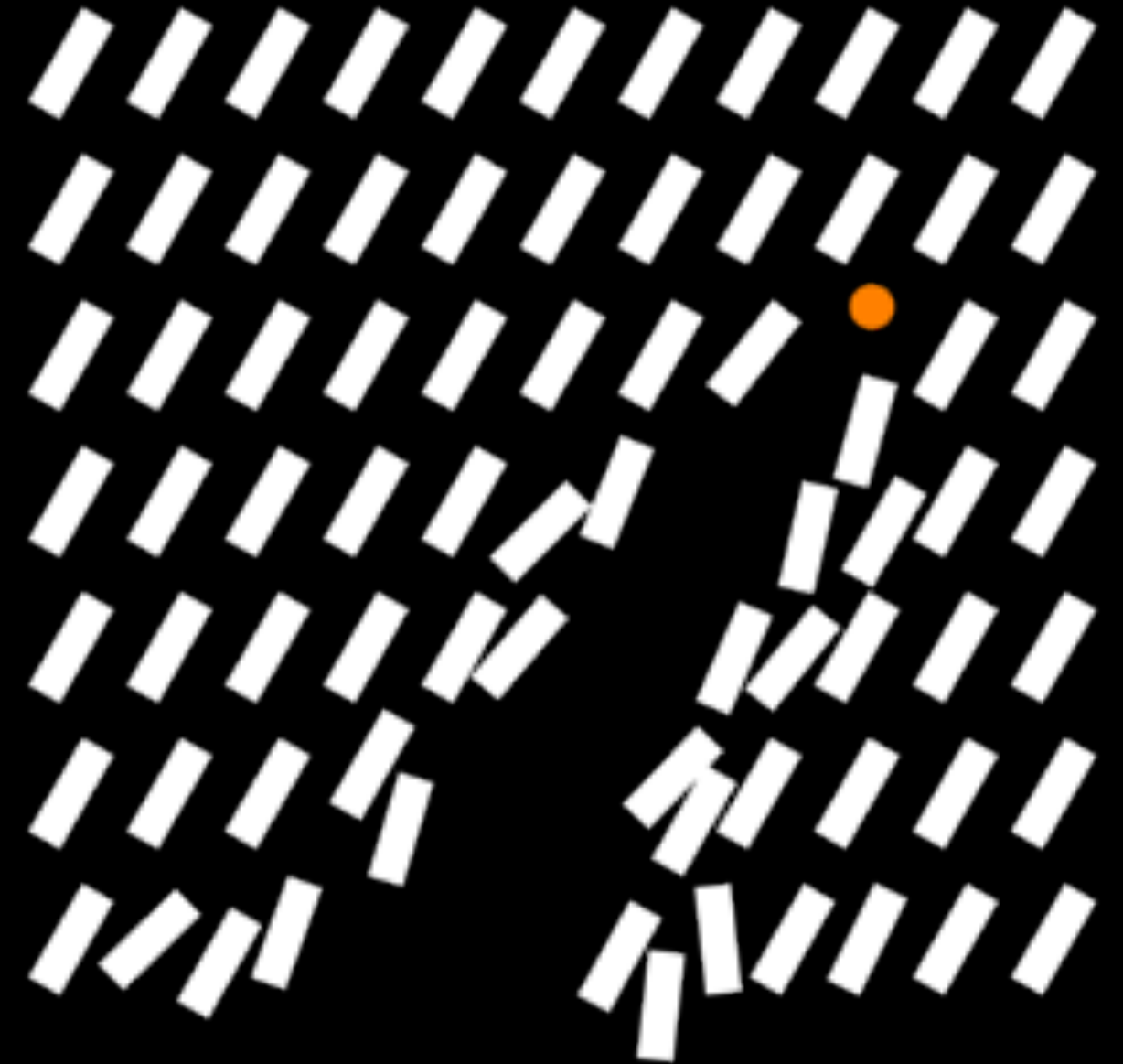
1. Solutions oriented: It's all about delivering a solution (not technology) first. It's tempting to leverage emerging tech tools or platforms as the primary focus of your strategy. Determine the solution you want to provide consumers first, then how to activate (including leveraging potential tech options) second to ensure it's truly delivering on tangible needs in accessible ways.
2. Lead with EQ: Connecting with humans requires more than strong data and targeting tools. Taking time to understanding consumer EQ, and the spectrum of needs, concerns, cravings, tensions, etc. will enable you to deliver genuine solutions that have real-life applications.

We hope this final edition of Creativity In Quarantine acts as useful stimulus for your own approach.

Questions?

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Wavemaker^o

Grow fearless