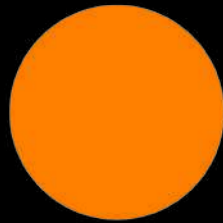


# Creativity in Quarantine?

How are brands reacting to the COVID -19 crisis?

*Fourth Edition*





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

*Mark Ritson*

As the world rapidly changes, so too are the brand responses and attempts to connect, support and endure in predominately EQ-driven ways, as well as taking educated guesses on how to navigate which consumer behaviors will ultimately be short-term ‘scabs’ versus longer-term ‘scars’, depending on what the ‘new normal’ may be in their parts of the world.

This not only means finding ways to continue to support the varying and ever-changing needs of those on the ‘front line’ of fighting COVID-19, but also finding ways to help consumers move beyond simply surviving the day-to-day chaos, but, ideally, finding ways for them (and their families communities, businesses, and friends) to thrive.

As we brace for more of the unknown, now’s the time for brands, be they trusted or new, to find ways to provide solidarity, support and structure to consumers’ lives.

# 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 see the trends highlighted in *orange* that have evolved with the rapidly changing times, along with our coverage of them.

**01 Supporting the frontline**

**02 Repositioning productivity**

**03 Aiding the vulnerable**

**04 Amplifying WHO advice**

**05 Carrying on at home**

**06 Maximizing moments that matter**

**07 New channel entertainment**

**08 Scabs vs. scars**



# **01 Supporting** *the frontline*

# 01

## **Supporting** *the frontline*

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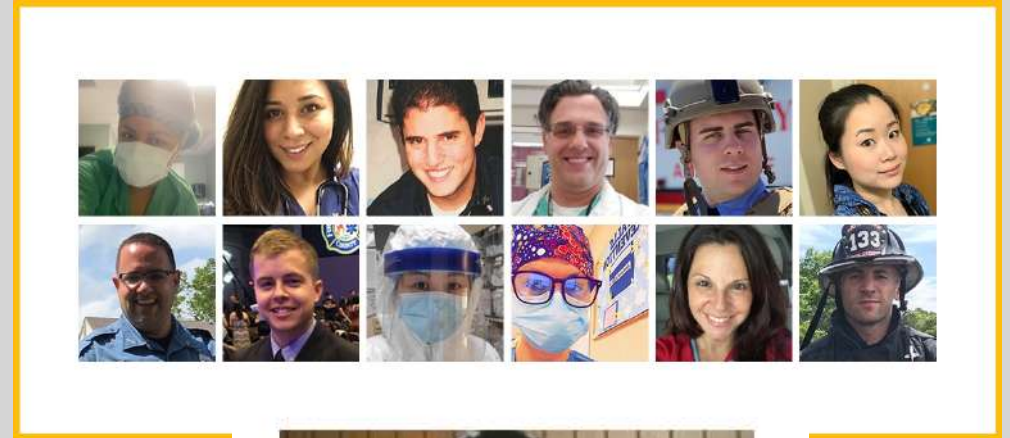
Much of the work seen is designed to support workers on the front-line (e.g. medical providers, health and safety workers and those putting themselves at risk to help others). Companies are offering discounted or free products/services, supporting them physically, mentally and emotionally however possible. We're seeing a broadening in scale, as well as an expansion in the type of companies involved, the result of having a better understanding of the real everyday and longer term needs of those on the front line (as well as supply chain capabilities/limitations). Many 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, everyday sustenance).

One thing we noticed this week is a focus on nostalgia and consistency; there's research noting that, in times of crisis, people turn to tried and true brands. Tapping into a brand's historic relationship with consumers is one way to show you always have, and always will, deliver when it comes to being there for both the good and hard times.

# McDonald's

Inspired by their franchisees giving free food to local first responders and those on the front lines in their towns, McDonald's made it an official larger, national initiative in the U.S. From April 22nd to May 5th, any healthcare worker, firefighter, paramedic or police officer can show their work ID at any McDonald's and choose a free meal served in the classic Happy Meal boxes, with a thank you note included in lieu of a toy. The brand's advertising of this initiative leverages the power of nostalgia and McDonald's role in first responders' lives, featuring childhood photos of current first responders in McDonald's PlayPlaces or eating their food, as well as photos of them in their current day uniforms.

It not only reminds people McDonald's has been a trusted brand since childhood, but also find ways to scale organic opportunities of giving back to those who need our support.



# NHS

For those on the front lines, the last thing they need is to worry about their data plans when trying to keep in touch with colleagues and loved ones.

EE is offering free unlimited data for NHS workers in the UK. Focused on the notion of staying connected in trying times, it's an easy, on-brand way for NHS to provide tangible, immediate support to those who may need it most via a streamlined, easy to access offering.

Showing support is one thing; ensuring it is easy to access, no-strings-attached is another. Brands finding ways to do good and help the cause need to ensure what they're offering is actually needed, and ensure it's easy to put into play.





# 02 Repositioning

*productivity*



# 02

## **Repositioning** *productivity*

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We pivoted the previous trend of ‘Repurposing Production’ to ‘Repositioning Productivity’ based on what we’re seeing around the world.

It’s no longer just about (the very critical and much needed role of) repurposing production to create PPE and tools needed by those on the front line every day, be it healthcare workers, firefighters, grocery store employees, delivery people, or others risking their safety to offer essential services. It’s about stepping back and reevaluating how businesses are run, where the strains on the supply chain are, evaluating employees' roles, etc., resulting in changes to entire manufacturing, commerce and overall company infrastructures.

We’re seeing companies change how they do businesses – both on the front and back end – to adjust to changing needs and uncertain times.

# Instacart

Data has, and will continue to play, a massive role in ensuring quality of life, be it general safety, COVID-19 tracking, etc. As retailers like grocery stores are struggling to keep up with consumer demands, and issues within the supply chain between manufacturers and retailers is quickly coming to light, Instacart (which delivers from 25,000 grocery stores in 5,500+ cities across North America) has shared a new analytics tool designed to help the grocery supply chain via insights that can help manage supply and demand in trying times.

It's an example of how powerful data-driven insights, properly managed and mined, can be when applied to businesses on both the front and back-end.

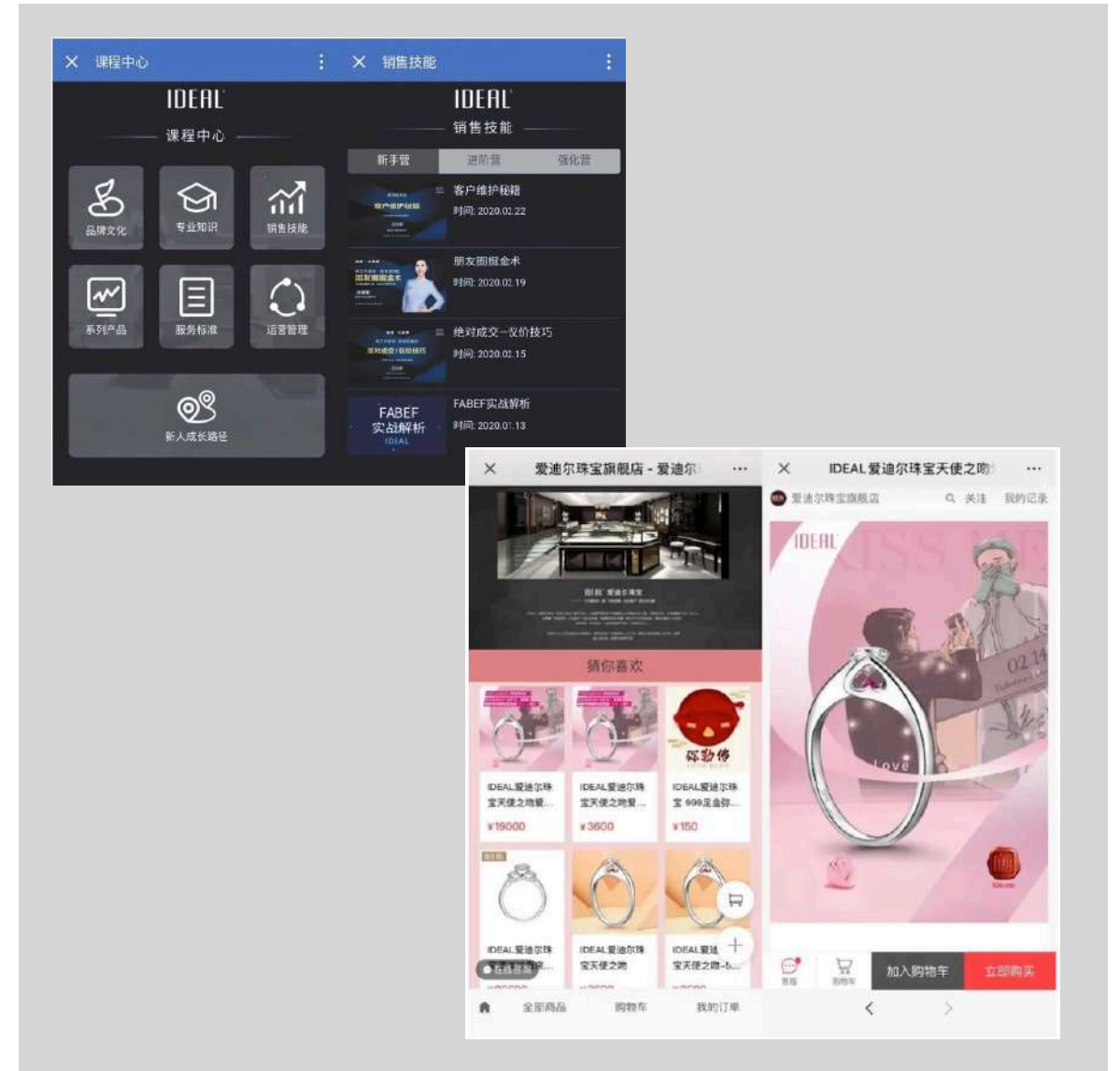


# Ideal

The Chinese jewellery brand has pivoted to live-streamed ‘stories’, recognizing that with less foot traffic and closed stores, it was critical to pivot from bricks & mortar to eCommerce, as well as retraining staff to keep up with the changing times.

As a result, the in-store sales staff have been trained to become live broadcasters, with each sales person utilizing a franchise-like model (as well as increased commission from previous in-store sales) and managing their own live-streamed “store” via a platform built by YouZan within the WeChat app.

It is a creative way to leverage employees who can no longer fulfil their original roles, as well as motivate and rally employees to focus on company success via creativity.





# John Lewis

The UK brand launched a virtual stylist service via Instagram, offering free one-on-one video appointments with personal stylists to help consumers streamline their wardrobes and select key pieces for their needs. The stylists also follow up post-session with an email covering everything discussed, as well as host Q&As on Instagram for people to ask general questions.

While store closures may be short term, the longer-term ramifications of how people will shop, including where and how, are yet to be seen; Finding ways for employees to fulfil their roles is critical to ensuring any brand can remain creative and nimble. There's no doubt doubling down on experience and personalization on and offline are key to retail's survival. One-on-one services via easy-to-access platforms is a great way to maintain connection, offer real service, and integrate employees into a company's evolution.



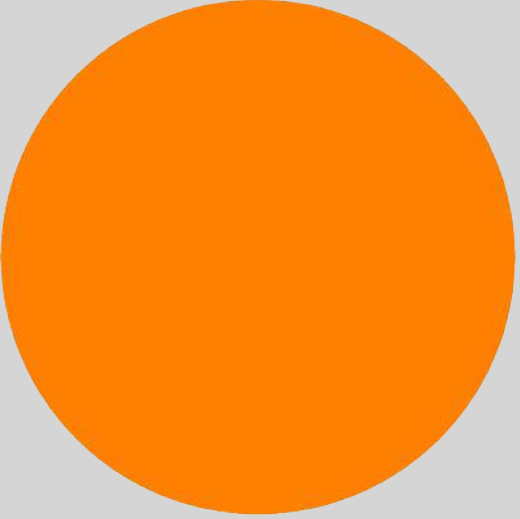
# Zara

At a time when consumers can't go to physical stores to try clothing on, how do you showcase and promote your newest clothing line to entice them to buy?

If you're Zara, you send your models the clothes and have them photograph themselves at home. The Spanish brand's newest campaign touts models who photographed themselves at home, giving the campaign a sense of DIY and casualness that reflects the current times people are embracing.

While it came from creative necessity, it does lend the brand credibility for understanding the current times, and finding ways to move business forward.





# **03 Aiding**

*the vulnerable*

# 03

## **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, be it someone who is immunocompromised or someone elderly, find solutions to everyday struggles (e.g. securing groceries, maintaining their health routines, etc.).

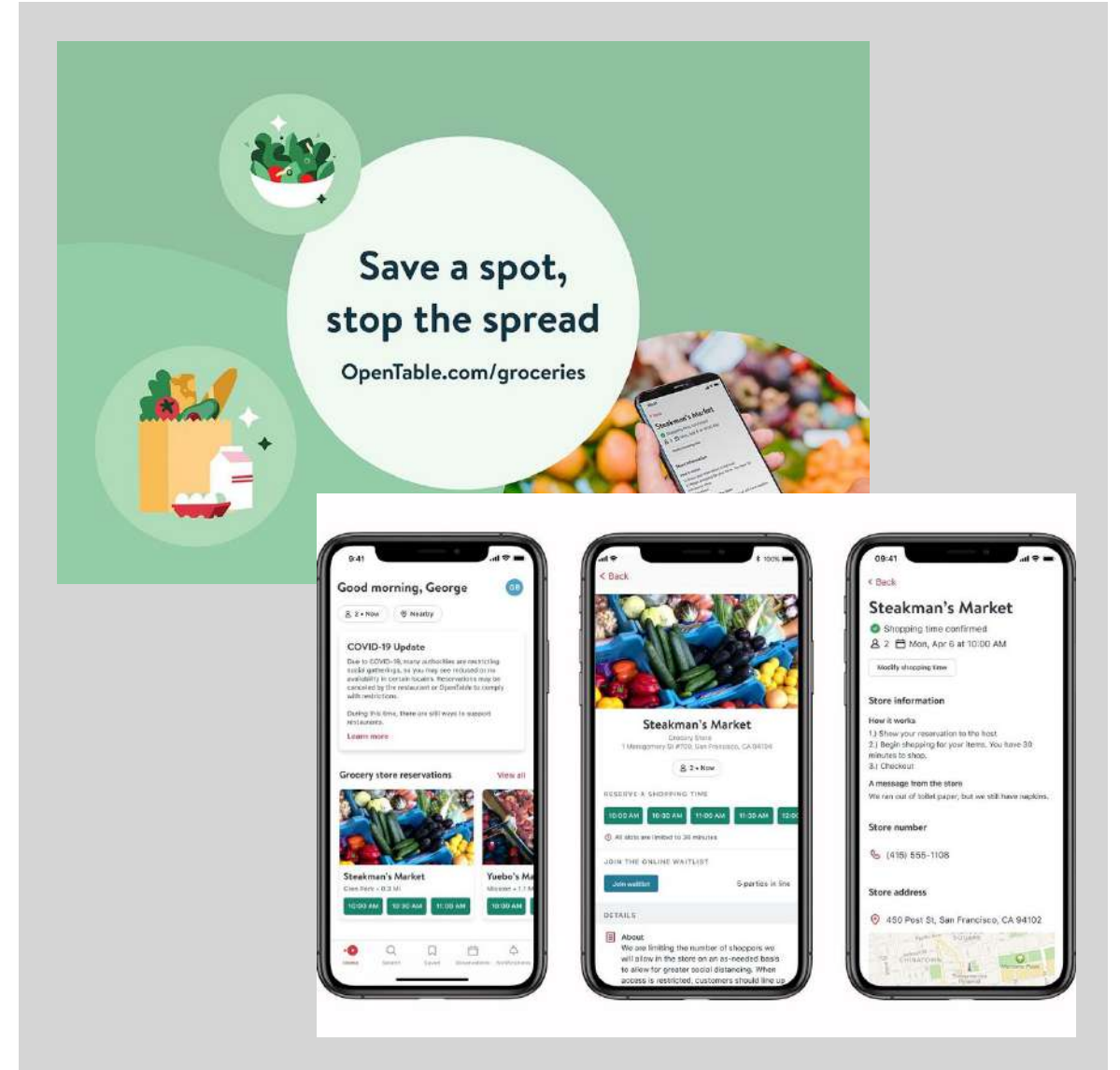
We're also seeing an emphasis on helping people financially whose livelihoods are at risk, particularly small businesses and those in at-risk professions, recognizing the reverberating impact that COVID-19 has on local economy and culture.

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.

# OpenTable

While restaurants may be closed, the restaurant reservation platform found a new way to help both consumers and local businesses: pivoting to offering consumers reserved time slots at select grocery stores and retailers across the U.S.

Helping those who don't want to wait in line at a grocery store or don't feel comfortable risking crowding can use the platform to find a timeslot and maintain social distancing while shopping. There's also online waitlists to get a notification if spots open up, an effort to recognize the rapidly changing nature of today's living and the increased anxiety around shopping for household necessities.





# Bumble

Connecting more than people looking to meet someone new, Bumble is supporting small businesses impacted by COVID-19, offering 200 businesses in 11 countries with grants to any small business who applies through any Bumble app (Bumble Date, Bumble BFF or Bumble Bizz) and matches with the Bumble Community Grants profile. For those who aren't business owners, they can nominate one in need so that those who don't own one can still support local businesses.

It's a quick, concise attempt to get financial support to the business that need it most, in an efficient, clear way. It's proof a campaign doesn't need to be complex to be impactful.



# American Express

American Express, known for supporting local businesses via its annual Small Business Saturday initiative, launched “Stand For Small,” a coalition touting over 40 companies to provide small business the help they need to deal with COVID-19-inflicted problems. Partnering with other larger companies like Sam’s Club, Adobe, FedEx, and more, the initiative is designed to help the U.S.’s 30+ million local businesses manage their teams remotely, focus on reducing operating expenses, improving digital capabilities, and more.

This is proof of how the power of collaboration can often have a larger impact than the power of one company going at it alone. Aligning with the right partner(s) can help a brand amplify their impact.



# Publix

The southern U.S. supermarket chain is focused on helping both sides of the struggling food chain by serving as the middle man between consumers and farmers. Publix is not only donating produce and milk to local Feeding America outposts, but also doing so by buying the produce and milk from farmers who are struggling due to too much product and not enough revenue due to restaurants closing. Not only is it a tangible, immediate way to give back to local communities who have supported Publix over the years, but also find a way to financially support their supplies simultaneously to keep the overall economy going.



# Taco Bell

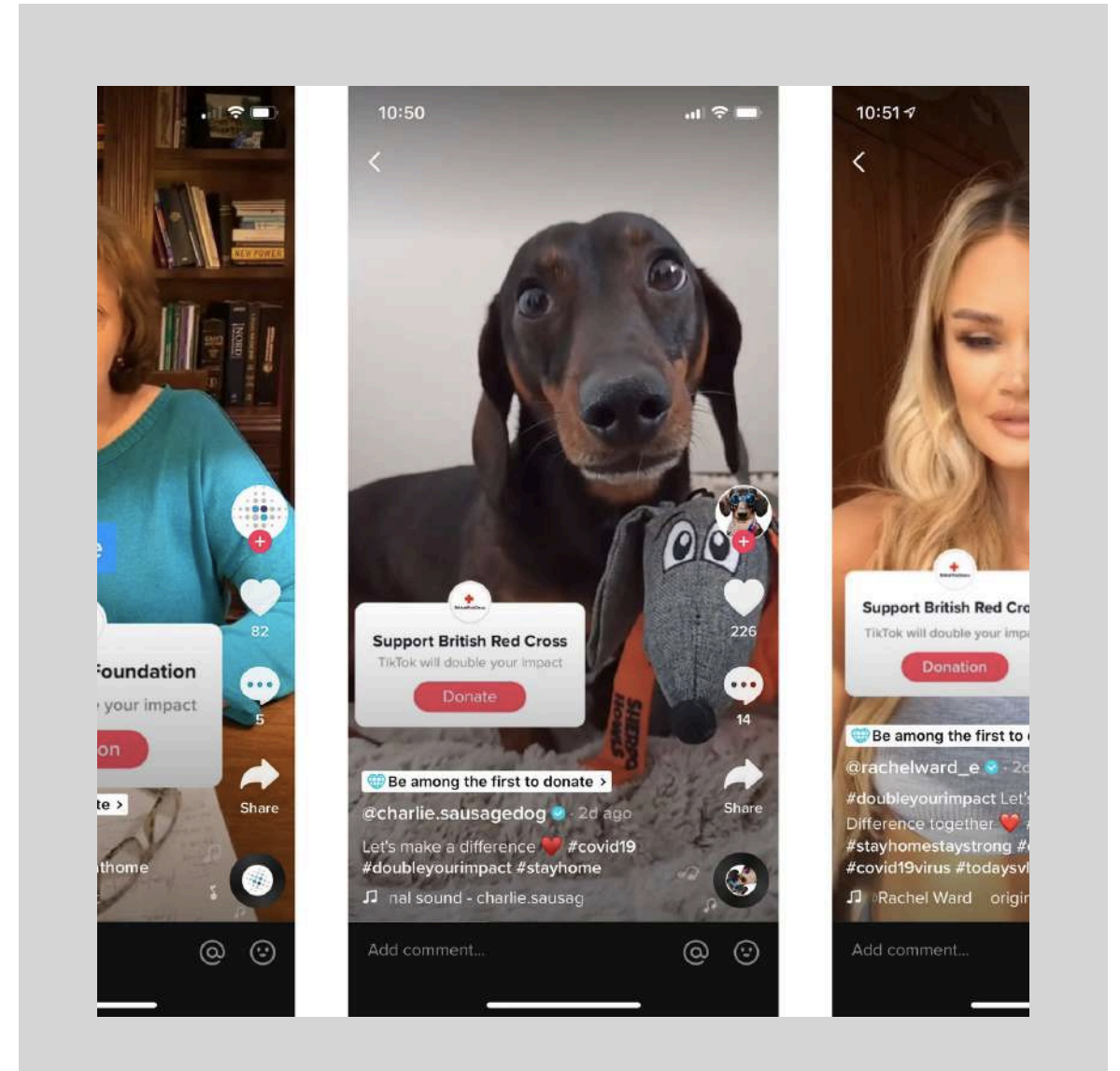
Through experience we are quickly learning the minutia of specific needs those on the front line have, some of which are unexpected and would never be considered without experience. For example, for those who drive large essential service vehicles, those cars cannot fit into some spaces smaller cars can, such as drive-thrus, making it hard for some to get a quick bite to eat before, during or after their shifts. Recognizing this need, Taco Bell turned its Southern California headquarters into “Truck-Thru At HQ,” a massive drive-thru that could accommodate those essential vehicles. Open for business and serving free meals for essential workers driving large vehicles (e.g. truckers, firefighters, emergency medical technicians, police, media with news vans). It’s a creative way of using unused space (e.g. office space and parking lots) to provide essential workers with essential services in ways that alleviate stresses in their lives and jobs.



# TikTok

As tech and media platforms reflect on how to update and upgrade their services and offerings to compliment today's rapidly changing media consumption needs, TikTok launched Donation Stickers, an in-app feature offering creators a way to help raise funds within their videos and TikTok LIVE streams for the charities and causes they care about.

This fully embedded offering is a great way of merging Gen Z's desire to find ways to support those in need and TikTok's rising popularity as an entertainment platform in an organic way that compliments how users access the app.





# 04 Amplifying

*WHO advice*

# 04

## **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 change around the world, it's easy to get confused as to what is fact and what is fiction.

We continue to see brands focused on message amplification of WHO's advice to encourage specific behaviors and drive social change that will ideally slow down and flatten the curve of COVID-19.

Given that many of these habits (e.g. social distancing) will continue to be required globally for a long period of time, we're seeing the messaging becoming integrated into future-focused marketing that normalizes these new behaviors and integrates them subtly into brand-driven actions, thereby removing the fear and panic from them.



# Oscar Mayer

As we move into warmer months, people will need to rethink how they engage in traditions that bring friends and family together. To help encourage healthy behaviours while finding ways to stay connected, the hot dog brand is recommending people do a Front Yard Cookout, enabling them to grill with neighbours and friends but at a distance - at least 12 hot dogs apart.

Given that it's difficult to measure what 6 feet means in the real world at times, translating the distance into a product is a quirky, fun and on-brand way to promote healthy habits.

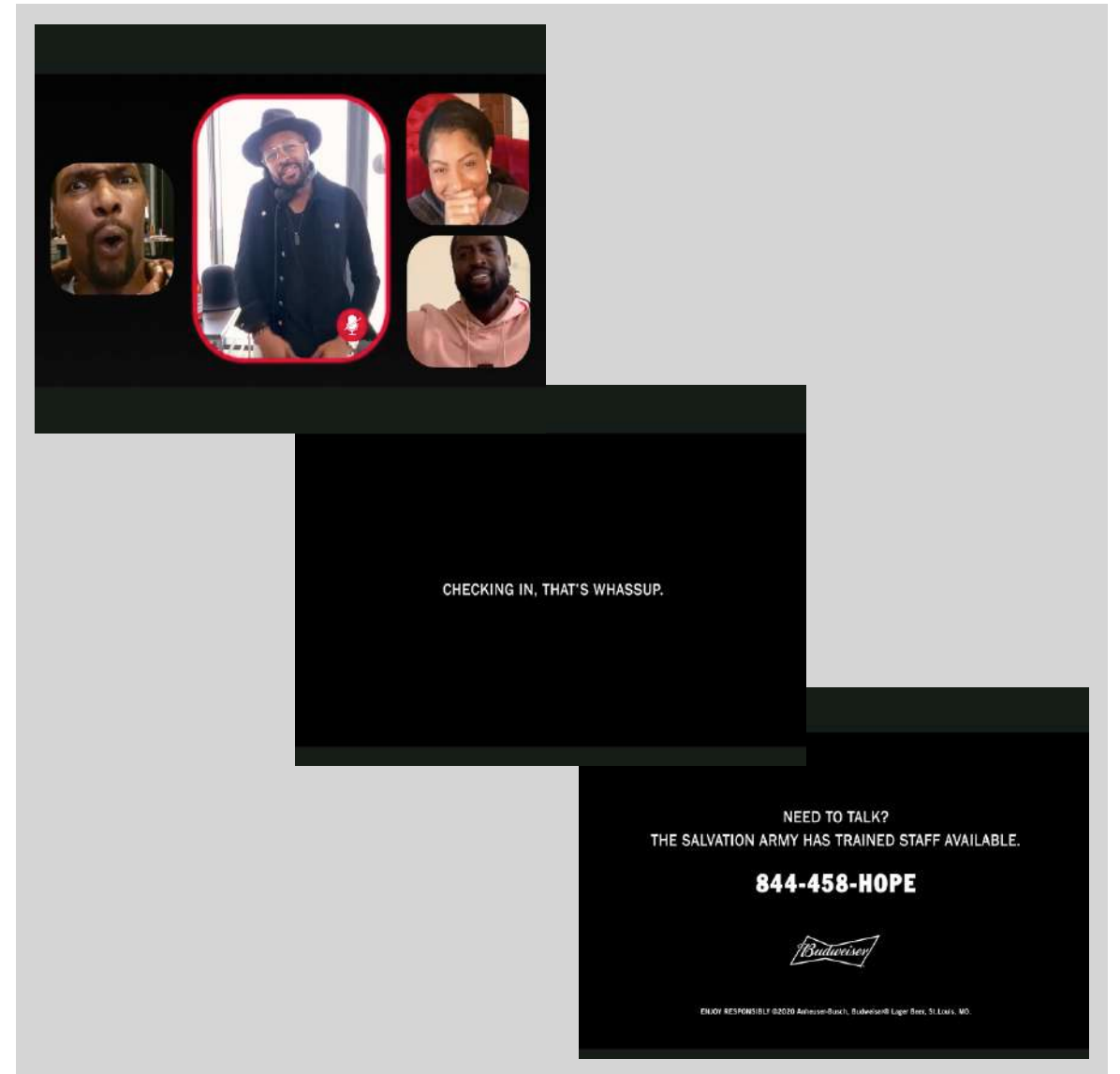




# Budweiser

Evoking both emotion and nostalgia, Budweiser brought back its classic “whassup” campaign for the COVID-19 era. Featuring celebrities checking in on each other via the call “whassup!,” this iteration of the ad has a deeper message beyond the silliness of those seen on screen. Focused on checking on people and ensuring friends and family are staying safe, the ad ends by focusing on the Salvation Army’s new emotional and spiritual care hotline, informing people who may be experiencing loneliness or anxiety of the free resource available 24/7.

Nostalgia always has a place in advertising, especially at a time when consumers may be risk adverse and increasingly turn to brands they’ve relied on time after time. Evoking memories like the “whassup!” phrase that dominated for a period in the 90s brings back a smile and good memories, and inserts positivity and proactivity into today’s world, offering consumers entertainment while also encouraging them to reach out to others.



# Red Nose Day

Red Nose Day has historically been a major driver in fundraiser for children's health, leveraging partnerships with both major brands and celebrities. However, due to stay-at-home orders, WHO orders to not touch your face, as well as local rules around wearing a mask in public, there's been a major damper on getting the red noses out to people via Walgreens.

Pivoting online, #NosesOn enables people to go to the website, make a donation and unlock a digital nose in lieu of buying a physical nose. The noses can be used across social media to raise awareness and ideally drive more donations. It's proof you can keep continuity with a bit of ingenuity.



A white tilted rectangle is positioned in the upper left quadrant of the slide. Below it, an orange circle is partially visible, overlapping the bottom edge of the white rectangle.

# 05 Carrying on *at home*

# 05

## 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.

# DoorDash

It's hard to feel connected to your favourite restaurants and QSRs when their bricks & mortar dining rooms are closed and only offering delivery or curbside pickup. DoorDash is aiming to solve for that with "The Lunchroom," a partnership with some of the U.S.'s most classic restaurant chains (e.g. McDonald's, Baskin Robbins, Outback Steakhouse) to bring a bit of the dining experience from their restaurants to consumers' kitchens. Utilizing curated Spotify playlists, downloadable backgrounds of classic dining scenes consumers are used to (e.g. the front of the rows of ice cream tubs at Baskin Robbins, the famous red booths inside a Chili's) for Zoom/video chats and custom Snapchat filters designed for each dining partner, the goal is to "recreate the energy they typically have in stores."

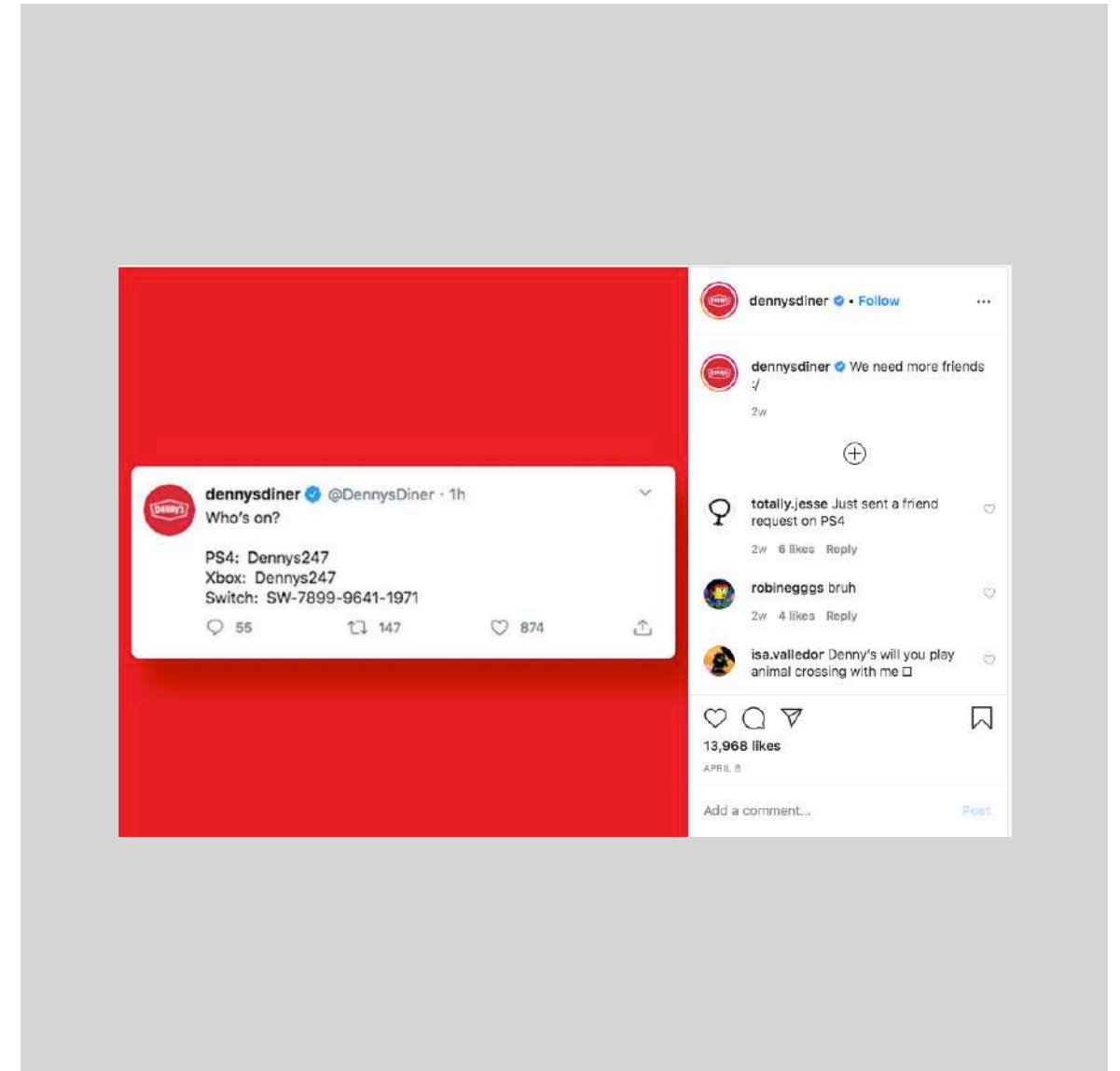




# Denny's

With screentime rocketing and more and more consumers turning to gaming for entertainment, the restaurant chain has dove into gaming culture, playing as Denny's247 on both Xbox One and PS4. Those who friend the brand on the platform can not only play with Denny's, but also get codes and discounts while playing with them.

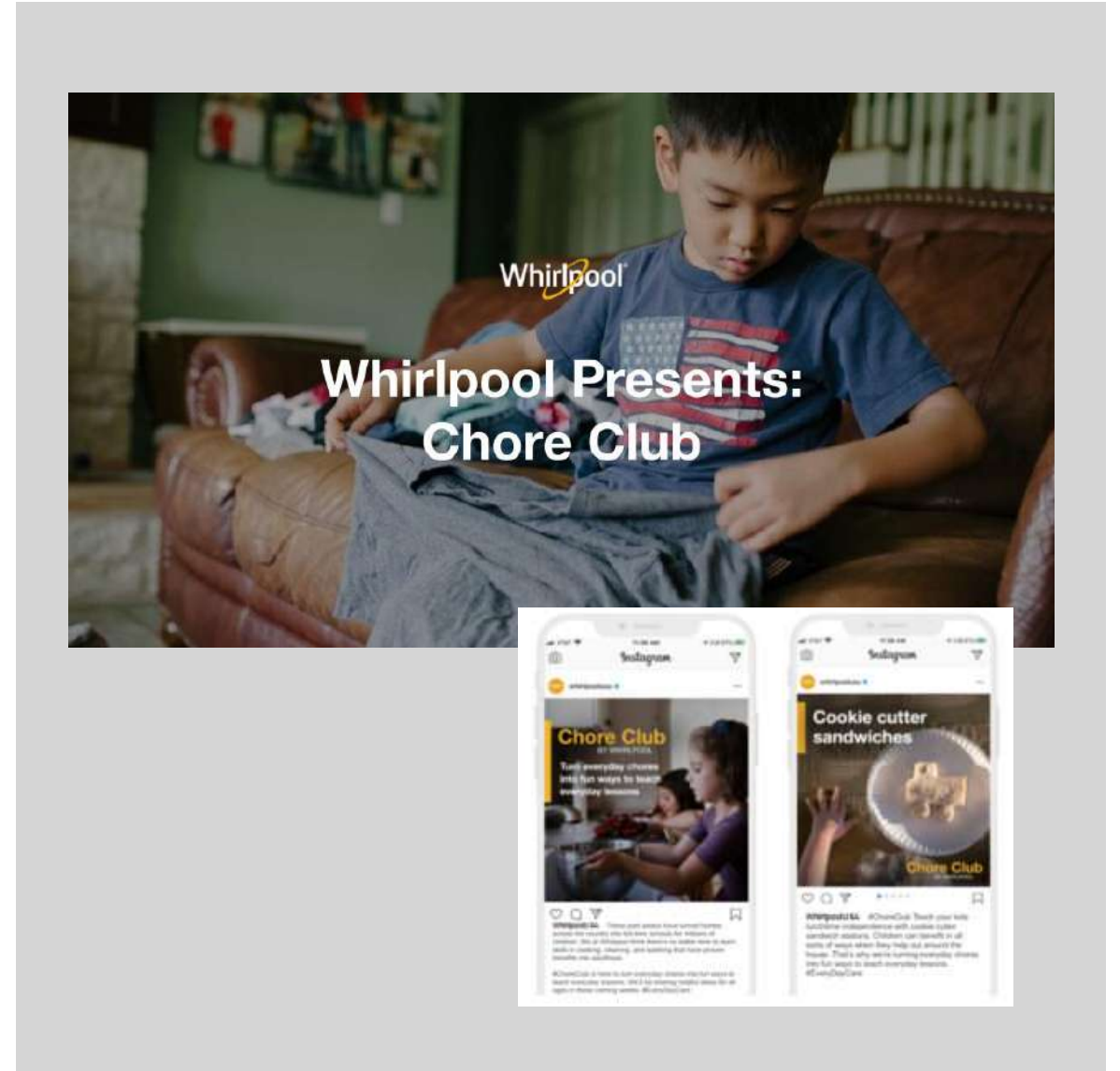
It's a savvy way to keep up with your consumer's rapidly changing media usage and find a novel way to get involved with gaming (a massive hotspot right now). We have a feeling the person managing the gameplay is having a great time as well.



# Whirlpool

With more time at home comes more mess, laundry and chaos than ever. To help parents teach their kids chores in a fun, engaging way to get them to help, Whirlpool launched ChoreClub, offering creative content to help incorporate chores into everyday activities and schedules.

Designed for kids ages 2-11, the goal is to help them learn how to contribute to the household via simple, easy to do chores like folding laundry or putting away dishes. Recognizing that these are lessons that can help kids later in life, it's an offering that can be utilized today and have greater impact tomorrow.



# Magnum

As the days get warmer and the need for bright spots grows, Magnum offered free DIY Make My Own Magnum Kits in the UK, offering consumers the chance to bring Magnum (and a treat) into their homes when Magnum Pleasure Stores (that offer the chance to create custom Magnum treats) are closed. Partnering with Deliveroo, consumers could get Magnum Ruby and plenty of toppings delivered to their door, invent their own creation, and share their sweets.

It's a great way to keep brand awareness high while finding ways to stay on consumers' shelves (in this case, freezers), while simultaneously providing a bit of surprise and delight. This type of activation also helps consumers keep a semblance of consistency when it comes to activities and adventure (e.g. going for ice cream when the weather is nice).





# Oatly

Plenty of brands are offering sites and emails touting at-home activities for all ages, but many of those neglect to keep in mind that the activities require accessories many may not have already at home.

The oat-based brand is looking to solve for that via 'Oatly Department Of Distraction Services', a quirky, on-brand entertainment-focused activities and crafts site that shows ideas that only require Oatly's products and packaging.

It's a reaction to seeing what first-to-market brands are testing, and iterating based on consumer feedback (and frustrations) and real-world needs.





# 06 Maximizing moments

*that matter*

# 06

## Maximizing moments

*that matter*

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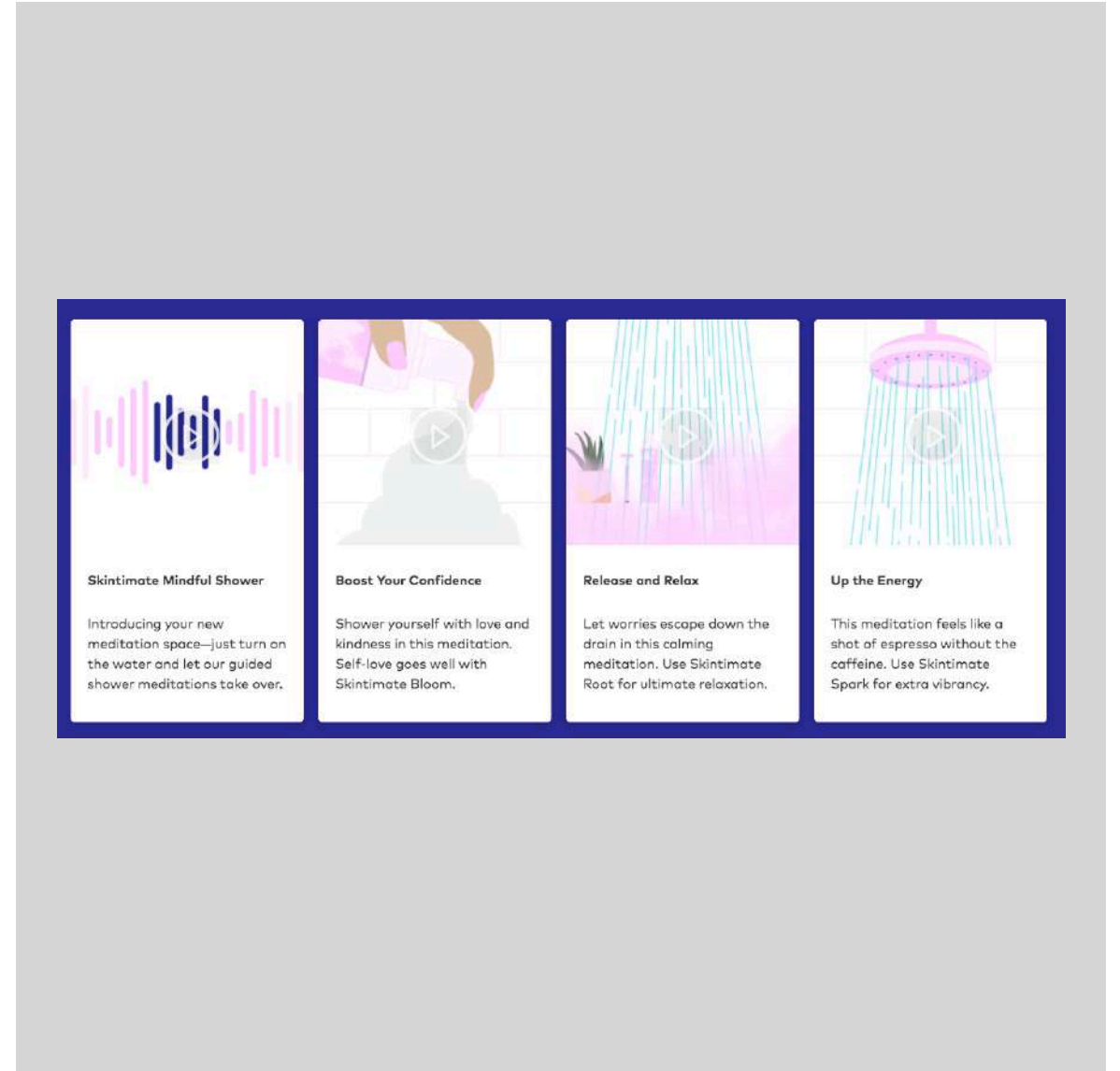
With uncertainty comes chaos; the best people can do is take it day by day, attempting to seek calm & consistency. We've repositioned "Maximizing Moments Of Happiness" to "Maximizing Moments That Matter" as we see brands recognizing that supporting mental, physical and emotional wellbeing is critical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

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.

# Skintimate

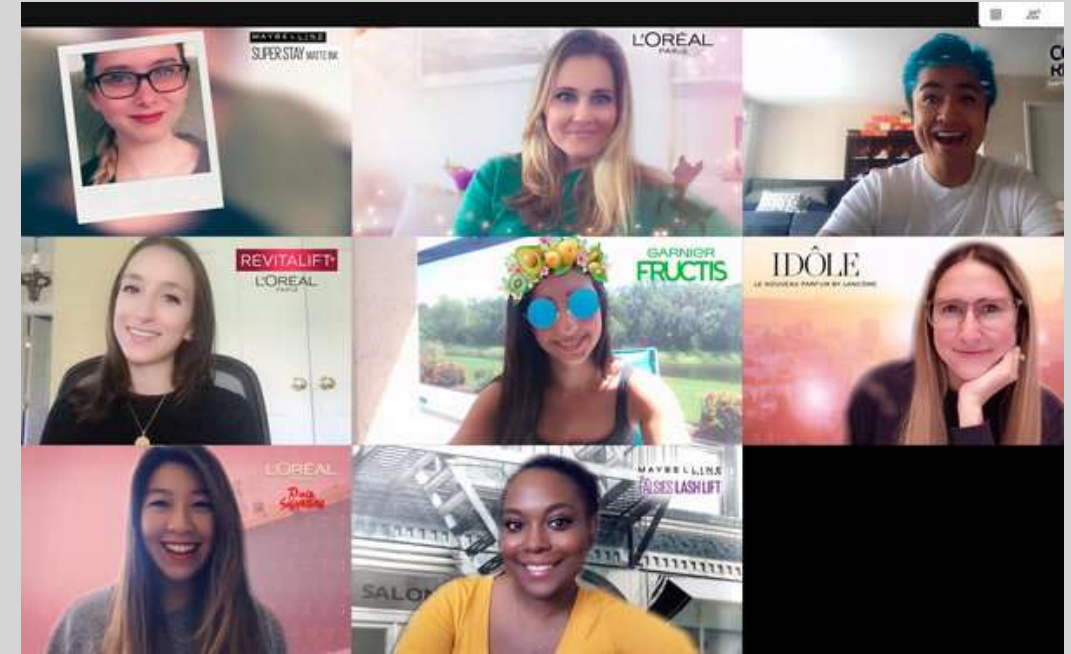
At a time when focus mental health and wellness is at an all-time high, Edgewell Personal Care-owned brand launched a line of body care products designed to provide both beauty and mindfulness via shower meditations. “The Skintimate Mindful Showers,” eight-minute long audio meditations created with mindfulness expert Shauna Shapiro, are available on YouTube and Skintimate’s website, offering users guided meditations to find calm where they can, including in the shower. With meditations focused on different tones, including energy and confidence, the goal is to help those who may be strapped for time or uncomfortable with traditional meditation setups a chance to try mindfulness in new spaces and ways.



# L'Oreal

If you're experiencing video call burnout, perhaps trying a new hair or beauty style can feel like a mental (and physical) refresh. L'Oreal is partnering with Snap Camera desktop platform for its first collaboration with a beauty company, offering consumers 8 custom-branded AR lenses. These lenses enable users to play with new skincare, hair colors, cosmetics, and fragrance offerings from L'Oreal's Garnier, Lancôme and Maybelline brands, and will be featured for a week in a beauty area on the opening page of the platform for use on nearly any videochat platform.

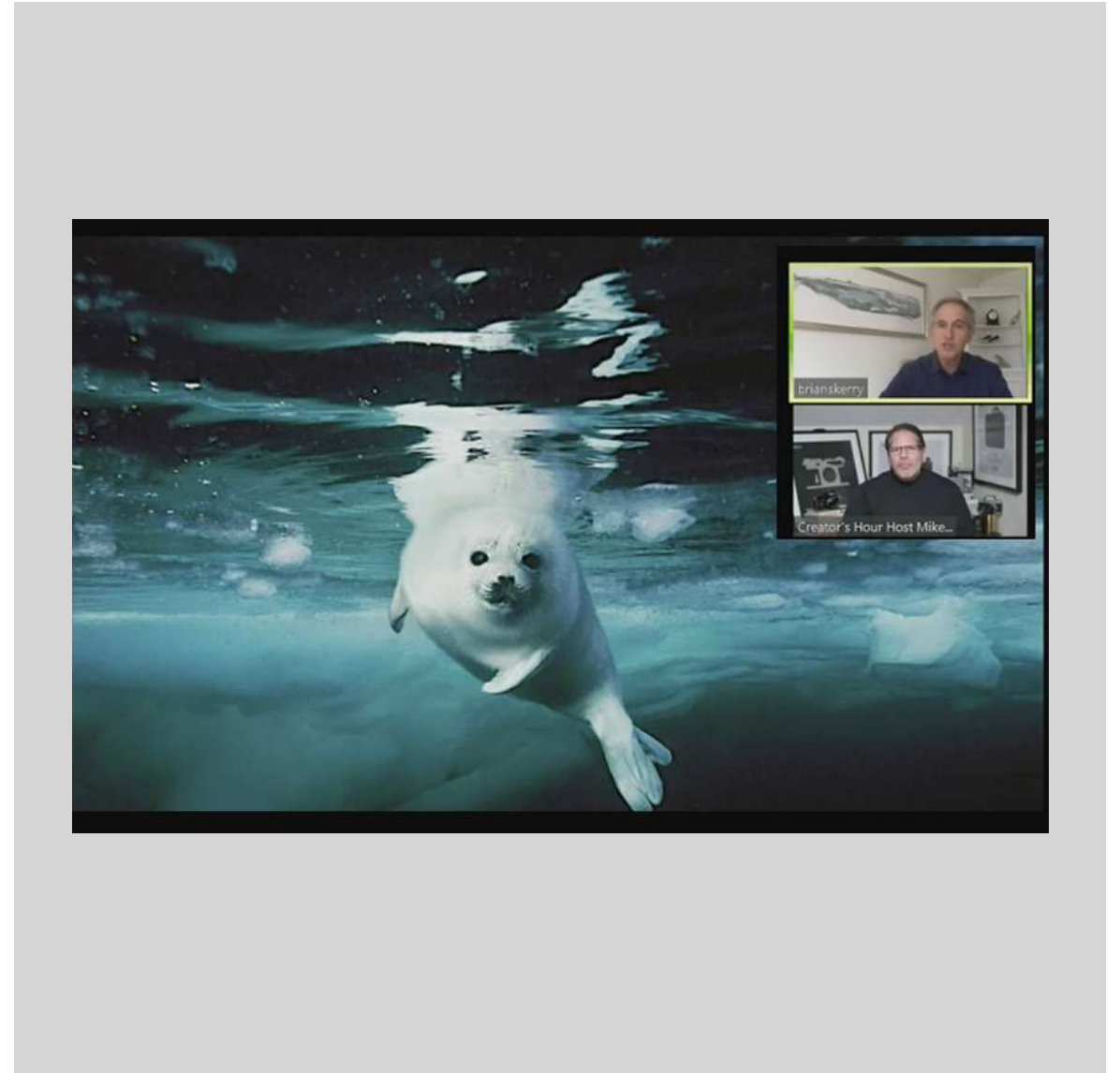
Offering not only entertainment, but ways of sampling virtually (as well as getting immediate feedback from friends, family and/or colleagues) is an interesting way to showcase products digitally.



# Nikon

The camera brand is tapping into the emerging trend of Zoom Happy Hours, creating a community for photography enthusiasts who want to improve their photo-taking skills. #CreatorsHour is a free series of livestreamed events, prerecorded classes, social media challenges, and more, all conducted by brand ambassadors focused on providing insightful, educational content that brings together photography fans at a set time and place digitally, sparking connectivity, conversation and creativity.

Tapping into the need for ritual, building community around set times and (virtual) locations offers that consistency many need.





# Sesame Street and Headspace

The meditation app for adults is partnering with the beloved Sesame Street characters to create Monster Meditations, programming focused on teaching kids about meditation, mindfulness and social skills. Running on YouTube and YouTube Kids, the series offers three-minute videos featuring characters experiencing feelings with Headspace founder Andy Puddicombe and showing viewers via the characters how to manage those feelings.

It's a great way to not only provide kids with safe content, but offers a passive way of teaching kids skillsets they can utilize their entire lives. As we continue to live in high stress and high anxiety times, there's potential to leverage a tool many adults turn to for kids who may feel the impact of that anxiety. It aligns with both brands missions of teaching compassion, and can help alleviate a lot of pressure put upon children during these times.



# WW International

Formerly known as Weight Watchers, recognizes that being stuck at home means stress snacking and unhealthy habits are likely to loom. With their 3,000 physical locations closed, the company moved its 30,000 weekly workshops online via Zoom, and is focused on COVID-19 coping strategies.

Adding new themes to their workshops, as well as social connectivity dynamics, enables those who need additional support to attend meetings that usually take place in other parts of the country, as well as access support tactics for COVID-19-specific struggles (e.g. stocking up on food, stress management).



NEW! my WW

We're here to help you take care of you.

Get Started >>

weightwatchers reimagined

The advertisement features a smartphone displaying the 'my WW' app interface. The screen shows a 'Green' theme with a bowl of vegetables at the top. Below that, it says 'Based on your eating preferences, a personalized SmartPoints Budget and 200+ foods that are just for you fast.' The main focus is 'Your daily SmartPoints Budget is 30'. At the bottom, there's a section titled 'What are SmartPoints?' with a small image of a bowl of food and the number '5' in a green circle.

# Moe's Southwest Grill

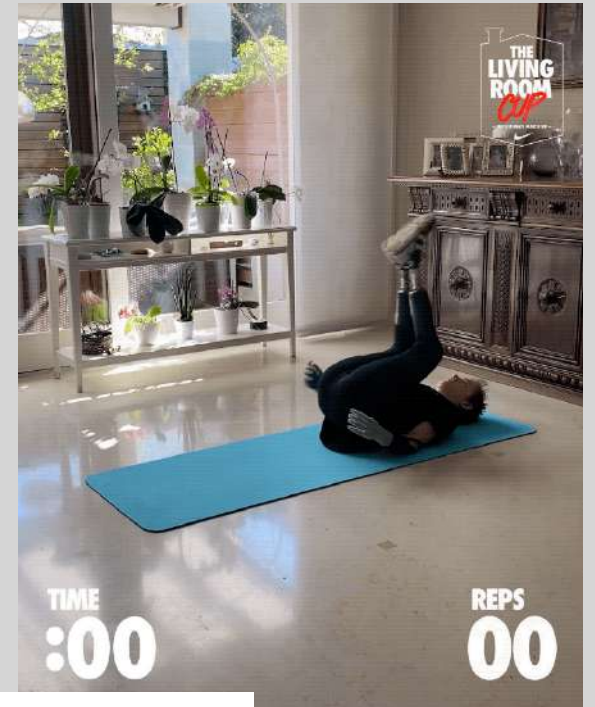
Finding a way to combine product with service, the QSR created an 8-hour meditation starring its signature queso. The YouTube video features voice-driven meditation telling viewers to "let the worry of your day drip away like queso," while visually there's ongoing dipping of chips into "a bountiful field of queso."

For those who struggle to connect with traditional meditation, this is a quirky way of making it fun, while infusing the brand personality into the offering.



# Nike

Pro athletes aren't the only ones looking to keep up their fitness routines at home during lockdown, but they do have expertise in how to maintain a regimen. To inspire and encourage those working out in isolation to keep the sweat going, Nike partnered with Nike-sponsored athletes like Cristiano Ronaldo to launch 'Living Room Cup', weekly home workout challenges via Instagram, bringing people together online for community activities. This is a strong compliment to the brand's original actions of unlocking the premium subscription of its Nike Training Club app, leading free live-streamed workouts on its YouTube channel, and launching a campaign encouraging people to follow WHO advice and "play inside, play for the world." As time goes on and consumers shift focus on thriving vs. simply surviving, this is an example of a brand evolving with consumer needs and aligning them with brand values, as well as talent and platform investments.



**IF YOU EVER DREAMED OF PLAYING  
FOR MILLIONS AROUND THE WORLD,  
NOW IS YOUR CHANCE.**

Play inside, play for the world.





# Miller High Life

Recognizing the major milestones (such as weddings and graduations) being cancelled and put on hold (as well as the financial investments lost associated with them) with a major question mark as to how they will (or can) eventually happen, the beer brand launched “Wedding at Your Doorstep, a submission-based contest offering three engaged couples whose weddings were affected by COVID-19 a prize that includes an officiant, a photographer, beer, and \$10,000.

Offering the chance to bring a silver lining to the gloom that cancelling major life moments like a wedding not only provides a great way for those submitting to grow brand affinity for “the champagne of beers,” but for the brand to collect emails for targeted campaigns.





# 07 New Channel

*entertainment*



# 07

## **New channel** *entertainment*

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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 largely unaffected and booming, 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).

# Faroe Island

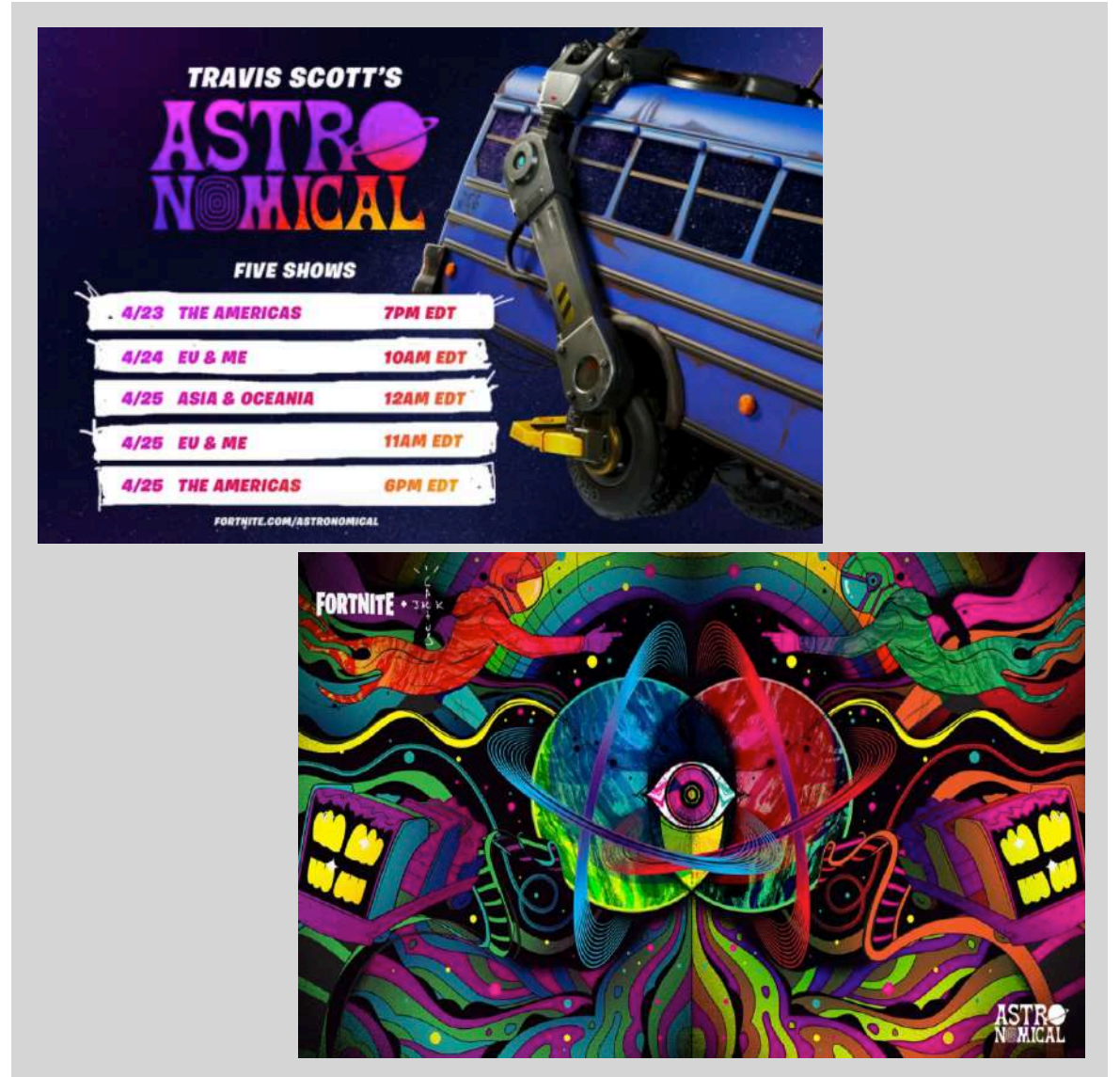
With tourism down and people home, travel destinations like Faroe Island are finding creative ways to stay top of mind and offer a real-time virtual escape. The island launched a website that offers people the chance to discover and explore its famous grounds live, thanks to camera-wearing locals who respond to users' requests from around the world. Each tour lasts for about an hour, and people can take turns being the controller of the views for about one minute each.

This form of live remote-operated guided tours is unique and a fun way to engage people with the island while providing activities for both the locals and those in lockdown to engage in. The real-time element helps to bridge the gap between people, and make both voyeurs and explorers feel a bit more connected.



# Fortnite

With large gatherings like concerts and sporting events potentially on hold until 2021, figuring out ways to bring people together, let alone perform music or comedy, is a difficult, but necessary, undertaking for the entertainment industry. Fortnite, one of the hottest video games in the world, offered their version of live music events. The record-breaking live concert, ASTRONOMICAL Tour, had five set times between three days, featuring Travis Scott and musicians from his record label. Players who ‘attended’ the shows received free in-game cosmetic customizations for their character inspired by the party theme, and, since “doors open 30 minutes before the show”, players could log in and claim their “seat.” While this isn’t Fortnite’s first in-game concert, launching global shows is a smart way of testing the viability of a video game as a performance platform, as well as the potential opportunities for video games to serve as virtual connection points beyond gaming and game fanatics.





# Liiga

At a time when most sports are shut down, the Finnish hockey league is kicking off its playoff season as an eSport, partnering with eSports broadcaster Telia for a tournament utilizing EA Sports' NHL 20 video game. The teams will all have representatives playing for them, with players either opting to play as a Finnish celebrity, hockey fan or actual hockey player, and the games are broadcast on national TV with commentators giving adding to the real-time feel of gameplay.

This is a solution that keeps the brand relevant, the format adapted to the current times, and offers an entertaining twist for a passionate community.



# Hastings Contemporary

The English gallery is taking advantage of lockdowns and no artistic institutions being open to welcome guests to their gallery for personal “live” tours via telepresence robots. The camera-touting robots offer guided tours for up to five visitors at a time, enabling them to explore the gallery, zoom in on individual works on demand, and even give guests a glimpse of the gallery’s incredible views of the English Channel.

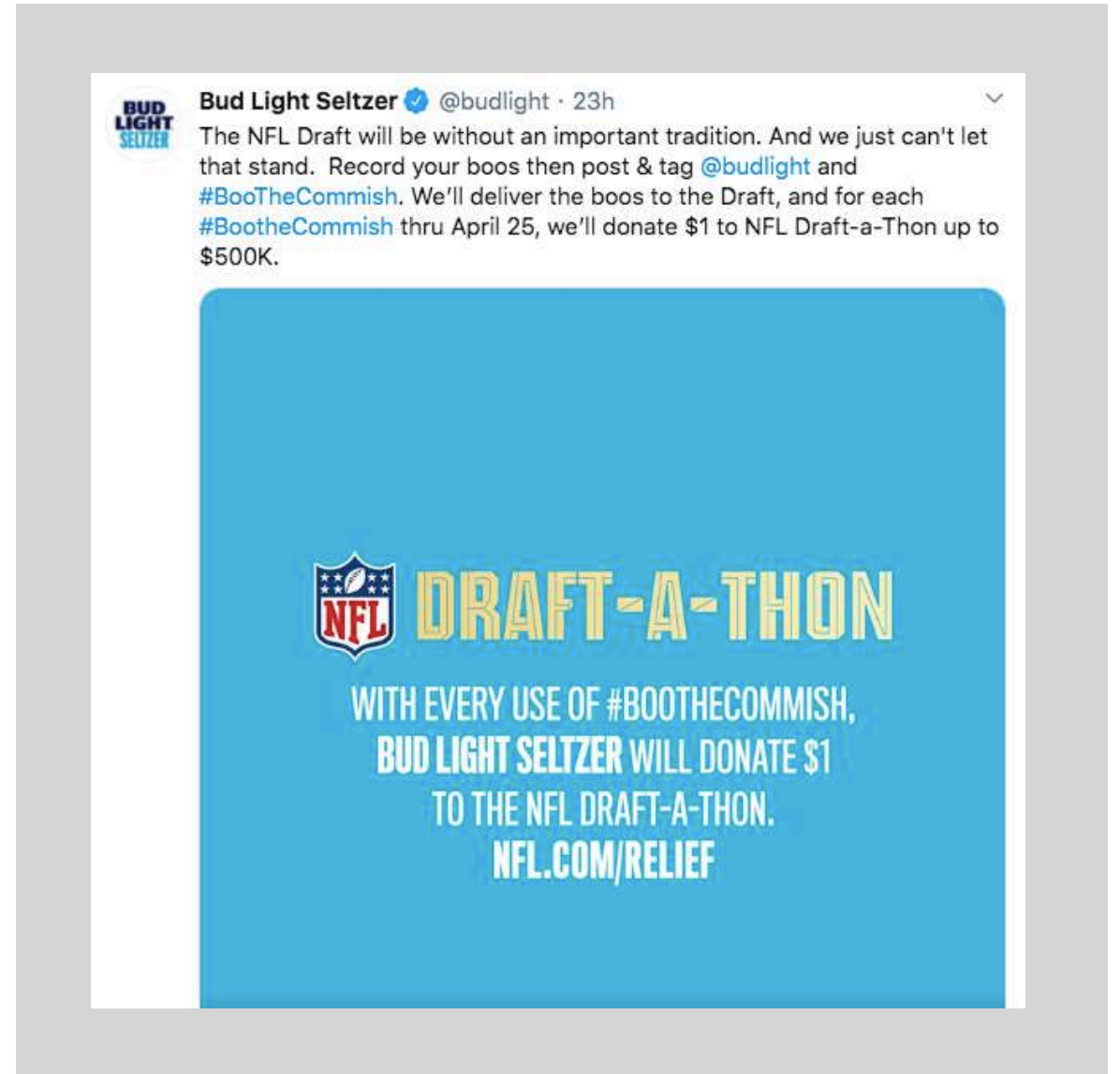
The ability to offer access to art, as well as new ways to bring awareness to the business and content to those craving it, shows the potential of how physical places & spaces can become increasingly accessible by leveraging creativity and technology. This notion is something those who are disabled or homebound have long-struggled with, and, ideally, something that will bring further options and resolutions in an increasingly telepresence-driven world.



# NFL


A critical part of maintaining a sense of sanity in isolation is upholding traditions maintained pre-COVID-19. For those who follow the National Football League (NFL), one NFL tradition is to boo NFL Commissioner Roger Goodell during the NFL player draft. Despite the league not hosting the event with a live audience this year, the beer brand will donate \$1 to the NFL Draft-a-Thon every time someone tweets a video of themselves booing the Commissioner and including the hashtag #BooTheCommish & @budlight handle.

It's a way to engage sports fans at a time where live sports events are few and far between, as well as raise money for a good cause and help fans maintain the traditions that bring happiness and a sense of life continuity.



**Bud Light Seltzer** @budlight · 23h

The NFL Draft will be without an important tradition. And we just can't let that stand. Record your boos then post & tag @budlight and #BooTheCommish. We'll deliver the boos to the Draft, and for each #BooTheCommish thru April 25, we'll donate \$1 to NFL Draft-a-Thon up to \$500K.

 **DRAFT-A-THON**

WITH EVERY USE OF #BOOTHECOMMISH,  
BUD LIGHT SELTZER WILL DONATE \$1  
TO THE NFL DRAFT-A-THON.  
[NFL.COM/RELIEF](https://www.nfl.com/relief)



# Resident Advisor

For those who miss the nightlife scene, the online electronic music magazine and community platform launched Club Quarantäne, the world's first virtual club. The club touts nearly every aspect of a physical club, down to the long Berghain-style line you wait in and the aggressive bouncer, Geezer. Once you're inside, it features famous DJs, a "Clockroom" where you can purchase merchandise, a "Bar" where you can donate to a cause, a "Bathroom" offering options for meeting fellow clubgoers, and, of course, the chance to dance.

While it may be hard to imagine how some real-world experiences can possibly translate into a digital environment, seeing brands test the boundaries of connectivity and community online shows the massive steps we've accomplished in only a few weeks and months, and hints at what's to come when you combine technology and human creativity.



A white tilted rectangle is positioned in the upper left quadrant of the slide. Below it, an orange circle is partially visible, overlapping the bottom edge of the white rectangle.

# **08 Scabs**

*versus Scars*

# 08

## Scabs

### *versus scars*

---

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.

# Neatebox

As businesses on the front line (e.g. supermarkets, drugstores) adjust to evolving needs, the Edinburgh-based tech company launched an app designed to help supermarkets and other stores enforcing social distancing protocols better service the needs of those with disabilities. Welcome is an app that helps retailers adapt to become more accessible, enabling the stores to get advance alerts to best prepare for a customer's arrival and specific needs, be it someone with autism, vision impairment, hearing impairment, or other. Finding ways to support those with disabilities, be they hidden or visible, is a powerful way to make life a little bit easier as we navigate this new normal, and ensure retailers can support all consumers at a time when every shop is figuring out how to survive.





# National Basketball Association (NBA)

The NBA has started selling branded face masks featuring logos for all 30 NBA and 12 WNBA teams through their respective official league shops, with all proceeds benefiting Feeding America in the U.S. and Second Harvest in Canada.

Given the likely trend of wearing face masks for health & safety reasons in the coming months, it's a strong way to keep the brand relevant and physically visible, provide an outlet for securing masks for those interested as well as support organizations who need our help now.



# Countdown

The supermarket opened Auckland's first dedicated online store as a response to the massive online sales growth it experienced in the past few weeks. Touting a traditional supermarket format, the store won't allow customers inside; only personal shoppers fulfilling online orders will be able to shop the aisles.

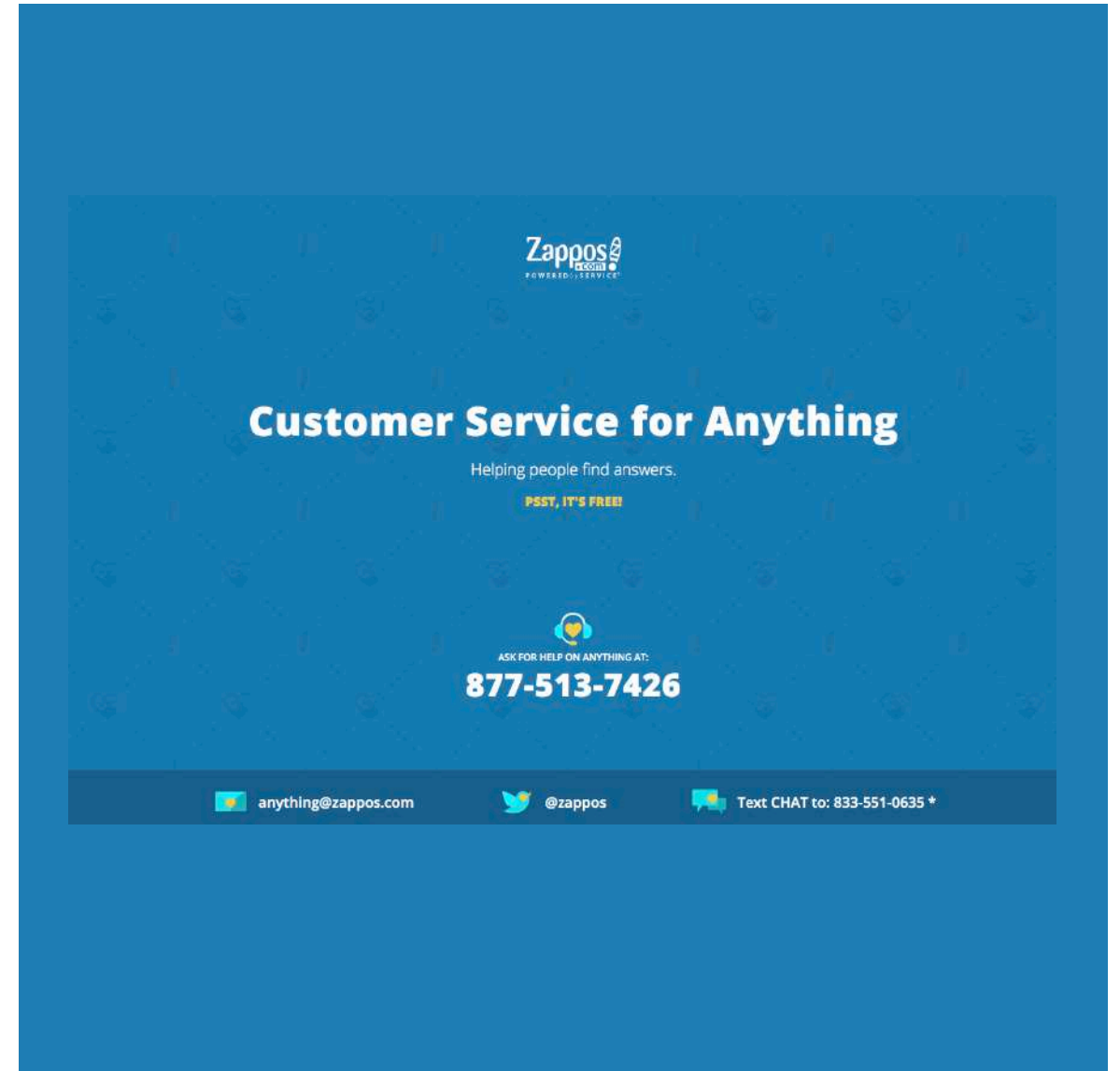
Listening and understanding consumer demands requires being nimble, creative and willing to try something new. While we don't know the trajectory of online sales for grocery long term, there's enough data to show that shopper-less stores like Countdown are a potential new norm for retailers.





# Zappos

Zappos, a brand ‘powered by service’, set up a Customer Service For Anything program offering consumers the chance to have their world-renown customer service team help in any way they can – no purchase necessary. Recognizing the world is rapidly changing, the team can help with anything from offering someone to talk about the weather with, finding a new bread recipe, recommending a new workout app, helping find specific snacks you’re looking for, and more. Limited by only consumers imaginations, this is a savvy way of reminding people about the quality of customer service as a brand’s lifeblood, positioning yourself as a key service no matter the product offered, and be there for people as though the brand is family, no matter the time or need. These are the EQ-driven ideas that embed a brand into a lifestyle, and create emotional associations that will carry on far after quarantine when people no longer need a new gaming app recommendation or help finding a grocery store offering curbside pickup.



The image is a promotional graphic for Zappos' 'Customer Service for Anything' program. It features a blue background with a repeating pattern of the Zappos logo. At the top center is the Zappos logo with the tagline 'POWERED BY SERVICE'. Below it, the main headline reads 'Customer Service for Anything' in a large, bold, white font. Underneath the headline, it says 'Helping people find answers.' followed by 'PSST, IT'S FREE!' in a smaller, yellow font. In the center, there is a small icon of a person wearing a headset, with the text 'ASK FOR HELP ON ANYTHING AT:' above the phone number '877-513-7426' in a large, bold, white font. At the bottom, there is a dark blue horizontal bar containing three contact options: an email icon followed by 'anything@zappos.com', a Twitter icon followed by '@zappos', and a text chat icon followed by 'Text CHAT to: 833-551-0635 \*'.

# Zoku

Working and living at home comes with a special set of challenges that varies whether you're alone, a parent, have roommates, etc. The Amsterdam company launched private WorkLofts in response to the need for personal space, offering space for those who need to work out of the house but can't go to the office. The daily price comes with room-service lunch and a room equipped with a kitchen, high-speed Wi-Fi and an office toolbox full of stationaries and other supplies.

This transformation from longer stay into essentially a day-long hideaway shows how industries, including hospitality, are finding ways to rapidly pivot products and services to meet the evolving needs of consumers by listening to their challenges and developing creative solutions.



# Hilton, Lysol and Mayo Clinic

With new challenges come new solutions. Taking the partnership route, Hilton announced a partnership with Lysol and Mayo Clinic to set a new hospitality industry standard when it comes to cleanliness and disinfection. 'Hilton CleanStay with Lysol' is focused on creating a cleaner, safer environment for both team members and guests during the Covid-19 pandemic, including new processes and Team Member training at Hilton's 6,100+ properties representing 18 brands.

As the new normal remains elusive and questions focused on travel norms percolate, brands who take the lead on driving the conversation – and work towards a solution – can help drive long-term consumer support.

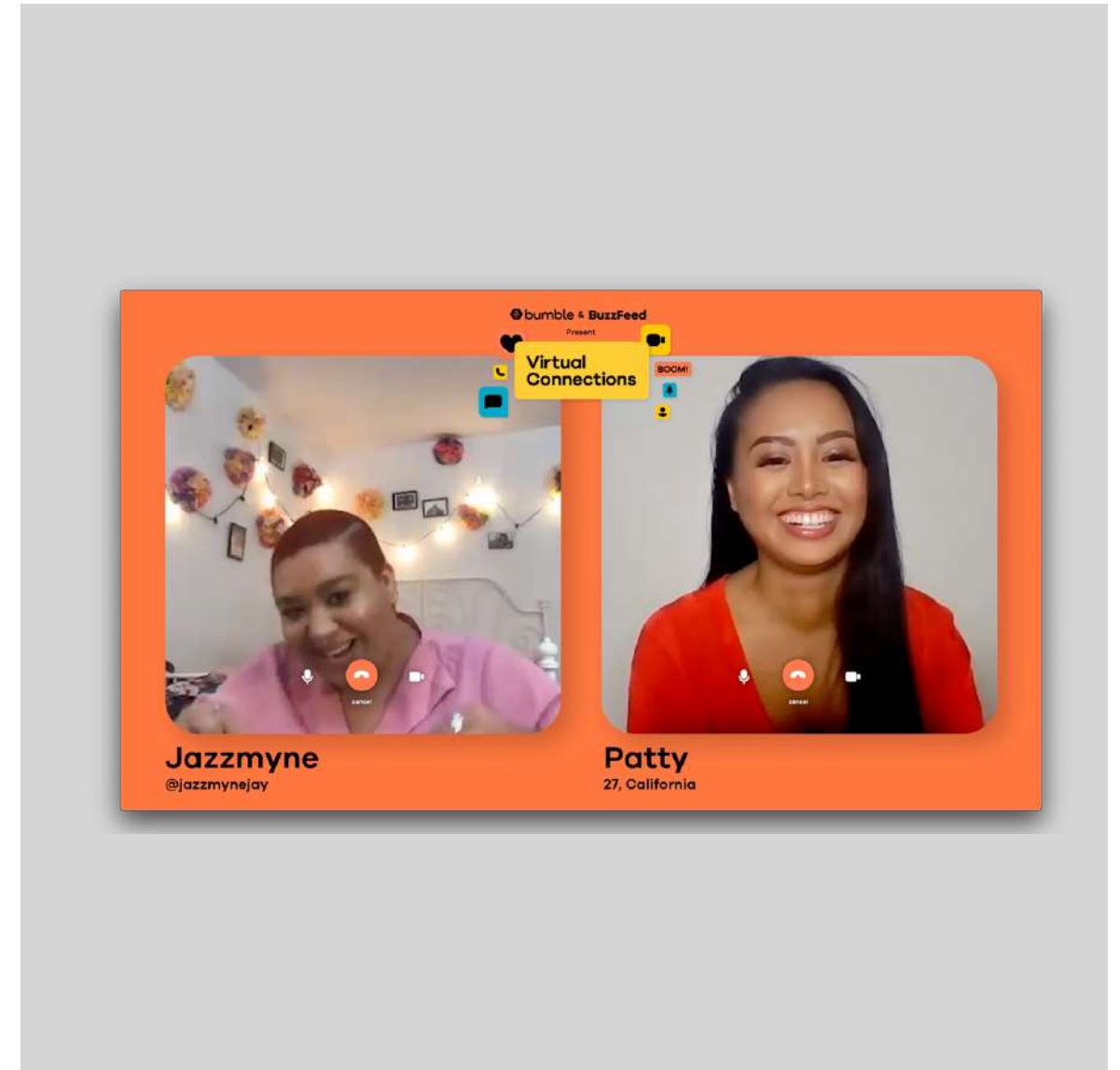




# Bumble and BuzzFeed

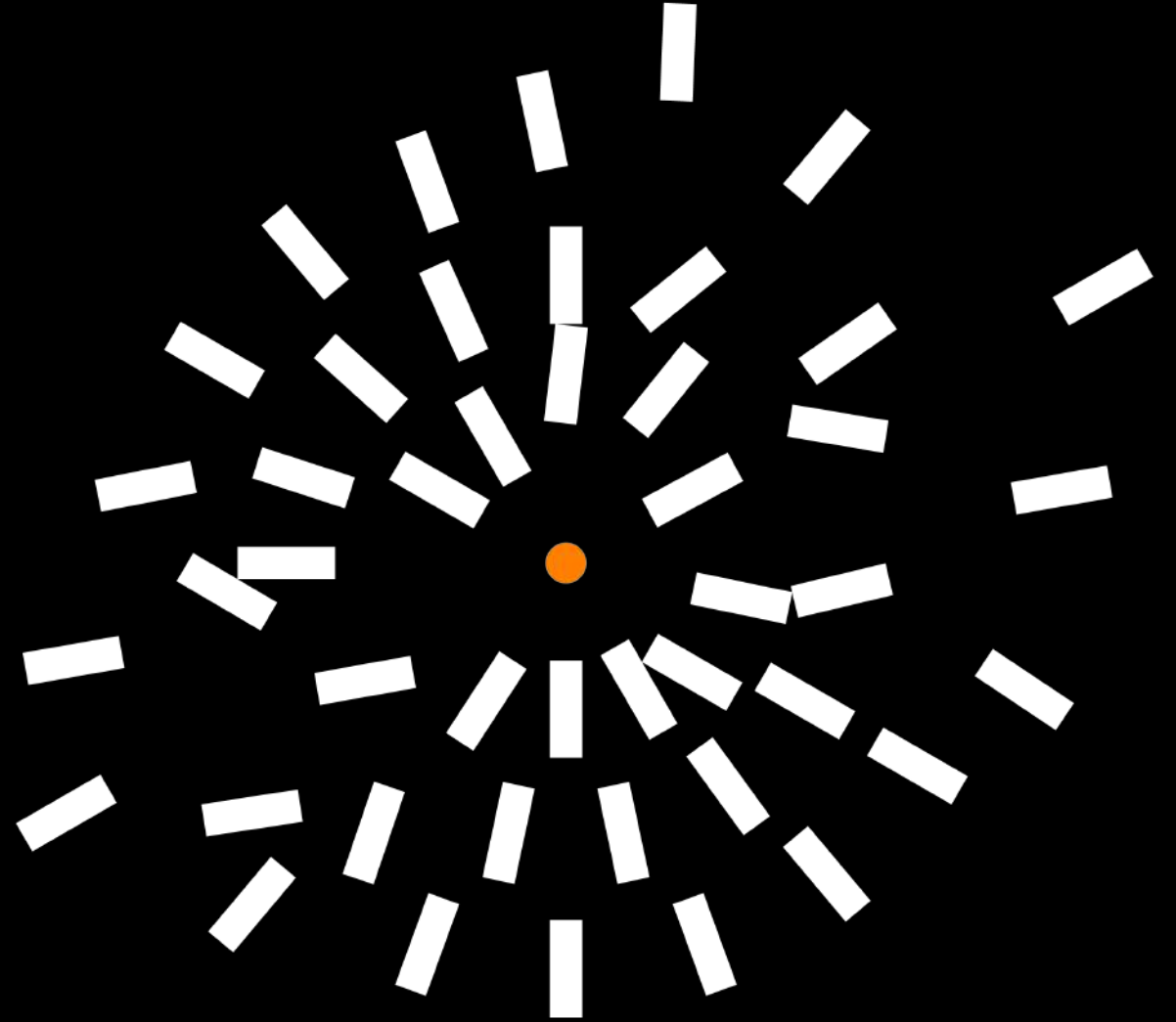
Dating in the time of COVID-19 is tricky. Do you start with a video or a phone date first? What are you supposed to wear? How do you navigate the new layer of first-date awkwardness today's times bring? To help those struggling with the new dating norms, the dating app and the media company launched the first 24-hour digital dating event, Virtual Connections. Featuring video footage of 22 people on virtual first dates, the takeover provides insight and advice to help people get comfortable and embrace meeting new people during these trying times.

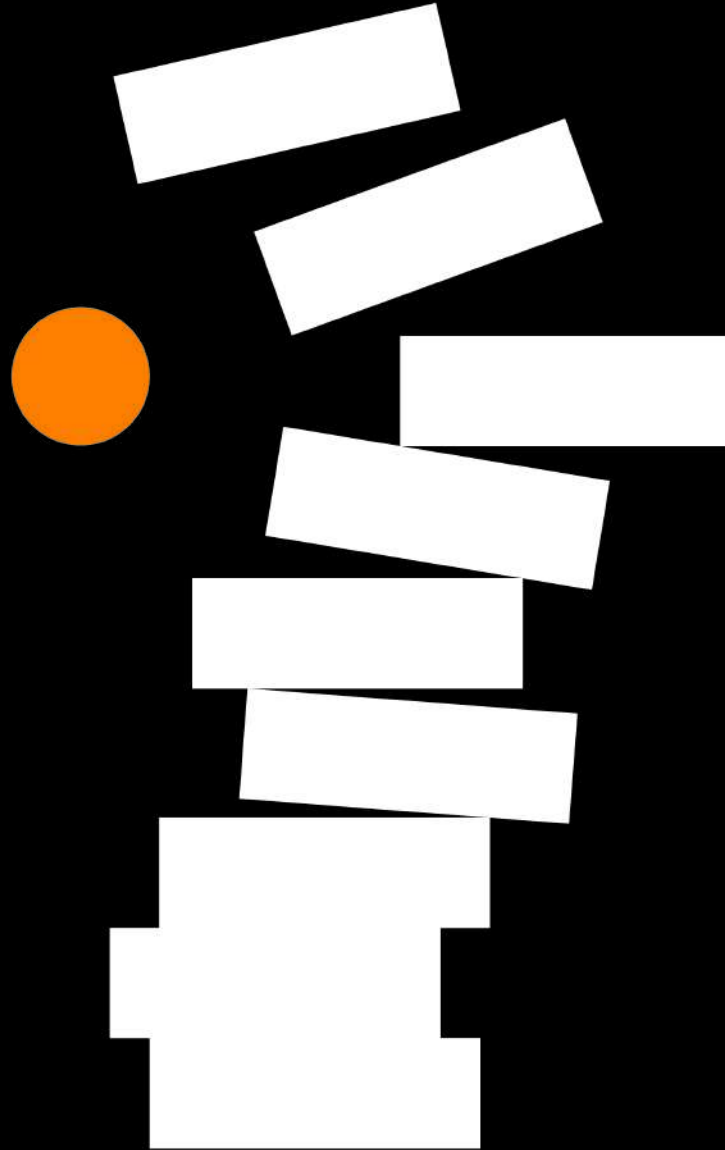
It's an on-brand way of providing support and confidence to help people navigate stress points in their lives – in this case, meeting new people and dating with the added complexity of doing it virtually.



# Final

*thoughts*





## Final thoughts

With chaos comes opportunity; the brands taking a step back to reflect on how they can leverage human creativity and ingenuity to try something new – both within their own organizations and/or media strategies – are the ones that will most likely succeed long-term in whatever the ‘new normal’ ultimately becomes.

In the coming days, we no doubt will see more brands test new platforms, partners, messaging, and solution-oriented offerings to deliver on needs both immediate and longer-term, be it life-saving and sanity-saving. As more brands test the boundaries of what ‘live’ can mean and how brands can restructure their workforce to maximize impact, the last week has provided plenty of thought starters as to how your brand can proactively move forward and engage in today’s rapidly-changing world.

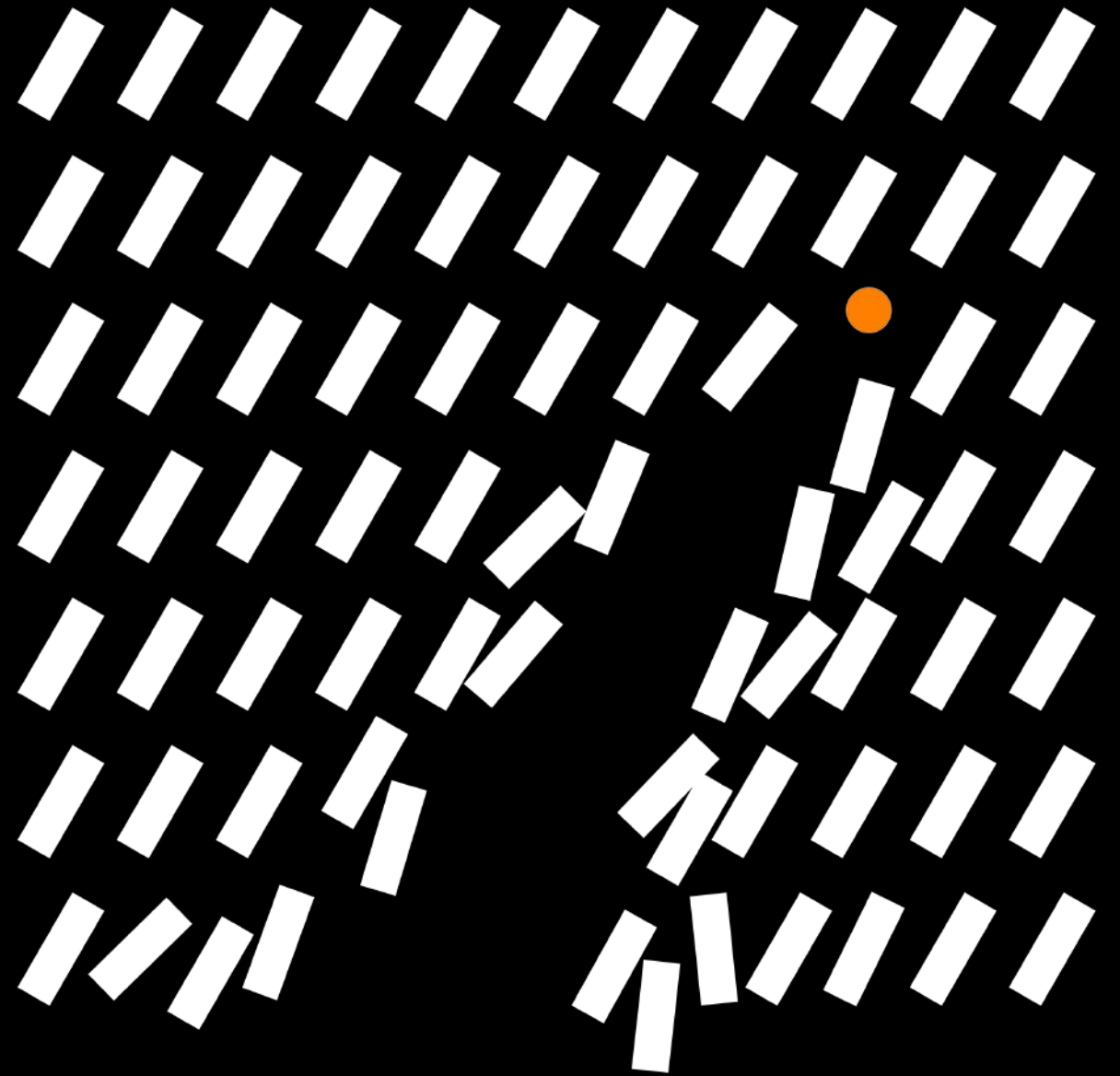
We hope that this edition of Creativity In Quarantine can act as useful stimulus for own approach.



# Questions?

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# Wavemaker<sup>o</sup>

Grow fearless