



Coronavirus Impact

POV groupM Romania

25 March 2020

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1. Coronavirus in short

COVID-19 is a novel virus, not well understood scientifically. Has been declared global pandemic by WHO. Appeared in China and the rest of the world was not severely affected. Then spread to the rest of the world. As of middle March Europe is declared as new epicenter of the disease. Italy is especially hit, but also other European countries. And it is explosively growing in the U.S. Africa, India and South America still low levels.

Expected at least another 8 weeks, likely more, of high level crisis (e.g. travel shutdown, stay at home, high anxiety). Followed by another period of lower level epidemic.

Mortality is much higher than influenza (4-1%). But lower than SARS and MERS (other epidemic coronaviruses). Expected 5% of cases to be critical. High risk health-wise is for health system to be overwhelmed and thus lead to deaths of people that could have been saved. A comparison between S. Korea and Italy shows S. Korea prevented overwhelm and thus had much lower mortality (1%) than Italy (over 6%).

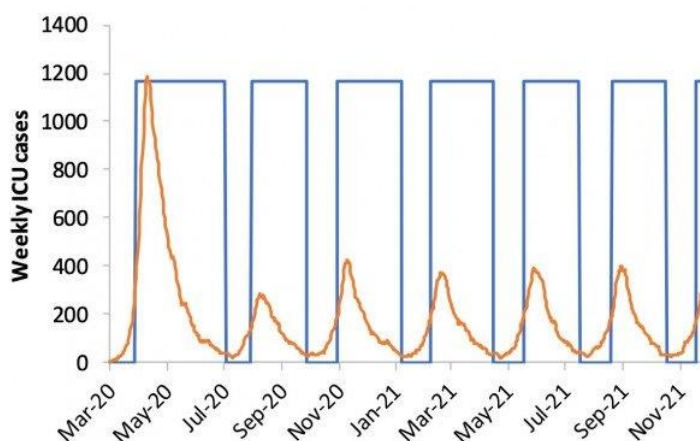
Indications the virus might be concentrated in a band between 30-50 degrees north latitude, meaning that like the common cold and flu, it prefers cold weather. This means as weather warms, it will make Romania less hospitable to it. However it will also mean spread to northern climates. Economically it could mean an increase in impact in Germany and other northern European countries in the near future.

Database of scientific research on coronavirus: <https://www.ncbi.nlm.nih.gov/research/coronavirus/>

Future outlook? The estimations vary. Most revolve around another 8-10 weeks of high alert, followed by decrease in daily cases and relaxation of restrictions. Based on density of cases per 1M people, Romania has at least another 2000 cases until daily cases decrease. Any prediction has very low certainty, as it depends on government measures and individual behavior, not to mention only partial understanding of the virus.

Worse case scenario? Coronavirus does not go away

Researchers at Imperial College in U.K. have mapped a scenario where no vaccine or treatment is developed in next 18 months. As the world tries to flatten the curve of infection, it creates a scenario of repeat stop of the epidemic followed by repeat re-starts. As long as one person has coronavirus it can start all over again. And as an epidemic is quelled, restrictions loosen, and in short time another epidemic starts (also of the same coronavirus). This will lead to repeat bout of high restrictions and high volume of cases followed by pauses.



Such a scenario is possible. It would likely not stop the world economy. Rather it would create permanent social distancing behavior. Some sectors would be severely affected: anything that involves crowds of people

and face to face contact, such as restaurants, cafes, bars, nightclubs, gyms, hotels, theaters, cinemas, art galleries, shopping malls, craft fairs, museums, musicians and other performers, sporting venues (and sports teams), conference venues (and conference producers), cruise lines, airlines, public transportation, private schools, day-care centers. It will also pave the way for online alternatives for these activities, and new ventures filling the new unmet needs.

Light at the end of the tunnel

On March 18th, Wuhan reported no new locally transmitted infections. Last temporary hospital in Hubei has closed. People are again having face to face meetings in China. Nightclubs starting to reopen. Although travel restrictions and quarantines remain in place.

85% of activity in
factories /
workplaces back

70%+ in
production
capacity back

House sales up 8.5x in
first half of March
compared to month prior

Apple re-opens
42 stores in
China

2. Business effects

Global GDP growth rate will be the lowest in 30 years at around 2% (Goldman Sachs estimation).

Expected decrease in business of 18-20% in Romania (PwC research)

Hardest hit will be small businesses (95% of all businesses in Romania) as they have little capital and no plans to deal with the business stop caused by the crisis. Many will likely let go of employees.

In China Almost all small- and medium-sized businesses (96.4%) have suffered losses as a result according to Alibaba-backed Ali Research Institute and the China Household Finance Survey and Research Center.

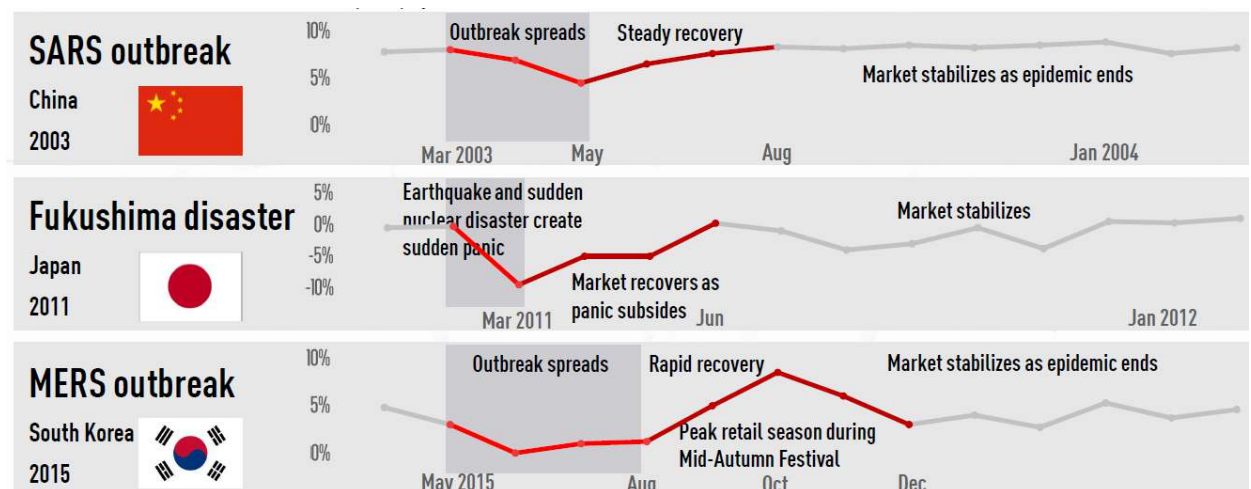
In Italy the initial forecast was of significant losses in 2020:



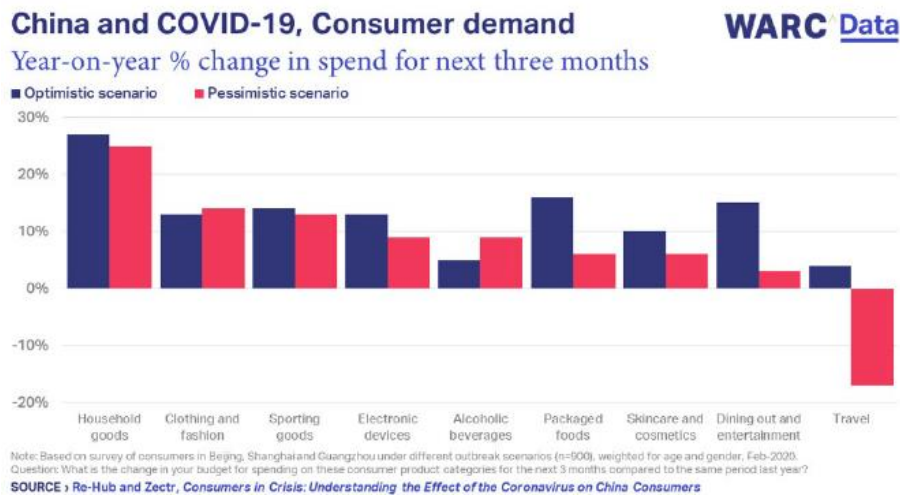
A forecast in week 23-27 Mar is more positive:



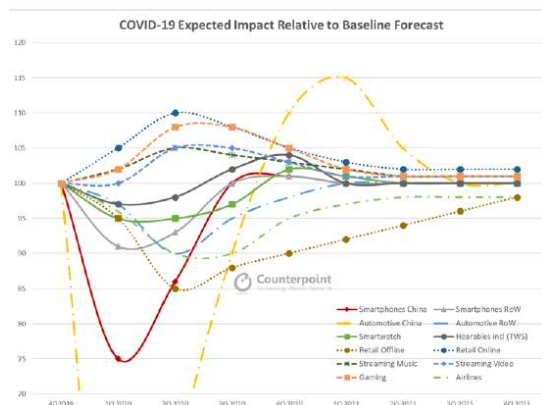
However past similar crisis in other parts of the world show there is a rather swift recovery after the crisis



China data-based predictions show an overall increase in most categories:



McKinsey Counterpoint Report Mar20 predicts recovery by Q2 2020 for most categories



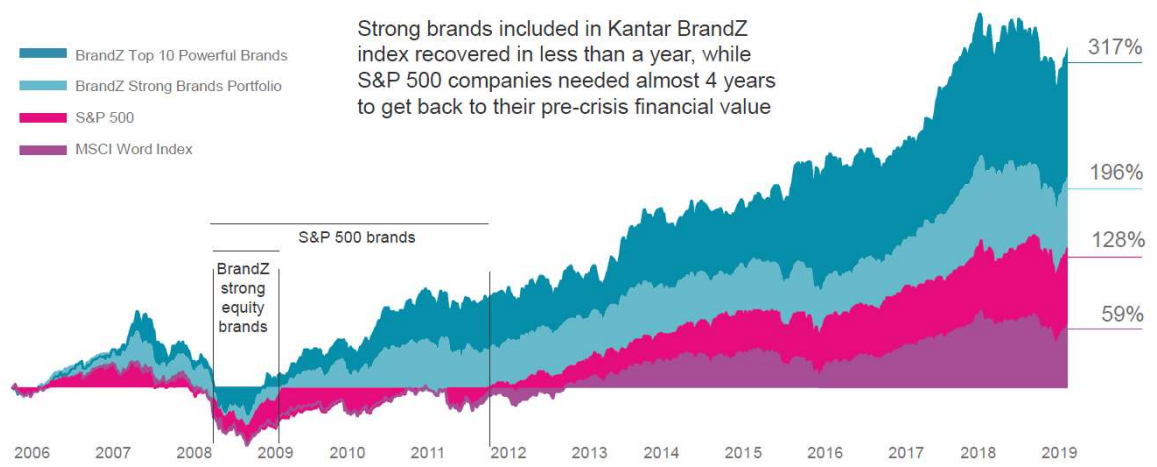
Impact of the crisis on business depend on the actions of the big businesses. If you halt your activities, stop payments to suppliers, stop advertising, then the money stops flowing and the economy will grind to a halt. This will lead to a cascade of negative effects which will reverberate back to your own business.

Keeping money flowing, and especially continuing to advertise to encourage commerce will be critical in mitigating the severity of the economical impact of the crisis in Romania for everybody.

It is also useful to invest money with Romanian companies when possible, as long as it does not harm the results, as it fuels the economy and improves the outlook for the whole country.

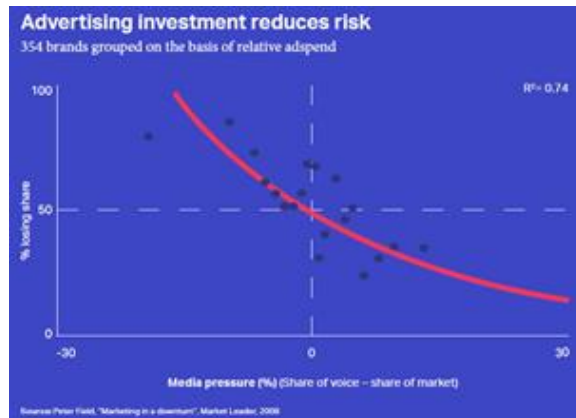
WARC and Kantar have independently mapped out possible scenarios in terms of advertising and economic outlooks. Only one out of 3 WARC scenarios and one out of 4 Kantar scenarios estimate a significant decrease of spending for overall 2020. Most scenarios see postponement to second half, or more likely redirection of advertising to crisis-relevant messages, products and initiatives.

In terms of which brands will recover faster, BrandZ data from the 2008 crisis shows us that **strong brands recover 9x faster** than weaker brands. So this is a moment of brand building, not sales messages (for multiple reasons).



From an individual perspective, WARC research shows that stopping advertising has severe long-term effects on brand image and market share.

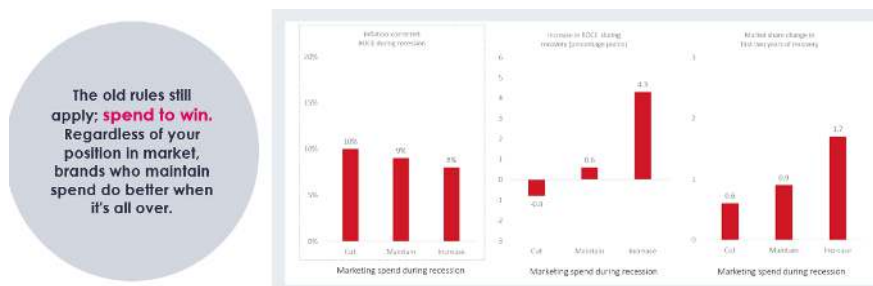
Reducing a brand's share of voice (its proportion of ad spend within its category) often results in an attendant decline in its overall market share. As such, if a brand cuts its advertising budget relative to its competitors, it is at higher risk of losing market share.⁵



And once market share decline sets in, it is more difficult (and expensive) to reverse



On the upside **investing in comms during a crisis can yield asymmetrically high ROI**



GroupM analysis shows that in the last recession advertisers that decreased investment saw a 0.2pt decline in SOM, those that increased saw a 0.5pt increase.

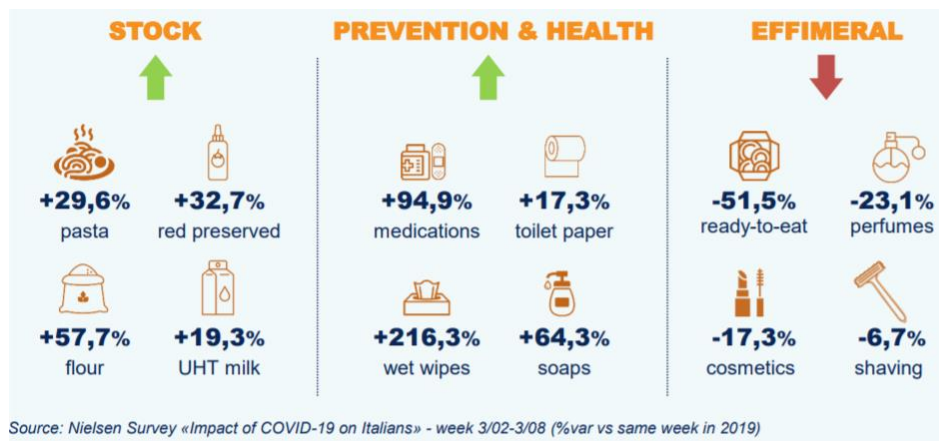
What this means is that if you increase comms during the COVID-19 crisis (in a relevant manner) you can expect long term gain that would not have been possible in a normal period.

Differences in impact per categories

Looking at Italy we can see the immediate effects:

- **Automotive** -15% new cars registered
- **Tourism** -22 million tourists in next 3 months
- **Luxury** - 78bn projected loss in sector
- **Technology** -8.4% sales drop in wk 1
- **Food/Beverage** +65% Pasta sales. However HoReCa will decrease as on 18th March all establishments were closed by State order.
- **Pharma** +158% purchases

When looking at the shopping cart in Italy we see they are stocking on long term food items, coronavirus prevention tools, long term essentials, and reducing purchase of items not needed during the epidemic.



The effects will ramify to other industries. An estimation of long-term impact across industries:



In Italy Food, Pharma and Food delivery increased, while Clothing, Tourism, Auto, Tech, Non-food Retail and Small Businesses decreased.

At the same time, during recovery there will be an explosion in consumption for some categories.

In China:



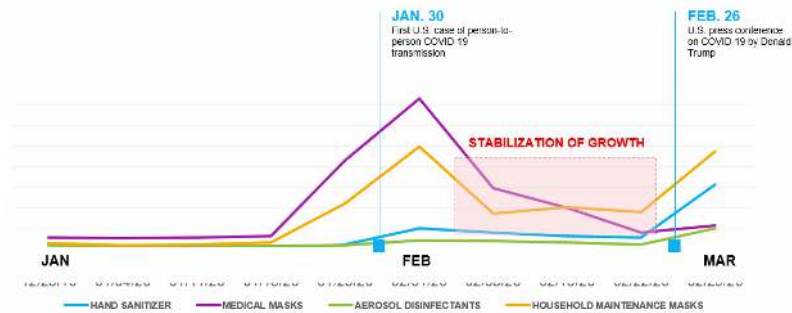
Kantar perspective based on China evolution with a split of during the crisis and after the crisis shows a broadly similar evolution:



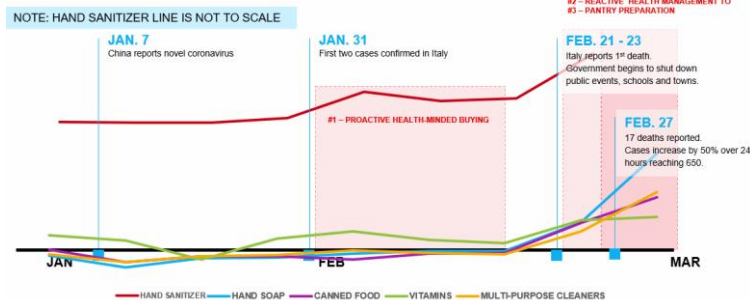
How it might evolve in time

Nielsen Retail data from the U.S. and Italy gives an indication. People will likely increase purchase of coronavirus-relevant items when there is a new emergency/ crisis or news of impending increased severity.

U.S. Weekly Sales Growth Trend Vs. Year-ago



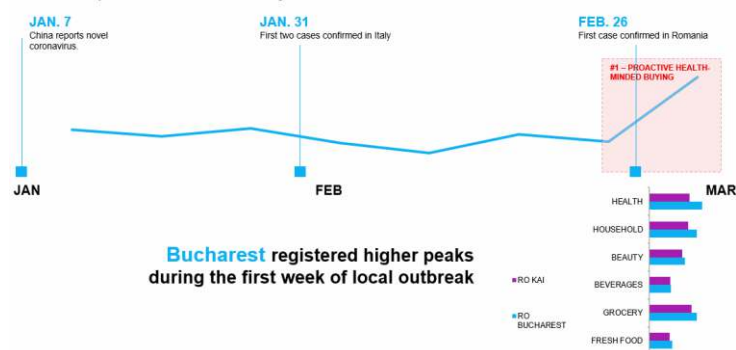
Italy Weekly Sales Growth Trend vs. Year-ago



How to act: this leads to high pressure on the supply and distribution side as demand will increase literally from one day to the next, and then taper off. It's useful to ensure stocks. If they don't sell as expected, be patient. Considering the inevitable growth in Romania, the high uncertainty of the future, and the future increased restrictions, another development to spur consumption and the acquisition of those stocks is likely.

Romania initial data shows we will likely follow a similar path. With the specific of higher increases in Bucharest. Which is logical as Bucharest has about a third of the cases so far

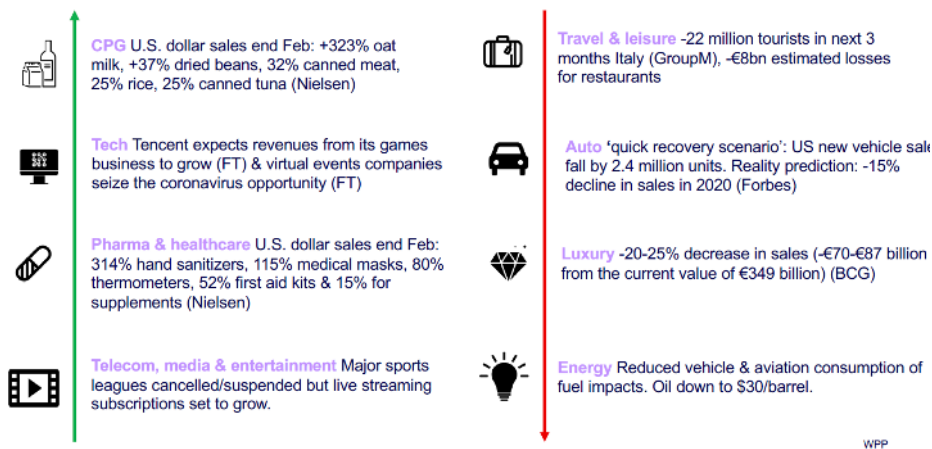
Romania Weekly Sales Growth Trend vs. Year-ago



Data from Google in Romania up to 20 Mar 2020 supports this indication. Peaks in 27 Jan (first It case), 24 Feb (official discussions of measures), 11 Mar (WHO official Pandemic). And likely 22-24 Mar, but no data yet.

Another insight for Romania is that in first week of March Discounters and Cash&Carry grew double vs hypermarkets (38% vs 18% compared to previous year). This indicates small retailers are getting ready by building stocks.

Latest update: analysis from wpp on 24th March:



Also, Nielsen IT data shows us growth in comfort food.

Romania searches Google up to 19 Mar show:

Continued interest in personal care that is not directly sanitizing (e.g. face care). Coupled with increased video searches on beauty and personal care

Baby care increase after work from home

Continued interest in home electronics, not only cleaning

Increase in all cleaning and sanitizing items

Interest in online banking

Recovery of interest in loans

Decrease in Auto google searches, but an increase in youtube searches (probably as entertainment)

Fitness equipment explosion and gym services drop

Increase in desks for home work and gaming

Increase in games interest

How companies in challenged categories adapt to the crisis

Restaurants, pubs, bars

In Romania on 18th March the government shut down all restaurants, pubs, bars. Does this doom these categories or can they compensate? In many other countries the same problem appeared and we can learn from how they adapted:

Takeaway and delivery

McDonald's launched delivery in Romania and delivers to all 26 cities with quarantine centers.. As it did in other countries. In Europe: iconic London Indian brand Dishoom launched their menu on delivery platforms, Helsinki Michelin starred chef Sasu Laukkonen has switched his intimate twenty seat restaurant, Ora, into a sushi production facility for takeaway, Lupin Restaurant founders have set-up and branded their own delivery service called 'Women on Wheels', Danish brand Sticks'n'Sushi are offering a 'Unity' menu, with their best priced family meal for pick-up, 25Hours Hotels, a hotel chain mostly based in German speaking countries, has opened the majority of their restaurants for take-away, NYC two-site restaurant group Mala Project have released a 'Quarantine Food' offer, to 'spice up New Yorkers' pantries.', Brewdog were fast to react and introduced the Brewdog drive-thru, offering food and beer, ordered through the app and brought to your car on arrival at the bar.

Gift vouchers and merchandise

One of the first reactions of many faced with closure was to encourage guests to buy gift vouchers – it has spread rapidly. While some great stories of generous guests buying big vouchers have appeared and in the US this seems to be working, in Europe the majority we spoke to have had limited success with this, as not to excite you too quickly - presumably as guests tighten their own spending and worry about the future of these businesses. For example: London's Harts Group, who own Quo Vadis, El Pastor, Casa Pastor and Barrafin distributed a newsletter to its database offering guests a £1,000 voucher that will be worth £1250

Supporting hospitality teams

Initiatives from organization to support employees and businesses in hospitality during these tough times. Kane – New Romanian Cuisine, in Bucharest, temporarily becomes a community kitchen for Physicians and nurses in hospitals- <https://bit.ly/33vI0nm>

Hospitality supporting healthcare workers

Initiatives to help healthcare workers as they suffer the brunt of the effort of this crisis. For example: McDonalds are offering all health, emergency and council workers free hot & cold drinks in much of the world. Kane in Bucharest is transforming itself from restaurant to community kitchen serving hospitality workers and those whose jobs don't allow them to be at home during this time, while giving chefs from other restaurants an opportunity to support. Indian street food brand, Mowgli is feeding NHS workers for free ahead of its temporary closure, in the UK. Dominos are hosting Free Pizza Friday this week for all NHS staff in the UK.

Airlines

Free refund/ rescheduling

Many airlines are offering free refund or rescheduling. They are also attempting to transform this into vouchers for future travel. It is unclear how the airlines business will fare in the long-term as the crisis lengthens.

Event organizers

A company organizing events in Romania has launched a food delivery service tailored to people working remote during the crisis. <http://www.business24.ro/idei-afaceri/idei-afaceri-pe-timp-criza/universum-lanseaza-good-food-ro-abonamentul-economic-de-mancare-livrata-in-conditii-de-maxima-siguranta-1610544>

3. Should you cancel or postpone advertising?

Most importantly, in most cases it is much more detrimental to business to reduce or cancel comms than it is to continue advertising.

On the contrary, **communicating a relevant message during coronavirus will bring great benefits**. If the brand shows support to people in this time of need.

Research in China shows this:



And consumers are still spending. The changes are on the affected industries (as detailed above) rather than overall spend. In China at height of crisis:

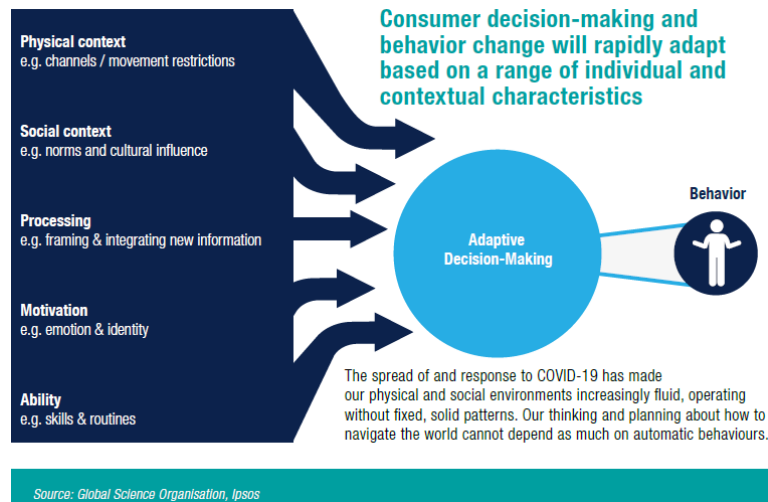


Risk of not advertising during this period

During the pandemic, it is right to assume many consumers will buy on auto-pilot: the brands which they usually prefer. And that for some categories, consumers don't care as they are not relevant during this time.

After the pandemic subsides, things will change. Until this crisis, people navigated a world of certainty. The world was stable and highly predictable for the important things (in the developed world). This led to automatic behaviour when it came to many categories acquisitions. Automatic behaviour is advantageous in a stable environment as it frees cognitive resources for other tasks.

As the pandemic subsides, we will find ourselves in a fluid environment. In this crisis, everything that was stable was disrupted. We move from a fixed environment to a fluid environment.



In a fluid environment, of potential uncertainty, people will re-evaluate all aspects of their previous lifestyle. It will be a period of great change. Unlike the crisis itself, this change will be voluntary.

In this period consumers will re-evaluate their previous automatic behaviour. This will lead to significant societal changes. And to dramatic brand shifts.

Consumers will re-evaluate every brand in their lives. Even brand for which they used to be loyal can be cut. The consumers' main criterion: whether the brand was there for them in their time of need. As the saying goes *A friend in need is a friend indeed*.

Brands who were absent or offensive or irrelevant during the crisis will find themselves off the shopping list. With very little chance of getting back on it.

Creating supportive relevant relationships with people during the pandemic can generate high ROI in the long term. Not creating these relationships can lead to massive loss.

Most people explicitly say brands should help.

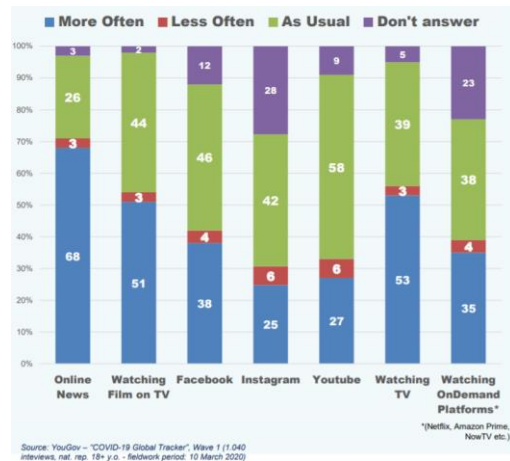
From a Mindshare U.S. research only 4% think brands should do nothing

- **93%** think brands should **stand up and help**
- **67%** think companies should **donate supplies**
- **54%** think companies should **donate money**
- Only **4%** think brands should **do nothing**

4. Media changes

GWI 16-20Mar global research: Across the 13 markets surveyed, over 50% are watching more streaming services, 45% are spending more time on messaging services, almost 45% are devoting more time to social media, and over 10% say they are creating / uploading videos.

Italy shows us increase in all at-home media, including a +49min per day on TV:



In Romania:

Cinema and OOH decrease, but all other media increase significantly.

TV +16% in week 9-15 March 2020 in Romania, then +24% vs same week 2019 in week12 of 2020.

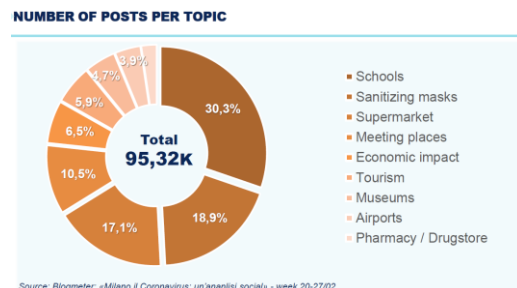
SVOD high increase alongside TV. Long-term this rise might reduce TV consumption as we have observed Netflix penetration reduce TV consumption.

News online

The highest increase will be in news as people consume content on the crisis: news site increased 100% in week 9-15 March (from 18-20 mil. views /day to 35-37 mil. views /day). Digi24.ro and stirileprotv.ro exceeded olx which usually dominates traffic.

News is especially on coronavirus: 58% consumers declare they search for news on coronavirus (IAS research Mar2020). And on finance as people are worried about the impact on economy. Finance interest might change depending on how the pandemic evolves.

Topics during the pandemic (in Italy) show schools, masks and supermarkets are top associations



Social media: Increase also in social media as people search for the socializing they are missing, and as a gateway for news. And in all other entertainment.

Video

China example shows us there will also be an especially high increase in video: in Kantar research in China more than 40% of the respondents said that they spent significantly more time on short format video and video websites after the start of epidemic.

Google data 7-13 Mar shows 50% YoY increase of searches on YouTube. Highest increase: Beauty&Personal care (56%), Games, Health, Auto, Cooking, Apparel.

Gaming

There will also be an increase in gaming as a way to combat boredom.



Influencers also rise as human contact becomes more important. In first weeks of March our colleagues in Netherlands are seeing reach and engagement rise almost 25% for influencers.

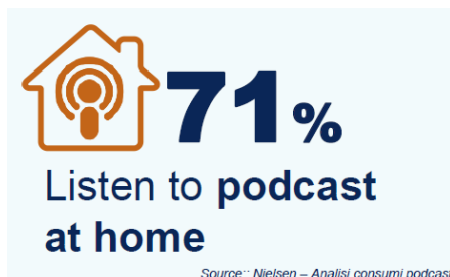
Events cancels: in Italy 66% of the Investments on Events & Live Communication activities have been cancelled. This will lead to an influx of unspent sponsorship budgets. These might be reallocated in online projects as many events go online.



Giorgio Armani fashion show, scheduled for Sunday 23rd February, was held behind closed doors, without an audience. **Buyers and press were able to watch live streaming** through the brand's website, [Armani.com](https://www.armani.com) and its [Instagram](#) and [Facebook](#) accounts

Also could go towards projects to help with the epidemic.

Podcast will likely increase significantly. Data from Italy:



How to act: invest to take advantage of this overconsumption. Coupled with specific messages this creates the opportunity to create new, deeper relationships with consumers.

Also could be an opportunity to try gaming-related advertising.

On the other hand, some media providers are facing tough times: press and OOH. They are asking for government help. Some might disappear.

5. People changes in behavior

90% of consumers in Asia Pacific and US and UK have changed their behaviour due to coronavirus.

There will be 3 stages of change:

1. Crisis: immediate – during the pandemic high alert
2. Recovery: the recovery after the pandemic
3. New normal: how behaviour will re-settle in a new 'normal' behaviour

It is not clear at this time how behaviour will be in each stage. Rather our observations refer to changes now within the crisis and extrapolations how this will affect the future.

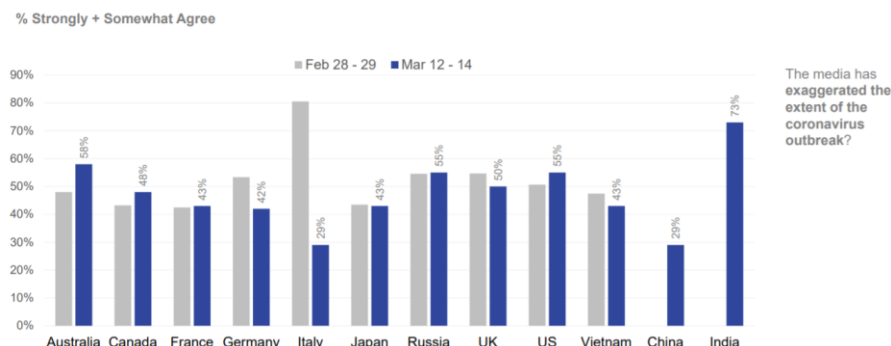
However people will not stop purchasing. Some categories will see increases in purchases (as seen above). In China, a Wavemaker survey, conducted last month, found that 68% of Chinese consumers have not cut back on their spending in light of COVID-19, while 83% still pay for the essentials as they did before.

In Romania in week 16-20 March according to iSense Consumer Stress Score research, Romanians are moderately anxious: 54 on a scale from 1 to 100. Economy worries score higher than virus worries: 78 vs 65. This is probably because we are used to worrying about money. But most people have not adjusted their model of the world to the reality of a global pandemic.

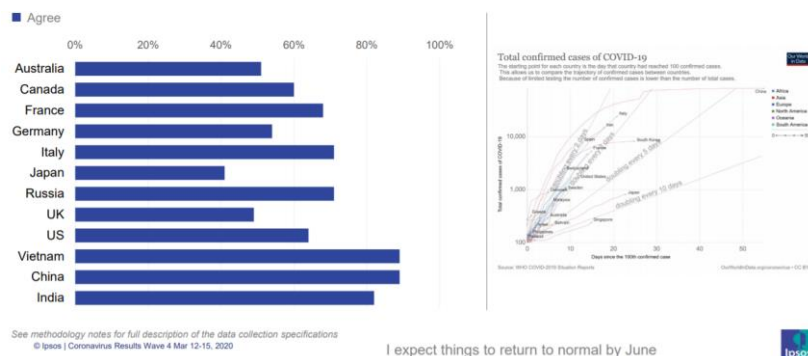
Shell shock

People have limited flexibility in adjusting their model of the world and lifestyle to the dramatically different reality of COVID 19 pandemic. We see this in continuing to socialize despite enormous risks, in more worry about economic impact than about the virus itself. While it is true the pandemic has dramatic effects for many (e.g. those who lost jobs) and might affect economy as a whole, for most the virus is more dangerous. And preventing infection also prevent biggest effects on the economy.

We see from other countries research that many people think the media exaggerates the impact of the virus



And that it will be over by June despite projections showing a different picture



Some countries show less adoption of social distancing which proves not yet taking the crisis seriously.:

Foolishness of the crowd

Trips planned by residents, 100=usual level
Public transport and walking, selected cities, March 2020

Western Europe

City	9th-15th	14th-20th	20th	21st
Milan	9	5	4	3
Vienna	69	18	5	3
Madrid	46	7	4	4
Barcelona	61	11	5	4
Lyon	86	26	5	4
Paris	57	18	5	4
Monaco	51	21	8	4
Rome	16	6	5	5
Brussels	71	23	7	7
Netherlands	68	26	8	8
Copenhagen	54	16	8	9
Hamburg	64	30	14	9
Berlin	69	32	13	12
Lisbon	87	31	13	13
Rhine-Ruhr	60	32	16	13
London	83	50	31	23
Manchester	89	55	36	26
Stockholm	73	44	30	31
Birmingham	91	56	38	31

Source: Citymapper

United States and Canada

City	9th-15th	14th-20th	20th	21st
San Francisco	57	20	9	9
New York City	67	25	12	10
Boston	64	23	12	11
Chicago	78	27	13	12
Washington DC	66	24	12	14
Los Angeles	71	31	19	15
Seattle	47	24	16	18
Vancouver	83	50	27	27
Toronto	84	44	27	30
Rest of world				
Istanbul	93	37	14	11
São Paulo	104	45	19	17
Tokyo	48	39	35	27
Mexico City	95	59	42	31
Seoul	42	40	44	39
Melbourne	97	66	49	46
Moscow	98	77	56	53
St. Petersburg	101	87	72	65
Singapore	82	75	70	72

As the crisis progresses from an abstract concept to an increasingly dramatic personal reality, people will go through consecutive shocks as they are forced to adjust. In the short term, their reactions will vary: anxiety, outrage, rebellion, denial. In the long term, such consecutive shocks will have a lasting impact.

We see right now different declarative attitudes:



Likely after the pandemic people will be more cautious and slower to trust. We see the cautious strategizing as the most common approach now. This will impact later. As their trust in the stability of their world is

eroded by these shocks, they will be more likely to doubt in the future. Less likely to believe in promises without proof.

Trust in the government is in the air. It will depend on how the pandemic unfolds in each country and the perception of the government's behaviour.

How to act: doing, not just saying, will be even more important in the future. Behaviour during the crisis will have a disproportionate effect on people's behaviour about your brand in the future.

With everybody else or against everybody else

Social distancing restrictions work only if everybody respects them. Behaviour according to restrictions and preventing own infections has an individual benefit, but more so a collective benefit (prevent infection to others). Thus individuals have to give up personal freedom and comfort to provide an invisible, intangible benefit to everybody else.

Of course, many people don't respect the restrictions to different degrees. Others want to bring these offenders to justice, force them to respect the rules. We see public shaming online mingled with togetherness messages.

36% Romanians believe other Romanians are not respecting guidelines. Freedom/ going out and socializing are the most missed activities in the crisis. (iSense research).

How to act: bringing Romanians together is a high potential area. The trick is to bring a people that is very sociable face to face to being together online. In ways that are natural and pleasant, not forced and artificial.

E-comm supercharged

Amazon is hiring 100,000 people to meet with demand of orders due to coronavirus. Staying at home and social distancing will move consumers from occasional online shoppers to daily, from rejecters to adopters. In Romania where e-comm is relatively limited, lots of delivery and tech infrastructure needs to be created quickly to meet demand. Companies that are able to scale and provide it will be the big winners from this crisis

This is although there are significant disruption in the delivery chain. Orders take much longer to process: on 19th March Farmacia Tei, largest pharmacy chain, states 14 working days for order processing and a max of 20 items per buyer, several supermarkets are not actually allowing online orders. This is similar to what happened in Italy.

How to act: If you have e-comm, ensure it works during the crisis. Many retailers have shut it down for now. But there is a big need, and you will win big if you can keep it functioning. If you do not have e-comm, partner with delivery companies to provide it. Slow and complicated is still better than not available. As the crisis lengthens and stores remain empty, the negative impact of lacking e-commerce will prove untenable for many businesses.

Safety and long-term prevention

People will likely be more concerned about safety and prevention of problems in the long term. This will mean an interest in saving, in insurance. But also in investing in their wellbeing and health.

Some of those with few children at home will use the crisis to try new health habits. There are multiple big directions for this:

Sport and fitness at home

Being forced to stay in home, people feel physically affected and it forces them to inactivity. This will lead many of them to try fitness at home. China observation underscores this thread.

And people don't only want to do sports, they also miss the social aspect of it. So they want to share their activity and participate in online challenges.

China also shows increases in online orders for sports equipment as people think forward to crisis ending and doing sports outside the home.

How to act: if you are a sports business, then it is the moment to create content about doing it at home. And to create sports challenges. Also if your brand has credibility around fitness or health, it is also an opportunity to create such content.

Health and wellbeing habits

During, and after, the fear and anxiety caused by coronavirus, many people will reevaluate their health and wellbeing habits with the purpose of protecting themselves in the future. This will mean different things for different people. Some will take up, or intensify, fitness habits. Others will pay more attention to their nutrition, leading to changes in food consumption. Others will adopt new health supplements, such as vitamins, omega-3, honey products, etc. To improve immunity. Others will look at sleep (detailed below).

Also there will likely be an increased interest in mental health. Romanians are strong believers in the negative health effects of stress. Thus mental health habits which minimize stress will increase. These might include meditation, mindfulness, yoga.

There will possibly be an increase in nature activities, especially after a prolonged home confinement period.

How to act: depending on your brand and products, try to educate, facilitate and support people's adoption of these wellbeing habits.

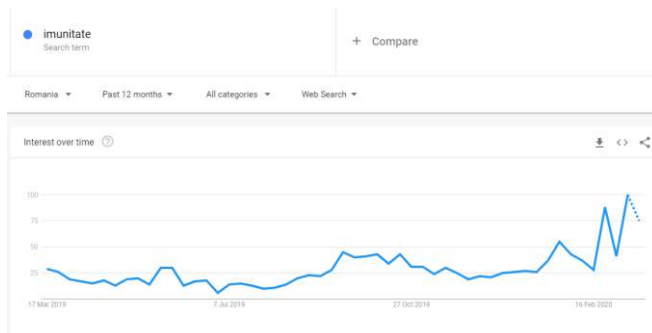
Sleep training

The coronavirus outbreak is energising a consumer need for products and lifestyle changes that can boost personal resistance to infection and disease – all the more necessary in the absence of a COVID-19 vaccine (which may not become available until 2021).

Alongside uptake of externally applied products such as hand sanitisers and masks, consumers will also focus on improving their *internal* wellbeing and their immune systems – a key line of defence against the disease. **Google Trends** data reveals growing search activity for the term “immune system” since the arrival of COVID-19 as people look for information related to personal resilience-building and inner health.

Good sleep is considered to be a vital building block of a healthy immune system, and several health professionals have recommended that people consider sleep (alongside regular handwashing and hydration) as a key bulwark against COVID-19. Of course, many consumers will struggle to sleep soundly in the current stressful climate, while pre-existing factors will continue to frustrate a good night's sleep. According to renown physician 30% of Romanians did not sleep enough before the crisis.

How to act: **Communicate that your brand is a companion to – rather than an enemy of – healthy sleep.** Consider offerings that create restful sleep environments in people's homes – or even in third spaces including cars and the workplace. Meanwhile, respect consumers' wishes for a good night's sleep by, for instance, alerting them to when it is bedtime and inviting them to switch off – even if it means switching your brand off – and head to bed



Older people fear

Undoubtedly, many older consumers will be concerned about their apparent vulnerability to the new disease, and some – in the short term, at least – will look to retreat from leisure and travel activities (Singapore has suspended all government-supported activities for seniors). However Post-coronavirus, expect interest in *healthy* ageing to become more widespread; memories of COVID-19 will become another reason to prioritise wellbeing and maintain active, healthy lifestyles into older age.

How to act: **Show solidarity with older (and more vulnerable) consumers during a time of heightened stress and concern.** In which ways could your brand achieve this? Consider giving older consumers who are unfamiliar with online services such as e-grocery shopping assistance in the form of tutorials and one-to-one walkthroughs (and acquire new customers in the process). Also think about partnering with charities and other organisations that are offering emotional and practical support to seniors in self-isolation at home.

Castaway at home

People's rhythm of life has been disrupted and they are refugees in their own homes. Singles deal with increased loneliness as the days alone at home add on. Families deal with the overburden of schooling children 24/7 and increased work load from responding to work emergencies related to the crisis with unfamiliar tools (remote work). All deal with a disruption of their habits and their lifestyle.

How to act: This is an opportunity to support people in the challenges of this new temporary way of life. From creating belonging and social connection through digital channels, to content to keep children occupied in a productive manner, to course for adults on how to deal with the new situation, to anxiety-soothing techniques, and strategies for optimizing home life.

Boredom

People get bored being forced to stay indoor with the same people for long periods of time. They search for ways to occupy their time, entertain themselves.

Top searches in Italy were for health prevention but also for entertainment products:

	PREVENTION & HEALTH	OTHERS	GAMES
	Thermometer	Earphones	Puzzle
	Masks	Pasta	Play Station
	Hand sanitizer	Printer	Table games
	Disposable Gloves	Toilet paper	FITNESS
	Gas Mask	Webcam	Gym weights
	Disinfectant		Pilates Yoga
			Elastic bands

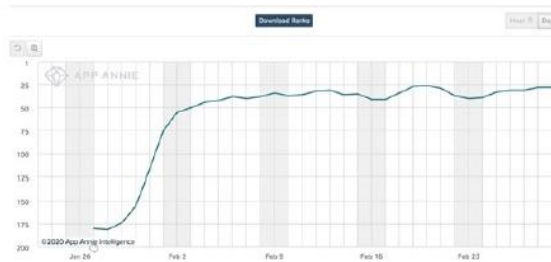
Source: Amazon top 200 keyword search (8-14 Mar 2020)

How to act: entertain people, help them enjoy their time during restrictions.

Remote life

As millions are either quarantined or ordered to self-isolate – and as live events and social gatherings are forced to be cancelled or postponed – expect demand for remote commerce, working and leisure to grow. Providers of video-conferencing and collaboration tools have responded to the crisis by offering free access to the premium, paid versions of their services.

Work: boom of Zoom increase

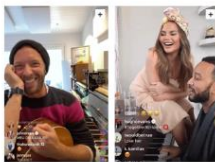


Like other work collaboration services, Zoom soared in China amid the coronavirus outbreak, jumping from No. 180 in late January to No. 28 as of late February in overall app installs. *Data: App Annie*

People are doing more and more things online: work, fitness, socializing, concerts, dating.



E-Dating Bumble's active users up 8% in March



E-Concerts Chris Martin and John Legend performing #TogetherAtHome concerts on Instagram Live

77%

E-Working the proportion of US working from home



E-Houseparties App 'Houseparty' is now 14th on App Store, above FB, FB Messenger & Snap

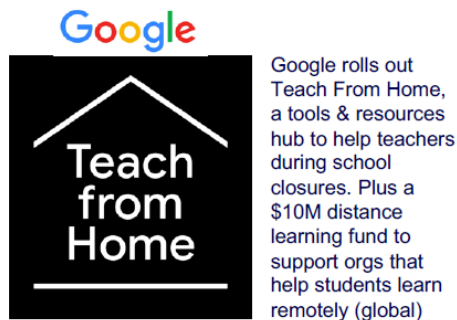
Millions of Chinese people staying home during the coronavirus outbreak are tuning into “cloud raves” on streaming platforms like Douyin, China’s version of TikTok. Nightclubs in China are live streaming DJ sets, while clubbers at home can tune in, comment, and dance to the music. These online events have been incredibly popular, with many clubs earning thousands of dollars from the streams.

How to act: **Eliminate presence pain points and consider presence-free options.** Target processes and interactions across the customer journey that still require physical presence. Could convenient and efficient alternatives extricate the customer from a real-world interaction, visit or experience?

Remote education

Although there is a lot of talk about boredom and extra time, parents have it hard in the crisis. They have to take care of children as well as jobs. Education system in Romania is not prepared for e-learning.

How to act: step in and provide support, resources, solutions to facilitate remote education for children. This helps the school system and parents.



Chef-ing

In China it is a joke that the crisis has made everybody a chef. But there is big kernel of truth. Kantar research shows 28% people cooking/baking at home (female significantly higher than male). This is a big opportunity for Food brands and brand selling kitchen-related items.

How to act: Facilitate people's newfound interest in cooking. Focus on pandemic relevant types of recipes: recipes with limited foods that people stock up on, recipes that boost immunity.

Commitment issues

An uncertain outlook – nobody can say for certain how long COVID-19-related disruption will last – is likely to make consumers wary of making commitments to long-term contracts and big purchases. In this context, expect brands to come under pressure to provide more freedom and flexibility in how consumers access their products and services. The momentum will be with those brands that can reassure customers that, should plans go awry or personal financial circumstances take a turn for the worse, then customers will be able to downsize or cancel their relationship *without* additional cost or administrative complexity.

Highest impact in long-term services like Banking, Telecomm, but also in high value purchases like Real Estate, Automotive, and long-term planning like tourism, airlines.

How to act: **Emphasize flexibility and the freedom to walk away – without penalty.** To encourage customers to commit in uncertain times, consider new models that offer shallower forms of commitment. Examples: British Airways has announced that, "to allow greater flexibility" for passengers, it would remove the change fee on all bookings made in early March. Qatar Airways, Delta are offering free change or refund for flights in crisis period to high risk areas.

Nature deprivation

Not yet a hot topic, but will increase. Humans feel unwell and unhappy when deprived of nature as research shows. Home isolation will create this deprivation.

How to act: facilitate contact with nature. Either virtual: e.g. video, audio. Or direct: delivery of plants.



Zoos & aquariums are livestreaming their enclosures, and creating content with zookeepers (US, AUS, Netherlands)

4. GroupM RO POV on how clients should handle advertising in the COVID crisis

How advertising should be adapted to coronavirus crisis:

Short-term: focus on most in-demand products to support short term sales

For some industries this will be easier, for some it will be harder. Care not to be pushy in sales messages in this period, to avoid being perceived as taking advantage.

Short term don't push large purchases as they are delayed initially. GWI 16-20Mar global: Almost 40% say they will buy major purchases they have delayed only when the outbreak begins to decrease or is over in their country. But close to 20% say they will wait until the outbreak decreases or is over globally. However this will likely change as isolation period lengthens.

Re-allocate media-mix to the changes in this period

Decrease OOH and cinema, over-invest in gaming, social, influencer and relevant content. Keep or increase TV and online.

Gaming:

- Casual gaming on mobile can be leveraged through ads and special projects with game developers (e.g. Gameloft)
- Serious gamers (e.g. PC gamers, eSports fans) can be leveraged through gaming influencers

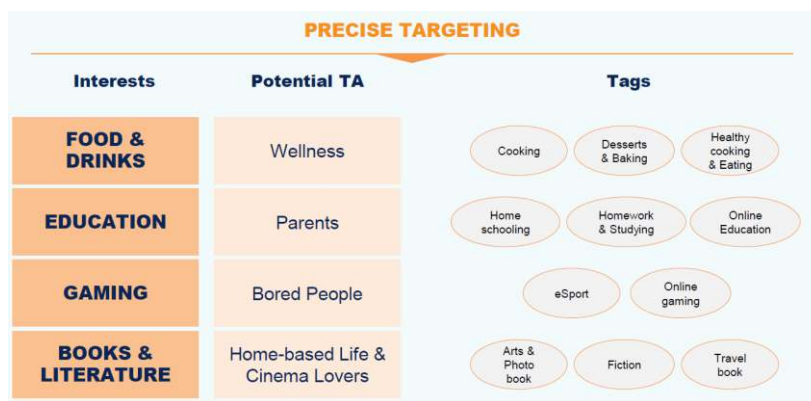
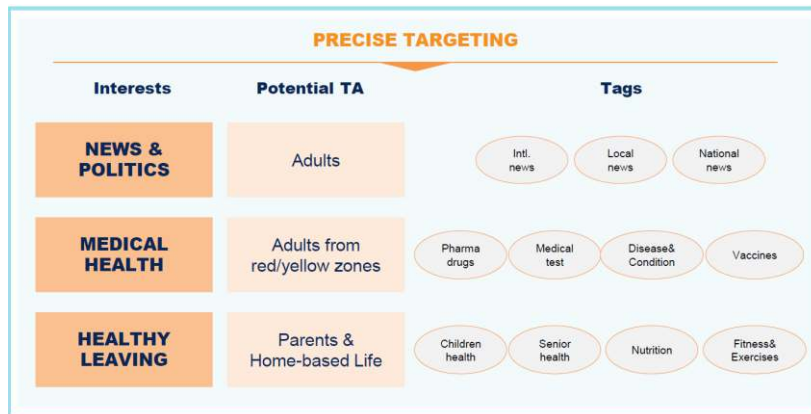
Youtube becomes more relevant due to higher search and higher use for entertainment. Opportunity to focus on lonely singles (but not exclusively).

The fear and impossibility of going out of home accelerates the digitalisation also on new target audience (i.e. Seniors) and make more familiar and neutral the use of the digital on some sectors. We need to plan for this.

But also adjust for different targets. The media changes reflect audiences previous attitudes and habits. GWI report 16-20 March at global level shows: Gen Z are seven times as likely as boomers to report increased usage of music streaming services, and over ten times as likely to be creating / uploading videos. Conversely, boomers are the most likely to be watching more TV on broadcast channels.

Increased usage of PCs / desktops is led by boomers. For many other devices, increased usage is highest among Gen Z and then falls in line with age; this pattern is particularly pronounced for laptops, smartphones and smartwatches. millennials show the highest increased usage of games consoles, smart speakers and tablets. By gender, women are ahead for increased usage of smartphones

Targeting opportunities based on Italy data:

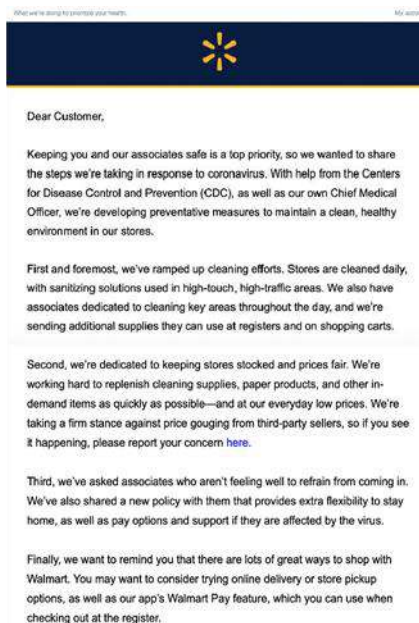


Business not as usual Show how your business adapted to provide safety for consumers. E.g. hygiene processes, disinfection methods, social distancing. So that people have trust to buy from you without risking infection. FoodPanda for example communicated how they ensure hygiene for delivery people and food, and how they enable consumers to instruct delivery people to leave food rather than give it in person. Especially relevant for Food sector.



SPACE NK
APOTHECARY LONDON

SpaceNK has implemented a 'no touch' policy in its stores



How to adapt creatives it is difficult to produce new creatives during this period. And it is important to have adapted creatives quickly. We have identified several opportunities to adjust or create new creatives quickly for this pandemic period:

- **Adjust TVC or video** by replacing voiceover with music and adding text on top to promote new storyline adapted to coronavirus
- **Influencer** projects as they create the content themselves. We can get copyright to then use this content as ads

Real time brand the situation is fluid and we need to adapt as it develops. Also in terms of consumer perception the brand need to show it is present and updated on what is happening and it is prepared to offer new information, advice, products, services.

Promote health guidelines Promote the guidelines that make everybody safer from coronavirus, such as staying home, social distancing, hand washing, disinfecting, etc. Brand needs to have a positioning that lends it a credible point of view in this regard.

This is especially relevant in Romania. Citizens here do not respect the rules. As of 16th March 94% of infections were due to people coming from Italy. Many of them came despite lockdown or because they knew they would be put in lockdown. There are also as of 20th March 2020 98 criminal cases for people who have impeded the efforts to stave off the pandemic (e.g. intentionally taking actions that lead to the spread of coronavirus) plus many others fined for breaking guidelines. Including one patient with serious case of coronavirus who spit on his doctors to try to infect them because he was angry he had to stay in the hospital.

In this context educating on health guidelines and the importance of following them is especially important.

In Romania: LIDL promotes life at home as enjoyable rather than something to be suffered

<https://youtu.be/8sDQp6hHGdM>



Lush cosmetics:



Inform on unclear health behavior

Major health guidelines are clear. However there are vague, unclear aspects regarding best behavior to prevent coronavirus spread.

At this time, 25Mar20, we have identified:

- **Package disinfection:** big problem as people shop, but there is no official Romanian guide on how to handle the packages to prevent contagion. There is however a WHO guide which we could promote
- **Optimum protection** while necessary going out (e.g. shopping): mask, eye protection, hand protection. And how to prevent contagion with clothes and protective equipment when people come home.
- **Air persistence**

How to act: disseminate official information on these aspects from global sources: WHO, CDC, European health agency

Instill community spirit to protect those at risk

Romanians have very low trust in each other and in institutions. This is the cause for the rule breaking and selfish behavior. There is a significant part of them who are treating coronavirus lightly, as something not to worry about, comparing it to a common cold or a flu. These are people in low risk groups, e.g. healthy young or middle aged.

There is a pressing need to educate this segment on the impact their behavior has on their parents and grandparents. To explain that their risk taking, and their infection, leads to higher chance of infection for older people, who are at risk from the disease.

A specific aspect of this is educating people to stay at home. There is one Romanian DOOH provider, Phoenix Media, which has monitoring of traffic in front of its assets. On March 17th there was only a 20% decrease in traffic compared to same day two weeks before. This shows many more Romanians are outside the home than government health guidelines. Looking into detail, we see the biggest decreases are in center of Bucharest (possibly because of close of restaurants and cafes, and remote work) while periphery and residential areas show only around 10% decrease. So many Romanians are going out, likely to meet friends despite the high risk of virus infection.

How to act: use OOH to motivate these people to stay at home

Support people in getting through the crisis Provide whatever relevant support so that people can get through this period. Any help in this time of need will translate into invaluable loyalty in the future. Supporting them to get through the crisis healthy.

This means first of all support in terms of health. But also in terms of the **psychological implications** of the coronavirus pandemic: anxiety and loneliness.

Example: Kober – promote paint that kills viruses

<https://youtu.be/q-ShFI4490s>

Inspire positivity

Spreading positivity in a time of uncertainty is a valuable effort for people. Any brand can act on this as it does not depend on category. It is important to not only declare, but also to show action. *Putting your money where your mouth is.*

Many retailers have a specific time for elderly to shop, e.g. Woolworths is closing their stores for an hour to ensure those at need get access to suppliers.

Guinness reminds people that this won't last forever with a St. Patricks day ad that tells people: "We'll March Again" The advert was unveiled alongside an announcement confirmed a major charitable donation to the ongoing efforts to tackle coronavirus in the US.

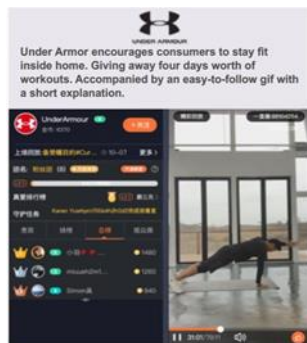
Mercado Libre has changed their logo to reflect unity without shaking hands, and is also discounting all products in their pharmacy.





Help people endure the crisis Provide entertainment and ways to spend time during this difficult period to make it more enjoyable. Especially relevant for media and entertainment companies. Also relevant for event organizers to move the events online. This is basically combating boredom. And there is an opportunity for other companies to facilitate live-streaming of postponed events.

GWI 16-20 Mar research: The prospect of live-streamed sports events and music concerts are equally popular – over 4 in 10 are interested in watching them.

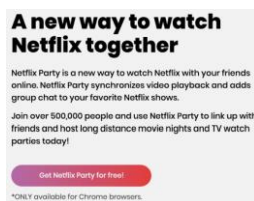


Invest in general crisis efforts Donate or provide resources for state or organizations directly fighting the crisis. Example: Mastercard donating to Daruieste Viata NGO which is buying equipment for coronavirus treatment. Providing support relevant to brand expertise would be most effective. Or using production facilities to produce coronavirus fighting assets. For example alcohol producers making alcohol sanitizer in the U.S., tech companies in China repurposing production chain to make masks.

In Italy:



Online community building. The coronavirus may keep people at home, but this can be an opportunity for online engagement. Focus on fostering your online communities and producing engaging content, such as blog posts and videos, to entertain consumers who are stuck at home. Which companies: all.



Support your most affected consumers

Not everybody is affected by coronavirus the same way. People who are older or have relevant comorbidities are more at risk. Other people are just more anxious. Others are worse affected indirectly, e.g. laid off because employer loses revenue. And others still might struggle with the crisis restrictions, e.g. family is in another city and they cannot go to them.

Identifying who are your most at risk consumers, what are their specific pain points with the pandemic and addressing them is a surefire way to create long-lasting loyalty.

Demonstrate your support for healthcare workers. Those on the frontline are working tirelessly to treat patients and have the highest risk of contracting the virus. As such, they deserve our kudos for their dedication to the cause. Consider showing your appreciation via marketing campaigns – for instance, Singapore agency **72andSunny** has designed and produced badges and stickers with messages like “Nurses are the Nicest”.



Ride-sharing company gojek in Singapore launched Go Heroes offering free ride vouchers for frontline healthcare workers

Uber is pledging free food for medical providers across U.S. and Canada.

Support businesses at risk

To diminish economical impact, especially as each business that falls has an impact on the whole economy.

ALIBABA UNVEILS MEASURES TO SUPPORT BUSINESSES DURING CORONAVIRUS OUTBREAK

DOROTHY SO | FEBRUARY 10, 2020

Put people ahead of profit

Businesses that show they value more the wellbeing of people, be it their employees or other people, than the profit margin stand to gain tremendously in the long-term.

What to **NOT do in advertising during coronavirus crisis**

Do NOT appear to be profiting from the pandemic

For example, if you sell masks, the message should not be an explicit ask to buy masks. People will feel you are taking advantage of the crisis and penalize you in the long term. Ambulance chasing will be heavily penalized

Do NOT continue business as usual

It would be seen as insensitive, uncaring and oblivious to consumers' needs. This does not mean to stop the business. It means to adjust the advertising messages for the situation. And show support and care.

Do NOT let irrelevant messages appear in context of coronavirus

During the pandemic, you might have multiple messages. Some might be relevant in the context of coronavirus information, most of it will not be. 26% consumers declare they are not likely to engage with an ad in the context of coronavirus, and 16% are less favorable towards brands with ads adjacent to coronavirus content. Especially for Food, Travel, Banking. Health, Government, Education are seen as suitable to be adjacent to coronavirus.

Do NOT have advertising messages that go against health recommendations

For example: KFC suspend a campaign that features people licking their fingers after eating the chain's fried chicken

Do NOT disappear instead of optimizing media channels

Do NOT make campaigns and promises without action

In a period of crisis and doubt, unsubstantiated claims and promises are not tolerated.

Do NOT make emotional decisions, have a rational long-term plan

5. Specific industries recommendations

Retail

Adapt your offering for those under quarantine. Expect the coronavirus to change how consumers shop. Many are already turning to e-commerce and home delivery over visiting brick-and-mortar stores

Repurpose logistics networks and inventories for healthcare purposes. Retailers have an opportunity to refocus their infrastructure towards assisting the fight against COVID-19. In China, retail giants **Alibaba** and **JD** have repurposed their logistics networks for the soliciting and transportation of medical supplies

Ensure you have ample stocks of necessities. With supply chains disrupted and panicked consumers seeking to stockpile necessities, there is a risk of certain products becoming unavailable. Ensure your retail spaces have adequate stocks of items that consumers will need to get through the crisis, even if it means reducing the range of products available. Several British grocery retailers, including **Tesco**, **Sainsbury's** and **ASDA**, are drawing up "feed the nation" plans in the case of a sustained outbreak.

Expect changes to consumers' shopping habits. A sustained outbreak will see some consumers adopting new shopping habits. Less digitally savvy consumers such as the elderly (who are likely to be encouraged to avoid public spaces given their relative susceptibility to the disease) may experiment with e-commerce, while other shoppers may broaden the range of products they purchase online. Functioning e-commerce is essential for this.

Overall it is a time of threat and opportunity for retail stores. In China retailers who successfully adapted to minimize coronavirus risk (through automated cash-desks, delivery, e-comm) have seen big increases in brand reputation and public favor. At the same time retailers who fail to do this and are seen as a place of infection risk, can see decreases in consumer perception.

Health

Capitalise on rising interest in immunity-boosting products. Consumers are looking for ways to strengthen their immunity and reduce their risk of contracting the virus. This includes eating foods with anti-viral properties such as garlic, as well as popping vitamins and supplements. Can your brand innovate in this space?

Position your brand as a reliable source of health information. With so much misinformation spreading online, consumers are looking to governing bodies and established health brands for guidance. There is an opportunity for brands to step in and offer consumers trusted information about the coronavirus, as well as offer tips on how to stay safe.

Tech

Repurpose production lines to fight the virus. Manufacturing has taken a hit because of slowing production in affected countries like China and Italy. However, this is an opportunity for brands to demonstrate their CSR efforts. In February, **Foxconn**, which manufactures **iPhones** in China, announced that it was using its dormant Shenzhen facility to manufacture face masks. Would your brand have permission to do something similar?

Do not assume people won't buy Google search shows continued interest in home electronics, both cleaning related and not cleaning related (e.g. espresso machines). Likely there will be an initial dip in high value items as people are cautious. But as the crisis lengthens we see in other countries that acquisitions pick up. But only if you are still in people's minds.

Promote device hygiene. Smartphones are some of the dirtiest objects that consumers carry – and can potentially contribute to disease transmission. Frequent handwashing is recommended by all health

professionals, but also offer tips on how consumers can keep their devices safe and clean. For example, **Apple** broke with previous policy and updated its support pages to tell users that “using a 70% isopropyl alcohol wipe or clorox disinfecting wipes, you may gently wipe the hard, non-porous surfaces of your Apple product”.

Support e-learning

e-learning platform,
according to MIUR
indications



Educate consumers about recycled devices. In the long run, the decline in manufacturing and disruption to tech supply chains may boost the market for second-hand devices – both refurbished and recycled models. Consumers used to regular device upgrades may be wary of these options, considering them to be of lower quality. Consider highlighting the ecological benefits of such devices – and recycling behaviour in general – to make them more attractive.

A special subcategory refers to **COVID-relevant home appliances**, such as air purifiers or water purifiers which will see explosive growth. In China: many health-related and sterilized appliance offerings saw an increase of over 200% in sales on Jingdong platform, the sales of **air purifiers** on Jingdong increased by over 300% and **water purifiers** by over 100% as of the fourth day of the first lunar month.

Leveraging tech & AI capabilities to develop medical solutions



DeepMind is using their AI and ML tech to help predict protein structures around Covid-19



Developed AI system for diagnosing COVID-19 based on CT chest scans. Platform free to global research institutions

Beauty and Personal Care

Redirect efforts to online marketing and brand-building. Shiseido reported that its cosmetics sales fell 55% during Chinese New Year this year as compared with 2019 – a decline attributed to the coronavirus outbreak. With physical retail sales plummeting, beauty brands can seize the opportunity to concentrate on online brand-building instead.

Capitalise on livestreaming to offer entertainment and drive sales. For consumers voluntarily or forcibly quarantined, opportunities for entertainment will be highly welcomed. Use livestreaming to demonstrate new products, answer customer questions and share beauty tutorials to attract this captive audience. In particular, beauty looks that incorporate face masks are popular in China: in February, **Alibaba** reported that a tutorial series on its **Taobao Live** platform attracted over 8 million viewers and drove a 150% month-over-month increase in sales of eyeshadow palettes during the same week.

Promote personal care products. Hygiene concerns related to the coronavirus will drive sales of certain personal care items like hand sanitisers, so consider targeting consumers with ads for such products. Moisturiser will also be in demand as a result of the drying impact of additional handwashing. However, take care to be seen as encouraging *responsible* consumer behaviour that does not lead to stockpiling, which can prevent goods getting to vulnerable customers who need them most.

If you do not have e-commerce, build it ASAP

Banking

Offer financial assistance to affected customers. Italian banks have paused mortgage payments and introduced other debt relief measures in the wake of the nation's lockdown.



Ease financial burden for people People are worried about their financial situation. Any support from banks would create a lot of goodwill and future business.

Support contact-free banking.

High searches for online banking in 11-19Mar (google data) and trending of mobile banking app in Google Play.

Encourage customers to use digital banking channels rather than make IRL branch visits to limit the spread of infection. Support customers who may be less familiar with your digital banking capabilities by sending proactive support emails, running webinars or allowing more digitally savvy relatives to access their account. This could reshape banking interactions in the future as more consumers become comfortable with new technologies. A whole new meaning to *contactless* banking will emerge. A Kantar research in China found that 13% of respondents tried online banking for the first time during the coronavirus crisis.

Offer favourable terms on short-term loans.

Initially loans searches decreased, but then started recovering in 11-19Mar (google data).

Support the self-employed, freelancers and entrepreneurs by offering short-term loans at favourable interest rates. This will help with liquidity issues and tide small businesses over until consumer spending rebounds. It may even engender longer term loyalty, as consumers will remember the support your brand provided during the crisis.

Food

Reassure customers about the hygiene standards of your operations. As the outbreak has been traced to a wet market in Wuhan, some consumers are likely to be concerned about the provenance of produce – especially food with links to China. As such, demonstrate your brand's quality control and hygiene practices – for example, by sharing behind-the-scenes footage of farms and factories.

Bolster your immunity-boosting offerings. The outbreak is driving demand for immunity-boosting foods and supplements. If this is within your brand's repertoire, consider boosting stocks and creating tactical campaigns to drive awareness of your offerings.

Share store-cupboard recipe inspiration. Those under quarantine are limited in what they can buy, and have more time than usual to prepare meals. Share recipes and hacks for creating delicious food from scratch using the essentials (and scraps that would typically go to waste). This will help consumers find fun ways to spend time at home, keep their repertoire fresh and ensure their rations last as long as possible. This can also appeal to those who might be experiencing shortages of certain products in their area. Consider sharing video or livestreamed tutorials that home cooks can follow step-by-step – with additional hygiene tips woven in as necessary.

Avoid ads in content on Coronavirus Food is top category in terms of perceived unsuitability of ads in content of coronavirus (37%). Likely because it might seem like taking advantage of people stocking up in fear of a potential food depletion situation.

Alcohol

Educate consumers on how to – and how not to – make their own hand sanitisers with spirits. As hand sanitisers are out of stock in many stores, consumers are improvising with home-made versions. But most spirits are 80 proof/40% ABV and do not meet the 60% alcohol threshold necessary for sanitary purposes. Warn consumers against using your spirits this way. Or, if you manufacture spirits above 120 proof, advertise that these products are suitable for sterilisation.

Consider distilling high-proof spirits for use as sanitisers. In times of crisis, American brewing company **Anheuser-Busch** shifts production from beer to water; it has delivered 79 million cans of water to victims of natural disasters over the last three decades. Antibacterial gels and hand sanitisers are out of stock in many places

Automotive

Virus-proof your vehicles. Auto brands are seeking to mitigate the health impacts of driving. Some of these innovations, such as air purifying systems designed to tackle pollution, can be repurposed to lower consumer risk of infection. Although the effectiveness of the most commonly used HEPA air filters against the coronavirus is unclear, UVC light is able to sterilise spaces, with emitters already used in ambulances. In early 2019, **Jaguar Land Rover** announced plans to integrate UVC emitters in hidden ducts and vents on the car's dashboard to sterilise air.

Position the car as a safe(r) place. The coronavirus outbreak can be an opportunity to highlight the advantages of personal cars over public transit. Drivers are able to isolate themselves from other consumers, reducing the risk of catching or spreading the virus. Already, a drive-through coronavirus testing site has been set up in the city of Goyang, South Korea, enabling drivers to get tested while limiting their exposure to healthcare workers and the general public. Chinese energy company **Sinopec** has also launched a service that enables drivers to order groceries from its **Easy Joy** convenience stores directly to their vehicle boots while they refuel at its petrol stations, meaning human-to-human contact is limited.

Telecomm

Ensure network resilience. Online connectivity will be of utmost importance for consumers voluntarily or forcibly quarantined, as it offers them a crucial link to the outside world. Make sure that your networks are resilient and reliable throughout the coronavirus crisis.

Consider adding flexibility to your plans. Ensure consumers are able to stay connected, even if the coronavirus disrupts income streams or other areas of their lives. Give them greater flexibility to go over their usual data allowances or defer payments

Expect the rollout of new technologies to be disrupted. The coronavirus has already caused the annual **MWC Barcelona** trade show to be cancelled, with vendors pulling out in February. This was in part driven by a strong Chinese presence in the telecommunications industry. China's significance in the telecommunications sector, both as a manufacturing hub and as the home of innovative brands like **Huawei**, means that the rollout of new technology and services like 5G – both locally and across the globe – will likely be impacted.

Focus on supporting people instead of talking about new technologies

Opportunity to enable live-stream of postponed events Significant need and good fit with brands' expertise

Home and DIY

Help consumers nest. As consumers confront the realities of spending more time at home, they will likely look to make their home space as comfortable and functional as possible. More DIY projects will be undertaken and room layouts will be adjusted. For some, the desire to nest and make home improvements will be sustained long after the threat of the virus has waned, driving spend on decor, in-home tech and cooking equipment.

Offer quarantined consumers entertainment options. Consumers under voluntary or enforced quarantine will be in need of in-home leisure options to keep them entertained. Provide inspiration for in-home fun – be it for multigenerational households or millennial flatshares.

Support home workers. Ensure that consumers who are working from home – whether out of choice or necessity – are equipped with everything they need to be productive. For instance, consumers may seek more comfortable chairs or faster home WiFi connections, all of which will remain useful even after the crisis has passed. Big search increase in 11-19Mar on work desk and gaming desk keywords.

Home as a haven: home décor, DIY, creativity

Combat nature deprivation

Sports and fitness

Support people in doing sports and fitness indoors



6. A few case studies of brands doing it well

In Romania:

LIDL –promote life at home as enjoyable rather than something to be suffered

<https://youtu.be/8sDQp6hHGdM>

Kaufland – safety in stores and support for personnel

https://youtu.be/WsL5qedD_nM

Ceptura – promote health guidelines

<https://youtu.be/kPzjsC5CsH8>

Kober – promote paint that kills viruses

<https://youtu.be/q-ShFI4490s>

Tuborg: re-posted videos about plastic protection that increases hygiene of their beer cans

<https://www.youtube.com/watch?v=a3gZNYHbe6I> , <https://www.youtube.com/watch?v=jOOqYiMIQHE>

Worldwide:

Open compendium of brand actions for COVID19 crisis:

<https://wfanet.org/covidcompendium>

Sports

Nike campaign shifting to home-sports and inspiring positivity, that the crisis will pass and to be ready&optimistic for the future.

4F has started production of specialized medical aprons, already donated 300 googles to hospitals, and will also donate 20% of e commerce financial turnover.

E-commerce

In March 2020, online retailer **HKTV Mall** announced it had achieved its highest ever monthly turnover in the wake of the coronavirus outbreak. Sales reached US\$62 million in February 2020, compared to US\$23 million in the same month last year. Initially, HKTV Mall struggled to meet the increased demand for e-commerce sales, with waiting times growing for delivery and self pick-up. In response to this, the retailer expanded its click-and-collect locations through partnerships with other stores, and it increased its use of mobile pick-up trucks across the city. This allowed it to keep up with the growing demand without a drop in service or convenience

Szopi.pl online retailer will provide a free online shopping delivery for all aged 60+ y.o.

Edutainment

In February 2020, the **Vietnamese Ministry of Health** released a song from singers **Erik** and **Min** designed to raise awareness of coronavirus and how best to wash your hands to slow its spread. The song, *Ghen* (meaning jealous in English), was accompanied by an animated video and the **#ghencovychallenge** hashtag.

The popularity of the song prompted a viral **TikTok** challenge, with social media users posting videos of them performing dance moves which incorporated handwashing. At the time of writing, videos related to the challenge had received over 2 million views on the app.

To keep Italians at home during the coronavirus quarantine, Pornhub gives them a free premium access to the website. Meanwhile, a portion of the proceeds from Modelhub, Pornhub's creators hub, will be donated to local hospitals.

Retail

In South-East Asia IKEA encouraged shopping with its IKEA Place app that allow customers to shop remotely for products they can visualise in the context of their own homes, lessening the need for them to travel to its vast network of self-service, out-of-town stores.

Iceland & Lidl (UK), Woolworths (Australia), Dollar General (US) are among the grocery stores to amend their opening hours to include a morning period exclusively for elderly and high-risk shoppers.

Telecomm

Orange in Poland unblocked additional 40 channels in its cable TV and 50 in satellite TV. Moreover, the company offered extra 10 GB mobile transfer for free for its customers to stay connected while at home.

Energy and gas

PKN Orlen has reduced fuel prices at its own petrol stations to support all who decided to resign from public transportation and to lower operational cost of public services.

Events

Brand known for their Absolut Nights events, launched a one off live-stream event through Chinese video sharing app Douyin (the Chinese equivalent of TikTok). Similarly, Chinese nightclubs hold "cloud raves" on TikTok (online parties). In a livestream that gained 71,000 views, Shanghai club TAXX earned \$US104,000 in tips from online viewers paying through the app.

Sources

Academic research, WPP, groupM Romania and worldwide, Kantar, Nielsen, MIT, Goldman Sachs, Foresight Factory, public data, PwC, WARC, YouGov, Frames, Bain, ZECTR, Wavemaker, WPP THINK Hospitality Group, Ali Research Institute, the China Household Finance Survey and Research Center, Phoenix Media, Confcommercio, Confindustria, BrandZ, iSense, IAS, Kantar TV Audience, BRAT, Wunderman Thompson, Bloomberg, Forbes, Global Web Index. Re-Hub.