



# COVID-19:

THE IMPACT ON MEDIA & HOW BRANDS ARE  
RESPONDING TO A GLOBAL CRISIS

# HOW CORONAVIRUS IS CHANGING THE MEDIA INDUSTRY



*As global habits change to adapt to the new realities of the outbreak, consumer spending also appears likely to fall, and the impacts could have far-reaching effects on the media, sports and entertainment industries.*

*Here are four ways the novel coronavirus could affect these industries in the coming months.*

## Major Shortfall in revenue from events:

Postponed or cancelled events could lead to a decline in revenues for the event organizers as well as for media that broadcast them. Television companies are partly dependent upon advertising, meaning that any decline in revenue will impact profitability.

In addition, this summer is due to see UEFA's Euro 2020 football tournament and the Tokyo Olympics and Paralympics, events shown to millions around the world. These are not easily replaced in a broadcaster's programming schedule.

Postponement or cancellation could disrupt not only scheduled coverage but equally advertising arrangements, sponsorship deals and promotional events

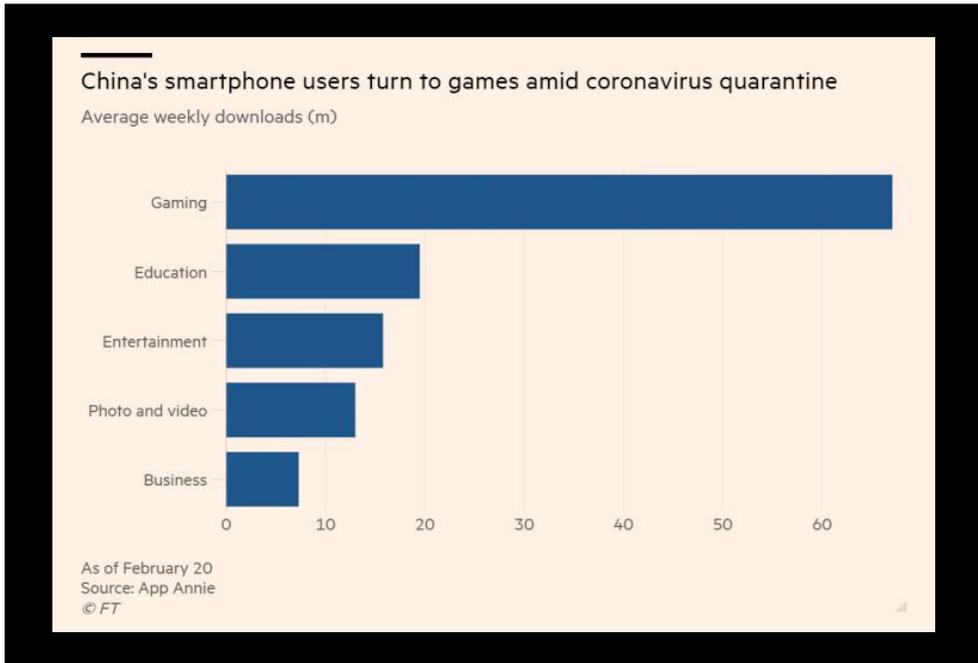
## Lower spending outside the home:

Social distancing will result in lower spending on media strategies and advertisements targeted at consumers outside their homes.

Many countries have already introduced limits on social gatherings of large numbers of people. This has resulted in lower attendance at entertainment hubs like movie theatres as well as at restaurants and bars. It's estimated that the outbreak could cause \$5 billion in losses to the global film industry.

Furthermore, lower entertainment spending outside the home may have knock-on effects for brands trying to reach consumer through out-of-home media like radio and billboards.

# HOW CORONAVIRUS IS CHANGING THE MEDIA INDUSTRY



## Increased online media consumption:

Self-isolation and quarantine measures could **increase media consumption in the home**. This may result in an increased use of **entertainment services such as video on-demand and gaming**. In China, after the country implemented nationwide isolation measures, average weekly downloads of apps during the first two weeks of February jumped 40% compared with the average for the whole of 2019.

Nielsen data from China during the coronavirus outbreak shows that **traditional media also received a boost in consumption** – TV viewership grew after Lunar New Year, when normally it experiences a dip.

advertising-funded publishers may encounter new challenges.

Brands often use keywords to place advertising online, and, to avoid certain associations, negative words are frequently excluded. In February, “coronavirus” became the second-most common word on block lists for publishers, meaning that important, in-demand and socially-relevant reporting is not bringing in the higher revenues it is capable of.

## Decrease in advertising spending:

Major brands could decide to lower their advertising spending, as supply chain issues or reductions in sales affect their products. A survey of brands in China at the end of February showed that 7% had stopped advertising completely and 14% moving their budgets from offline spend to online. Industry sources predict that advertising growth rates in China will fall from 7% - predicted before the pandemic – to 3.9%. **Consumers may also reduce spending on non-essential items, which could impact how brands allocate advertising spend across their portfolio of products.** Bricks-and-mortar retailers are widely expected to suffer a drop in sales.

# MEDIA CONSUMPTION IS UP - AD SALES ARE FALLING APART...



*Twitter's daily usage has jumped by 23 percent this year as people flock to the service, over and over, to keep track of what's happening. But the company's revenue may have dropped by 20 percent in March as advertisers cut back on spending or perhaps stopped spending altogether.*

“The implication is that marketers are cutting spend across the board” –

- Twitter is one of two big media (or at least media-ish) companies to tell Wall Street that the pandemic has already hurt their ad business.
- Even though people are spending much more time with social media, news sites, and TV networks, those spikes in traffic and usage aren't going to help if advertisers aren't paying to reach those people
- Facebook noted that many of its services — particularly its messaging services — are seeing increased engagement, but that it is under ad pressure, too as they don't monetise many of the services where increased engagement is taking place
- Traditional media companies, which were already losing money to digital ad platforms — to google and facebook, that is — are in real trouble, though
- Local news outlets, which were already under enormous pressure, may not make it out at all. And while big TV networks are more protected, in part because advertisers make commitments to buy from them many months in advance, they certainly aren't shielded.

# WHAT DOES THIS MEAN LONG-TERM?

*The extent of the disruption will likely depend on the type of content that media companies produce and distribute*

In the news industry, for example, **many companies have used live events as a diversification strategy to offset declines in print revenues.** Many of them may not be able to absorb the hit to their bottom lines if large-scale events are cancelled indefinitely

The film, TV and video industries can only maintain output if their **physical operations are maintained.** Already, movies and shows shot in China, South Korea and Hong Kong have faced delays; on-location content produced in Italy has been halted entirely. Would you still subscribe to Netflix if it couldn't add new shows to its library?

“Ecosystem” companies that use media to drive revenues to other parts of their business will also **face disruption.** Disney has announced it will close every one of its theme parks around the world, as well as suspending its cruise lines until the end of March at least. Disney may be one of the most well-known content producers on the planet, but 34% of its revenues come from theme parks and another 8% from consumer products.

If sports stadiums are forced to close their doors for the long term, they could lose their **allure to broadcasters.** Would these competitions be as good, or as popular, without the live atmosphere that fans create?

Ultimately, the most important thing for the media and entertainment industry is to help slow down the spread of the virus and keep people informed about what people should do to stay safe.

# WHY MEDIA MATTERS NOW



With social interactions on a hiatus, media is the core tenet of our social bonds. We need to investigate the evolution of the media landscape in two steps: short-term decisions and innovations the industry made to adapt, alleviate, and support immediate needs, and later, when the dust settles, diving into the long-term changes in consumer behaviors and industry practices.

**The informative:** Now more than ever, to inform the population is media's public service duty. Despite the economic factors they face, news providers are dropping their paywalls. To counteract fake news, rumors, and despicable acts like hackers creating fake coronavirus maps to infect users with malware, trust in media is the strongest guardrail. Facebook is directing users looking for information to the WHO or local health authorities and prohibiting ads related to the coronavirus to curb scaremongering as well as prevent dishonest businesses from profiteering from the outbreak.

**The entertaining:** Some media heavyweights are upending current business models. Across the industry, meaningful initiatives are happening. Organizations such as the Seattle Symphony Orchestra plans to rebroadcast earlier performances and livestream new performances. TikTok challenges of handwashing dances are going viral. Italian's TV broadcaster RAI is helping families stuck at home by significantly increasing the amount of kids and teens shows.

**The useful:** Video-conferencing companies are facilitating use by offering free services and free access to upgrades, starting with Google unlocking premium features of Hangouts Meets. Amazon Web Services has given access to its cloud computing to (AWS) to Italian companies, nonprofits and government agencies.

# COVID-19 & THE ONLINE RELATIONSHIP



*“Coronavirus is changing my relationship with the internet, and I bet it’s changing yours, too”*

Everything is online now.

The spread of coronavirus has upended the rest of society in drastic ways: many high school and college classes are entirely virtual, for example. Prisoners in the US are being released early, mortgage payments are being paused in some countries.

*“People are using technology to bridge physical distances”*

People are spending a lot more time online – both for work, and to socialise

Social platforms are allowing us to stay connected whilst we’re forced to remain alone

Society is being forced to use the internet as it was intended

To connect with each other, share information & come up with collective solutions

‘Hanging out’ now looks like Zoom-hosted and PlayStation/Xbox parties, cloud clubbing, virtual yoga & church services and virtual dinner parties

- 4 in 10 are interested in watching live streamed events & music concerts
- 20% want to see live-streamed theatre shows
- Lead by millennials

# IN-HOME & MEDIA CONSUMPTION CHANGES

% who say they've been spending significantly more time doing the following\*

	All	AU	BR	CN	FR	DE	IT	JP	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Creating / uploading videos (e.g. on YouTube, TikTok, etc)	5	4	9	6	3	2	3	2	10	4	6	4	3	3
Listening to more radio	6	7	6	5	9	10	9	6	14	9	18	13	7	5
Listening to more streaming services (e.g. Spotify, Apple Music, etc)	13	5	14	17	5	5	9	5	19	9	9	10	6	7
Reading more books / listening to more audiobooks	14	5	12	17	10	8	16	9	12	9	15	20	7	11
Reading more magazines	4	1	3	5	5	3	6	3	4	4	4	4	4	4
Reading more newspapers	6	5	8	5	5	8	8	7	9	13	12	7	6	5
Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc)	22	6	26	29	10	7	29	4	33	15	23	29	9	6
Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc)	21	12	29	22	12	7	24	13	49	18	28	23	9	16
Spending longer talking on the telephone to others	10	5	5	12	15	10	18	3	5	4	7	18	8	9
Spending more time cooking	22	7	7	32	11	7	23	6	21	12	10	13	6	12
Spending more time on apps	15	5	12	22	6	3	10	3	21	8	14	9	7	5
Spending more time on computer / video games	18	9	19	21	15	8	15	20	21	8	14	20	8	13
Spending more time on hobbies / pastimes	18	8	14	22	13	11	17	22	24	11	12	6	10	12
Spending more time socializing as a family / household	31	8	15	45	20	17	21	12	37	12	19	29	9	17
Watching more news coverage	36	26	37	40	28	36	35	36	51	36	38	35	32	26
Watching more shows / films on streaming services (e.g. Netflix)	27	15	24	31	14	11	27	13	36	19	22	31	15	24
Watching more TV on broadcast channels	20	15	21	17	29	16	24	32	37	15	26	17	14	18

SA citizens are spending significantly more time on messaging services and browsing social media channels, as well as watching more news coverage.

Globally, more time spent on these channels is largely driven by Gen Z' & Millennials and tend to be skewed to female, and higher income groups.

Gen Z [16 – 23 yrs] are the most likely group to be inclined towards creating & uploading videos and listening to streaming services.

SOURCE: GWI – CORONA FINDINGS

All stats in this report are from a GlobalWebIndex March 2020 custom recontact survey among 1,004 (Australia), 1,001 (Brazil), 1,003 (China), 1,016 (France), 1,010 (Germany), 1,010 (Italy), 1,079 (Japan), 1,008 (Philippines), 1,008 (Singapore), 573 (South Africa), 1,005 (Spain), 1,040 (UK) and 1,088 (USA) internet users aged 16-64.

# THE ROLE OF SOCIAL MEDIA



*Social networks are doing their part by creating new tools to tackle fake news and conspiracy theories. At this point, they're doing more good than bad to help people affected by the virus. They fuel scientific collaboration, create fundraising opportunities, and — perhaps, most importantly — helps the quarantined people overcome their isolation.*



SOURCE: THEDRUM.COM

## A SOURCE OF VERIFIABLE INFORMATION

- WHO and other public health organizations use social media to inform the public about the outbreak, and control the panic
- Social media websites are actively fighting misinformation and fearmongering.
- The creators of WeChat — China's number one social media platform — are using a popular fact-checking platform to dispel harmful misconceptions. Western websites, such as Twitter, Facebook, and Instagram, are also actively working to ensure that only correct sources get amplified.
- Content from 'reputable' accounts is given priority, while amateur claims are being scrutinised and factchecked.

## METHOD OF COMMUNICATION

- In these conditions, social media serves as the only reliable way for the victims of this virus to communicate with the outside world. The demand for first-hand information about the outbreak fuelled the popularity of coronavirus vlogs.
- People are eager to tell their stories and document their daily lives in the face of this deadly disease.

## SUPPORT INFRASTRUCTURE

- it gave birth to a fair share of online fundraisers, both within China and outside its borders. People are giving money to struggling hospitals, as well as individuals at risk of dying from the disease.
- Scientists are using social media tools to collaborate.
- Regular people can simply use social media to provide moral support to those affected by the deadly virus.
- Finally, social media provides a sort of collective grieving space.

# THE ROLE OF SOCIAL MEDIA

% who say social media companies should be doing the following during the coronavirus / COVID-19 outbreak

	All	AU	BR	CN	FR	DE	IT	JP	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Helping neighbors and local communities to connect with each other	43	41	36	47	36	37	37	20	55	36	40	45	51	42
Provide live-streams of events	30	28	29	29	21	31	19	20	45	34	33	34	28	35
Providing fact-checked content to help people cope with the outbreak	68	55	75	75	51	46	57	59	76	65	75	65	60	57
Screening "fake news"	66	45	56	76	65	61	71	61	53	45	42	41	51	52
None of these	7	15	5	3	11	15	4	16	2	8	5	6	11	14

% who say social media companies should be doing the following during the coronavirus / COVID-19 outbreak\*

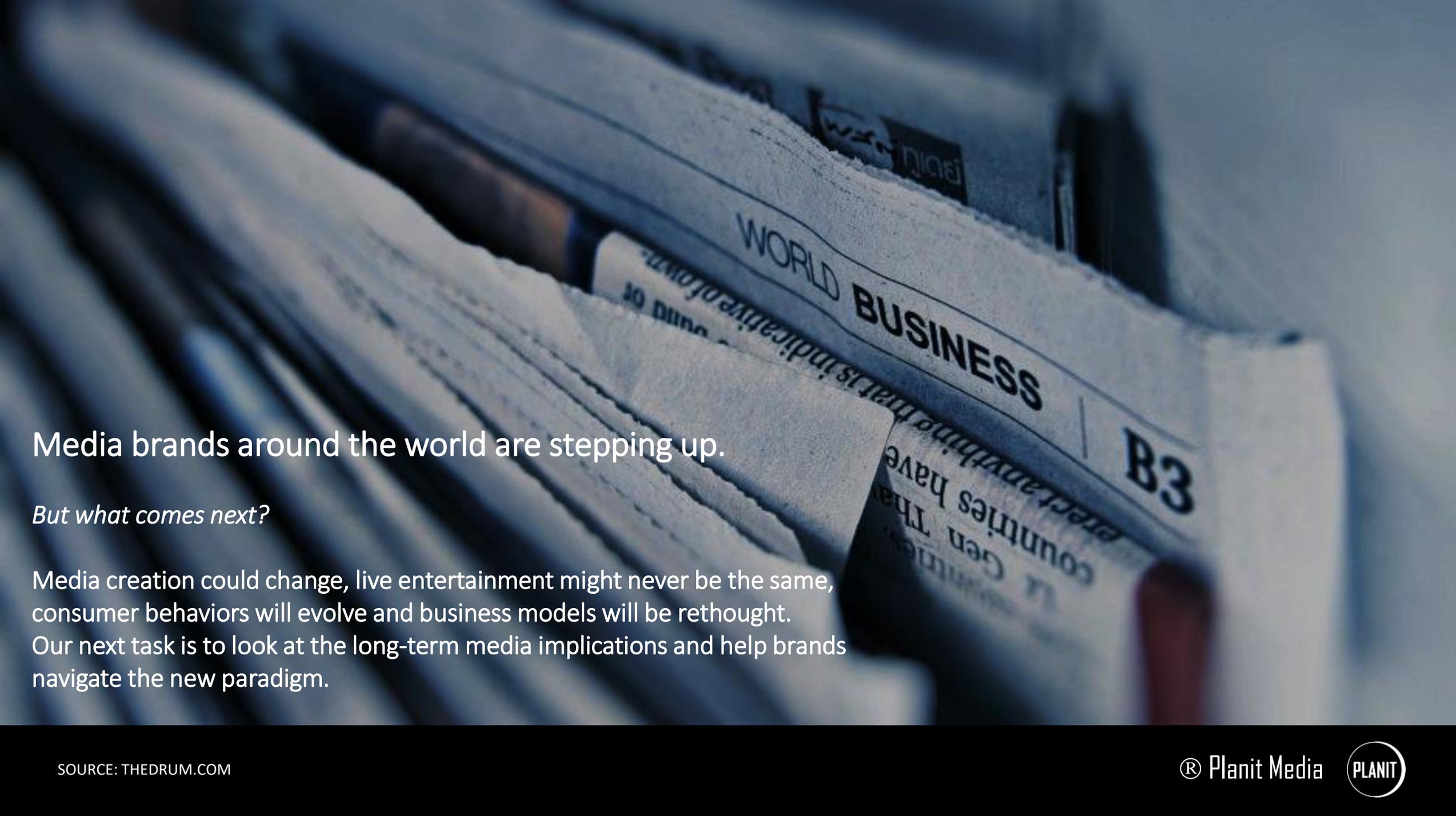
As the outbreak intensifies, social media has taken on new and increased importance with the large-scale implementation of social distancing, quarantine measures and lockdowns of complete cities. Social media platforms have become **a way to enable homebound people survive isolation and seek help, co-ordinate donations, entertain and socialize with each other.**

# SMARTPHONE CONSUMPTION



**70% globally** say they are spending more time on their smartphone, climbing above 80% for Gen Z.

- 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 and tablets, but men lead for games consoles, laptops, PCs, smart speakers and smart TV / media streaming devices.
- Location can make a big difference here: over three quarters of urban respondents are spending more time on their smartphones, compared to just under half of rural consumers.
- Country-by-country behaviors can also be very different; around three quarters or more in the Philippines, China, Brazil and South Africa report increased usage of their smartphone, compared to around a third in the UK, Australia and Germany.

A close-up, slightly blurred photograph of a stack of newspapers. The top newspaper is the 'WORLD BUSINESS' section, with the page number 'B3' visible. The text 'WORLD BUSINESS' is printed in a bold, sans-serif font. Below it, the page number 'B3' is also in a bold, sans-serif font. The background is a soft, out-of-focus blue-grey color.

Media brands around the world are stepping up.

*But what comes next?*

Media creation could change, live entertainment might never be the same, consumer behaviors will evolve and business models will be rethought. Our next task is to look at the long-term media implications and help brands navigate the new paradigm.

# KEY INSIGHTS – MEDIA BEHAVIOR

95% of consumers say they're spending more time on in-home media consumption / activities

The biggest spike is for watching more news coverage; 2 in 3 are spending more time doing this (half of whom say they are spending significantly more time on it)

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

Boomers are the most likely to be watching more TV on broadcast channels.

Higher income groups more likely to report increased media consumption, especially for watching news coverage and using streaming services.

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.

# WHAT ARE PEOPLE DOING DURING LOCKDOWN?



Online / live fitness tutorials

Gaming parties

Live streaming music

Browsing social media & news platforms

Working from home

Listening to podcasts

Watching live streamed music concerts

Virtual museum tours

Sourcing kids activities

Watching TV & streaming (netflix)

Digital dinner parties

Digital dance parties

Instant messaging friends & family

Online cooking & baking tutorials.

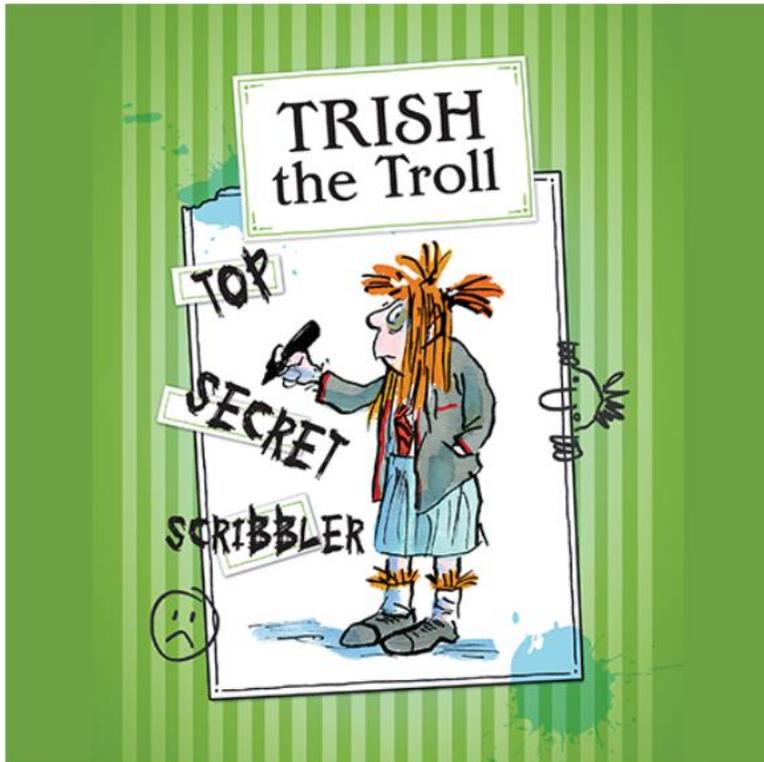
Short courses & certificates

# UK CELEBS PROMOTING ACTIVITIES FOR KIDS

Elevenuses with The World of David Walliams

## Trish the Troll

Click [here](#) for today's free audio story from The World's Worst Children 2!



Here's what various celebrities are offering you and your kids for free daily to help with their education while schools are closed: 🙌

## Free Daily Resources For Children



### PE with Joe Wicks On YouTube

Week days at 9am but you can visit any time on youtube to view the workout.



### Wildlife With with Steve Backshall On Facebook

Every day at 9:30am for answering all your wildlife, biology, conservation, geography and exploration questions.



### Science with Maddie Moate on YouTube

Weekdays 11am. Maddie & Greg chat about science and nature!



### Dance with Oti Mabuse On Facebook

Every day at 11.30am but children can view the class at any time.



### Maths With Carol Vorderman

Free access to the her maths website: [www.themathsfactor.com](http://www.themathsfactor.com)



### Music with Myleene Klass on YouTube

Twice a week. Next one Friday 27 March 10am, but can view any time.



### Storytime With David Walliams

Free story everyday at 11am on his website: [www.worldofdavidwalliams.com](http://www.worldofdavidwalliams.com)

**For More Ideas Join Our Facebook Group**  
**Extreme Couponing and Bargains UK Group**

Last updated 24th March 2020

# HOW DO WE REACH CONSUMERS?

*Where they're engaging & sourcing information*

38% are watching more news coverage

28% are spending more time on social media channels

1.5 Million engaged with the WhatsApp information line

26% watching more TV on broadcast channels

Watching shows on streaming service e.g: Netflix

SOURCE: GWI – CORONA FINDINGS – ZA AUDIENCE

*What they're looking for during the lockdown*

Credible information

Entertainment – tutorials, live stream events, gaming parties etc

Online service & conversations with brands

Payment discounts

# DIGITAL MARKETING IDEAS



Connect With Your Customers on Social Media During a Critical Moment

Make Sure Your Business Can Be Found Online

Pay-Per-Click (PPC) Advertising is a Smart Move Right Now

Prioritise SEO to stay ahead of competitors

Prepare for the bounce back – SEO is a long-term strategy & will show return in months to come

Opportunity for special offers to keep revenue going – people are at home browsing

A *Harvard Business Review* study of 4,700 public companies analyzed three years before, during and after recessions. The study found that “firms that cut costs faster and deeper than rivals don’t necessarily flourish. The study identified that **37% of businesses who adopted a more progressive focus outperformed** the 21% that opted for a prevention focus (more cost-cutting).

Local SEO is more relevant now – “near me” searches

Don’t make panic moves & drastically change strategy

# WHAT COVID-19 MEANS FOR SHOPPING



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*.

The top income group have a notable lead for being open to making their purchases once the national situation begins to improve.

Flights (26%) and vacations (41%) are the most likely to have been delayed, but around 15% report delaying purchases of luxury items, technology devices and home appliances / devices.

Age is a strong influencer here; Gen Z are most likely to be delaying purchases in several categories, due to their lower average income levels. Over 20% in this generation say they are delaying buying technology devices.

# WHAT COVID-19 MEANS FOR SHOPPING

## Shoppers Shift Priorities and Definitions in a Time of Crisis

- Last month, 'health' meant a proactive lifestyle considerations like Organic, GMO-free etc
- Now - the priority is far more preventative, short-term and foundational
- "health" as a decision screener at this moment is more about keeping oneself and one's family alive
- For product categories and choices, the result is a return to back-to-basics, tried-and-true products such as canned goods, age-old cold & flue remedies and hard-core cleaners vs newer 'all natural' alternatives

**Implication:** Brands need to think about how to **draw on their brand purpose and redefine USPs** in a way that's relevant to people's needs in this time of crisis. How can Dunkin' keep America Running? How does Coca-Cola help people continue to Open Happiness when stressed?

## Short-Term Shifts in Shopping Behaviors May Result in Sustained Ones

- Social distancing and limiting public exposure is making e-commerce models more attractive – and necessary
- By late February, more shoppers were buying online, up 30% compared to a year ago, and there were 16% more trips online per household during that same time
- Current behavior changes may impact grocery shopping actions significantly in the long term.
- One caveat is heightened demand and the implications of no stock availability, fresh food quality, inconsistent fulfilment and learning a new technology

**Implication:** The magnitude of the sustained shift online will likely come down to the experience retailers deliver to new and light OLG shoppers. How can retailers and marketers help to ensure that the OLG experience is a good one for first time shoppers?

## Shoppers Are Searching for Relief During These Tense Times

- People are hunkered down in their homes and spending 24/7 with loved ones – an adjustment that will challenge comfort & put strain on us in some way
- What if the brands that live in our pantries, refrigerators and living rooms could actually provide purpose that goes beyond utilitarian benefits?
- Boredom will become an issue which means there's an opportunity for brands to alleviate it
- How can shelf stable products like pasta, canned goods etc help households come up with new meal ideas?

**Implication:** Creating new use cases and new content for familiar products can not only breathe new life into these brands, but can solve a relevant need for shoppers in a trying time.

# SUMMARY OF FINDINGS

Media state at risk – particularly OOH including radio

Media consumption is up – but ad sales are plummeting

Role of social is to be a credible source of information, entertainment & support

Smartphone use is up by 70%

Digital is the ideal media environment

Consumers getting creative with taking activities to online space

Shopping categories have changed – back to basics

*MEDIA NEED TO ACT AS A SOURCE OF TRUTH*

# BEST OF BRANDS' RESPONSE

*What happens when brand purpose is put to the test – and will customers forgive those brands that don't meet the mark?*

# HOW TO SURVIVE A BRAND QUARANTINE



In the agency world, how marketers handle coronavirus will separate the pros from the amateurs. How do we market and publicize in a post coronavirus environment where every other story is about COVID19? What we can say that is helpful? Brands can't stay silent forever, so when is a good time to inject your brand into the conversation?

Spend more time on strategy and less time on using this as a quick hit PR and marketing opportunity. A national health crisis and pandemic is not a marketing opportunity.

Understand the changing needs of consumers and their emotional state of mind, and we must take that into consideration when marketing to them. If people are afraid, now is not the time to pretend they aren't. Additionally, it is also not the time to market to a state of fear or panic.

If you are in PR, don't try to hijack the news as a public relations hook to get increased brand mentions. Pause your scheduled tweets. Ramp up your customer service on social media.

Focus on marketing, branding or PR projects that have been put on the back burner and do not require the daily immediacy of social media posting. EG: SEO historical optimization, PR materials, Skype meetings with clients, website refresh, organise marketing collateral.

# TV & STREAMING



Online streaming service Showmax has announced that it will be adding seven live news channels to its service. The channels that will be added to the service include:

- BBC World News;
- SABC News;
- Sky News;
- CNN;
- Newzroom Afrika;
- Al Jazeera;
- Euronews.

DStv Now has also made a selection of channels available to all South Africans for free. The new free channel package is available to all South Africans, however, and not only DStv subscribers. The company said that in response to the coronavirus outbreak in South Africa, a number of DStv Now channels are no longer locked behind a subscription and are available to anyone with an Internet connection.



Netflix traffic has hit all-time highs. Over the weekend, the streaming provider announced that, over the next 30 days, it would be reducing overall bandwidth consumption by 25% in Europe, in order to meet rising demand.

# FREE INTERNET SPEED & CELLPHONE DATA



South African ISPs and fibre network operators are working together to upgrade customer line speeds at no charge.

Vumatel recently announced that it would upgrade the line speeds of existing users on its fibre network at no additional cost from 1 April until 31 May 2020.

RSAWEB, Afrihost, Axxess, Webafrica, Cool Ideas, Vox, and MWEB all confirmed they would offer these line speed upgrades to their customers from 1 April 2020.

“We are currently in contact with Vumatel to finalise logistics,” Afrihost told MyBroadband.

Vumatel Speed Upgrades	
Old Download Speed	New Download Speed
10Mbps	20Mbps
20Mbps	50Mbps
50Mbps	100Mbps
100Mbps	200Mbps
200Mbps	1Gbps

Internet and cellphone service providers are providing benefits and relief options to their customers in light of the coronavirus pandemic.

- **Verizon:** The company is adding an additional 15GB to all its consumer and small business plans at no extra cost, including those on shared data plans. Verizon will waive late fees and will not terminate service. It is also offering new internet options for low income households.
- **AT&T:** It is waiving its domestic wireless voice and data overage fees nationwide. AT&T will not terminate the service of any wireless, home phone or broadband customers because of their inability to pay their bill. The company will also be expanding its low cost home broadband service.
- **Spectrum:** Spectrum will be offering free access to its broadband and WiFi for new K-12 and college student households for 60 days.

# POPEYES: FRIED CHICKEN & CHILL

Popeyes is giving its Netflix username and password to fans.

As a brand rooted in southern heritage, Popeyes treats everyone like family. So, what do families do? They share streaming service passwords, of course. So since everyone is stuck at home and in need of some entertainment, Popeyes wants to lend a helping hand to its fans.

The southern brand is encouraging people to 'Fried Chicken and Chill' by sharing a username and password with fried chicken fans who post photos of themselves enjoying Popeyes and tagging #ThatPasswordFromPopeyes.

<https://youtu.be/6EYCFn2Gyfk>



**Popeyes Chicken** @PopeyesChicken · 20h  
#SelfQuarantined at home and slowly losing your mind? We got you Popeyes Fam. With a streaming service password. Limitations apply. #ThatPasswordFromPopeyes

**Fried Chicken 'n Chill**

0:02 260.6K views

91 119 700

This is a screenshot of a tweet from the official Popeyes Chicken Twitter account. The tweet text reads: "#SelfQuarantined at home and slowly losing your mind? We got you Popeyes Fam. With a streaming service password. Limitations apply. #ThatPasswordFromPopeyes". Below the text is a video thumbnail showing a smiling Popeyes employee in a red uniform behind a counter. The video title is "Fried Chicken 'n Chill" and it has 260.6K views. The tweet has 91 replies, 119 retweets, and 700 likes.



**anissa rae** @anissarae2018 · 9h  
Replying to @PopeyesChicken  
Coloring and Popeyes during this quarantine to pass the time. 🍷👍

#ThatPasswordFromPopeyes

2 3

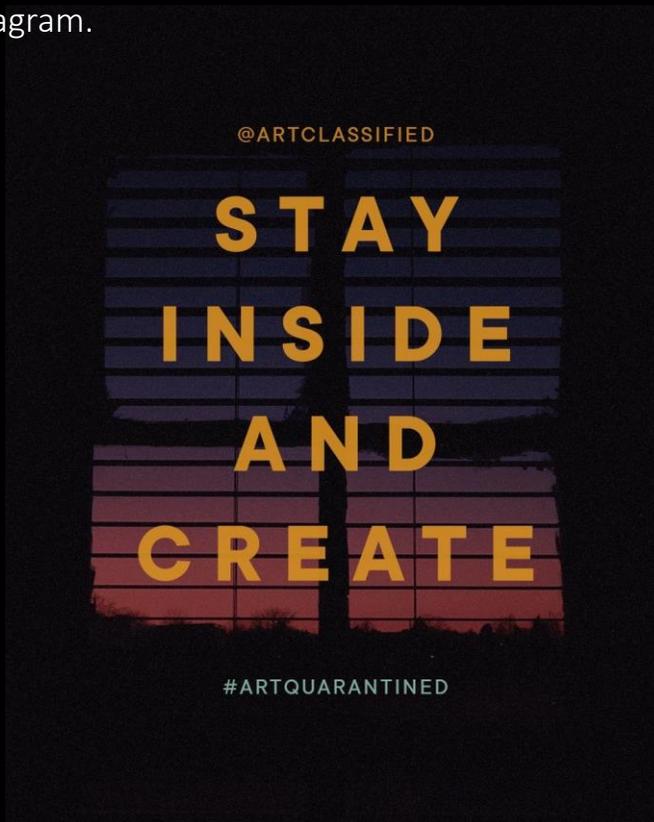
This is a screenshot of a tweet reply from user "anissa rae". The reply text reads: "Coloring and Popeyes during this quarantine to pass the time. 🍷👍". The tweet is replying to @PopeyesChicken and includes the hashtag #ThatPasswordFromPopeyes. The image shows a table with various items including a container of colorful markers, a box of "Rainbow Paper", and a bowl of Popeyes fried chicken. The tweet has 2 replies and 3 likes.

PLAY VIDEO



# ARTQUARANTINED BY ARTCLASS

ArtClassified has launched a social media initiative called #ArtQuarantined. The idea was simple: inspire peers and followers on social media to stay positive during this time of self-isolation – and create. Each day, ArtClass is issuing a new art-making challenge, featuring favorites on the @artclassified grid on Instagram.



In just a few days, #ArtQuarantined has already grown into something bigger than a hashtag and 50K impressions per post. It has grown into a community, which is what we need more than anything as we all do our best to maintain some semblance of normal life and not hit the panic button.

# ADCOCK INGRAM - SPONSORS OF BRAVE

 **Expresso Morning Show - SABC 3**  
1 hr · 🌐

Adcock Ingram OTC have created a platform with Sponsors of Brave to honour those fighting #COVID19 in the frontlines. Nominate your pharmacist and healthcare professional now by going to [News24.com](https://www.news24.com) or [partners.24.com/SponsorsofBrave](https://partners.24.com/SponsorsofBrave)



## WIN R5 000

By nominating the pharmacist or medical professional in your community making a real difference you stand a chance to win R5 000.

In light of the pandemic & sombre mood, and to work towards lifting this general mood, it is Adcock Ingram OTC's ambition to encourage all South Africans to identify other citizens in our country who are doing the right thing.. Adcock Ingram OTC is creating a platform for all South Africans to express their love for our beloved Country by recognising and celebrating fellow brave South Africans.



### Meet Pharmacist Ilse Morkel

Watch as more of Ilse's clients share their heartfelt stories of how she and Braude's Pharmacy have served their community



### Meet Pharmacist Philip Jordaan

Watch how his community pharmacy operates from a re-purposed shipping container.



### Meet Dr Liana Roodt

Watch how her initiative, Project Flamingo, is saving lives

There are a group of Professionals that often are not afforded the acknowledgment that they deserve. These HCPs include doctors, nurses, pharmacists, paramedics, and other allied fraternities.

# HEINZ UK

With the closure of the nation's schools, Heinz is still committed to providing 12 million free breakfasts to the children who need them most.

That's one meal a day, five days a week during the next eight weeks.

Working with its partner Magic Breakfast, Heinz is aiming to provide these meals for the children who would usually benefit from their breakfast club programmes.

Georgiana de Noronha, president of Kraft Heinz Northern Europe, said: "Our commitment means that children that usually benefit from Magic Breakfast provision at school will have access to a nutritious Heinz Banz breakfast, five days a week for at least eight weeks from this Monday.

## BREAKFAST ISN'T GOING ANYWHERE.

Over the next 8 weeks, Heinz and our partner Magic Breakfast are committed to providing 12 million free breakfasts for the many schoolchildren who still need them the most.



**HEINZ**  
ESTD 1869

**magic  
breakfast**  
fuel for learning

# HYUNDAI ASSURANCE

Hyundai Motor America, an advocate for making things better for its customers, is reinstating its Assurance Job Loss Protection program to support customers affected by the uncertain business and financial environment created by the coronavirus (Covid-19) pandemic. Hyundai will make up to six months of payments for new owners who lose their jobs and have purchased or leased their vehicle between 14 March to 30 April 2020 through Hyundai Capital.

Additionally, for select new purchases through April 30 financed by Hyundai Capital, Hyundai is deferring payments for 90 days at the customer's request.



PLAY  
VIDEO

<https://youtu.be/ZEcHrFkgrpM>

# FORD – BUILT TO LEND A HAND

Ford has pivoted its marketing efforts to address the coronavirus. In 'Built for Right Now' the messaging says that Ford vehicles have been built over the decades for people who built the country, who protect it, for workers, parents and others. At the end, it states that Ford vehicles were built to lend a hand. Then it says that people affected by Covid-19 who are leasing or have a loan with Ford credit may receive assistance and refers people to FordCreditSupport.com.

'Built to Lend a Hand' uses old footage of the Ford company as it says that it's been building the country for over 100 years, how it built tanks and planes for the war efforts, and last year, through fires, hurricanes and tornadoes, Ford helped with payment relief to over 150,000 customers. It ends with the same message of Ford's credit support.



PLAY  
VIDEO

<https://youtu.be/yg7F6Yd1gvw>

# VITA COCO

As coronavirus concerns have led consumers to stock up on pantry essentials, including nutritious beverages, Vita Coco has seen an unexpected sales surge for its shelf-stable coconut water. Over the past few weeks, Vita Coco sales have increased upwards of 100% across major retailers. Confronted with a crisis of conscience about the state of the business, Vita Coco's chief executive and co-founder Michael Kirban commits to investing \$1m of the company's incremental profits into the resources that need it most.

Vita Coco will donate \$1m collectively to Feeding America and No Kid Hungry to support families, children and seniors in the most vulnerable communities affected by the coronavirus outbreak and beyond.

Vita Coco's donations will contribute to the organizations' Covid-19 Response Funds, which include providing emergency grants and other assistance to those working to help feed kids as schools close due to the coronavirus, giving emergency grants to food banks, schools and community groups working to help provide access to food and supplies and more.



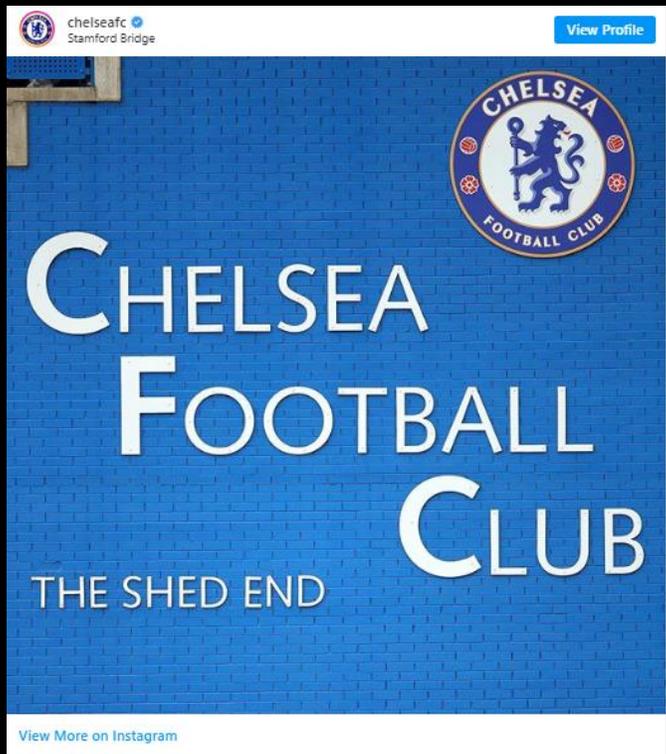
**Vita Coco** ✓ @VitaCoco · 35m

We're donating our pandemic profits. We're asking others to do the same.

What do you say @Netflix @bounty @charmin @oatly @KINDSnacks @hint @DrinkHealthAde @GTsKombucha @LIFEAIDBevCo @dasaniwater @Aquafina @smartwater @FIJIWater @NestleWatersNA @essentiawater @evianwater



# SPORT TEAMS & ATHLETES



Chelsea Football Club is joining the medical response to the coronavirus outbreak in London with the news the National Health Service (NHS) has accepted the Club's offer to make the Millennium Hotel at Stamford Bridge available for NHS staff.



The #StayAtHomeChallenge involves people videoing themselves doing as many keep-ups with a roll of toilet paper inside their house as possible, tagging their friends to challenge them to participate and upload their attempts, thus creating a plethora of creative submissions circulating on social media.



Alongside NBA commissioner Adam Silver's response to the outbreak and the league's useful coronavirus safety resources and tips, some NBA franchises, players and executives have taken a philanthropical approach to the outbreak with pledges and donations promised to non-playing staff affected.

# PRET A MANGER

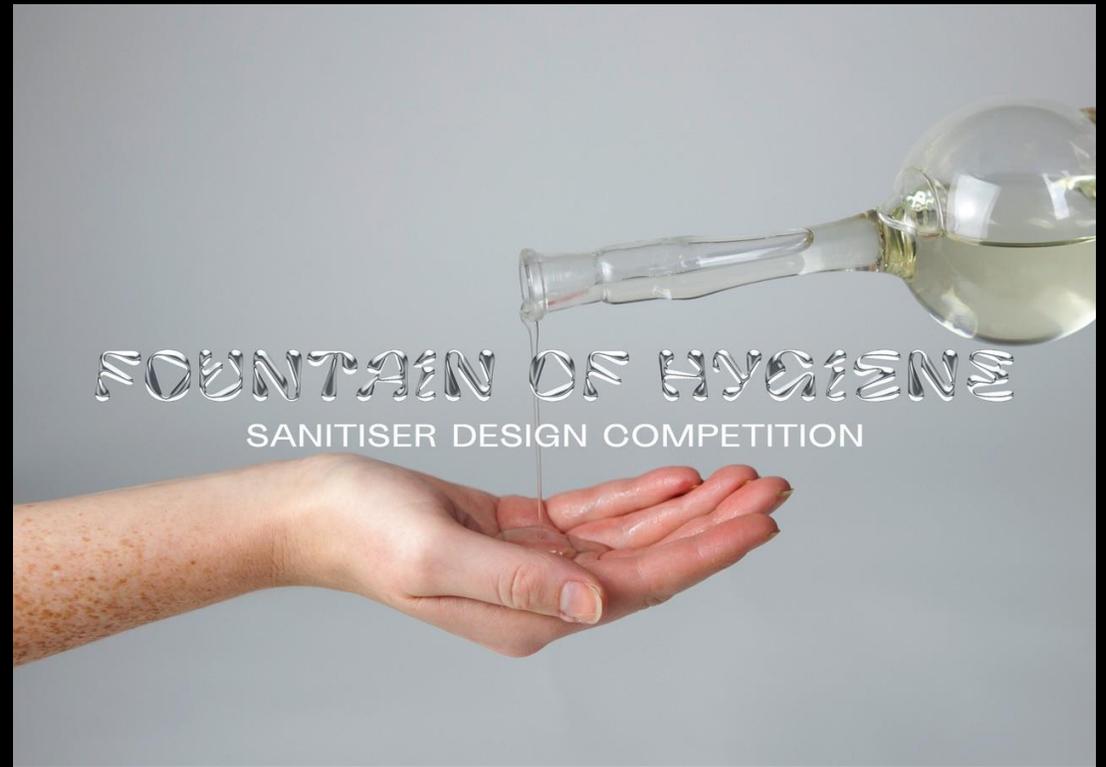


Dear NHS Workers

Pret a Manger is among those brands that have taken decisive action. The coffee and sandwich chain closed its seating areas to operate on a takeaway-only basis in a bid to reduce social contact and prevent virus transmission.

Pret has also extended its support for hard-pressed NHS workers, offering them hot drinks for free and implementing a 50% discount on all other products. CEO Pano Christou announced the move in his blog, where he thanked NHS workers for all their hard work. The message rapidly gained public support.

# FOUNTAIN OF HYGIENE



Bompas & Parr has the design community to develop an aesthetic and functional approach to hand sanitising with Fountain of Hygiene: Sanitiser Design Competition to raise money for the British Red Cross

Creatives, designers, makers and architects are asked to design inspired takes on the sanitiser pumps now on counters across the globe. Winning applications will be exhibited at the Design Museum (situation allowing) and online and auctioned by Christie's.

# SUPERMARKETS - HOW THEY'RE GIVING BACK

Shoprite employees are getting a special R102 million 'appreciation bonus' amid coronavirus panic buying

Staff Writer 24 March 2020



The Shoprite Group, the largest private employer in South Africa, has announced a once-off R102 million appreciation bonus for its shop floor and distribution centre employees to thank and support them for their efforts during the coronavirus crisis. The group employs around 147,000 people across 2,800 outlets in 15 countries.



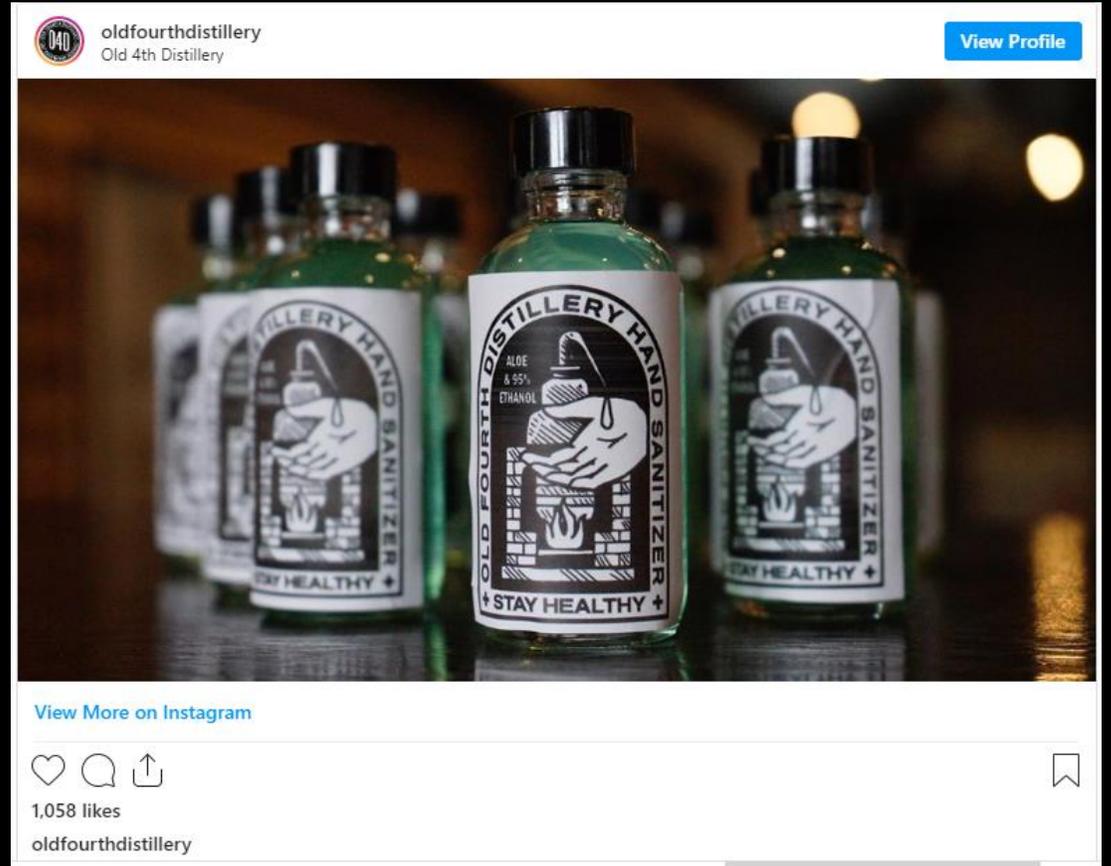
Following in the footsteps of other retailers around the world, Pick n Pay announced it would be opening all of its supermarkets and hypermarkets an hour earlier every Wednesday for elderly customers to shop. The initiative was due to take effect from Wednesday and would see stores open exclusively for customers over the age of 65 years from 7am to 8 am.



Morrisons has gone further, introducing guarantees on sick pay – including to those staff who are self-isolating rather than ill – expanding home deliveries to those in need and committing to pay small suppliers faster to relieve the pressure on SMEs. The retailer is looking recruit more pickers and drivers to service vulnerable customers with home deliveries, creating 3,500 new jobs in the process.

# FROM SPIRITS TO SANTIZERS

Distilleries are stepping in to help combat the hand sanitizer shortage by using the alcohol in their facilities to create their own alcohol-based solutions. Some are packaging it in small bottles while others are encouraging people to bring in their own containers for refills.



This week, Pernod Ricard should produce 4,500 gallons of hand sanitizer in the U.S., with weekly production rising to at least 5,700 gallons by the end of March. In France, Pernod will donate 70,000 liters of pure alcohol, which is the equivalent of 1.8 million individual 50 milliliter bottles, to Laboratoire Cooper, the country's leading supplier of hydroalcoholic gels to pharmacies. This is alongside the additional initiatives in Ireland, Spain and Sweden.

# PUB IN A BOX



East London brewery Signature Brew is getting creative to keep the beer flowing in people's homes, creating The Pub in a Box, hand-delivered by musicians who've had their tours cancelled (they will be paid London Living Wage).

Introducing Signature Brew's Pub In A Box, a selection of our award-winning beers, with glassware, snacks, a music quiz and exclusive playlists curated by music journalists to accompany the beers themselves.

# FROM CARS TO FACE MASKS & VENTILATORS



More and more carmakers want to donate medical face masks during the coronavirus crisis. In Europe, manufacturers are already retooling their production lines

Volkswagen declared that it “intends to supply almost 200,000 respirators of the categories FFP-2 and FFP-3” in the near future, following the retooling process. Daimler wants to hand over about 110,000 masks to the state government of Baden-Wuerttemberg, Germany. BMW also wants to donate 100,000 respirators. ZF already produces protective masks – but only in China.

VW also wants to produce parts for the crucial respirators. Skoda has already printed the first test parts. PSA is currently still testing the possibility. And Ferrari and Fiat also want to help by making respirators for the overburdened hospitals in Italy.



FCA and Ferrari are reportedly in talks with Siare Engineering, a Bologna-based manufacturer of hospital ventilators, to help it double production of the machines. Ventilators are in short supply amid the pandemic

# BRANDS PROMOTING SOCIAL DISTANCING



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

Play inside, play for the world.



# IKEA – I STAY HOME

The home has always been our refuge, and now, it's the best way to protect ourselves and others from this unprecedented situation. That's why Ikea Spain wants to pay tribute to our homes — the place that will be there to welcome us when we wake up in the morning and say good night in the evening. The place where in simple and new ways we are enjoying our downtime and our work, and using it to spark imagination

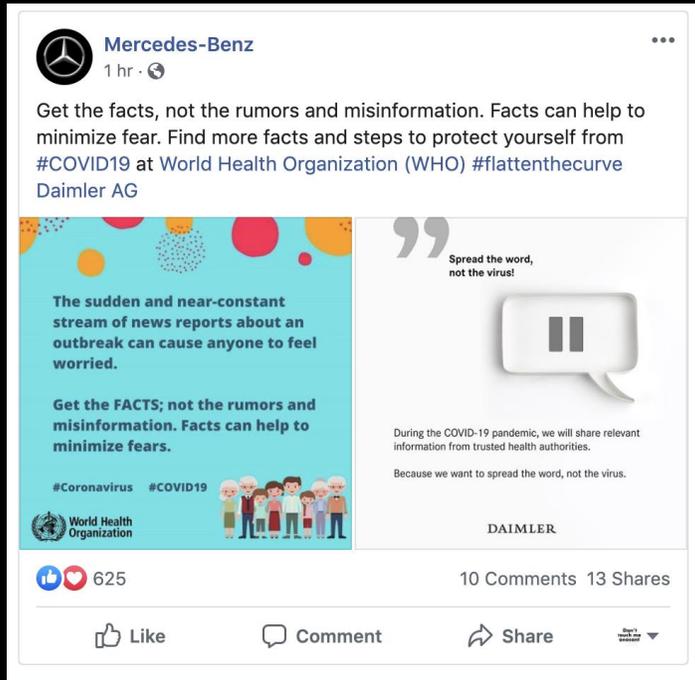
The new campaign in partnership with McCann Spain, '#YoMeQuedoEnCasa (I Stay Home)' was created in the spirit of celebrating our homes. The film encourages people to see their homes from a new perspective, and challenges them to view it as a place where new experiences can be enjoyed together.



PLAY  
VIDEO

# MERCEDES-BENZ

Mercedes-Benz is urging people to stay at home and wash their hands to help #flattenthecurve on its social channels. The automaker is using its vehicles to promote hand washing, to thank those who are on the front lines trying to control the disease and provide things to do while isolating in place, like coloring books for kids.



**Mercedes-Benz** 1 hr · 🌐

Get the facts, not the rumors and misinformation. Facts can help to minimize fear. Find more facts and steps to protect yourself from #COVID19 at World Health Organization (WHO) #flattenthecurve Daimler AG

**The sudden and near-constant stream of news reports about an outbreak can cause anyone to feel worried.**

**Get the FACTS; not the rumors and misinformation. Facts can help to minimize fears.**

#Coronavirus #COVID19

World Health Organization

DAIMLER

625 10 Comments 13 Shares

Like Comment Share



**Mercedes-Benz** @MercedesBenz · Mar 19

The safety systems of our vehicles can't protect family and friends from the current health situation. To #flattenthecurve, we need to do more. Try to stay at home and visit our Facebook, Instagram and LinkedIn to make #socialdistancing easier.

@Fernandez\_World #MBSocialCar



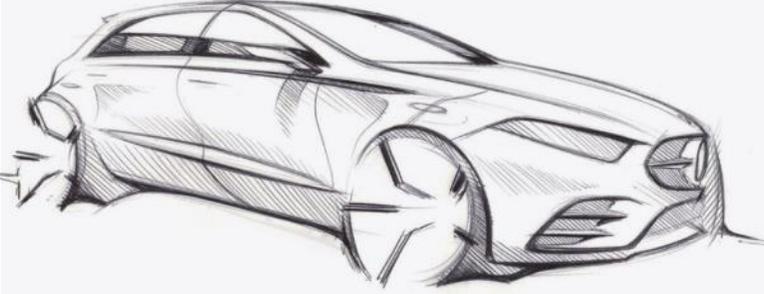
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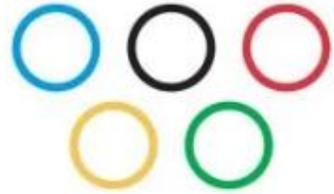
**Mercedes-Benz** added 4 new photos to the album: Mercedes-Benz design sketches. Yesterday at 3:00 AM · 🌐

To all the parents out there: Running out of coloring books? Happy to help with our Mercedes-Benz coloring templates! Let your kids paint their Mercedes the way they like it and send it to us by using the hashtag #coloryourbenz

Download template here 🖱️ [mb4.me/KidsArtwork...](https://mb4.me/KidsArtwork...) See More



# FAMOUS LOGOS REIMAGINED



Locked in



**BAD YEAR**

  
JUST DON'T DO IT.

  
Need new name.  
Extra

DIVIDED 

# #MUMISGROUNDED – M&C SAATCHI

M&C Saatchi is launching a range of e-cards to encourage people to stay at home and share their love virtually this Mother's Day, as people take action to protect themselves and others from the coronavirus.



I'LL DO SOMETHING  
**NAUGHTY**  
SO YOU CAN SAY  
"GO TO YOUR ROOM"  
**& THEN**  
SELF ISOLATION  
WILL FEEL JUST LIKE  
THE OLD TIMES.

Mum, I'm sorry we can't spend Mother's Day together.  
Stay home, don't let guests in and wash your hands.  
Now it's my turn to keep you safe.



**HOLD YOUR  
PHONE WITH YOUR  
FINGER TIPS.  
NOW SHAKE IT.  
THERE.**  
YOU JUST GAVE  
ME A VIRTUAL  
CHEEK SQUEEZE.



Mum, I'm sorry we can't spend Mother's Day together.  
Stay home, don't let guests in and wash your hands.  
Now it's my turn to keep you safe.



**I DON'T CARE  
IF EVERYONE  
IS DOING IT.  
YOU'RE NOT  
EVERYONE.**

Mum, I'm sorry we can't spend Mother's Day together.  
Stay home, don't let guests in and wash your hands.  
Now it's my turn to keep you safe.



**STAY HOME.  
WHY?  
BECAUSE  
I SAID SO.  
THAT'S WHY.**



Mum, I'm sorry we can't spend Mother's Day together.  
Stay home, don't let guests in and wash your hands.  
Now it's my turn to keep you safe.

# KEY THEMES

*If our products and services aren't vital or of use in a global pandemic, what else can we make or do?*

Companies should be assessing how they can **repurpose, adapt & change** to be of greater use to society during these trying times.



**.END.**