

BBDO KNOWS

CORONAVIRUS

BRANDS NOW & NEXT

June 2020

*A note of caution, the narrative and data around this subject move at speed. Data points are outdated almost immediately. We will, therefore, do our best to update this material quickly, as events unfold.

CONTENTS

1. *Where are we now*
2. *The mindset*
3. *Great brand expectations*
4. *Brand responses*



As we emerge from lockdown the world looks very different.

Many previous ideals have evolved over the past three months:

Has been redefined

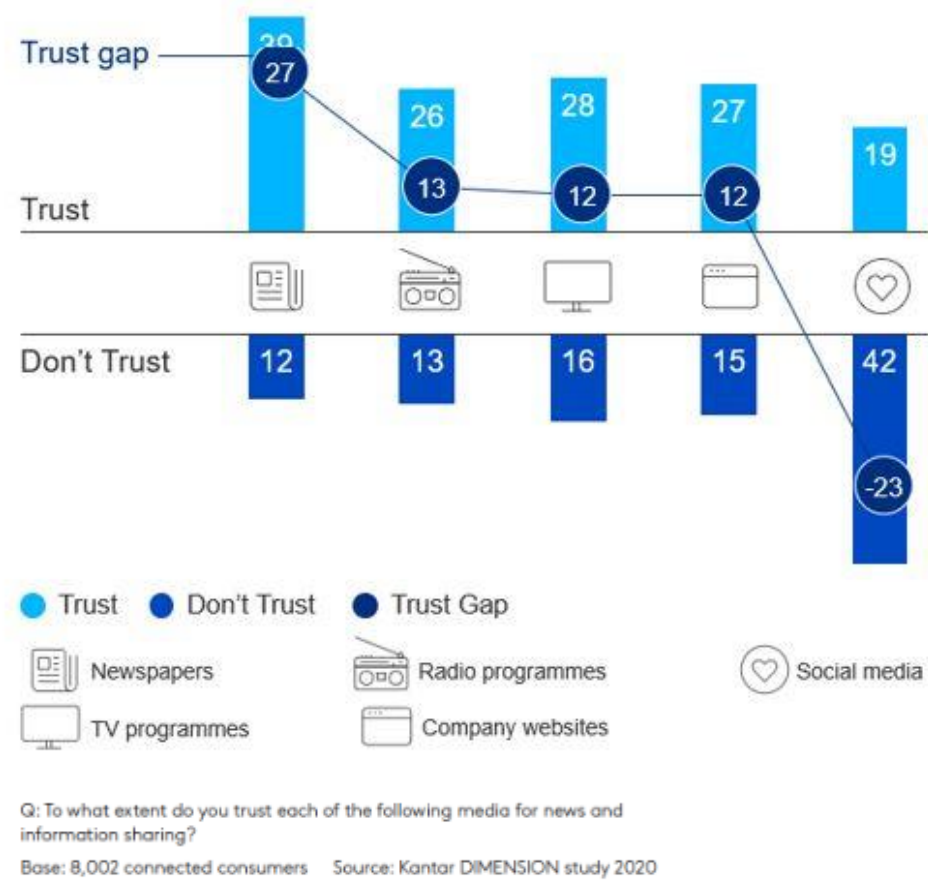


BRITISH VOGUE JULY 2020

SOURCE: Vogue, June 2020. [LINK](#)

OUR ABILITY TO TRUST

Has retreated from social and reverted to experts



Martin Lewis @MartinSLewis · 21m
Need help with your Coronavirus finances. We've 7 v detailed help guides.

- ✈ Travel rights
- 💼 Help for employees
- 👤 Self-employed help
- 💰 Finance and bills help
- 🏠 Universal credit and benefits help
- 🏠 Life-in-lockdown help
- ❓ Financial FAQs

Get them via

Martin Lewis Retweeted

laralewington @LaraLewington · 14h
Pre-show concentration, as another series of @itvMLshow kicks off in our house at 8.30.

19

10

426

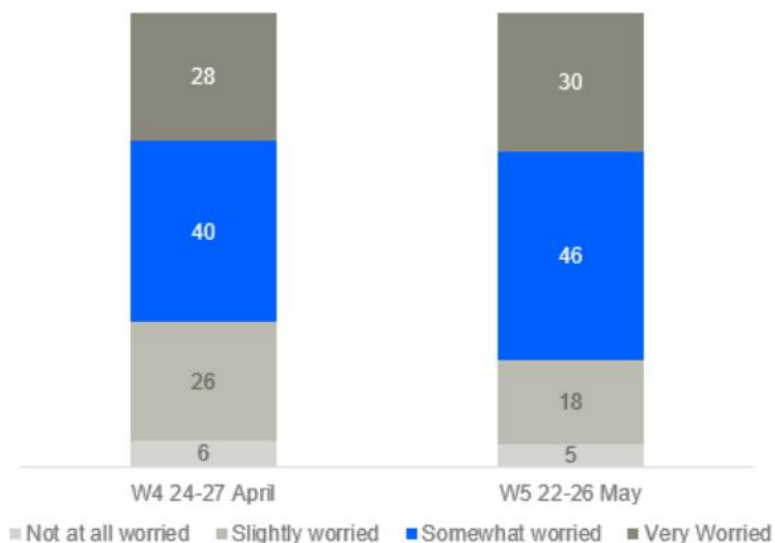
↑

According to Kantar's June 5th Covid-Tracker webinar, UK consumers have often mentioned money saving expert and media personality, Martin Lewis as a source of inspiration.

Has changed and is here to stay

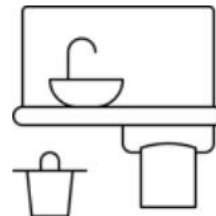
As restrictions loosen, fears about a second wave are rising. We have adopted new behaviours and expect to maintain these into the future

Once this emergency phase is over, how worried are you that a new, similar critical period will come back in a few months?



Purchasing personal protection products such as masks/gloves:

30% agree

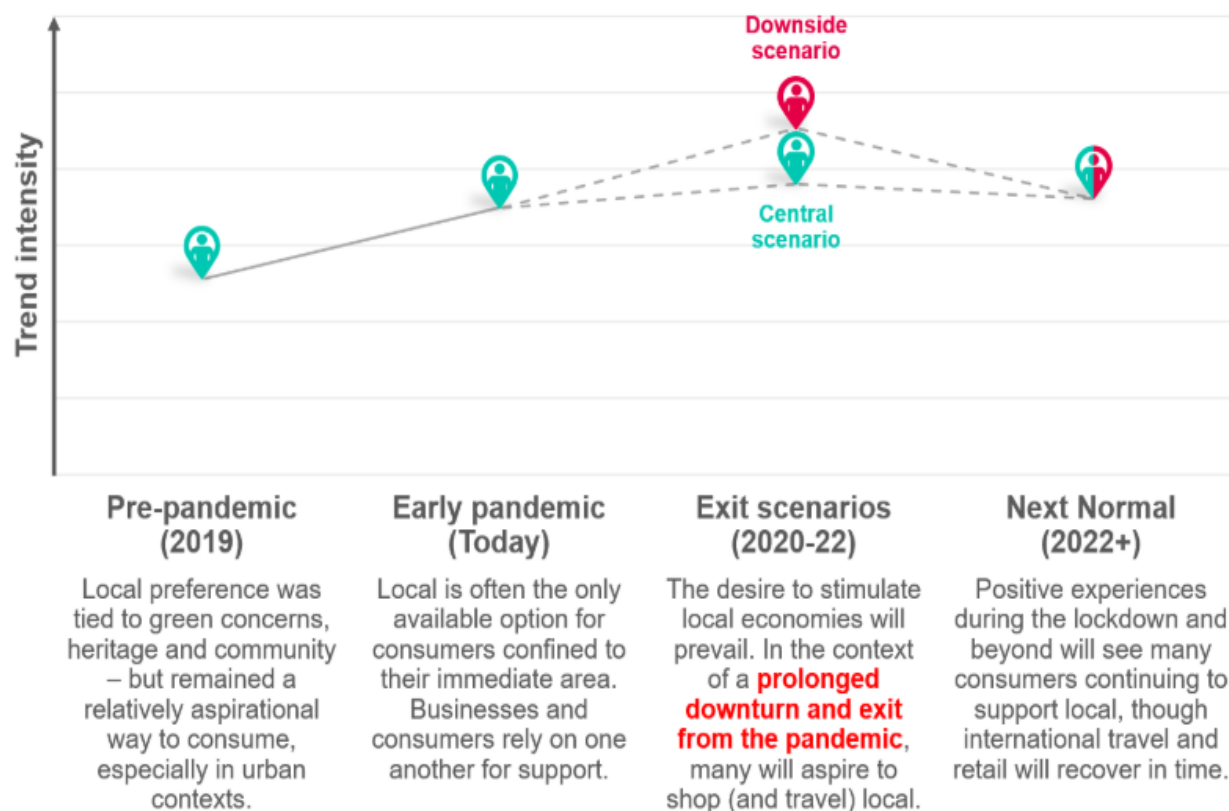


#1 habit we intend to keep post lockdown:

Increased overall hygiene

50%

Has become smaller and more localised



LOCAL PREFERENCE

Since the dawn of the outbreak, Localism has become much more of a mainstream movement.

According to Kantar, consumers all over the world are now more in favour of products that have been produced locally.

In May, 65% of people said they favour buying goods and services from their own country. 52% of households with children, say they now pay more attention to the origin of products. China has become the country most championing 'buy local' with 87% expressing this view, followed by Italy (81%), S Korea (76%) and Spain (73%).

DRIVEN BY RISING SAFETY CONCERNS

A major driver of this is consumer concern towards safety, with one in three worrying whether they are at a safety risk from products shipped from abroad. Products from China and the US, in particular, are perceived as risky by people in other countries with 60% and 47% respectively saying they are slightly/far less in favour of buying goods and services from those countries.

Have risen higher than ever before...

Brands must help rebuild society post-coronavirus

As we look to a future when the Covid-19 crisis has abated, brands have the power to unite us, inspire us and forge a new way forward if they are willing to try.



What will be the future for brands in a post COVID-19 world?

**Welcome to the Values Economy:
Why Brands Can't Afford to Stay
Put Post-COVID-19**

“ It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change and it is much the same for brands. **The most adaptable brands to change will be those who survive.** Therefore, knowing what is currently top of mind with consumers is absolutely key.”

— *L.C. Megginson*

*Professor of Management and Marketing
at Louisiana State University & Kantar*

The advice is for brands to lead, to guide, to rebuild, to adapt.

But what are they adapting to?

THE MINDSET

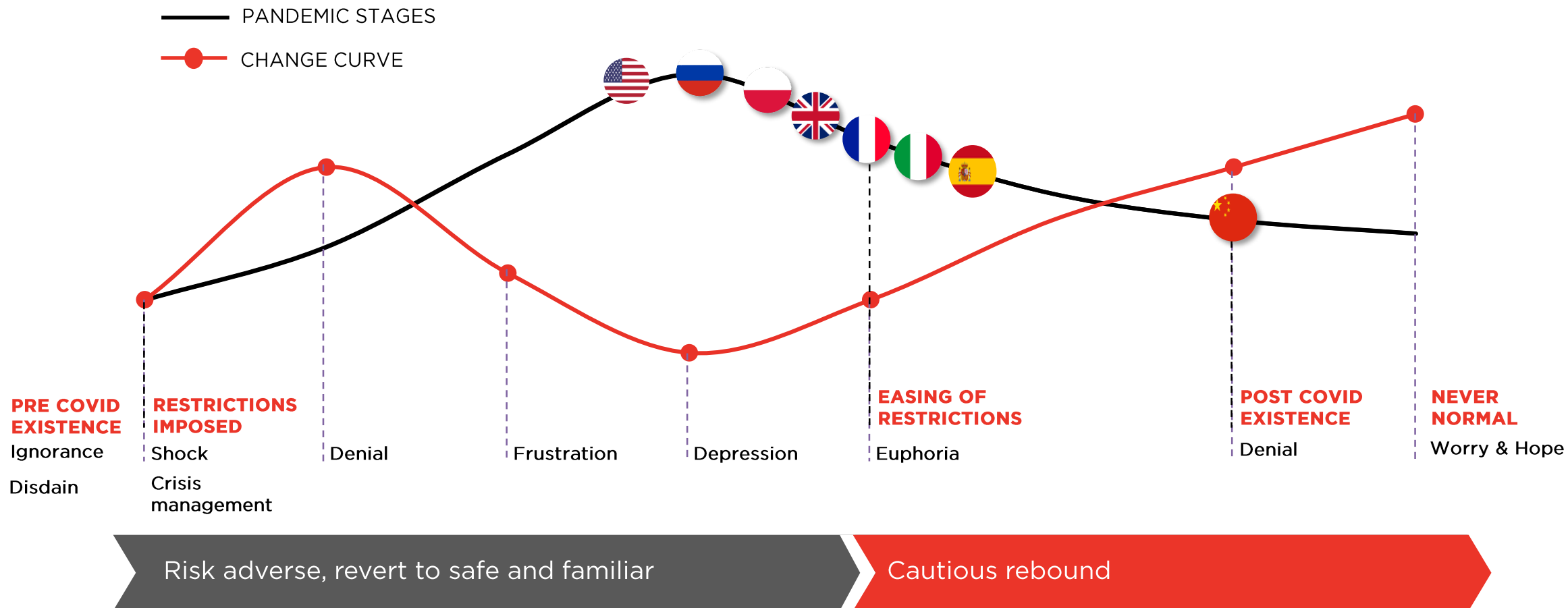
Where are we?



The pandemic has dominated our lives for the last few months and impacted our whole worlds – it has changed the way we work, live, socialise, purchase, it has dominated the news as well as our mental availability.

The all-encompassing nature of the crisis has and will continue to impact both our mindsets and behaviours.

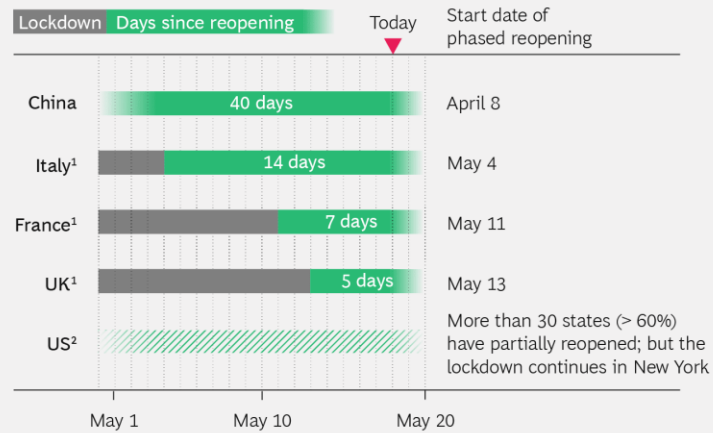
Different markets are all at different stages



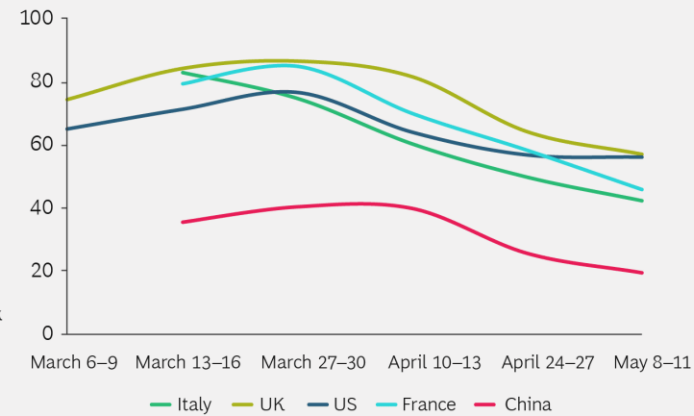
Panic and 'survival mode' are not sustainable mindsets

GLOBAL – WEEK 10 – MAY 8–11

Exhibit 1 | As Most Countries Continue Their Transition out of Lockdown, Consumers' Level of Concern Declines in Most Countries



Consumers who agree that... "The worst of the coronavirus is still ahead" (%)



Sources: BCG COVID-19 Consumer Sentiment Survey, March 6–May 11, 2020 (N = 2,000–3,500), unweighted, representative within ±3% of census demographics; media reports.

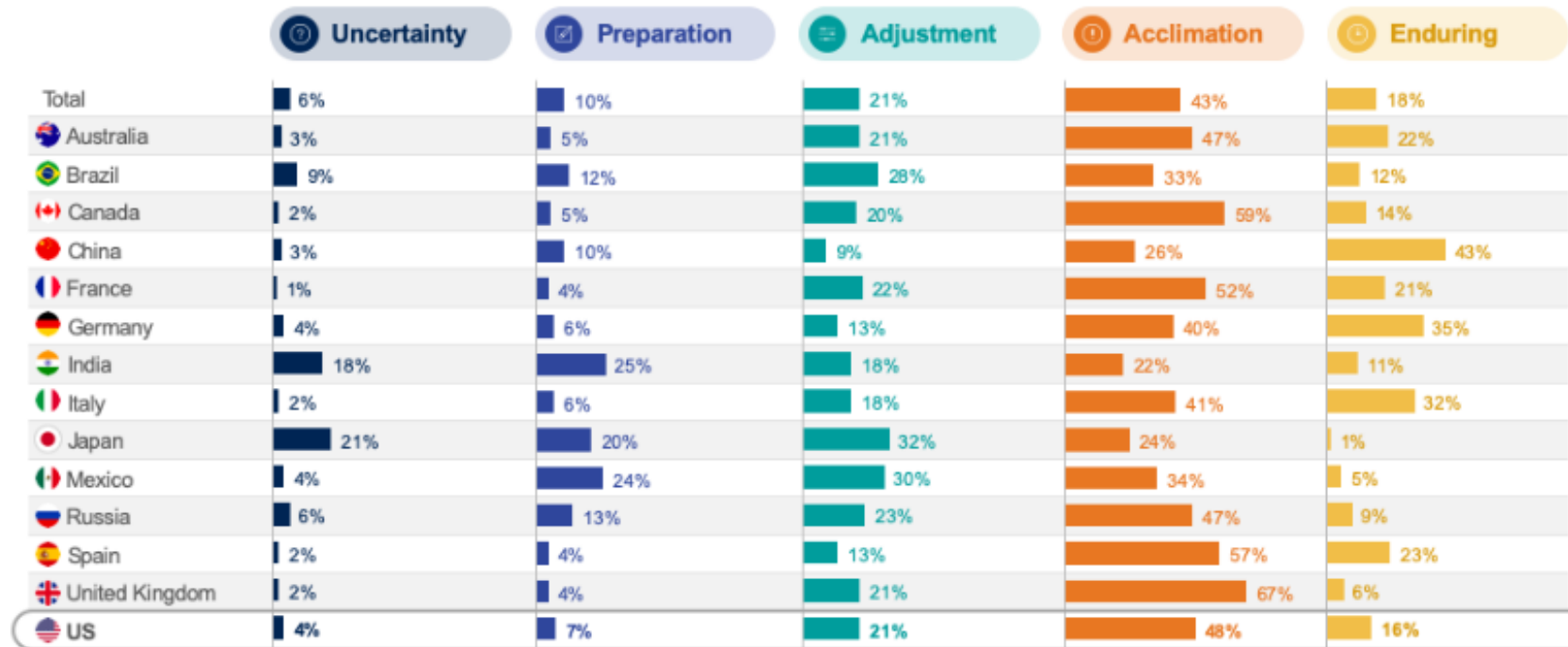
Note: Question text: "How much do you agree with each of the following statements about the coronavirus?"

¹ Some parts of these countries may remain under tighter controls while nationwide restrictions ease.

² The national situation is complex and fluid, depending on each state's reopening plan and the subsequent impact of reopening on the coronavirus's spread. New York will use a criteria-based approach to reduce restrictions county by county; California will take a similar approach; states such as Washington that remain under statewide restrictions may loosen them for particular activities, areas, and low-risk businesses.

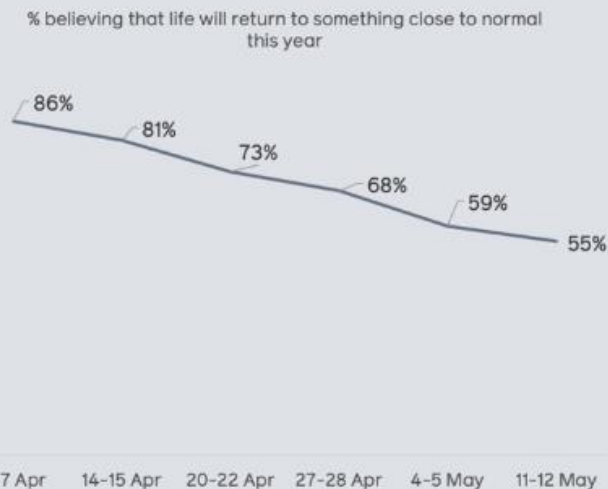
Ready for what's next

Globally, most countries feel they are well into the **Adjustment** and **Acclimation** (accustomed to a new climate or to new conditions) phase. In countries like China, Italy and Germany, many feel they have moved into the **Enduring** phase.



There is no longer 'normal'

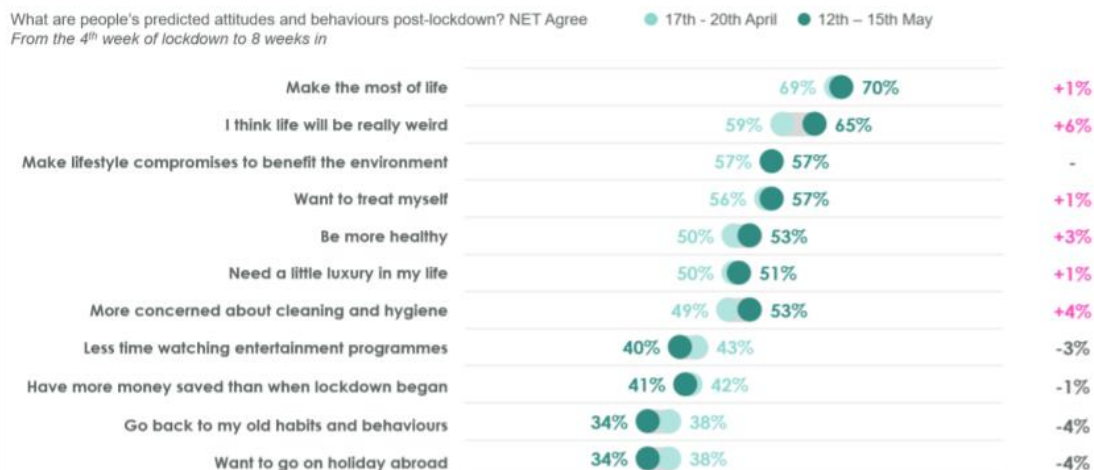
Almost half now believe we won't return to normal this year



Source: BVA-BDRC COVID-19 UK Tracker published 18th May 2020

Normality is increasingly slipping away and returning to old behaviours is less likely as time goes on

What are people's predicted attitudes and behaviours post-lockdown? NET Agree
From the 4th week of lockdown to 8 weeks in



To what extent do you agree or disagree with the following statements?
n: 2000 UK adults per wave

Empathetic content is wearing thin

People are fatigued by what has felt like relentless negative news. There is a decline in interest towards communications which are overly serious in relation to coronavirus. This suggests that people are in need of light relief - a survey by Magid highlights that Gen Z have shifted their desire for “stoic concern” in favour of content that makes them laugh.

71%

Of Americans said they need to “take break” from coronavirus news. Whilst 43% said it made them “feel worse emotionally” according to Pew research.

CONSUMERS
ARE EMOTIONALLY
DRAINED

41%

Of global consumers are ready to hear from brands about topics unrelated to the pandemic.

CORONA FATIGUE
IS REAL

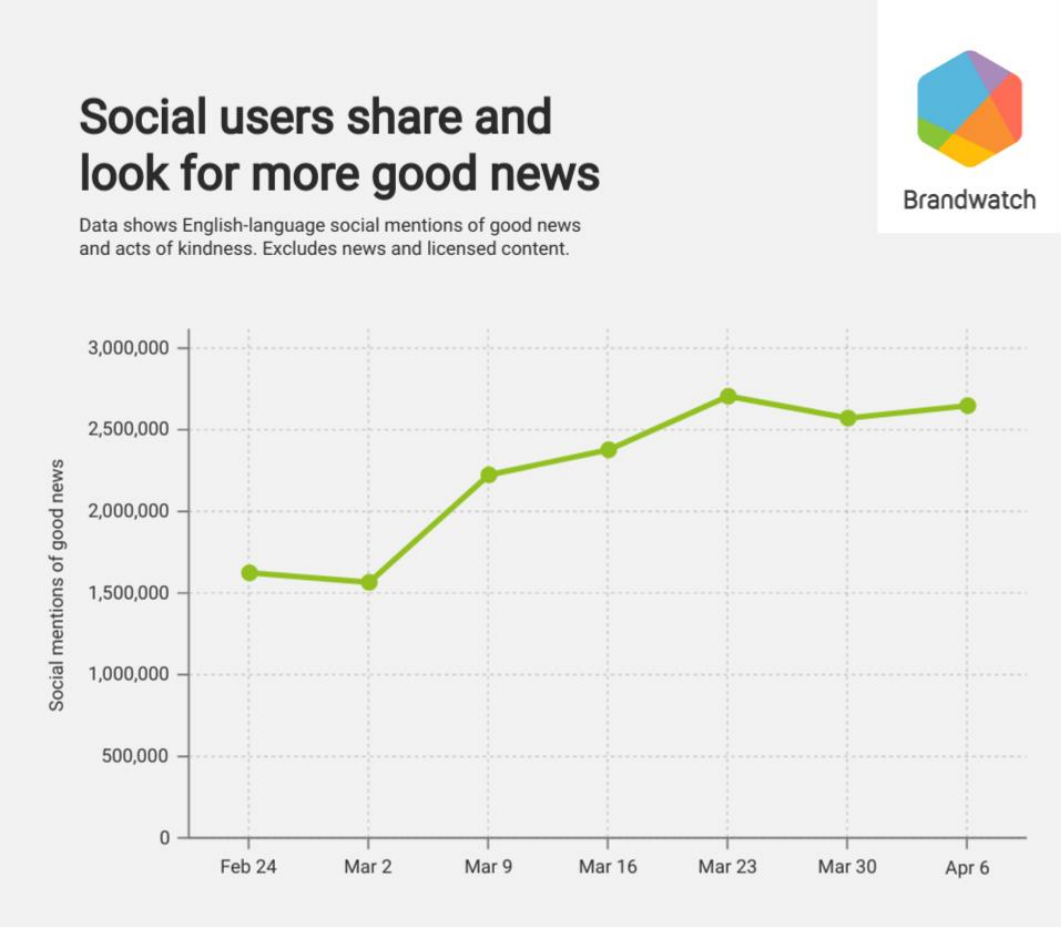
42%

Of Gen Z seek fun content -humour is ranked as the 6th ad quality that is “good to see”, but was ranked last among ads they saw as “most common.”

CONSUMERS CRAVE
HUMOUR AND
LEVITY

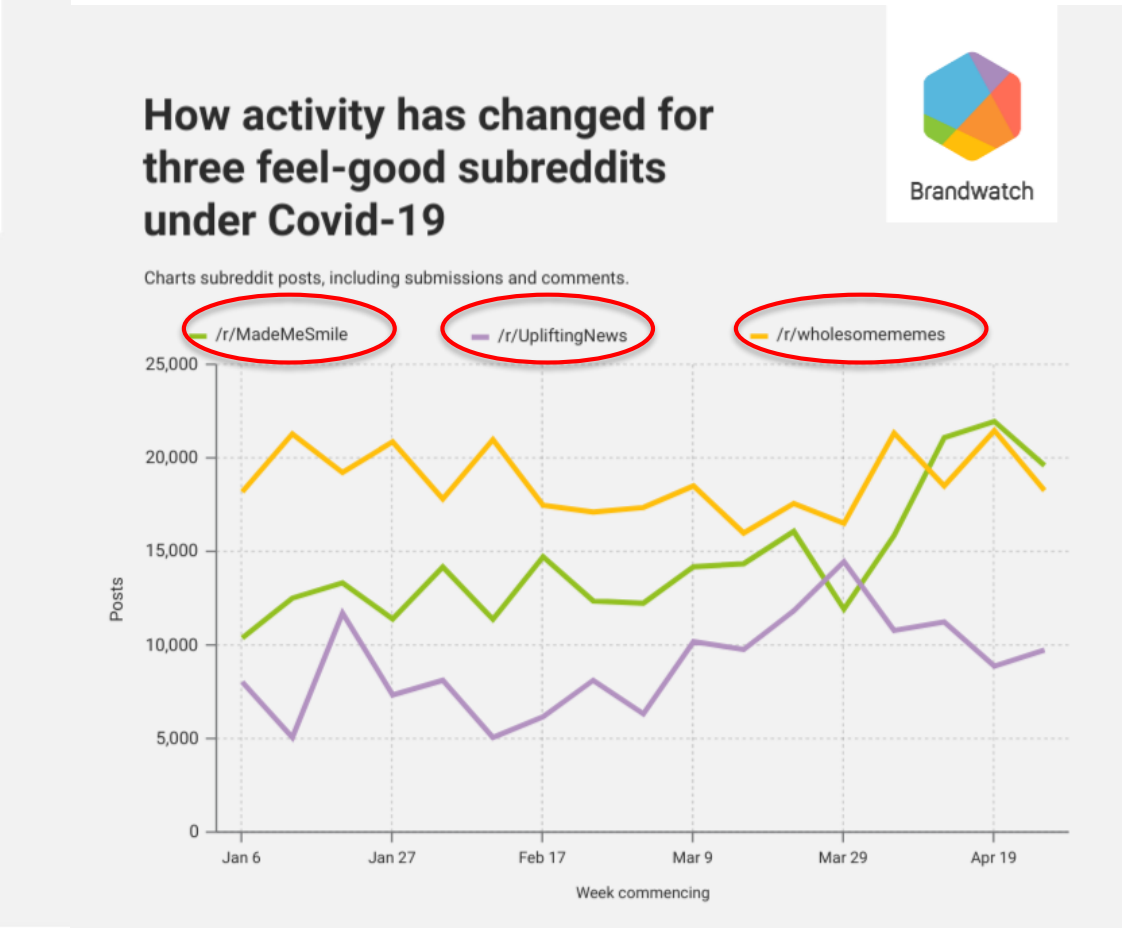
Source: Magid Research cited on Marketing Dive [LINK](#). Mitto Research cited on Marketing Dive [LINK](#). Pew Research cited on Broadcasting Cable [LINK](#).

Positive messages, kindness and “good vibes only”



Powered by Brandwatch Consumer Research

Brandwatch Daily Bulletin



Powered by Brandwatch Consumer Research

Brandwatch Daily Bulletin

Source: Brandwatch, ‘Consumers Are Turning Away From News About The Pandemic’ MAY 2020 [LINK](#);

Sample Note: Data is reflective of any social mentions captured in the English Language

Positive messages, kindness and facilitation

77%

Of global consumers want brands to 'talk about how they're helpful in the new everyday life'.

SERVE A
PURPOSE

Covid-19 has created a philosophical dilemma: If your brand isn't your products and your products are not your purpose, then what are you?



Purpose, accelerated

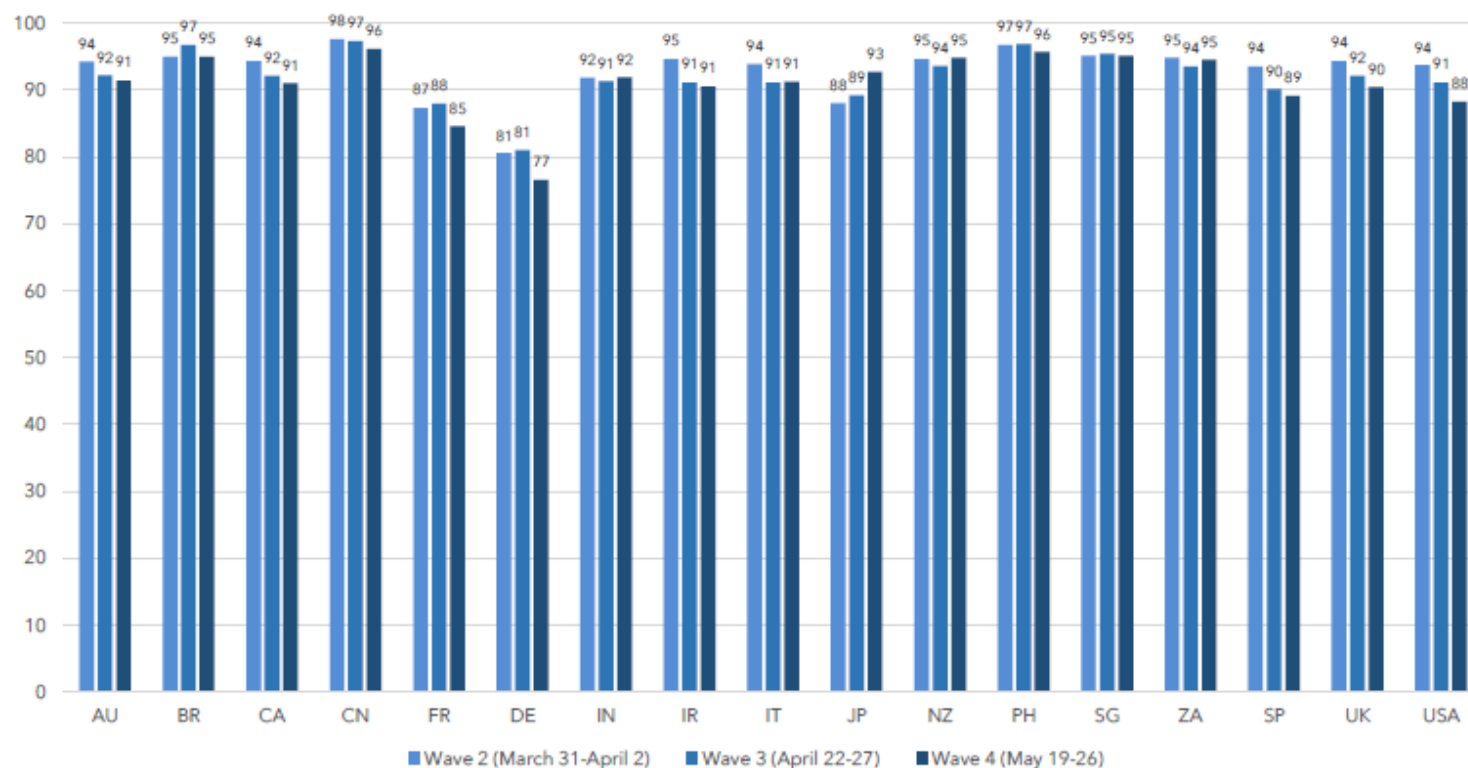
Purpose was already rising in importance. Now it matters more than ever. The pandemic is testing our humanity and values. COVID-19 has given us all a common purpose and thereby elevated the very idea of a company's "purpose."

AND WE WANT TO HEAR FROM BRANDS

But we are slightly less interested in their Covid messaging

Running Advertising in Response to CV-19 - Trended Data

% who strongly or somewhat approve, or neither approve/disapprove, of brands running advertising which shows how they are responding to coronavirus or helping customers



Question: Many brands and companies are trying to decide how best to respond to the coronavirus / COVID-19 outbreak. To what extent do you approve / disapprove of them doing the following at the moment? Running advertising which shows how they are responding to coronavirus or helping customers. Chart illustrates combined responses for Strongly Approve, Somewhat Approve, Neither Approve nor Disapprove

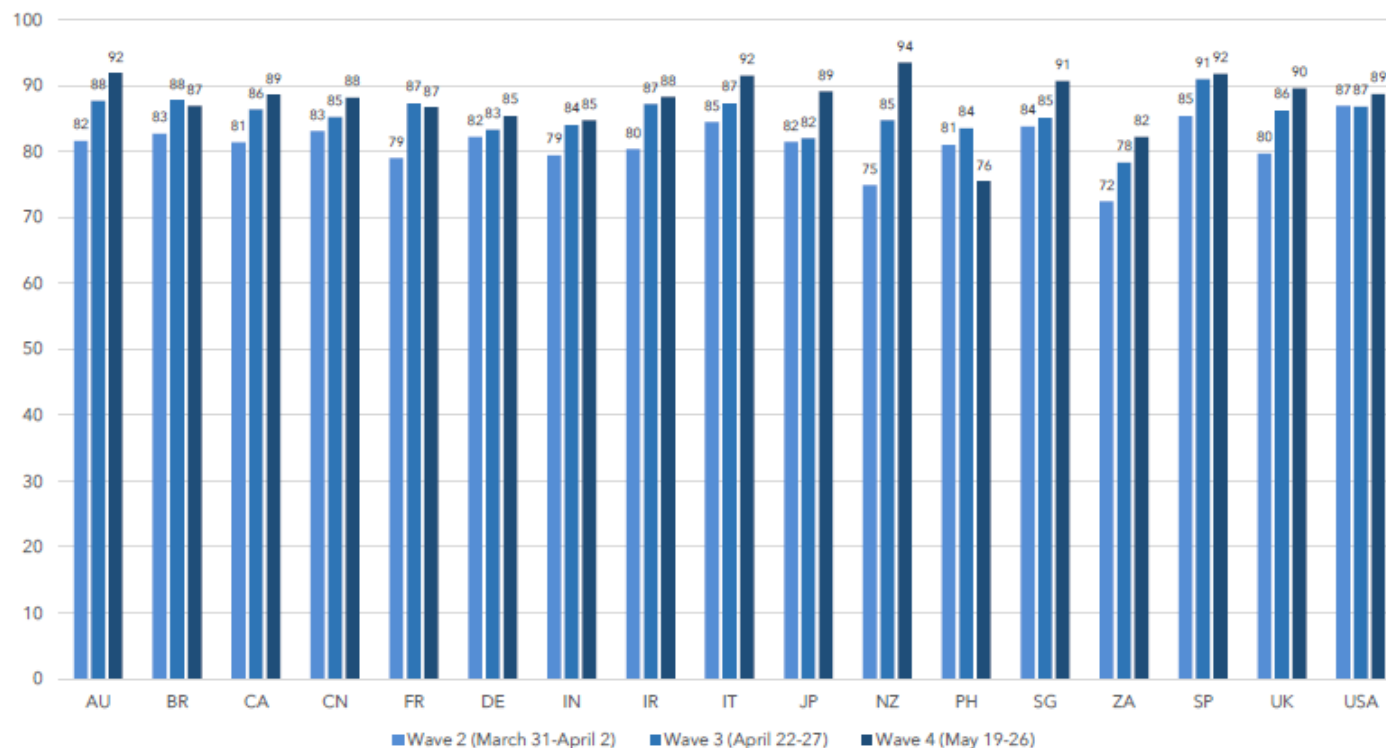
And slightly more interested in 'normal' messaging

GWI Coronavirus Research May 2020 | Running "Normal" Advertising Campaigns - Trended Data

42

Running "Normal" Advertising Campaigns - Trended Data

% who strongly or somewhat approve, or neither approve/disapprove, of brands running "normal" advertising campaigns (which aren't related to coronavirus)



Question: Many brands and companies are trying to decide how best to respond to the coronavirus / COVID-19 outbreak. To what extent do you approve / disapprove of them doing the following at the moment? Running "normal" advertising campaigns (which aren't related to coronavirus). Chart illustrates combined responses for Strongly Approve, Somewhat Approve, Neither Approve nor Disapprove.

Brands and consumers alike are adapting, or being asked to adapt, to a new reality while navigating huge challenges...

For brands there is the added weight of expectation.

BRAND

Expectations

DO SOMETHING GREAT



Early on in the crisis, there was a clear expectation for brands to be part of the solution and to support consumers:

Critical

BRANDS ARE CRITICAL TO WINNING THE FIGHT AGAINST THE PANDEMIC

Percent who agree

Our country will not make it through this crisis without **brands playing a critical role** in addressing the challenges we face

⊥

62%

Overall, I think **brands and companies are responding more quickly and effectively** to the pandemic than the government is

⊥

55%

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q2. Please indicate how much you agree or disagree with the following statements about brands and how they are responding to the current coronavirus pandemic. 9-point scale; top 4 box, agree. Question shown to those who have heard of the virus (Q1/1). 12-mkt avg. Data collected between March 23 and March 26, 2020.

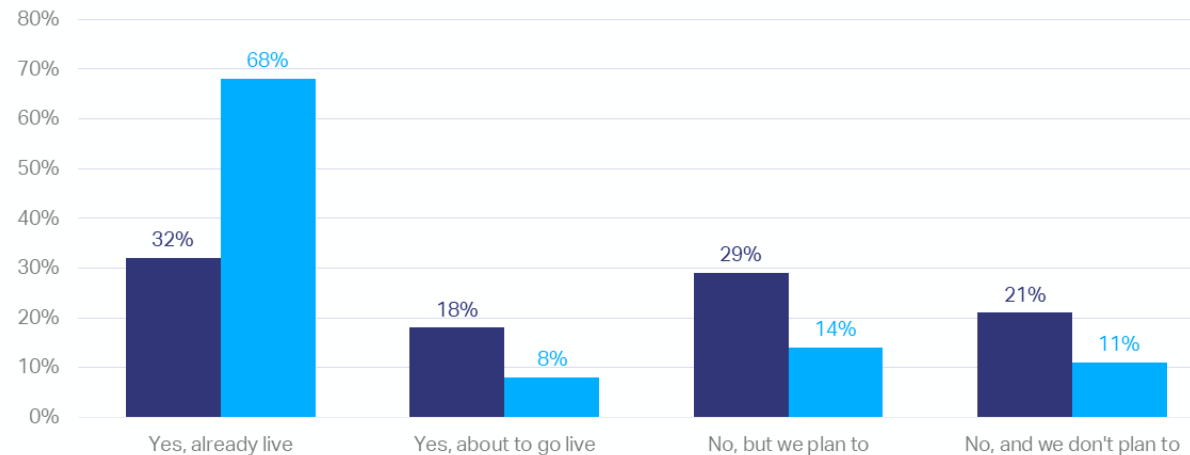
Responding to the crisis

Global, Advertising during COVID-19

Created new campaigns in response to the crisis, % of brands

WARC[^]
DATA

■ March 2020 ■ April 2020



Note: Based on survey of 38 multinational companies with around \$50bn in annual media and marketing spend (n=32 in March, n=38 in April).
Question: Have you created any new campaigns in response to the situation?

SOURCE: World Federation of Advertisers, *Covid-19 Response: Wave 2, May 2020*

FROM PAUSE TO PIVOT

The World Federation of Advertising (WFA) found that whilst 41% of brands have **deferred brand campaigns**, many have turned to creating **coronavirus-related campaigns**.

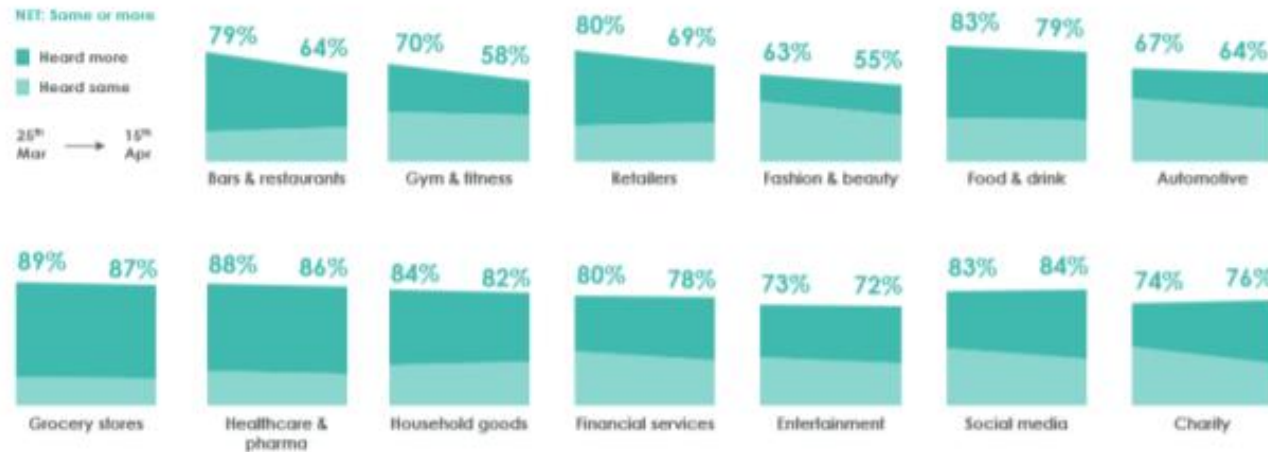
Two-thirds (68%) say they have created new campaigns in response to the crisis and that these are now live. This compares to one-third (32%) in March. Overall, 89% of brands say they have or will launch new campaigns during the outbreak.

Responding to the crisis

Industries most damaged by Covid-19 are far less vocal than at the beginning of the lockdown

How vocal are brands?

NET: Same or more

 Heard more
 Heard some25th Mar → 15th Apr

Thinking about the last week, do you feel like you've been hearing more or less than usual about the following types of companies?
n. 2,000 US adults

**MARKETING BUDGETS HAVE
TIGHTENED**

“Brands in the worst-affected sectors (Hospitality, Fitness, and Retail) that had initially ramped up communications to address the crisis are starting to dial down their efforts as the purse strings on marketing budgets tighten.”

**YET CONSUMERS STILL WANT
TO ENGAGE**

“Meanwhile, consumers are hearing more from charities as they’ve had time to react to the crisis. The brands that can afford to, should continue connecting with their audience — Despite a small downtick, the vast majority of consumers still do want to hear from them right now.”

Loudly and widely

Throughout the COVID-19 pandemic, marketers have been trying to inspire and connect with people around the world by launching campaigns, fundraisers and powerful PSAs. But which brands are resonating the most with consumers? Influencer marketing and social data firm Influential decided to dig into this by tracking social conversations around the top Fortune 1,000 brands across Facebook, Twitter, Instagram, YouTube, forums and blogs.

The agency measured mentions of each brand four weeks before the U.S. government announced coronavirus as a global pandemic on March 13 and four weeks after the announcement.



And the winner so far is... Johnson & Johnson with a 61 percent increase in positive sentiment, specifically for the company's attempt to create COVID-19 vaccines as well as the launch of its relief fund.



AT&T is a close second, seeing a 58 percent increase in positive mentions, with people focusing on how the company continues to pay all support staff who earn an hourly wage even if their services aren't needed.



Next up is **Amazon, with a 52 percent bump for pledging \$20 million to help accelerate coronavirus diagnostic testing, along with hiring 75,000 additional workers right now.**

Grocery brands lead the way with the most effective responses

Opinium's May consumer survey highlights the change in consumer sentiment to brands' responses since the start of lockdown. However, even though **Walmart (#1)** and **Amazon (#2)** are ranked the best for brand responses during the crisis, both brands have equally drawn significant backlash over lack of employee safeguarding, so almost as many consumers think they have responded poorly.



Grocery stores continue to be perceived as having reacted most effectively to the crisis, with Kroger (#3) leading the way.



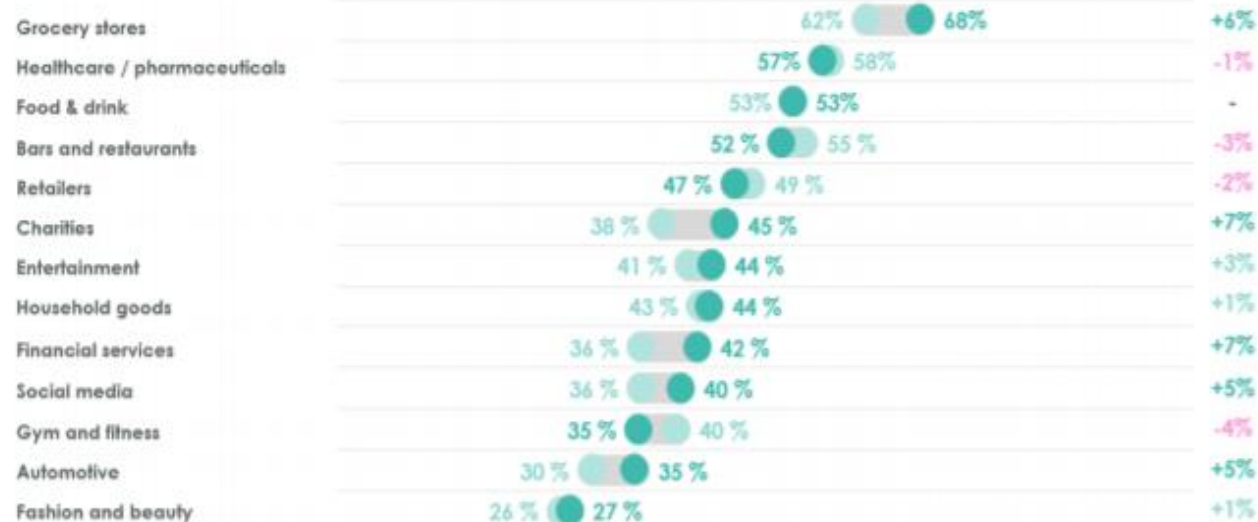
Apple (#4) and Nike (#5) complete the list of top 5 brands consumers feel have responded best to the crisis. Not only for their coronavirus efforts, but many cite their iPhones as trusted companions for entertainment and connection during social distancing. Moreover, Nike's ability to pivot its offering with agility hasn't gone unrecognised.

Source: Opinium, 'US brand marketing in a crisis: Brands: It's time to find your voice'
[LINK](#)

More brands now perceived to have responded well

How well do you think the following types of companies have responded to the crisis? NET: Well

March 20-25th April 9th-15th



How well do you think the following types of companies have responded to the crisis? c.2,000 US adults per wave

“ Brands are just like people right now: trying to work out how to behave in this new world. It’s tough, so it would be churlish to call out those that have got it wrong. It’s more useful to learn from those getting it right. Because we are all making this up as we go along. There has never been an event like this that the entire world has experienced at the same time. Ever. **Be helpful. Be helpful. Be helpful.”**

*—Bridget Angear,
Joint Chief Strategy Officer, AMV BBDO*

LESSONS LEARNT, SO FAR

Brand responses



BBDO KNOWS

IT WAS CRITICAL TO **REFLECT THE REALITY** IN THE MOMENT

The silver linings of staying at home

NETWORK
EXAMPLES



'[Be a Chicken](#)'- **BBDO Malaysia**



Quaker '[Stay Home. Go Forridge](#)' - **AMV BBDO**

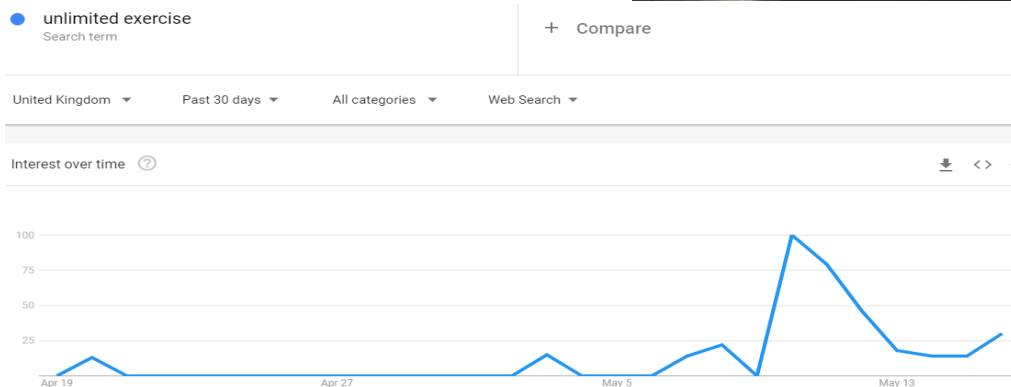


Snickers '[You stay you when you](#)'- **Guerrero BBDO (Philippines)**

Inconsiderate and untimely was not welcome

THE GOOD HUMOURED...

Following a surge in fitness enthusiasm and renewed love for long walks **BBDO NY** comically highlighted how our dogs were feeling the brunt of being overwalked.

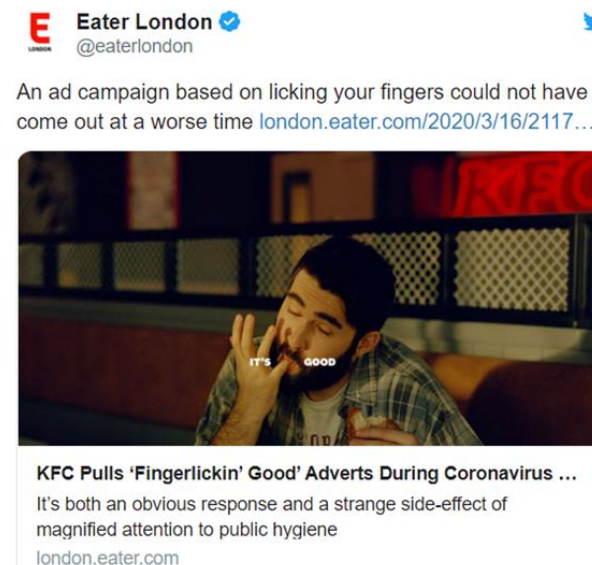
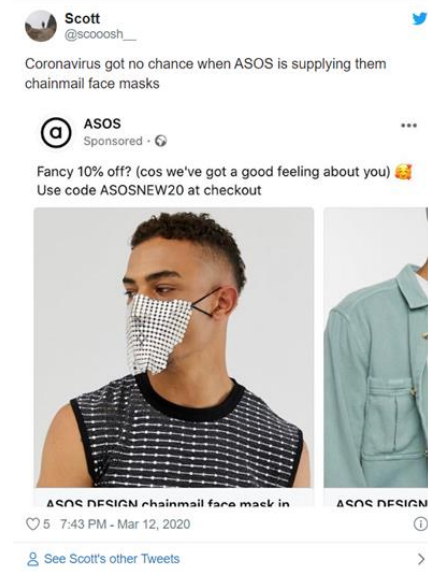


Mars Petcare's dog food brand Nutro, depicted the recent increased dog walks trend in its new ad, 'Who Wants a Walk?'. The ad portrays a family dog hiding in the house after having too much. Craig Neely, vice president of marketing, Mars Petcare says, the "new normal" for dog walkers and "showcases what many of us are feeling right now - the need to just get out of the house and walk... It also pokes some fun at the impact that has on our dogs, who tend to be our favourite walking buddies." Watch [here](#)

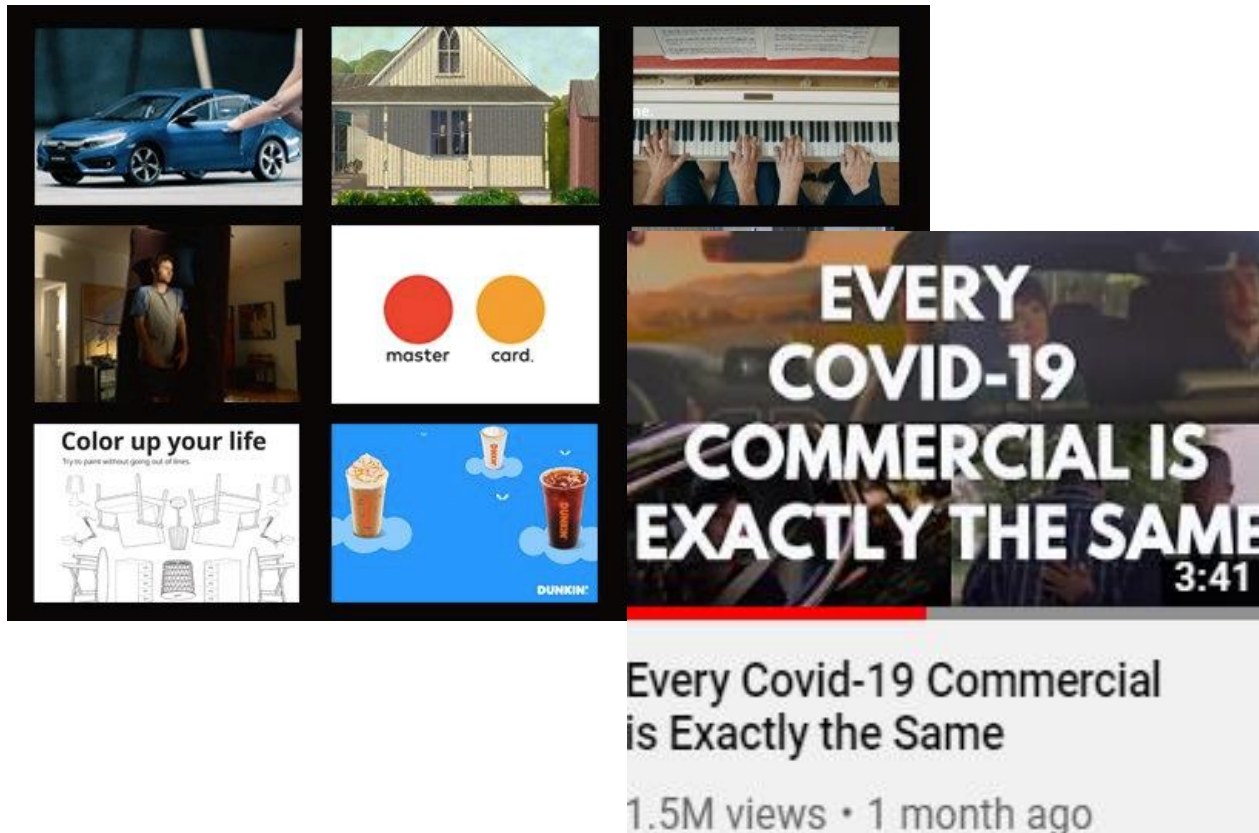
SOURCE: Media post [LINK](#)

AND THE ILL-ADVISED

Ads featuring oxygen masks, finger licking and hugs all put on hold due to coronavirus



Generic and “samey” campaign formulas



Watch [here](#)

Criticism comes from brands all too familiar template:

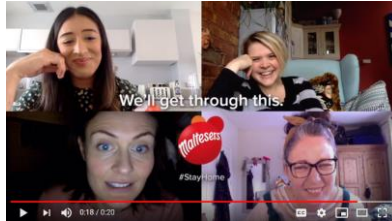
“sombre music, a reminder of how the brand has been with the consumer throughout its entire history and that in these **“challenging,” “trying,” “uncertain”** or **“unprecedented”** times, while “doors are closed” or **“distance between us”** has grown, we can still **“stay connected”** in the **“safety of our home.”**

The brands promise to remain with you, assuring viewers that we can all get through this **“together”** (**“together,” “together” and “together”**), and finally the ads close with rousing music and scenes of people applauding from their windows and homes.”

- [AdAge](#)

Held brands in good stead

NETWORK
EXAMPLE



[‘Hide and Seek’](#)



[‘Getting Ready’](#)



[‘Home Baking’](#)



[‘Parents’](#)



[‘Silence’](#)



[‘Big Night Out’](#)

MALTESERS LAUNCHES ‘ISOLATION LIFE’

Maltesers ‘Isolation Life’ campaign is the latest iteration of the infamous ‘[Look On The Light Side](#)’ campaign based on the new reality we’re all living in.

“The campaign uses the challenge of lockdown to celebrate how women make each other laugh at this time, to help each other through the ups and downs of life in quarantine.”

Shot entirely remotely on zoom “the work celebrates how women are finding ways to laugh through video-dating, balancing work-life with young children and dealing with boredom - going beyond feel-good montage to reflect the reality of life at home.”

- **Sarah Douglas, CEO, AMV BBDO**

BBDO KNOWS AND CREATIVITY AND PURPOSE **ENDURES**

Hero responses – NIKE & IKEA

IF YOU EVER DREAMED OF PLAYING FOR MILLIONS AROUND THE WORLD,

NOW IS YOUR CHANCE.

Play inside, play for the world.

STAY HÖME

1x

1x

100x

Never Too Far Down | You Can't Stop Us | Nike

Watch later Share

MARCH

PLAY INSIDE, PLAY FOR THE WORLD

#LIVEFROMITALY

APRIL

MAY

CÅSTLE

STEAN x 4
KROKIS x 1
NATTJÄRMIN x 2
RÖTISNO x 16
TÄLLÖV x 1
VALBÖRÖ x 3

Make sure that the structure is safe. Do not leave children unattended. The suggested maximum age is 10 years. Use only the IKEA products. If you split and the products referred to in the instructions, use similar ones.

JUNE

For once,
Don't Do It.

Early in the crisis we argued, “not showing up is NOT an option.”

Three months on, **HOW brands show up matters even more.**

Early in the crisis we also suggested **brands could show up in 4 key ways**, these have endured.

Brands still have a role to play in helping reassure, support, facilitate and flex, but the emphasis has shifted.

REASSURE

1. *Brands need to continue to reassure as people continue to seek guidance in the face of extraordinary uncertainty.*



BBDO KNOWS REASSURE WITH HUMOUR

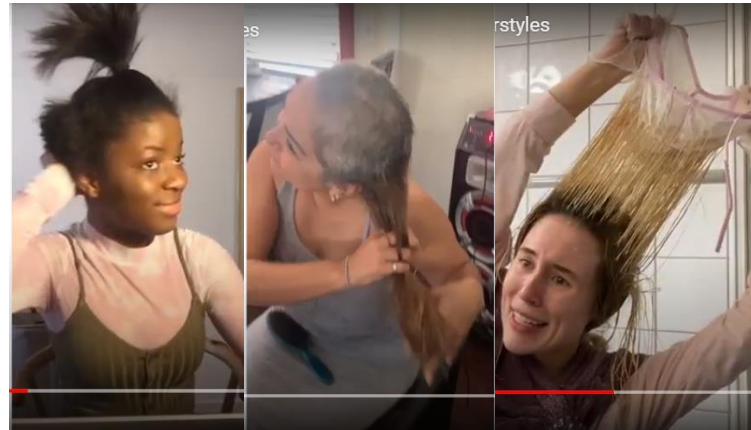
Elevate the little wins



HEINEKEN JOKES ABOUT VIRTUAL STRUGGLES

Let's face it, video chats aren't as smooth sailing as we'd like them to be. From WIFI connection and audio problems, to finding the perfect camera position whilst walking your dog or cooking for your kids. Heineken's latest ad 'Connections' is a humourously self-deprecating and realistic nod to all the quarantine clichés of trying to virtually connect.

Watch [here](#)



DOVE PAYS HOMAGE TO THE DIY HUSTLE

"No shoots. No hair dressers. No make-up artists. Just real quarantine hair stories." Dove's 'All New Hairstyles' ad is an ode to all the DIYERS experimenting at home, reminding them that they are not alone with their hair struggles. The campaign features real footage of women, cutting, dying and their hair.

Watch [here](#)



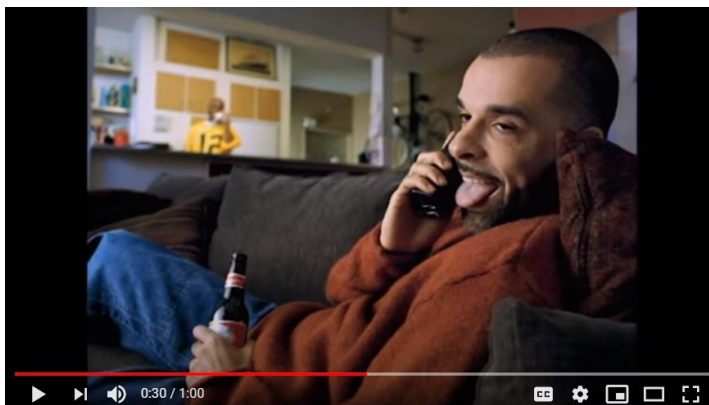
KFC SAYS THANKS WE'LL TAKE IT FROM HERE

To mark the reopening of their restaurant door stores, KFC released a tongue and cheek ad celebrating fans' mixed attempts at making their famous KFC chicken. The ad used real images of homemade efforts. To heighten the mockery, the ad is backed to the soundtrack of Celine Dion's 'All By Myself'. At the end, KFC reassures viewers: "We'll take it from here."

Watch [here](#)

Repurpose content to share memories and create sentimental connections

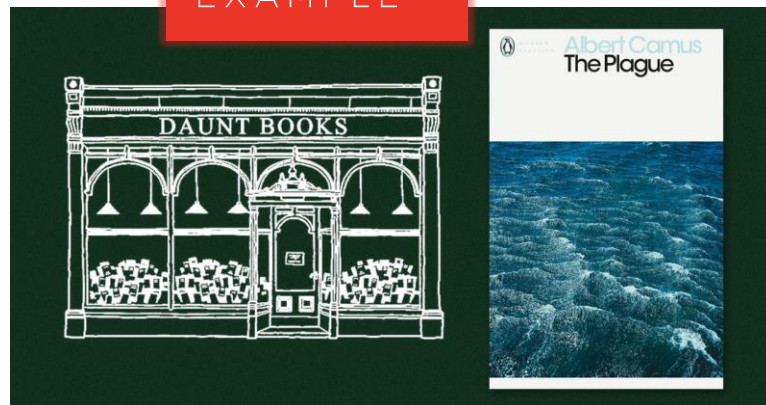
NETWORK
EXAMPLE



BUDWEISER 'WHASSUP'

The resurrection of Budweiser's 1999 'Whassup' campaign, has gone down a storm; *"We adapted it to be relevant with an important message in the current climate encouraging friends (Buds) to check in on each other,"* says Rowan Chidgey, marketing director, Budweiser Brewing Group UK&I. *"It's been one of our most successful social media campaigns ever, reaching over seven million people and has been shared more than 15,000 times on Facebook alone."* - in The [Grocer](#)

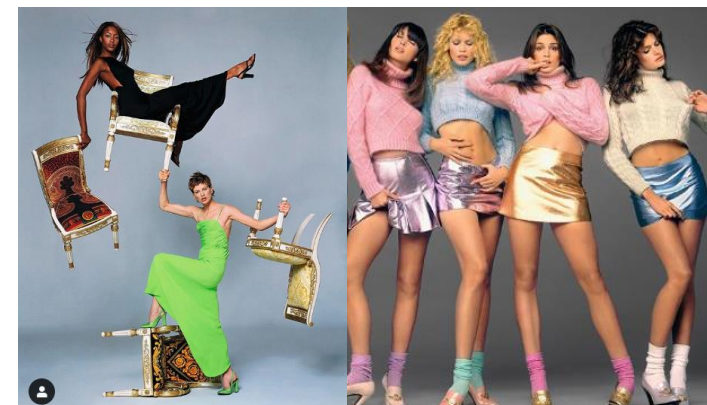
Watch [here](#)



DAUNT BOOKS - 'NOT SO UNPRECEDENTED'

Independent bookshop chain Daunt launched a radio campaign featuring extracts from literary classics to highlight parallels to the current pandemic. The ads broadcast excerpts from Albert Camus' 1947 novel *The Plague* and Daniel Defoe's 1722 work *A Journal of the Plague Year*, before ending with the line: "Find out how our unprecedented times are not so unprecedented." The work will run for two weeks.

The [Drum](#)

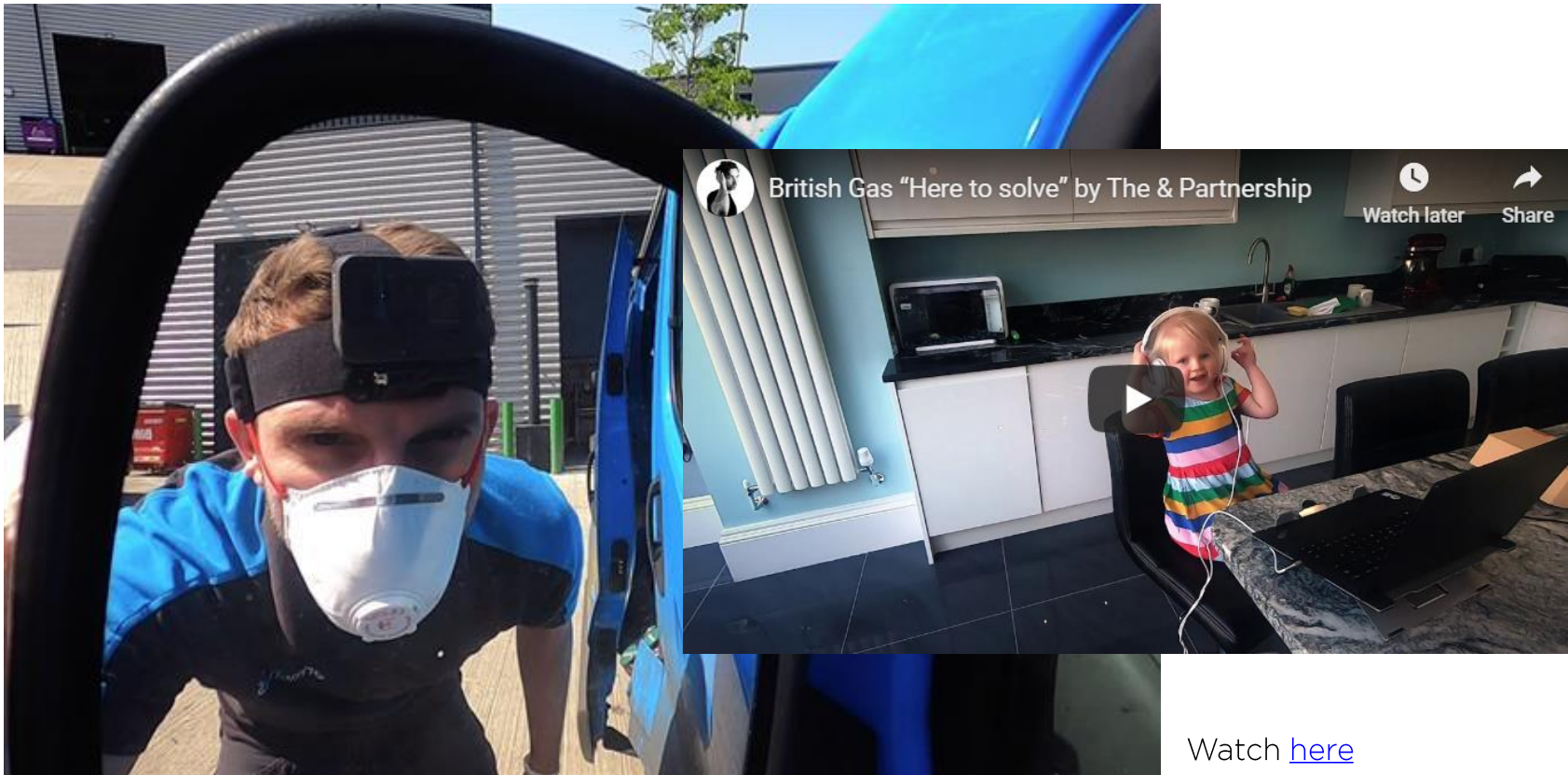


FASHION FLASHBACKS

Fashion brands are also turning to the nostalgia route to keep the connection alive. The likes of Versace, Louis Vuitton, Saint Laurent, Burberry, are reminding followers why they fell in love with them in the first place; *"We thought that [by running archival images on our Instagram account] we could give them a sort of escape from reality, respecting at the same time the fact that we could not shoot ad hoc content in any case,"* says Donatella Versace.

Business of Fashion [LINK](#)

We've got things covered



Watch [here](#)

BRITISH GAS LETS CONSUMERS IN BEHIND THE SCENES

This light-hearted ad from British Gas, assures customers that they're "Here to solve" our problems.

The ad allows us as viewers to see everything from the engineers POV; how they adapted their service to cater to lockdown. The ad has been praised for its "fun and freeing" tone in comparison to the "plinky-plonky coronavirus-conscious advertising we've become accustomed to over the past few weeks. Hurrah for providing some humour and levity, while still demonstrating brand value and purpose."

- [Campaign](#)

SUPPORT

2. *Brands need to continue to support people as they navigate a version of no normal while our unique state of limbo plays out.*



Say “thank you to our heroes”



BRITISH VOGUE HONOURS FRONTLINE WORKERS

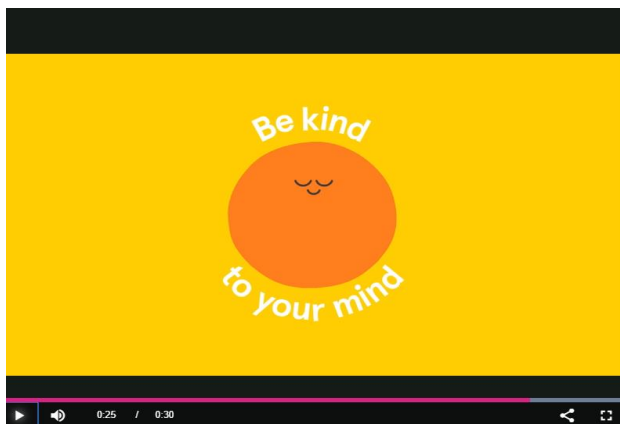
Vogue have created 3 covers for their July issue, titled 'The New Front Line', to celebrate the UK's heroes. *“I can think of a no more appropriate trio of women to represent the millions of people in the UK who, at the height of the pandemic, in the face of dangers large and small, put on their uniforms and work clothes and went to help people.”*- Edward Enniful, Editor-in-Chief



MATTEL REIMAGINES OUR SUPERHEROS

Mattel launches new thank you heroes collections to help first responders. It is part of the Company's "Play it Forward" platform focused on leveraging Mattel's brands to give back to communities in times of need.

Extend and innovate your services



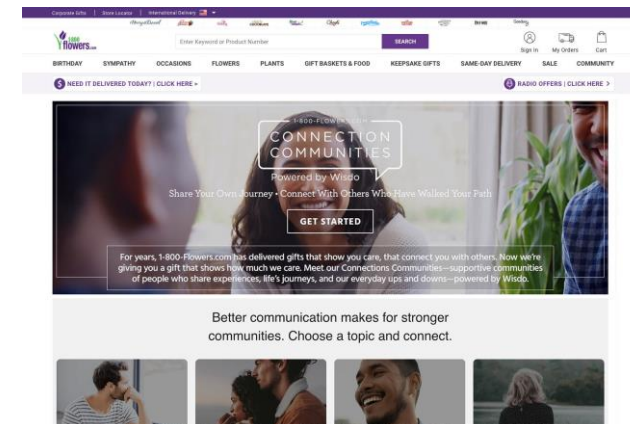
HEADSPACE GIVE FREE SUBSCRIPTIONS TO UNEMPLOYED

In May, Headspace released their first ever ad campaign, offering free subscriptions to people in the USA who have lost their jobs. *"Over the last few months, we've seen a sharp rise in Headspace usage as people around the world sought new ways to support their mental health during the public health crisis,"* - Deb Hyun, VP of global marketing at Headspace. See [here](#)



CALM CREATES COVID-19 BLOCKER

The Campaign Against Living Miserably (CALM) has launched a free Google Chrome extension removing coronavirus-related content and news from your web browser. The CALM Covid Blocker aims to give people a break from the pandemic news cycle. *"It's a challenging time for everyone with so much happening right now. Trying to keep up with the 24-hour news cycle can be detrimental to our mental wellbeing as it can be a constant source of anxiety and worry."* - CEO Simon Gunning Read more [here](#)

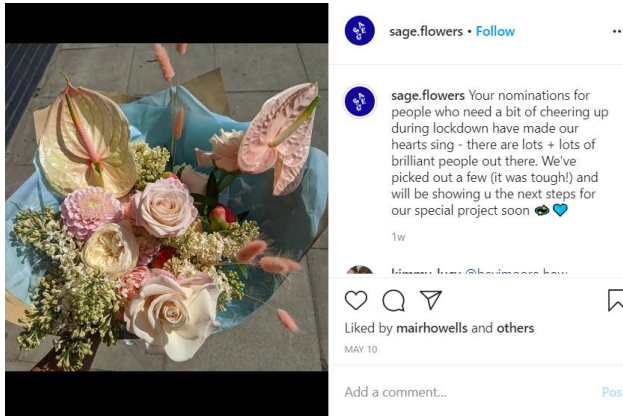


1-800-FLOWERS LAUNCHES SELF-CARE COMMUNITY

1-800-Flowers.com has launched a new brand offering, 'Connection Communities', a peer-to-peer support network to enable uplifting connections with others. The aim is to act as a trusted forum to engage and navigate challenges from self-care to coronavirus anxiety.

Read more [here](#)

Show generosity of spirit



SAGE HELPS GIVE BACK TO THOSE WHO GIVE SO MUCH

London based flower company Sage flowers, has launched an initiative giving people the chance to nominate a bunch of beautifully curated flowers to be sent to those who need it the most.

See more [here](#)



LAYS CELEBRATES RANDOM ACTS OF KINDNESS

Lays is donating \$50 to Feeding America for every post carrying the hashtag "#JoyGivers", to celebrate the random acts of kindness and joy people are sharing online, and help feed those less fortunate. The drive, will see up to \$1 million given to the cause for every social share carrying the warrior cry between May 15 and July 12.

Watch [here](#)



AMI & COLENZO BBDO HIGHLIGHT KIWI KINDNESS

Insurer AMI and Colenso BBDO recently released their 'Kindness is Everything' ad campaign, showcasing the kindness Kiwis have shown each other during the crisis. This renewed emphasis on kindness is a part of Kiwi culture AMI wants New Zealanders to continue.

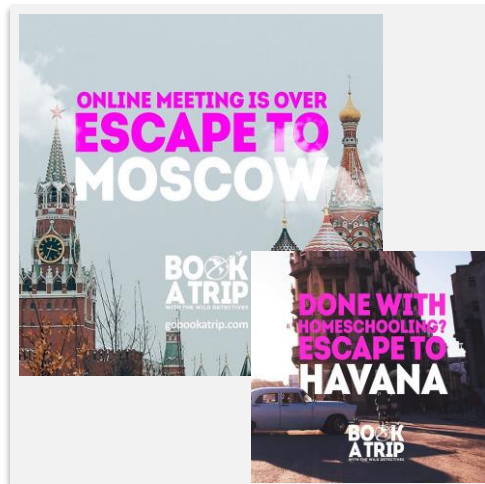
Watch [here](#)

FACILITATE

3. *People are transitioning back to a new version of their reality. Give people workarounds, resources etc.*



A call to action to escape



BOOKSTORE BECOMES TRAVEL AGENCY

A bookstore just shocked fans and boosted sales 200% with a brilliant quarantine pivot. The Wild Detectives store, became a travel agency with a literary twist, by creating a playful 'Book a Trip' website, which, at first glance, looks like a travel agency. But in reality, visitors who type in a particular destination are sent to a page of books that take place in the corresponding location.

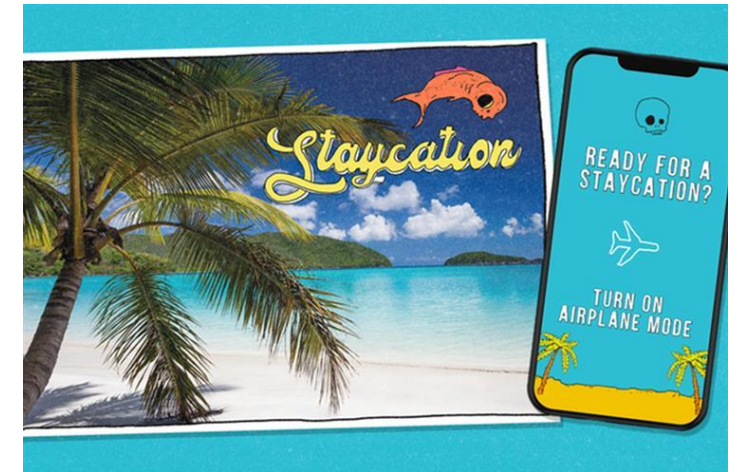
See more [here](#)



MOUNTAIN DEW CHALLENGES THRILL-SEEKERS

"BBDO Guerrero has launched the #DewThrillTokChallenge, inviting everyone missing the thrill of the outdoors to get creative and have fun from the safety of their homes. This TikTok campaign allows consumers to find that buzz by using the green screen effect to transport confined thrill-seekers to some of their favorite activities & action spots. Pre-made, virtual backgrounds are available on the Mountain Dew Philippines Facebook page and everyone is able to apply their own personalized, hilarious twist for their fun experience."

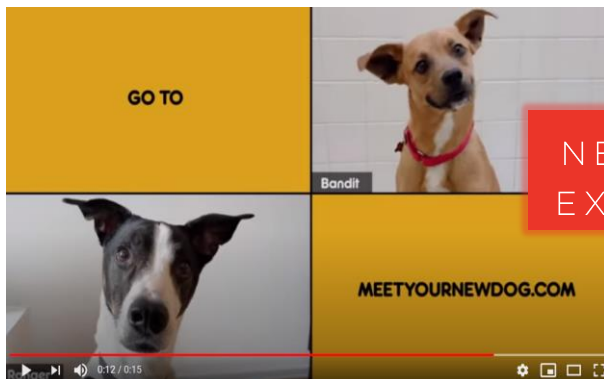
Read more [here](#), try out the [green screens](#)



BEAVERTOWN BREWERY CELEBRATES THE STAYCATION

With the rise of staycations, Beavertown Brewery has created a virtual experience for people to enjoy whilst holidaying in their country. The Staycation IPA is designed for consumers to drink while taking a "digital holiday" and taps into what the brewer describes as a relaxing audio experience. A microsite has been created to transport people to a "tropical paradise" through their phones. However, the service only works when users have disconnected from the internet by switching their phones to flight mode.

Read [here](#)



BBDO NY & PEDIGREE HELP BOOST ADOPTION

Dedicated to finding shelter pets forever homes, this is an uplifting and useful idea from Pedigree and **BBDO NY** who launched a new virtual adoption program. “Dogs on Zoom” taps into the Zoom hype, letting potential dog owners “interview” pooches for adoption in the safety of their home. For those that do make a match, Pedigree is covering the full adoption fee.

Watch [here](#)



BACARDI HOTLINE SUPPORTS BARTENDERS

CLM BBDO have launched a “Numéro Verre” (glass number) for Bacardi, to help support bartenders whilst bars are closed. In France, traditionally “numero vert” are information hotlines. The initiative extends Bacardi’s #RaiseYourSpirits movement. Enabled by WhatsApp, these hotlines will help assist people making home-made cocktails (with or without alcohol) by using the ingredients that are already in your cupboards and fridges.

Watch [here](#)

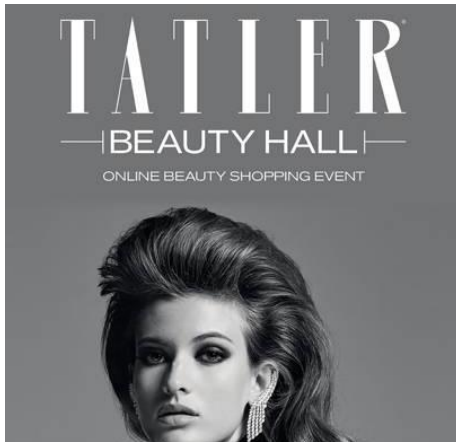


BUMBLE AND AIRBNB ENHANCE VIRTUAL DATING

Bumble and Airbnb have joined forces to offer quarantined daters the chance to enjoy unique experiences together via virtual destinations and adventures. Craving intimacy, many people are eager to foster new connections during lockdown, and brands can engage them with novelty and skill-sharing.

Read more [here](#)

Remind people they belong and are not forgotten



TATLER KEEPS BEAUTY ALIVE

In May Tatler magazine launched an exclusive online shopping event, connecting beauty fanatics with professionals, providing “the best of British and international beauty straight to you, with fabulous discounts on all of your favourite products from beauty, lifestyle and cosmetic brands.”

See [here](#)



ACCOR LIMITED LIVE CONNECTS PLAYERS WITH FANS

“We asked some [@psg](#) [Paris Saint-Germain players] to answer our questions and share with us their best memories! Feel free to share your favourite [@psg](#) goal too! 🎯🎯 [#BestMemoriesWithALL](#) [#ALLtogether](#) [#ALLsport](#)”. Other ALL initiatives include hosting a competition for fans to chat with PSG players.

See more [here](#)



CUPRA BRINGS THE STADIUM TO FANS

Even though fans cannot attend matches in person, CUPRA has launched “Let’s win this match together” initiative “calling on fans around the world to send in photos cheering on their team [FCB Barcelona] from home.” Fan pictures will be displayed on the big LED screens instead of typical sponsorship ads.

See more [here](#)



COX CONNECTS WITH SENIORS

Cox has created two outreach programs ‘One Call a Day’ - network’s employees volunteer to call seniors across LA - and ‘Virtual Senior Centres’, as part of an ongoing effort to connect older adults connect and delivering on their brand purpose to establish real human connections.

Read more [here](#)

Facilitating important events

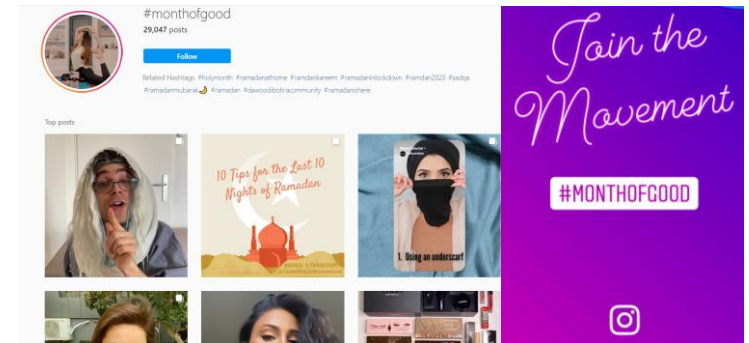
Lockdown meant that typical Ramadan observances could not go ahead as usual. According to the Guardian, more than 1,400 people in the UK signed up for communal prayers on Zoom. So, as brands look to do their part during lockdown, they must recognise the varied experiences and needs of different consumers is essential.

**TESCO, UK**

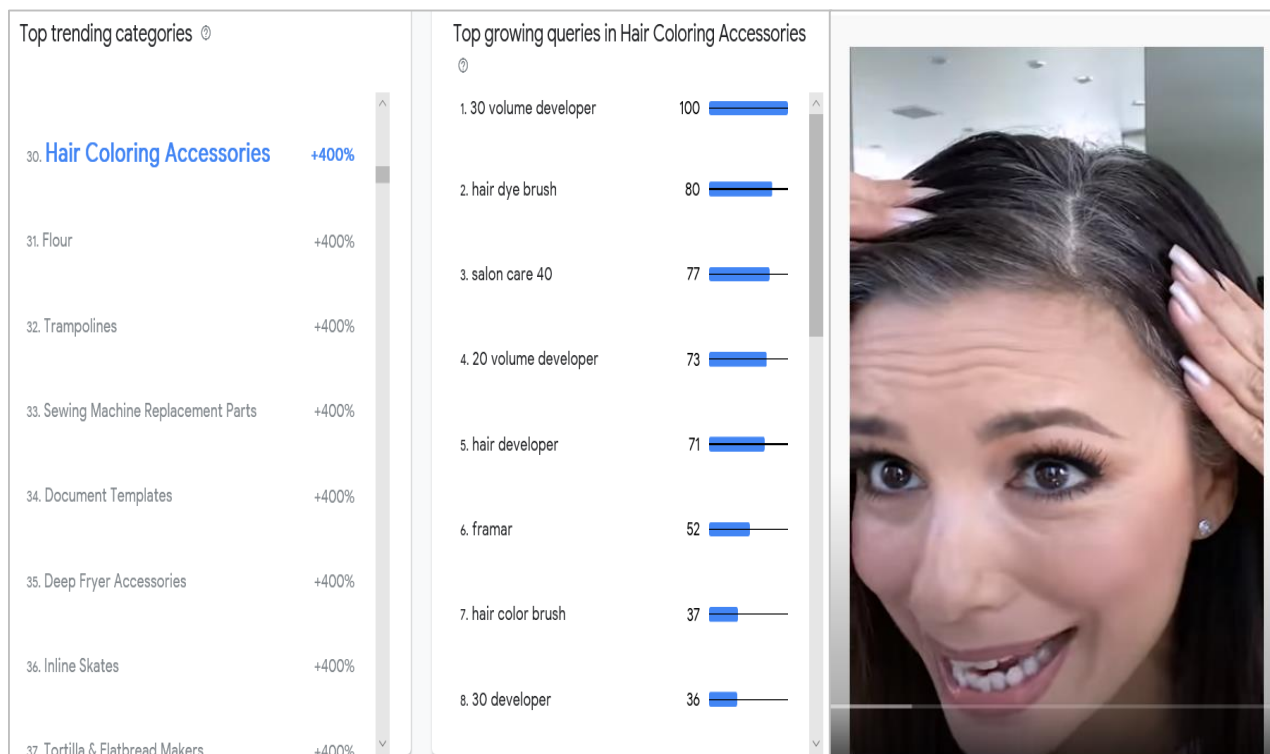
In another iteration of Tesco's Food Love Stories COVID campaign, Tesco's shares this sweet spot of three brothers breaking their fast with their aunty's infamous chicken. Tesco said "This Ramadan, we may not be able to enjoy the iftar meal with our friends and family, but that doesn't mean we can't still tuck in to our family favourite foods". Watch [here](#)

**MORRISONS, UK**

In April Morrisons launched a Ramadan food box for Muslims in the UK. "The new 'Ramadan Essentials Box' is being launched as Muslim customers prepare for a month of religious observation, due to start later this week. The box includes core staples such as dates and chicken breast fillets, making Ramadan at home easier for customers." The box will be delivered to peoples homes . Read [here](#)

**INSTAGRAM, GLOBAL**

Instagram's #MonthOfGood campaign, encourages users to celebrate Ramadan by sharing positive posts on their stories. [Stating](#), "While this year will be different for many people, Ramadan remains a time for generosity, charity, spiritual reflection, and connecting with family and friends – even if we can't physically be together." Instagram produced a [#MonthOfGood guide](#) outlining ways people can use Instagram to spread kindness.

Find fame in the everyday

How To Color Gray Hair At Home with Eva Longoria featuring L’Oreal Paris Excellence Crème

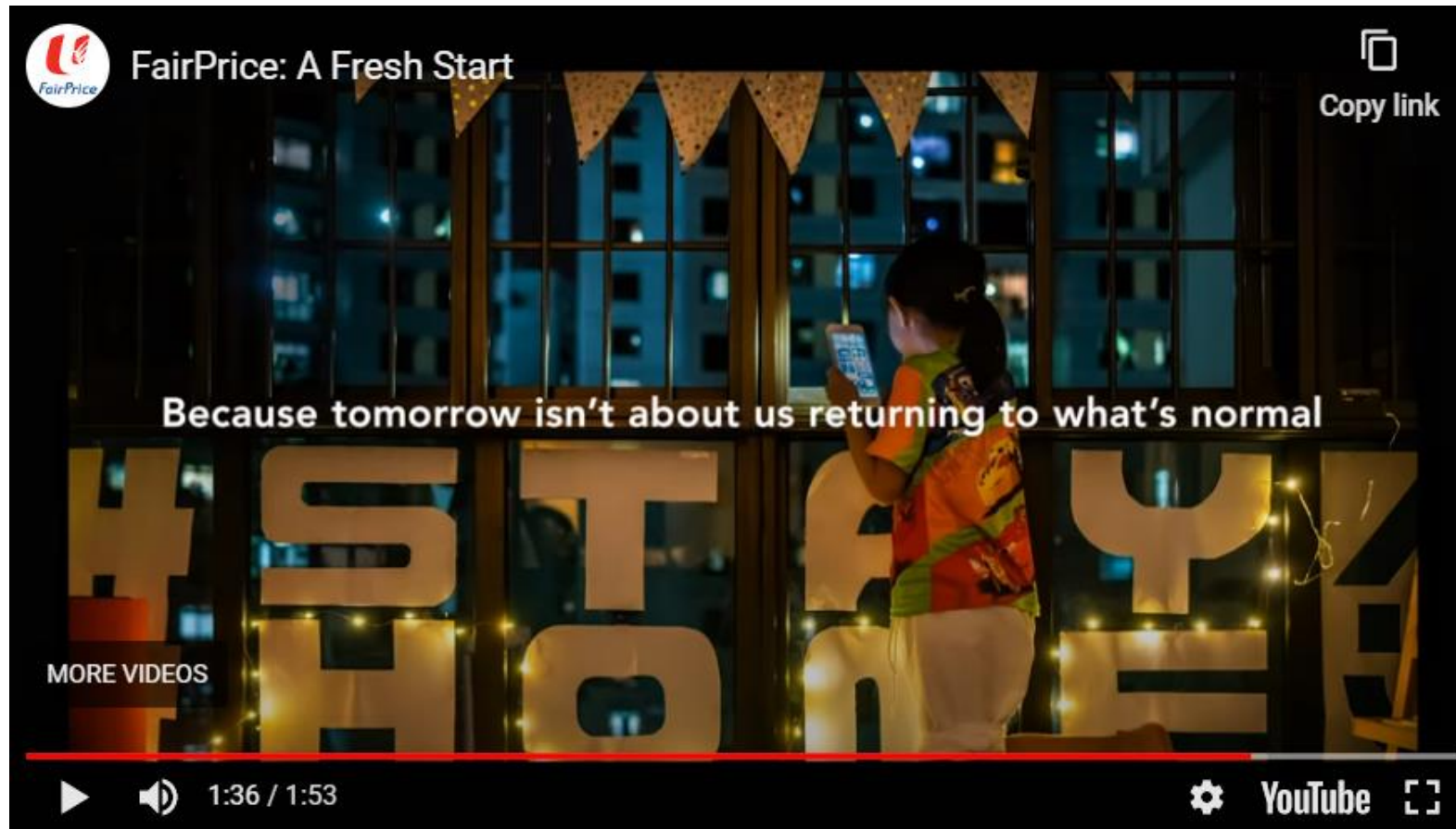
L’OREAL REMINDS US WE’RE ALL HUMAN

We’ve all seen various L’Oreal hair colour ads, featuring a cast of glamorous celebrities getting their hair coloured by famous stylists in glitzy hair salons. Usually the furthest thing away from reality for most people who buy home hair colour, however, the latest ad which shows Eva Longoria with actual real “not-added-in-post grey roots”, on camera, in her bathroom, is a refreshingly realistic “real life” hair colour tutorial.

Simplicity hovering hair stylist or dramatic wind machine, just her stunning charismatic self. Ironically, the lack of those things made this the most convincing home hair colour ad I’ve ever seen.

Watch [here](#)

Keep calm and carry on



NTUC FAIRPRICE ENCOURAGES POSITIVE PERSPECTIVE

Singaporean supermarket chain NTUC FairPrice has launched a campaign to encourage the nation to carry on the values they discovered during their 2-month partial lockdown.

Based on cultural insights, the brand believes this isn't just "the new normal" but a new beginning for all. FairPrice hopes the campaign will create an optimistic future by building on the positive behaviours that have emerged from these difficult times.

Celebrations will go on



HOTELS.COM LIFTS WEDDING WOES

Hotels.com found a way to stay relevant, by reaching out to engaged couples whose wedding plans have been put on hold.

In a campaign designed to alleviate the woes of a pair who expected to get married this summer, it's promising them a virtual wedding presided over by "Chaplain Obvious." The newlyweds will also score \$5,000 toward their future honeymoon, courtesy of Hotels.com. Read [here](#)



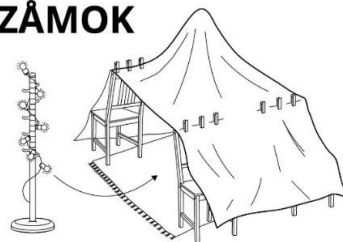
Facebook keeps graduation alive, by inviting graduates everywhere to graduate together.

Watch [here](#). See more:
[#Graduation2020](#)
[#ToTheClassOf2020](#)
[#MoreTogether](#)

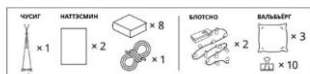


Doritos recreates the stage for Graduates to make their speech and have it heard.

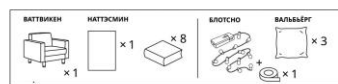
View more [here](#)

*Play inside*NETWORK
EXAMPLES**ZÅMOK**

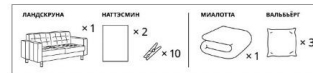
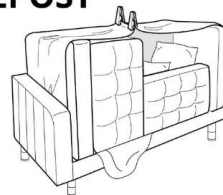
Убедитесь в надежности конструкции. Не оставляйте детей без присмотра.
Представленные примеры не являются официальной инструкцией IKEA по использованию товаров IKEA.

VIGVÅM

Убедитесь в надежности конструкции. Не оставляйте детей без присмотра.
Представленные примеры не являются официальной инструкцией IKEA по использованию товаров IKEA.
Если вы не нашли товары, указанные в инструкции, используйте аналоги.

NORÅ

Убедитесь в надежности конструкции. Не оставляйте детей без присмотра.
Представленные примеры не являются официальной инструкцией IKEA по использованию товаров IKEA.

KREPÖST

Убедитесь в надежности конструкции. Не оставляйте детей без присмотра.
Представленные примеры не являются официальной инструкцией IKEA по использованию товаров IKEA.
Если вы не нашли товары, указанные в инструкции, используйте аналоги.

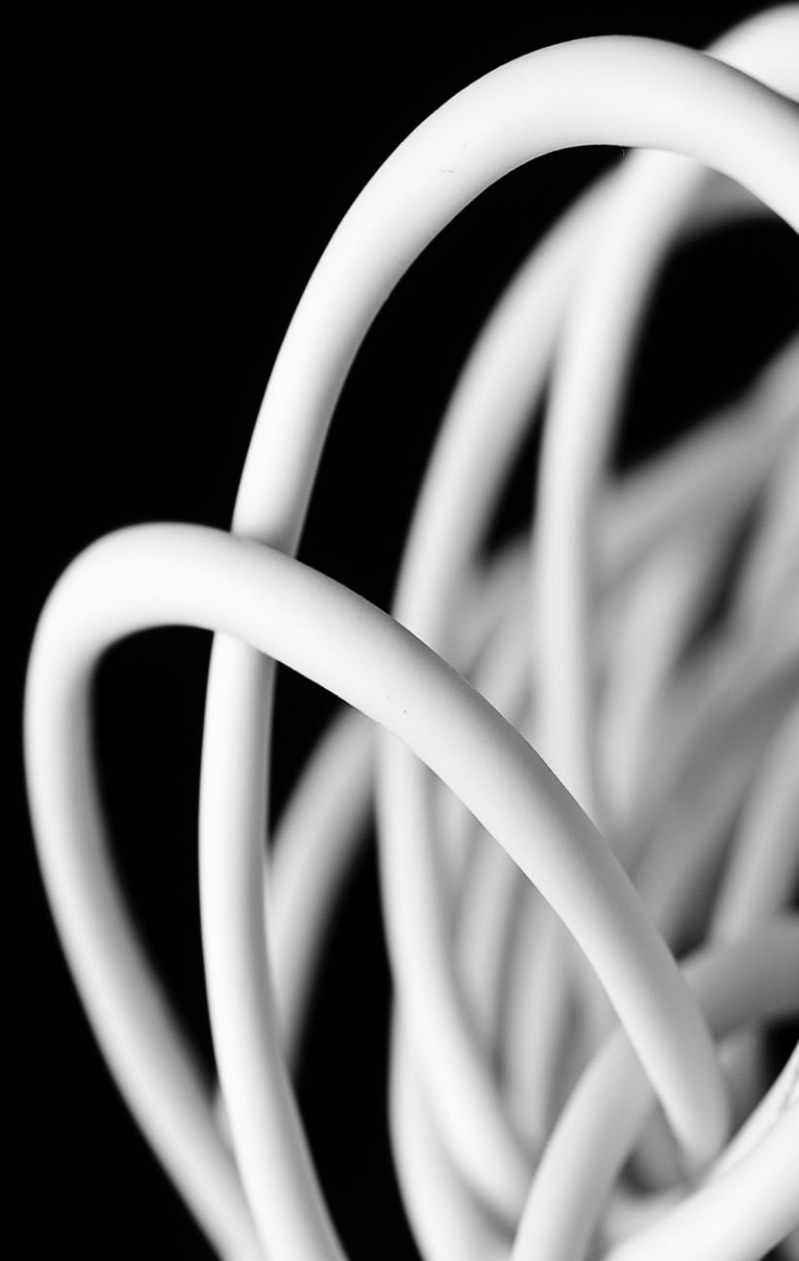


AlmapBBDO and WHISKAS® launched ‘Curiosity Boxes’, a campaign to stimulate indoor play for cats. “Cats...love exploring new places and an empty box is full of possibilities. This inspired the team to think of giving a plain cardboard box a new twist, turning it into a playful object. That’s how an online WHISKAS® buy becomes an even more rewarding experience to cats”, **says Marcelo Nogueira, ECD at AlmapBBDO**. Watch [here](#)

Throughout the pandemic, Ikea has been helping us m of staying inside, from meatball recipes to instruction ake the most manuals. Now, in another idea, **instinct BBDO** and Ikea are teaching parents “How To Make Tents and Forts” out of Ikea products to keep kids busy. View [here](#)

FLEX

4. *People are seeking flexibility. These are uncharted waters, what you do defines who you are, not what business you are in.*



Long-term policy changes

Coronavirus: Asda trials virtual queuing as it plans for longer-term social distancing

The head of Britain's third biggest supermarket says the virus looks "set to be part of our lives for months to come".



John-Paul Ford Rojas
Business reporter @JPFordRojas

Tuesday 19 May 2020 21:16, UK

**RETAIL VIRTUAL
QUEUES**

Tesco's has implemented a new system allowing customers to queue remotely before grocery shopping. Customers can log in to join queue, then wait in their cars to enter stores. "Britain's third biggest supermarket chain said it was part of its investment in longer-term social distancing measures."

**WORK FROM
HOME FOR GOOD**

Twitter have changed their work from home policy, a statement saying "if our employees are in a role and situation that enables them to work from home and they want to continue to do so forever, we will make that happen."

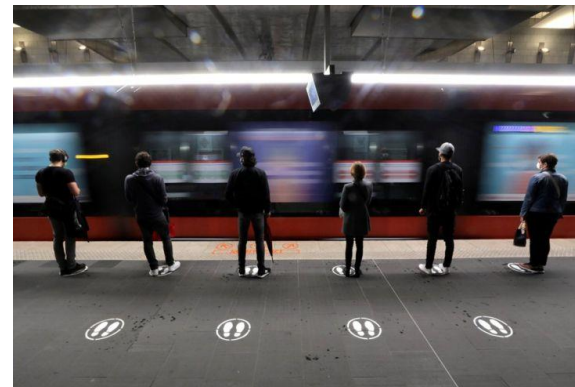
**CONSUMERS
BECOME SELLERS**

The Big Issue magazine has been forced to take its vendors off the street for the foreseeable future. Instead it's launched a clever C2C initiative, calling the public to 'sell' magazines on behalf of its street sellers. People can download the magazine's app, or take out a print subscription and sell 3 subscriptions to 3 friends and family within 7 days, turning consumers into vendors.

**VIDEO THE NEW
NORM**

Tinder is going to launch its own one-on-one video chats later this year. Parent company Match Group, announced the feature in its earnings release. Details are scarce, but the fact that Tinder is even going to release this feature is big news. This would be one of the largest feature introductions for the brand, and an especially impressive undertaking considering Tinder has millions of users.

As countries ease lockdown social distance is the new norm



Redesigning for social distancing**HARRODS
PRESERVES THE
PERSONAL TOUCH**

Harrods announced the launch a personal shopping service from May 18th for its most exclusive customers. The store's staff will take phone and text orders from top clients, and will deliver them to their respective homes whilst adhering to social distancing

CANVAS8 [LINK](#)

**PENGUIN EAT
TRIALS PLASTIC
BARRIERS**

The Penguin Eat Shabu restaurant reopened in Bangkok, after the easing of lockdown restrictions in Thailand. With social distancing still being enforced around the world, restaurants are using plastic barriers as a way to maintain business, while minimising the risk of transmission of the coronavirus disease.

World Economic Forum [LINK](#)

**HAIR SALON
REDESIGNS FOR
DISTANCING**

In Texas, hair salon and spa Bella Rinova, separates clients with Perspex dividers as they attend their beauty appointments.

See more [here](#)

**WOOLWORTHS
LAUNCHES VIRTUAL
ASSISTANT**

Woolworths has introduced virtual shop assistants to 12 Sydney stores to promote contactless shopping. All customers have to do is download the Scan&Go app and register payment details. Then they are free to go around the store scanning items on their phone as they put them into their bags before tapping off at a designated kiosk.

Read [here](#)

Now and always

UNITED AIRLINES PARTNERS TO IMPROVE CLEANLINESS

United Airlines has joined Clorox Co. and the Cleveland Clinic to launch United CleanPlus, to improve cleaning programs at gate and terminal areas. United Airlines has already implemented: mask requirements for crew and passengers; passengers board a few at a time; and customers are encouraged to take alternative flights when the cabin is 70% full. In June, new steps will include electrostatic spraying of cabins before flights, and in May reconomy snack and beverage services were replaced with an “all in one” economy snack bag which will include a sanitizer wipes.

Read [here](#)



ETIHAD TRANSITIONS TO CONTACTLESS

In May, UAE based airlines Etihad Airways was the first airline to begin testing contactless tech that can identify travellers with early illness symptoms, including COVID-19. Contactless devices will monitor temperature, heart rate, respiratory rate. *“This technology is not designed or intended to diagnose medical conditions. It is an early warning indicator which will help to identify people with general symptoms.”*

Read [here](#)



PUB SANTITIZES UPON ENTRY

Kichiri Shinjuku, a pub in Tokyo has implemented a machine that sprays customers with disinfectant as they enter. A representative told CNN *“We want customers to feel safe when they come inside...This is geared to promote social distancing and prevent infections.”* Upon arrival at the pub, customers are greeted by a hostess on a monitor, who tells them to wash their hands and take their temperature with a thermometer.

Read [here](#)

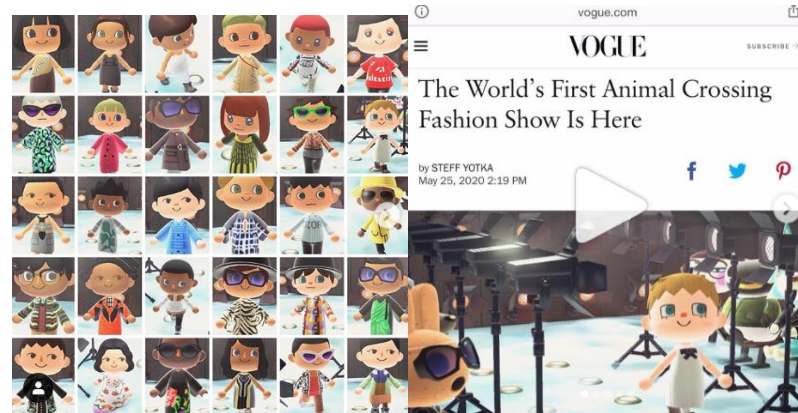
A change in framework/principles



GUCCI GOES SEASONLESS

The pandemic has led the Fashion industry to look at its internal structures, with industry leaders to say “Fashion week is dead”. Gucci’s creative director, Alessandro Michele, announced in a virtual press conference that label that is cutting the number of yearly fashion from 5 shows to 2 “seasonless collections” in a bid to reduce the spread and to be more sustainable.

Read more [here](#)



LUXURY BRANDS TAP INTO GAMING

In the absence of IRL events, fashion week has gone virtual. Gaming is the latest weapon in fashion’s toolbox, designers such as Marc Jacobs and Valentino are using cult hit *Animal Crossing* to collections to diversify their fanbase. *Animal Crossing: New Horizons* has become the virtual platform of choice for designers to showcase their latest collections in the form of downloadable outfits that players are able to virtually ‘wear’.

Read [here](#)



HARRODS SOLVES EXCESS INVENTORY WITH OUTLET

Like many retailers, Harrods has excess inventory due to lockdown closure. The solution? For the first time ever Harrods has created an outlet; a new pop-up store at London’s Westfield White City shopping mall. As Shopping malls are losing tenants due to the pandemic, Harrods Outlet will take the place of recently shut Debenhams. An unusual brand move for Harrods, which is known for catering to the wealthy and has shied away from expanding its retail footprint.

Read [here](#)

The role for brands remains to support and reassure but as life restarts in so many ways the need is for brands to facilitate and help consumers find the flex

WHAT NEXT?

Rules of engagement



Coronavirus is now the context, not the content...

But there is a sense that how a brand behaves and communicates now, will dictate its future.

**“ In an era of access and an abundance of choice,
Covid-19 has acted as a great filter.**

Consumers don't need to go far to see which
brands have always been about community-building
and value creation.”

*- Adweek, 'Purpose-Driven Brands Need to
Change Their Approach Post-Covid'*

As scrutiny over brand communications intensifies, certain rules of engagement should remain the same:

be empathetic (where necessary), be human and be honest. These rules will endure, others will shift according to our context.

Brands should continue to make sure their responses **resonate with the lived reality** of their consumers and the stage of recovery they are at.

A nuanced and tailored approach should be taken by brands to provide the right **signalling for consumers to feel safe** as the level and nature of uncertainty continues to evolve.

What's next? Scenario planning will need to apply to brand communications too:

Please refer to our Scenario Planning Framework for the full template and guidance.*

“ Brands that decide all of a sudden they’re going back to normal are making a mistake. Instead, [brands] are going to want to change the weighting of each message, which is going to require real conceptual craftsmanship - a message that is whole and cohesive yet morphs or expresses itself gradually differently over time.”

- Tom Doctoroff, best-selling author of ‘Twitter Is Not a Strategy: Rediscovering the Art of Brand Marketing, What Chinese Want, and Billions’

*Guide questions to consider***BRAND IN YOUR MARKET**

1. How can we continue to be mindful of the shift in mood and appropriateness of tone of the moment?
2. What new rituals are arising that have an impact on how we would normally go-to-market?

QUESTIONS SPECIFIC TO YOUR CLIENT

1. What fixed communications milestones do we have in the plan? E.g. Back to School, Thanksgiving for retail
2. What is being done to protect brand equity and salience?
3. What role are we playing right now?
4. What is the most effective balance of mass and targeted communications now and in 3, 6, 12 months?
5. How can we leverage social to amplify our brand acts?

*For what's next***UPSIDE SCENARIO**

2020 recession: global GDP contracts by **2.9%**
Growth returns: H2 2020

PLEASE INPUT:

CENTRAL SCENARIO

2020 recession: global GDP contracts by **4.8%**
Growth returns: End 2020 - H1 2021

PLEASE INPUT:

DOWNSIDE SCENARIO

2020 recession: global GDP contracts by up to **8%**
Growth returns: H2 2021 or 2022 in a more severe scenario (in case of multiple secondary peaks)

PLEASE INPUT:

As we move forward, brand offers and messages will endure, but with shifts in tone and content.

Scenario planning around fixed communication milestones will be critical.

There is little certainty, except that brands have a critical role in our recovery and that this expectation to support, reassure, facilitate and flex will be the making of those brands able to commit to, and confidently articulate their brand DNA and purpose during and beyond COVID-19.

ABOUT BBDO KNOWS

BBDO KNOWS is a planning resource for the BBDO network.

BBDO KNOWS offers thinking, strategy, insights and inspiration on key categories, key themes and consumer segments.

For more content please follow us on LinkedIn: www.linkedin.com/company/bbdo-knows

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