

# Ketchum London COVID-19 media intelligence report – Edition 2

*Welcome to the second edition of Ketchum London's COVID-19 media intelligence report. During this challenging time, we are sharing insights on consumer behaviour and media patterns with our clients, contacts and agency friends. It is tempting in this climate to put things on hold, retreat and wait for the storm to pass. But this creates a communications vacuum between brands and their consumers; and although it may feel like normality is far away, connection has never been more important.*

In a week when we discovered that the Tokyo 2020 Olympic Games will be delayed until summer 2021, and when cases of the virus in Europe surpassed Asia, we have seen a heightened response to the pandemic from governments and brands. In this edition, we take a closer look at how brands are pivoting from physical to digital as well as calling out companies who are using their products and services for the greater good of the country and its frontline workers.

## So what are the 4 strategic client takeaways for this week?

- 1) While people's lives are disrupted, it may open up **new opportunities to engage with consumers once the crisis passes based on their adapted at-home behaviours**. Brands have a chance to get ahead of this. For example, with more people staying in their houses, will more at-home viewing give rise to online group-watches, mimicking the theatre-going experience? What about e-commerce opportunities? Mentions of 'quarantinelife' were up 4,000% this week.
- 2) As difficult as it may sound, **try to get ahead on longer-range priorities**. The coronavirus pandemic is, counter-intuitively, opening up pockets of time to push forward communication projects which aggregate significant amounts of data, require detailed research and analysis or take careful, intense focus and planning. These include data visualisation projects, white papers, thought leadership pieces and future media supplements. We don't often have the luxury of time.
- 3) It's vital to keep listening to customers during this period. **Continuous data collection will give brands a clearer path forward** as the crisis resolves, allowing them to emerge faster with a confident strategy for growth and success as world economies recover.
- 4) In a more isolated world, **people are turning to social media in their droves as a means to express themselves**. And although brands on the whole are putting out fewer posts, those that do surface are linked to themes that lean towards community support, uplifting the spirits of consumers or sustainability. Brands are also using more personal forms of communication (personal emails) to explain the pragmatic steps they are taking to support customers and employees.



## When physical is not possible, brands go digital or virtual...

In an industry that's built on personal connections, it's hard to imagine how brands might swerve the current challenges faced by the crisis. When the possibility of real-life demonstrations and exciting events are no longer an option, what does the new world look like? Here is an aggregated list of some of our favourites...

### EDUCATION

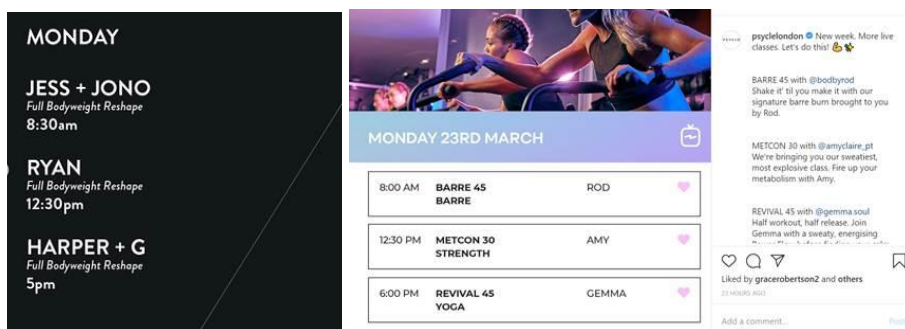
- **Kuaishou**, a social video platform promoted online education offerings to compensate for school and university closures. The company and other video platforms partnered with the Ministry of Education to open a national online cloud classroom to serve students

## TECHNOLOGY

- **TikTok** sets #HappyAtHome: LIVE! A nightly programming block. Along with a number of other brands, TikTok has created a live timetable for users to engage with content
- **Xiaomi** switched their smartphone launch to an online-only event as an alternative. They also launched the hashtag #我想打败我的生活 (#Lifeisnotmadefordefeat) on Sina Weibo (one of China's biggest social media platforms) and joined hands with the video platform Bilibili for a 72-hour streaming event with the same title. As a result, the hashtag received 600 million views and over 143,000 mentions on Sina Weibo
- **HTC** usually hosts its Vive Ecosystem Conference (HTC 2020 VEC) in Shenzhen, China but due to the current climate, it hosted the event entirely in virtual reality (VR). This represented a 'step forward for the virtual events industry, serving as the first fully VR replacement for a major industry event previously held in the physical world'

## FITNESS / SPORT

- **Fitness brands** doing home workouts including 1Rebel, Psycle, F45, Barry's Bootcamp to ensure your normal fitness schedule doesn't slip



- **Nike** have had to switch up their marketing tactics in the face of store and gym closures. Here's one video by Nike posted on social media using TikTok, showing a creative at-home workout option for bored locals.
- **Reebok** is encouraging people to stay healthy while working from home, the public are encouraged to share what equipment they have at home and Reebok will then customise a workout which you can do from the comfort of your living room

## FASHION / BEAUTY

- **Qingxuan** (Wuhan cosmetics company) redeployed its 100+ beauty advisors from stores to become online influencers who leveraged digital tools, such as WeChat, to engage customers virtually and drive online sales. As a result, its sales in Wuhan achieved 200% growth compared to the prior year's sales
- **Louis Vuitton** launched a cause marketing campaign, "Love has no fear," on Chinese social media platform Weibo. Multiple Chinese celebrity brand ambassadors recorded videos to encourage residents in Wuhan and support frontline medical workers. The campaign topic generated 4.2 billion views within its first week.
  - They also launched a Valentine's Day exclusive pop-up store via a WeChat mini-program that allowed customers to place orders online. Store associates were able to share exclusive offline promotions to customers via QR code. Despite the outbreak, Louis Vuitton doubled its online sales compared to last year's Valentine's season
- **Fenty Beauty** has invested in its TikTok strategy, first forming a dedicated content creation house before tapping creators to promote the brand remotely. The #fentybeauty hashtag has over 44 million views on TikTok and #fentybeautyhouse has gained 10 million views in three weeks
- Shanghai Fashion Week (SHFW) was due to start on Monday 24th March but instead of going ahead with events, the shows will be live-streamed to a wider audience via a partnership with Alibaba's Tmall and Taobao live. The event will show more than 150 brands, including Diane von Furstenberg and rising Chinese independent designers such as Shushu/Tong and Angel Chen, between 24-30 March 2020

- [Moss Bros](#) has launched a microsite which allows people stuck at home to use their imaginations to design their own suit

## MUSIC

- [John Legend to livestream](#) home concert on Instagram after Coldplay's Chris Martin launches Solidarity Sessions. The concerts are coming as part of the Solidarity Sessions: Together, At Home series — an initiative launched by Global Citizen Festival, of which Martin is curator, and the World Health Organisation. The series will feature home performances from a range of artists

## FOOD AND DRINK

- [Deliveroo](#) have launched a 'no-contact' drop-off service – 'As well as providing restaurants with additional packaging and stickers to seal the delivery bags, we're also launching a no-contact drop-off service which will mean you can request in the app that your rider leaves the food on your doorstep - removing the need for direct contact for both parties'
- [McDonald's Brazil](#) is supporting the idea of social distancing by separating its Golden Arches into two separate arches

## ENVIRONMENT

- For brands looking ahead to Earth Day on April 22 (its 50<sup>th</sup> anniversary), consider that environmental NGOs and partners will likely seek to organise digital-heavy campaigns that inspire, uplift and engage consumers (e.g., musical artists performing concerts, virtual events like online film festivals and speakers, etc.)
- [Social media conversations around Earth Day will be congested](#) as more brands try to participate and share something "positive" and purpose related - apart from coronavirus response. Heightened sensitivities and tension will lead to more brands at risk of being called out for "greenwashing" or any perceived failures around coronavirus response so needs diligent planning

## Brands being a force for good

Last week we saw a raft of brands extending a helping hand to NHS staff on the front-line working day and night to treat and protect those at risk. Chains like Leon, Subway, Pret a Manger and Nandos were among those offering discounts on food or free coffee for medical workers burning the midnight oil. This week, we've seen this extend beyond restaurant chains into other industries. Here's a snapshot of some notable examples...

## FOOD AND DRINK

- [Leon sets up initiative](#) to deliver free meals to NHS critical care staff - FeedNHS to bring together food industry to deliver 5,600 meals a day amid coronavirus outbreak
- Although Pret may have been one of the first food chains to receive media coverage and praise from the public by offering free hot drinks and 50% discounted food to NHS staff as a thank-you, [Itsu jumped on the bandwagon](#) in a creative way. Itsu acknowledged that a great idea is a great idea and tagged Pret in their social post and said they are taking on the same initiative
- McDonald's, Coca-Cola, Audi and Volkswagen are just a few of the corporate conglomerates that are interpreting "social distancing" with [logo redesigns](#)
- Bacardi Limited and its family of brands launched a campaign [#RaiseYourSpirits](#) pledging \$3 million in aid and other support to friends and partners in the bar and restaurant industry

## FASHION, HEALTH AND BEAUTY

- [Zara owner offers to make scrubs](#) for Spain's coronavirus-stretched hospitals. It also said it would make available to Spain its vast logistics and supplier network, especially in China, to “meet Spain’s emergency needs of both medical and textile materials” such as protective masks, gloves, goggles and caps
- [The L’Oreal group](#), which owns brands including La Roche-Posay and Garnier, announced a Europe-wide programme this week to help combat the anti-viral product shortage. The cosmetic conglomerate is using its factories to produce hand sanitiser and hydroalcoholic gel, distributing it to French and European authorities
- [Beauty Banks](#) - The UK charity that supports people living in hygiene poverty by providing essential toiletries. It started a campaign called #helpinghands last week to give vulnerable people access to basic hygiene products during the pandemic
- [The Body Shop](#) - a brand known and loved across the world for its skincare and bath products is providing hygiene supplies to those in need. The brand’s North American team will be donating 30,000 units of its cleansing products to shelters and senior communities across the US and Canada
- [Bloody Good Period](#) - this charity is working to tackle period poverty in the UK by providing sanitary products to refugees, asylum seekers and others who cannot afford them

## TECHNOLOGY

- [Excellence in Electrical & Engineering Services Q&A](#) addresses the industry’s queries on the outbreak. Product launches and other industry news – that is non-coronavirus related are still being reported
- [LED Inside](#) have published the highest volume of articles on coronavirus and its impact in the industry. In March alone, they have published over 10 articles on the topic with the [latest one](#) exploring a panel manufacturer market opportunity despite the impacts of coronavirus. Although, this week has decreased the volume of coronavirus related news focussing focus on [Apple’s new iPad Pro launch](#)
- [Electrical Times’](#), news page is widely dominated by the outbreak. The stories mainly have a focus on the impact of the coronavirus outbreak in the construction industry in the UK, including [a full briefing](#) targeted at the construction industry
- [LED Magazine](#) and [A1 Lighting](#) have published several pieces on the matter but continue to report on industry news
- A1 Lighting has reported on [the Institution of Lighting Professional’s](#) call on Boris Johnson to protect infrastructure project during this outbreak
- Microsoft - [Microsoft, Amazon and others form \\$2.5M coronavirus response fund](#) (Geek Wire)
- Apple - [Tim Cook says Apple will donate to groups helping people affected by coronavirus in China](#) (9to5mac)
- T-Mobile - [Comcast and T-Mobile upgrade everyone to unlimited data for next 60 days](#) (Ars Technica)
- Parking app [JustPark](#), launched a campaign to offer free parking near hospitals for NHS staff
- [LinkedIn](#) is opening up 16 of its learning courses for free. Courses that provide tips on how to stay productive, build relationships when you’re not face-to-face, use virtual meeting tools and balance family and work dynamics in a healthy way

## SPORT

- Reebok is encouraging people to stay healthy while working from home, the public are encouraged to share what equipment they have at home and Reebok will then customise a workout which you can do from the comfort of your living room
- [Chelsea Football Club](#) is helping NHS staff by offering the club's Millennium hotel as accommodation for the men and women working to fight against coronavirus in London
- Footballers including Marcus Rashford and Lionel Messi have been amongst the many getting involved in the viral [#StayAtHomeChallenge](#) – the aim is simple, to do as many keepy-ups with a roll of toilet paper (...a high commodity I know) and tag their friends on social media to challenge them to participate; creating a plethora of creative submissions, amounting to over 120,000 submissions and counting

## Influencer updates

- Influencers are postponing some of their branded campaigns (mostly at the hands of brands who are pausing activity)
- All comms should be smart and sensitive about messaging, given that an ad could easily show up next to a very serious or upsetting piece of content in a newsfeed
- With less content in the social media space, Influencers are seeing their engagement is up as there is less competition in the world of branded content
- [Joe Wicks](#) takes the lead in media this week, as his at home workouts increase and to also include children and parent friendly workouts whilst children are now off from school. He is pulling a global audience of 800k live viewers each morning

## Broadcast opps

- **Sky Breakfast** – booking the occasional non-agenda guest
- **GMB** – still keen for fun content, most of their guests are talking via Skype
- **The One Show** – all other content will be skewered towards health and well-being, healthy eating and fitness tips
- **GLOBAL** – still booking in guests via Facetime, but only really for the big breakfast shows (Heart, Capital and potentially Radio X)
- **Euronews Living** – anything else has to be sustainability and environment related or the team aren't going to be able to feature it
- **BBC Online** – A very significant part of the news cycle is corona related. There is still a desire to get the very biggest other stories out there. Our contact is looking for angles around remote working solutions to coronavirus and novel ways to get around it

# Kantar Enhanced Visual Analytics Report – Looking at what people are really getting up to in self-isolation

**NO, SERIOUSLY (40%)**  
 Memes and selfies are normally frivolous and funny but it seems that in times of crisis they morph into something different.

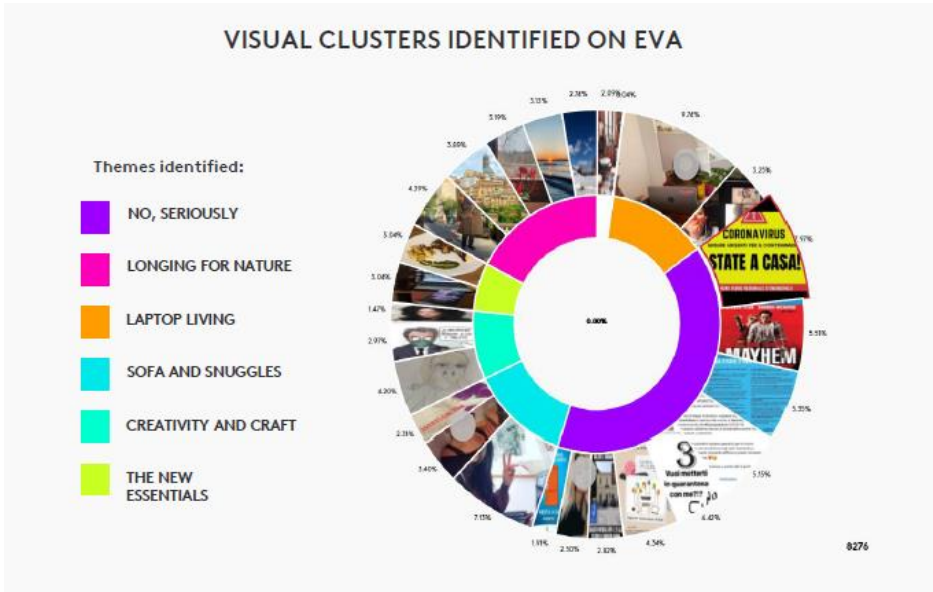
**LONGING FOR NATURE (17%)**  
 As people stay inside it seems they are increasingly dreaming of outside and finding things to look forward to

**LAPTOP LIVING (13%)**  
 People are resourceful, and we see them adapting quickly, by switching their social and work lives into a digital format.

**SOFA AND SNUGGLES (13%)**  
 Getting cosy and feeling safe with our pets and the people that we are close to.

**CREATIVITY AND CRAFT (9%)**  
 As the days grow longer with little to do and nowhere to go people turn to their own creativity to keep entertained.

**THE NEW ESSENTIALS (6%)**  
 We explore a whole host of 'new essentials' for self-isolation. The things that really matter to people in these strange times.



SOURCE: <https://www.kantar.com/Inspiration/Coronavirus/What-people-really-get-up-to-in-self-isolation>

## NATIONAL NEWS

### NATIONAL MEDIA – GENERAL POINTS

- Vast majority of resources dedicated to coronavirus coverage
- Some media deliberately splitting up their specialist health/science correspondents to cut risk of whole team getting sick at one time
- Other news that tends to get the best coverage are uplifting stories – especially striking picture-led stories
- Media keen to hear from businesses who are contributing something towards tackling the crisis or where there is a decent angle about the impact of the crisis on the business/industry
- Particular interest in companies in essential industries e.g. health, food etc who are willing to talk about trends, supply chain etc.

### PRINT

- Most national newspapers producing two news lists per day – dedicated coronavirus list, and “other news” list
- Other news list is generally very short – only stories getting space are either the very strongest (items that would ordinarily lead the news agenda) and a small number of happy stories to balance the doom and gloom of coronavirus
- This week’s lockdown starting to affect print circulation although the appetite for news is still seeing reasonable sales of some titles
- Advertising is being cut in many papers, therefore fewer pages in the paper and greater competition for space for news not related to coronavirus
- The usual rhythm of the day has been disrupted by the daily Government press conference at 5pm, which tends to drive the top headlines – so a lot of the paper gets finalised very late in the day
- This means that newspapers are generally trying to get all their pages not related to coronavirus prepared and ready to go earlier in the day, to allow time for coronavirus focus in the afternoon and early evening. If you’re a PR with a story to pitch, get it over first thing in the morning so it can be looked at and worked on early to fit in with this new normal

### ONLINE

- More scope than print for other news due to unlimited space
- Coronavirus dominating the first half of their news feeds in most cases – then a mix of other coverage
- Happy and picture-led stories most likely to get cut-through
- Many websites seeing increased traffic although coronavirus is getting far and away the most page views
- Less impacted by the effect of 5pm Government press conference but this tends to make the evenings busier
- Stories get better results earlier in the day

### TITLE-SPECIFIC INSIGHTS

#### BBC News

- Growing appetite for positive, fightback stories related to coronavirus – anything that’s uplifting e.g. companies producing medical equipment or initiatives to help people
- Nearly all interviewees done remotely by video call

#### Mail Online

- Coronavirus still accounting for about 70-80% of all staff output
- Other stories not getting onto the website until more than halfway down the feed

#### Daily Telegraph and online

- With only about 20 people still working from the office, a lot of reporters who are not on the frontline of coronavirus coverage are getting forgotten by the news desk – these reporters could be worth targeting with other news so they have something to show for themselves

- Friction between some senior editorial decision-makers and specialist health/science reporters due to their misunderstanding of the science around the virus. Team having to push back on madcap ideas that are based on editors' hunches rather than science

## CONSUMER LIFESTYLE & BEAUTY

### ALONE TOGETHER

Within consumer media titles, there is an appetite for non-coronavirus health stories; we are seeing a lot of university-based research stories. There isn't a lot of 'light' content, which demonstrates brands have decided to hold back on less serious communications.

For longer lead and mid lead press it's a challenging time for editors to choose what content should be included within issues due out in 2 – 4 months' time. Whilst some publications have decided to pause their print editions (e.g. Stylist) other titles such as Boots Health and Beauty are still continuing with

work, soon going to print with their May/June issue. There is a question mark over how much coronavirus related news they will cover in upcoming issues given no one can predict how the situation will evolve.

- **Sun / Fabulous online** – are really trying to boost their celeb interviews on Fabulous digital at the moment. Stars chatting about fashion and beauty is a great fit, or health and fitness. [Hannah Ferrett, Acting digital editor]
- **Hello Online** - has started a [Good News channel](#) on Hellomagazine.com and have put out a call for any good news stories – they want *“lovely, heart-warming stories, or something cute that's happened that would be deemed good news. Sorry, nothing coronavirus related”*
- **Boots Health & Beauty** magazine director still looking for products to fill her July and Aug pages so do keep product news flowing
- The **Gay Times** launched [#UnDistanced](#) in response to coronavirus, which is a new online content initiative platform, celebrating and connecting ideas and creative projects during this period of isolation. It includes a programme of curated virtual activities and digital events including Q&As, acoustic performances, tutorials, workshops, fitness sessions and live DJ sets
- **Dazed Media** announced their [#AloneTogether](#) campaign. Over the next month, Dazed has enrolled its creative community of leading names across music, art, fashion, food, design, science and politics to take over Dazed's Instagram for a day, setting daily creative exercises
- **Stylist** postpones print publication and launches free digital app
- **British Vogue** has set up a daily digital initiative to inspire everyone as we're stuck at home, with creatives and icons sharing daily tips, tricks and selfies



## TRAVEL

### CORE THEMES

- Stand out/extraordinary travel (escapism)
- The most visually impactful travel destinations (content led by beautiful and inspiring visuals)
- VR led experiences
- Encouragement to use this extra spare time to plan future holidays/map out new bucket lists

### TRAVEL MEDIA TAKEOUTS

- Media are continuing to cover travel content, although content is unsurprisingly more scarce than usual, with the rationale that we should not stop dreaming and planning. **The Telegraph** writes: *“We may not be able to travel at all for the next few months, but should we stop dreaming and planning? I don’t think so. The world’s most exciting destinations, most alluring and fascinating sights, its most inspiring journeys are not going away”*
- Similarly this article from [the Mirror](#) summarises their stance: *“We believe that travel offers up a sliver of escapism - so we want to keep providing you with inspirational content, from beautiful destinations to quirky places well worth a visit one day.”* The Digital Travel Editor advised that her team are focussing on content that is playful in nature and adds a little “joy” to readers lives, whilst avoiding mentions of deals/sales which could be deemed inappropriate
- Select pieces of coverage seek to inspire readers to book trips now. For example the **Telegraph** rounded up [25 amazing holidays you should book now](#) and **Mail Online** suggests [destinations that can be booked now](#)
- There has been a noticeable surge in pieces that recommend ways people can ‘virtually’ travel during this time. These showcase various museums, attractions, experiences that are offering online VR tours; **Independent** – [Best Virtual Travel Experiences](#)

## TECHNOLOGY: B2B, TELECOMS + DATA



### Opportunities for new insights:

- *Movies and entertainment:* With more people staying in their houses, will more at-home viewing give rise to online group-watches, mimicking the theatre-going experience? Could that knowledge lead to new features and technologies?
- *Home technology:* Opinions may be richer as consumers rely heavily on these items to stay connected, becoming more aware of their benefits, features and drawbacks and perhaps start using them in new ways
- Continuous data collection will give companies a clearer path forward as the crisis resolves, allowing them to emerge faster with a confident strategy for growth and success as world economies recover
- T-Mobile upgrade everyone to [unlimited data for 60 days](#)