

Ketchum London COVID-19 media intelligence report – Edition 3

Forced acceleration of change

Welcome to the third 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 and agency friends. As we hunker down following government guidance that Britain could see restrictions to movement in varying forms for up to six months, brands have become acutely aware of their actions in the face of this crisis and the lasting impact they may have.

First the Tokyo 2020 Olympic Games and now Wimbledon, the latest sporting casualty. As the weeks pass by, we see a continual reshaping and shifting of the things in life we have become accustomed to seeing and partaking in. However, there have been plenty of virtual activities filling the void and several brands and famous figures have come to the country's rescue with remedial exercise workouts, home schooling tips and free advice for businesses trying to stay afloat. In this edition we take a closer look at *behavioural shifts* in the new normal and how brands should be looking ahead to a post COVID-19 world because this virus has fast-tracked a generational behaviour shift in a short space of three months...and many of these behaviours will be here to stay.

So what are the 4 strategic takeaways for this week?

- 1) Don't assume that people will abandon facets of this new way of living once lockdown is lifted...chances are they won't, and the usual communications messages or channels may not apply. The proof? **75% of Britons say they've changed aspects of their behaviour since COVID-19 began to spread**, according to GlobalWebIndex. This bears thinking about as it sheds some light on how things might be once this is all over, and what new behaviours will remain.
- 2) **It's said that it takes 66 days to form a new habit**. After this window, this imprint is likely to remain, even if the initial driver fades. The duration and intensity of the COVID-19 pandemic will determine which new values will stick – whether people will prefer to work remotely, over-tip their delivery drivers in appreciation, or keep up those at-home workouts once the lockdown is lifted. [Source: Canvas8].
- 3) **People are seeking clarity and security from brands right now**, and this is reflected in the huge uplift in collective efforts and communities filling gaps where the government is not able to provide enough. Goodwill from brands can be very well received, and the traditional 'lanes' do not exist anymore. For example, it's fine for a food brand to talk about mindfulness if it's shared in an effort to do good and spread positivity.
- 4) **Cancelled events can be a good hook for stories at the moment**, for example, Wimbledon has been cancelled but a brand may want to help the public enjoy a taste of the championship and could launch a Wimbledon inspired cocktail recipe and put together a tennis themed bundle for journalists and influencers.

Behavioural trends we may see in a post COVID-19 world

There has been much commentary over the past week from research agencies and others about the forced acceleration of change that COVID-19 has brought about. Shifts that normally occur across years, decades or even generations have been fast tracked in a matter of days, weeks and months. Below are some behavioural trends we've picked up from these reports on which brands should consider as they plan their marketing communications for the next three, six or nine months.

A NEW SOCIALITY

As "being together apart" has never been as easy and frequent around the world. People point out how they've hung out with old friends that they haven't physically seen in years. COVID-19 taught us an important lesson in terms of taking off physical and formal restrictions.

MASS DIGITISATION ON A SCALE NEVER BEFORE SEEN

With a fifth of the global population under lockdown, much of everyday life has moved online out of necessity. From taking tours of famous museums from the comfort of your sofa to tuning into Joe Wicks' live PE classes at 9am every morning, people are rapidly adopting solutions that bring the outside world indoors.

Examples of brands embracing this move to mass digitisation include:

- Resident Advisor - recreates the closeness of clubbing
- Houseparty - enables socialisation during self-isolation
- Duolingo - gamifies language skills for at-home learning

RESTRAINED CONSUMPTION

Consumption is driven by strong motivations, such as emotion, identity, and social connection, and across the world we're seeing pressure placed on all three. From dressing to impress friends to flying to a meeting, the values and habits that traditionally shaped our spending are being forced to shift dramatically. While established behaviours are hard to disrupt, something this big could be the catalyst to set people on a new path. What will a massive collapse in demand mean long-term?

Examples of brands embracing this include:

- Vitl - personalises daily vitamin packs for wellness
- Natoora - brings chef-grade supplies to home cooks
- Louis Vuitton - plays to VIP tastes with a pop-up WeChat store
- Netflix Party - transforms Netflix bingeing into a social affair

FRONT OF CAMERA

Social distancing and enforced confinement are making connectivity even more important – creating guilt-free screen time in the process. Digital detox is on pause as real-life connections are replaced with remote karaoke parties and synchronised movie nights. Pandemic fiction is having a resurgence as people turn to movies and literature, alongside traditional news, to help form their own narrative arc. And as most TV and film productions go on pause, the entertainment industry faces tough times ahead, potentially leading to innovation, more small-scale projects, and artists streaming from home.

Behavioural learnings from China

CHINESE CONSUMERS WHO TRIED NEW THINGS DURING THE HEIGHT OF THE CRISIS



SOURCE: Kantar

Brands being a force for good

Last week we saw a raft of brands beyond the restaurant and fast food industries announcing campaigns and initiatives to support those on the frontline of COVID-19. This week we've seen more of the same, along with community groups popping up in all areas of the capital designed to help feed our frontline. Here's a snapshot of some notable examples...

BEAUTY

- [Elizabeth Arden](#) has announced its support of the NHS during these difficult times. The beauty brand is sending products directly to the medical and nursing staff on the frontline. Elizabeth Arden is donating essential skincare to NHS staff including 4000 Eight Hour Cream products to help intensively hydrate and heal sore, dry skin.
- [This Works](#) has opened its customer service line to support those who are feeling lonely during this period. With no obligation to buy anything at all, the brand ambassador will be on hand, just as someone to talk to. This Works has also turned its attention to formulating a hand sanitiser to help meet global demand.
- [Medik8](#) are now using its lab in Hertfordshire to create a completely new product for use in the fight against COVID-19. Called 'Hygienic Hand Rub', the formula is an 80% percent ethanol-based hand sanitiser, being offered to the most vulnerable in the brand's local Herts community – including care homes, police forces and the homeless. Medik8 has also been given government permission to produce up to 12,000 litres of the sanitiser in an attempt to protect as many individuals as possible.
- Luxury tanning brand [Tan-Luxe](#) has shut down production of tanning products in order to create an antibacterial hyaluronic hand cleanser named Hand-Luxe. The brand founder, Marc Elrick, announced that the initial launch of 10,000 units will be donated to NHS workers, care homes, supermarket staff, and other frontline services over the coming weeks.
- [HARI's Hair Salon](#) has launched its new HARI's Hair Helpline offering a virtual video consultation service. HARI's stylists will be available for video calls over WhatsApp, Zoom and Houseparty. Clients can book in for a 15-minute video appointment with a colour expert or stylists via email for a range of services such as how to blow-dry, master braids or how to disguise outgrown roots.

HYGIENE

- As sanitary products could be in the same sparse category as toilet roll, [one woman is creating reusable pads](#) and is offering to deliver them across the country at a cheaper price.
- Beauty Banks joins with [GoFundMe](#) to expand the offering of hygiene products to those in need during the time of COVID-19.

FITNESS AND WELLBEING

Although influencers in the fitness space and gym brands continue to share free virtual workouts, the media is turning to reporting on wellness as the second week of lockdown ends in the UK.

- The media continues to list the [top fitness influencers](#) to seek the best at home workouts, seen in the Metro this week.
- [Digital fitness platforms](#) continue to see a surge in demand, econsultancy reports on influencers being a force for good and wellbeing, as more followers tune into influencer content for self-care whilst at home, away from usual social fitness environments, such as the gym.
- [The Evening Standard](#) encourages meditation to help with current stress and anxiety.
- [The Sun](#) provides readers with a list of apps to help with wellbeing.
- Peloton extended its free trial period to 90 days to provide access to people at home.

TECHNOLOGY

- Chinese 3D-printer manufacturer [Crealitiy](#) is fabricating thousands of buckles that make face masks less painful to wear for medical workers treating COVID-19 patients.
- [Formula 1 engineers to mass produce breathing aid](#): Mercedes F1 engineers to help make up to 1,000 breathing devices each day for COVID-19 patients following clinical trial.
- [Google has cancelled its famous April Fools' Day announcements as the world battles with COVID-19](#)
- [COVID-19: UK broadband data caps removed during pandemic](#). The UK's main internet providers have agreed to remove data caps on fixed-line broadband. New measures aimed to protect vulnerable customers, including the elderly.
- [Nokia launches AVA 5G Cognitive Operations to help telcos enter the 5G era](#)
On Thursday, Nokia announced the launch of a complete AI as a service offering: Nokia AVA 5G Cognitive Operations
- The [NHS is preparing to release an app](#) that alerts users if they come into contact with someone who has tested positive for COVID-19, a strategy that could pave the way to end the lockdown.
- [Police recruit householders to create network of doorbell cameras to help catch thieves](#) Police are creating the UK's first database of homes with doorbell cameras and CCTVs to help catch criminals.
- SAP has opened its Supply Chain software for all companies to use free of charge, connecting buyers with sellers to help minimise disruption caused by shipment delays, capacity issues and increased consumer demand.

BIOMETRICS AND DIGITAL IDENTITY

- [Free palm and face biometrics, digital signing offered to support pandemic relief and work from home](#)
- Pharma companies and biotechs are [racing to come up with an effective treatment for the COVID-19 virus](#), including Johnson & Johnson.
- Irish start-up MyClinic365 [announced plans to donate its telemedicine platform to doctors and allied healthcare professionals](#) in Ireland for free for the duration of the COVID-19 emergency. Aiming to reduce the administrative burdens of GP surgeries and improve patient relationships.
- [World Economic Forum spells out its decentralized biometric travel ID project](#) The World Economic Forum has published a white paper describing in detail its proposed biometrics-backed paperless international travel concept, called Known Traveller Digital Identity.
- [German Startup Pitches Decentralized ID for Prescription Pickup During COVID-19](#). Berlin-based blockchain startup Spherity has developed a decentralised identity prototype that would help people get the medicines they need while maintaining proper social distance.

ARTIFICIAL INTELLIGENCE AND CYBER

- [Government Tracking How People Move Around in COVID-19 Pandemic](#) Government officials across the US are using location data from millions of mobiles in a bid to better understand the movements of Americans during the pandemic.
- [COVID-19: New AI tool can help pinpoint most vulnerable patients, says joint Chinese-US development team](#)
- [Revealed: Saudis suspected of phone spying campaign in US](#) Saudi Arabia appears to be exploiting weaknesses in the global mobile telecoms network to track its citizens as they travel around the US.
- [Zoom kills Facebook integration after data transfer backlash](#) and has removed the in-app 'Login with Facebook' feature on iOS platforms after it emerged the Facebook SDK was unnecessarily collecting user device information.

HOME ENTERTAINMENT

As isolation continues in the UK, more examples of free home entertainment are being introduced as well as current applications and home entertainment methods adapting and learning to help mental wellbeing.

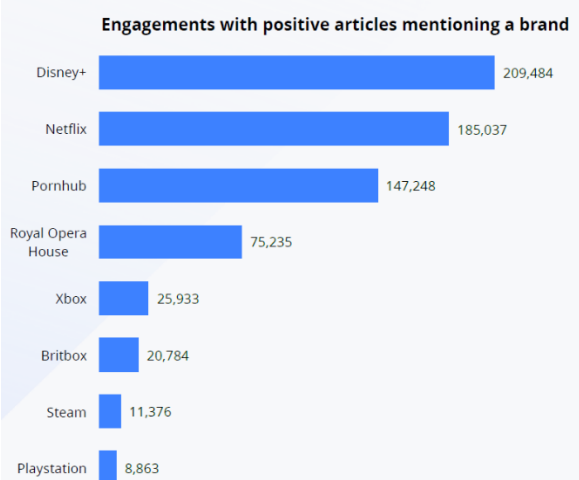
- [Snapchat](#) partners with Young Minds, Diana Awards and the Samaritans with a new mental health tool, Here For You. The release was pushed forward in-light of COVID-19, to help connect family and friends during this time of isolation.
- In the Guardian this week, the best home entertainment writes how podcast hosts are adapting their shows to the 'new normal'. [Samin Nosrat's podcast](#) offers recipes based on listeners' quarantine rations, so you can finally learn to love that forgotten can of mung beans.
- [The National Theatre](#) offer free streaming on shows including One Man, Jane Eyre and Two Guvnors. They will be available to stream on YouTube over the next two months whilst theatres are closed.
- Streaming services saw a rise in use as more people have been sheltering inside. Although Netflix had to pause new productions it garnered a lot of positive attention. Three elderly friends who planned to self-isolate together and watch Netflix was the most engaged story about a streaming service in March, with more than 127k engagements. The Royal Opera House gained coverage for offering to stream previously taped ballets and operas.

Positive streaming brand mentions
Among top articles between March 1-23

#	Website	Headline	Total Engagements
1	secretlondon.com	Three Elderly Friends Are Moving In Together To Self-Isolate With Netflix And Wine - Secret London	127,132
2	uk.ign.com	Disney and Pixar's Onward to Be Released On Demand Tonight and Disney+ on April 3 - IGN	88,100
3	complex.com	Pornhub Is Giving Away Free Premium Access to Italy During Coronavirus Quarantine	82,811
4	newsweek.com	'Frozen 2' coming to Disney Plus Sunday, three months early, due to coronavirus	82,268
5	timeout.com	The Royal Opera House will stream opera and ballet for free during the coronavirus outbreak	37,937
6	classicfm.com	Royal Opera House is streaming free ballet and opera online during coronavirus outbreak	37,298
7	uk.ign.com	Xbox and Ubisoft Will Host Digital Events Following E3's Cancellation - IGN	25,933
8	thesun.co.uk	Three life-long pals 'buy supply of wine' as they isolate together in virus chaos	22,456
9	dailymail.co.uk	Porn site gives free access to Italians amid coronavirus lockdown	21,484
10	standard.co.uk	'Spitting Image' set to return after 24 years	20,784

- Overall, Disney+ had the most engagement among the top 20 articles. Most of it had to do with upcoming releases, such as early access to 'Frozen 2' in light of the COVID-19 outbreak. Netflix was nearly as popular, in terms of its engagements. It's also worth highlighting Britbox, which gained attention for its 'Spitting Image' series announcement. It's a sign of the times that engagement was quite strong for a show that won't be available until the fall.

Positive streaming brand mentions
Among the top 20 articles between March 1-23



[Data source: NewsWhip]

Social media and online

- With many working from home and self-isolating, social and digital media consumption is high. Over the past two weeks a social talent agency has seen a **76% rise in daily accumulated likes on Instagram hashtag #ad posts** globally.
- Digital commerce platform Koomo has analysed the global financial markets following the COVID-19 pandemic and found that there has been a significant boom in e-commerce sales globally. Data from 24 February to 1 March saw **online sales of consumer products increase by 81%**, an acceleration of roughly 30% compared to the previous week.
- This matched with a prediction from UK marketers that we will follow suit to the rest of the world and see a **70% increase in e-commerce usage** over the next few weeks means that online content production has never been more important for you to be able to speak with your potential consumers.

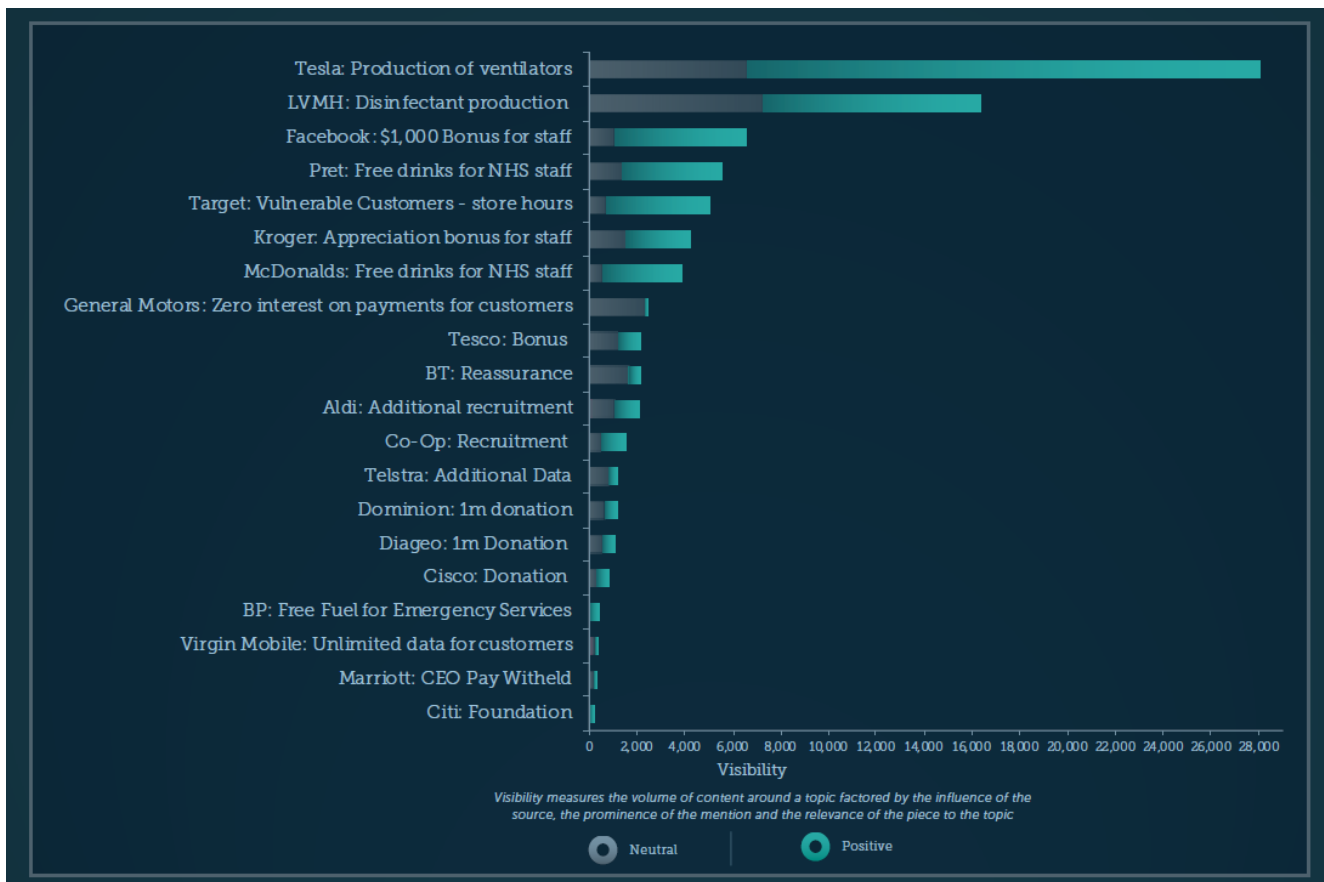
Broadcast opps

- **BBC – hot off the press from Richard’s Q&A session with presenter Sally Bundock:** *“We are hearing a lot from PRs. Those who want to get on TV from home are pushing themselves. The news at the moment is statistic after statistic and numbers are flying out all the time. But it can go over your head. We want people’s stories, anything they are doing that is unusual, a business that has transformed itself i.e. beauty businesses now making hand sanitiser have been well received. The positive case studies are the human side of the coronavirus. If you have someone on camera telling your story, that’s what you remember.”*
- **BBC local radio stations** have introduced a ‘Make a Difference’ – a daily summary of positive initiatives taking place in each region.
- **BBC Breakfast** has a slot called ‘half hour heroes’ where they celebrate personal stories of people doing shout outs for anyone going above and beyond.
- **The Victoria Derbyshire Show** has been taken off air to concentrate resources on the BBC News Channel, the ‘core news service’.
- **The Newscast podcast** has been renamed ‘The COVID-19 Newscast’, broadcasting the latest on the COVID-19 pandemic in the UK and the wider effects on the general public.
- **Radio 5 Live** are hosting regular phone-ins on its shows which will focus on debating topical issues.
- To streamline the **BBC news output**, Radio 2, Radio 3, Radio 4 and Radio 5 Live are being brought together into one single output.
- **ITV** has launched its Britain Get Talking Campaign, with Ant and Dec encouraging people to stay connected.

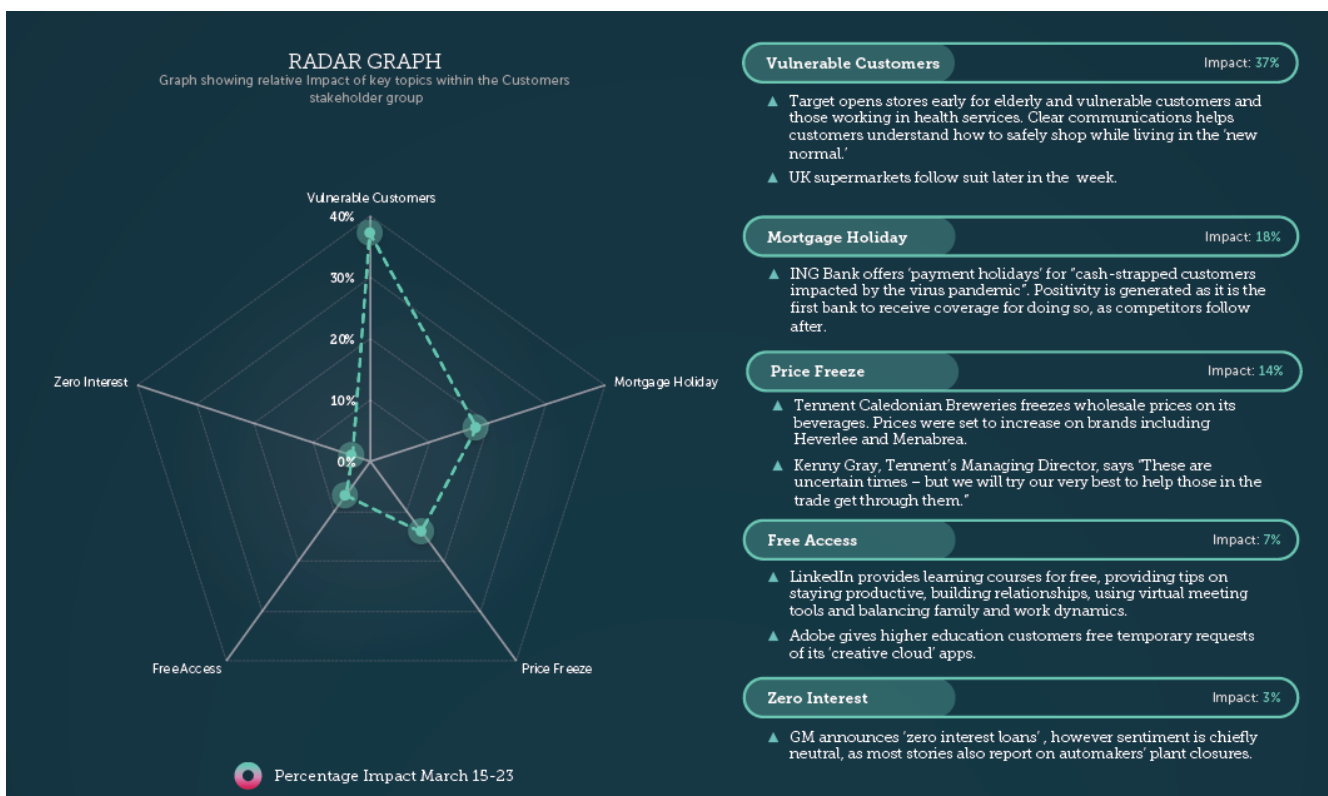


Useful charts

Initiatives actively combating COVID-19 seen better than donations [Source: Alva]



Protecting vulnerable customers is what matters most [Source: Alva]



Media insights on key verticals

CONSUMER LIFESTYLE & BEAUTY

Although news desks are incredibly busy with COVID-19 stories, other desks like sport, showbiz and lifestyle are crying out for more stories. Lifestyle publications are looking for a lot of stories to replace articles that would have been written about things like 'going out'. Audiences are still craving escapism, if not more than ever.

Also, with many launch events cancelled, we hear from our contacts that it is advisable to explore routes like panel talks, e.g. for beauty you could assemble a team of experts/influencers to talk about new lockdown beauty trends and do live demos on the stream. Another way is to invest in press drops of products for the day of launch including all relevant information.

Here's some other intelligence we've picked up this week in consumer lifestyle and beauty:

- Upfront sections of the **weekend papers** continued to be dominated by COVID-19
- **Sport** sections had a COVID-19 twist, featuring sports players supporting the NHS or the impact of fixture cancellations on players.
- **The Sunday Telegraph** has put together "*You are not alone*" – a new collective of Telegraph experts for readers to get in touch with over coming weeks.
- Hello magazine has launched **HELLO! Online**, covering all manner of uplifting, positive good news stories. They want to hear from ANYONE with a good news stories (could be charity, new health, fun animals, etc). They are not covering COVID-19-related news on here (they cover that on our HelloToKindness vertical)
- **Travel** journalists look to support the travel industry, with the Sunday Express claiming "*this pandemic will end and we will be able to travel again, so we will continue to support the travel industry and share recommendations on where to go when we're out*" while others focus on big trips and features around amazing locations for future planning.
- **Food & Drink** sections focus on turning cupboard essentials into meals e.g. "*how to cheer up tinned veg*"
- **Business and Money** - as standard, clear focus on COVID-19 impact.
- **Beauty and lifestyle** nods to stay at home culture; coping with staying at home with children, hand cream for over washed hands.
- Upfront sections of the **weekend papers** continued to be dominated by COVID-19
- **Women's Health Live 2020** has been creatively reimaged for the digital space due to COVID-19. The festival will now be live-streamed via a new **WH Get Fit Done** community Facebook page from 3 – 5 April. Participants can join the [WH Get Fit Done](#) Facebook group or sign up via Eventbrite for free, to be part of this world-first event while still safely isolating at home. All the content will also available via [YouTube](#) and [Twitter](#) at the same time.

RETAIL / SUPERMARKETS [SOURCE: NEWSWHIP]

Supermarkets have a different challenge in dealing with unprecedented demand. The top positive story about supermarkets featured a local grocer for distributing thoughtful COVID-19 packs with essential items to pensioners. The story was picked up by a regional publisher, with the article receiving more than 2 million engagements. Other brands such as Iceland received positive press for dedicating store hours to shoppers that are at a higher risk of infection.

Positive supermarket brand mentions

Among top articles between March 1-23

#	Website	Headline	Total Engagements
1	edinburghlive.co.uk	Edinburgh shop goes viral giving elderly free 'coronavirus packs'	2,159,861
2	metro.co.uk	Iceland sets aside hour to open just for elderly customers	229,652
3	scotsman.com	Coronavirus in Scotland: Cornershop gives away facemasks and hand gel to OAPs	152,787
4	metro.co.uk	Co-op creates 5,000 jobs for people who lost jobs to coronavirus	133,683
5	dailymail.co.uk	Woolworths opens early for elderly and disabled amid coronavirus	115,898
6	independent.co.uk	Iceland store introduces early hour for elderly so they can shop before wider public	104,387
7	thesun.co.uk	Iceland's special opening hours and coronavirus care packs - what supermarkets are doing to help over-70s	99,278
8	independent.co.uk	Cornershop giving away face-masks and antibacterial hand gel to elderly during coronavirus outbreak	96,099
9	thesun.co.uk	Tesco gives staff a 10% bonus to reward incredible coronavirus effort	93,394
10	thesun.co.uk	Lidl to hire 2,500 temporary workers and wages start from £9.30 an hour	64,646

TRAVEL

CORE TRAVEL INSIGHTS

- **Long lead media on pause:** Following communication with travel journalists at Telegraph, Marie Claire, Notebook, Fabulous and S Mag, long lead travel content is largely on pause whilst the teams understand the best way to navigate this tricky climate. This is resulting in a backlog of coverage and press trip reviews, which they are hoping to push out once various restrictions are lifted.
- **Brand Opportunities:** Given that proactive coverage from travel brands is scarce, there have naturally been fewer brand mentions within the media (unless they are contributing to the crisis in a positive manner). However, as alternative travel articles have started to appear organic mentions are beginning to filter through, and we are continually monitoring the landscape to help identify opportunity areas in the coming weeks and months

CORE TRAVEL THEMES

- **Forward looking travel content:** Future looking articles with an emphasis on keeping our wanderlust alive are continuing to appear. These are taking the form of inspiration pieces that encourage readers to plan their holidays during this quieter period, including where to book for 2021 style features. ([Express](#) - *Holidays 2021 map: Top 10 UK bucket list destinations for next year as Britons plan ahead*; [Mirror](#) - *7 mermaid-themed trips all Ariel fans need on their radar for future travel plans*; [The Sun](#) - *LOOKING FORWARD Jet2 launch cheap flights for summer 2021 – with flights from £47pp*)
- **VR led experiences:** Virtual travel is still a hot topic for media with many new VR experiences being released/created each day. For example: You can book sessions for [online pasta making classes on Airbnb](#), [enjoy salsa dance lessons and cocktail making](#) courtesy of Puerto Rico's Tourism board; [visit the most high-profile bucket-list of America's national parks from your home](#) thanks to Google Earth; or even immerse yourself in [three virtual Arctic travel experiences](#)
- **Armchair travel:** Many publications are finding ways to adapt travel content in a way that makes it both relevant and sensitive to the current climate / feeding into the notion of inspiring people with travel from their armchair. Travel Editor at S Magazine & Saturday informed that *"all travel pages have been put on hold for the time being, but they are planning an 'armchair travel' page of new things to look forward to later in the year."* For example: [The Telegraph](#) - *How to have a safari holiday in your back garden*; [Daily Mail](#) - *The ultimate staycation! Frustrated tourists recreate their favourite holidays in their houses during lock-down*; [Good Housekeeping](#) - *Armchair travel: The places we're looking forward to visiting when the world is back to normal.*
- **Positive brand contribution:** Travel companies that are positively contributing to the crisis are being commended by the media. For example, Airbnb has received widespread coverage following hosts offering free accommodation to NHS workers, across publications such as: [The Independent](#), [Sky News](#), [HELLO!](#) and [Conde Nast Traveller](#)

- **Reminiscing/Nostalgia:** Journalists are beginning to share articles that look back at previous trips/travel experiences they have had. They are also encouraging readers to rediscover the places that they've visited before, via different mediums: e.g. recreating some of the dishes they ate whilst away, looking through old photos, digging out souvenirs ([Forbes](#) - 4 ways to explore and share travel photos from past trips to satisfy wanderlust; [The Guardian](#) - Send us a tip on your favourite travel souvenir for a chance to win £200 towards a Sawday's stay)

TECHNOLOGY

Sam Gibbs, consumer technology editor, **Guardian**

- "I'm not really involved in COVID-19 coverage. I'm almost entirely focused on consumer electronics reviews, which are pretty much unaffected other than by our production capacity being significantly reduced, which means I'm going to be running fewer per week."

Amelia Murray, chief money reporter, **Daily Mail**

- "We're mainly handling all the COVID-19 personal finance questions. Feel free to send over anything you think relevant."

Michael del Castillo, reporter, **Forbes**

- "I'm looking for data generated from a blockchain that helps tell Covid 19 supply chain stories."

Désiré Athow, managing editor, **ITProPortal & TechRadar Pro**

- Finance/Accounting/Tax with a tech angle. "We're prioritising money."

Alex Scropton, Security Editor at **Computer Weekly:**

- "Tbh I'm happy for them (PRs) to keep up a stream of non-COVID news too. It's nice to take my mind off the crippling anxiety."

Rob Scammell, Deputy Editor at **VerdictUK:**

- "Definitely feels like PRs are struggling to adapt to the pandemic (aren't we all!). Feel a bit sorry for those that have been working on campaigns but had to postpone or cancel because coronavirus is the only story right now.
- "Judging by my inbox most tech companies have decided their PR campaigns will focus on offering free tools, because of coronavirus, and hope that journalists write about it.
- "Don't get me wrong, some of what is being offered is genuinely useful, but most just feels exploitative."

Jack Stubbs, European Cybersecurity Correspondent at **Reuters:**

- "We know that healthcare orgs, pharma companies and govt agencies are being bombarded with hacking attempts right now. The demand for any and all information on the coronavirus outbreak is fierce. If you have any insight on this and want to talk, please get in touch. DMs open."

Zoe Kleinman, Senior Tech Reporter & Presenter at **BBC:**

- "WORK NEWS: from today I've been asked to work with the BBC's fantastic health reporter team for... a little while... on coronavirus coverage. V happy to do my bit, will also be happy when I'm no longer required - it will mean this is over. What a strange way to start a new job!"

Ingrid Lunden, Journalist at **Tech Crunch**

- Commenting on the news that Twitter is donating \$1M across two foundations to support journalism during the coronavirus pandemic, Ingrid says, "Right now, every journalist is a COVID-19 journalist. So very, very true. Good on Twitter for doing this."

SUSTAINABILITY



[Right-wing thinktanks use fear of COVID-19 to fight bans on plastic bags.](#) "Even in the short term, plastic does not inherently make something clean and safe, and we should not confuse corporate public relations with factual medical research". 5p charge on plastic bags waived to reduce potential cross-infection.

[A more sustainable capitalism will emerge from COVID-19](#). COVID-19 is a test of which companies will be most resilient to climate change. Funds with a sustainability mandate routinely outperform other funds – A prompt investors are waiting for.

HEALTH

Will health go social?

Between quarantine measures, the global effects of COVID-19 and the rapidly changing situation, doctors, patients, governments and everyone else in between has taken the health chat on social, making us re-assess the crucial role social media and platforms are playing in this time:

- In the US, [US doctors go online to reveal 'bold, loud' COVID-19 truths](#)
- In Finland, the [government enlists social influencers](#) in efforts to contain the COVID-19 pandemic
- We've seen a lot of parallels being drawn from history, including how the world dealt with the Spanish Flu pandemic of 1918, [how will we remember COVID-19 in the digital era?](#)

The **spread of fake news** during the COVID-19 pandemic has become very easy through the different social media mediums. The need for facts from trusted sources during a pandemic is vital, to stop panic spreading and ensure everyone's health and safety.

- The World Health Organization (WHO) has a [myth busting page](#) where you can find evidence-based facts about COVID-19, ranging from transmission through mosquito bites to the efficacy of detective measures. You can download social tiles for easy dissemination of this information. They have pages offering advice on [when and how to use masks](#), [healthy parenting](#) and [videos](#) on COVID-19 and mental health and more.
- [Bots spreading COVID-19 anxiety?](#) Facebook, Reddit, Google, LinkedIn, Microsoft, Twitter and YouTube are committed to removing COVID-19-related misinformation from platforms.
- Every Mind Matters, created by Public Health England with tips and advice approved by the NHS, has released advice around [mental wellbeing while staying at home](#). There are external links for carers, to helplines and helpful videos on mindfulness, workouts and ideas for what to do with your time.

The Vaccine Race:

A mix of legacy drug makers and small start-ups keep stepping forward with plans to develop vaccines or treatments targeting COVID-19. We've noticed a lot of partnerships across the board between the pharma industry, universities, biotechs, governments, Coalition for Epidemic Preparedness Innovations (CEPI), Bill & Melinda Gates Foundation and other organisations. Defeating COVID-19 is a global effort that requires [unprecedented collaboration](#). A selection below:

- But that's not all, some unlikely partners have also joined: [British American Tobacco \(BAT\)](#) and [Phillip Morris](#) have become unlikely competitors in the vaccine race for COVID-19. They are the maker of brands such as Lucky Strike and Dunhill.
- [Johnson & Johnson](#) announced on Monday that it plans human testing by September with the hopes of having more than one billion doses of a vaccine available for emergency use by early 2021. It is also partnering with Biomedical Advanced Research and Development Authority (BARDA) of the U.S. Department of Health & Human Services to produce the vaccine, and has declared safety, efficacy, accessibility and affordability at a global scale as its priority.
- Sanofi and Regeneron: Sanofi is also coordinating with CEPI and BARDA to share its vaccine R&D experience and expertise to advance vaccine solutions.
- [BioNTech SE and Pfizer Inc.](#) have been talking about partnering to develop mRNA-based influenza vaccines. Pfizer is now helping develop and distribute BioNTech SE's COVID-19 vaccine candidate.
- [Dynavax Technologies Corp](#) working with CEPI and University of Queensland to provide adjuvant technology available to companies developing COVID-19.
- [GlaxoSmithKline](#) is providing access to its vaccine adjuvant platform technology to CEPI and University of Queensland. The technology is believed to both strengthen the response of a vaccine and limit the amount of vaccine needed per dose.

- [Heat Biologics Inc](#) announced that it was developing a COVID-19 vaccine. It also recently joined the Alliance for Biosecurity, which may help it “secure government funding to support its rapid development, production, and distribution” of its COVID-19 vaccine.

The **Association of the British Pharmaceutical Industry (ABPI)** has started to communicate and respond to COVID-19 concerns about the impact of COVID-19 on the [medicine supply chain](#), it’s also provided a [list summarising what pharmaceutical companies](#) are doing to tackle COVID-19.

But as the world waits for a vaccine, how about treatment?

A lot of companies are also racing to [repurpose drugs](#) to tackle the current healthcare burdens and surge of COVID-19 cases. A selection below:

- Gilead Sciences [kickstarts remdesivir](#) trials across the US. The drug was originally used for Ebola and other highly contagious diseases.
- In addition to vaccine development, [Sanofi and Regeneron](#) are working on repurposing their Rheumatoid Arthritis drug, Kevzara, as a potential treatment for COVID-19.
- [CytoDyn](#), biotech company, working with the FDA on an experimental drug leronlimab for treatment of COVID-19 patients. The drug has been previously investigated for treating HIV and metastatic breast cancer.

As the race and collaboration continue, the [question](#) remains, what will happen to the [reputation of the pharmaceutical industry](#)? Is this a chance of image rehabilitation amongst the general public? This will be an interesting space to watch.

In a COVID-19 overwhelmed world, what about other infectious diseases? A survey reported by the World Economic Forum (IPSOS Poll) suggests that COVID-19, was an **economic risk first, and a health risk second**. This could change the way we talk about other infectious diseases in the future.

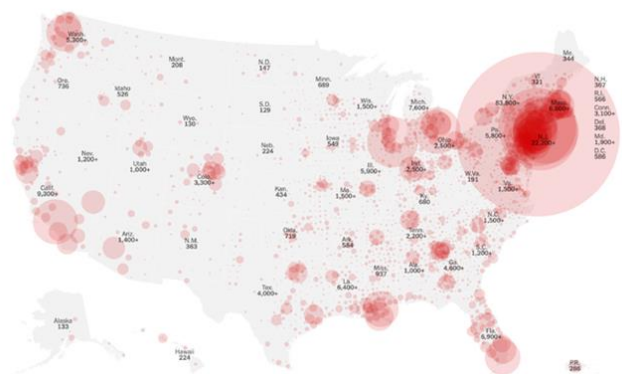
As COVID-19 has everyone staying at home throughout the world, health experts are considering there may be a drop in routine vaccinations due to postponement, leading to the spread of other diseases like measles, reports [Business Standard](#). The [World Health Organization](#) says that measles outbreaks can be particularly deadly in countries experiencing or recovering from a natural disaster or conflict. Damage to health infrastructure and health services interrupts routine immunisation.

International updates

As COVID-19 continues to dominate the global news agenda across all markets. Not only do we see this in the news/current affairs pages but also within the finance, business, sport, entertainment and lifestyle.

North America News:

- [How the Fed’s Magic Money Machine Will Turn \\$454 Billion Into \\$4 Trillion](#)
- The Wall Street Journal: [Trump Calls for New \\$2 Trillion Infrastructure Bill](#)
- [The FDA gives anti-malaria drugs emergency approval to treat COVID-19](#). 31 million oral doses of malaria medication to be investigated as a therapeutic for COVID-19 and given to hospitalised teens and adults.
- The US government will begin [sending out stimulus payments to households in the next three weeks](#)
- [Nurses Die, Doctors Fall Sick and Panic rises on Virus Front Lines](#): “We are at war with a pandemic virus” as more than 30,000 infected in New York. Emergency room staff are feeling panicked as increasing numbers fall sick. Emergency workers required to test their temperature every 12 hours.



Locations where people have tested positive [Source: The New York Times]

- Trump [extending social distancing guidelines by another 30 days](#) and aims to re-open the country by Easter. Measures expected to be in place until 30th April. As [Oil price crash to 30% as markets open](#), the US is all but guaranteed [to lose its spot as the world's number one oil producer this year](#) amid the recent price crash, vanishing demand and a plunge in capital investment, energy experts say.
- Senate Minority Leader Chuck Schumer predicts the [\\$2 trillion stimulus package will not be the only measure](#) put in place, with a four phase plan likely.
- President Trump has called for [a new infrastructure bill as part of the fourth relief package](#) offered by the government during the pandemic, including low interest rates.
- The [first human trial testing a potential vaccine to prevent COVID-19 is "on track" with public distribution still projected in 12 to 18 months](#)
- [Trump uses COVID-19 briefing to unveil new military counter-narcotics mission](#)
- [Another 6.6 million joined the US unemployment ranks, bringing the two-week total to a staggering 10 million as the pandemic upends the economy.](#)

Latin America News:

- Brazilian Supreme Court Justices and Senators have [opposed the anti-isolation measures advocated by president Jair Bolsonaro](#), as reports state any attempt made by Bolsonaro to reopen trade will be blocked by the court.
- A supreme decree has been approved in Peru that will implement [an obligatory curfew between 6pm and 5am in five regions of the country.](#)
- Indigenous groups across South America are blockading their villages and retreating into their traditional forest and mountain homes [in an effort to escape the potentially cataclysmic threat of COVID-19.](#)
- Mexican employers who don't pay their workers their full wage during the one-month health emergency or fail to follow the instruction to close their businesses [will face fines and could even go to jail.](#)
- The price of [Mexican crude has plunged 20% to US \\$10.37 per barrel](#), its lowest in 21 years.
- Mexico's Ministry of Finance and Public Credit (SHCP) has recognized that [the country's economy will this year fall into recession](#), forecasting a GDP of up to -3.9% in 2020.

APAC News:

- Mainland China reported a [drop in new COVID-19 infections](#) for a fourth day as imported cases fell, while authorities shut the borders to foreign travellers and drastically slashed the number of international flights.

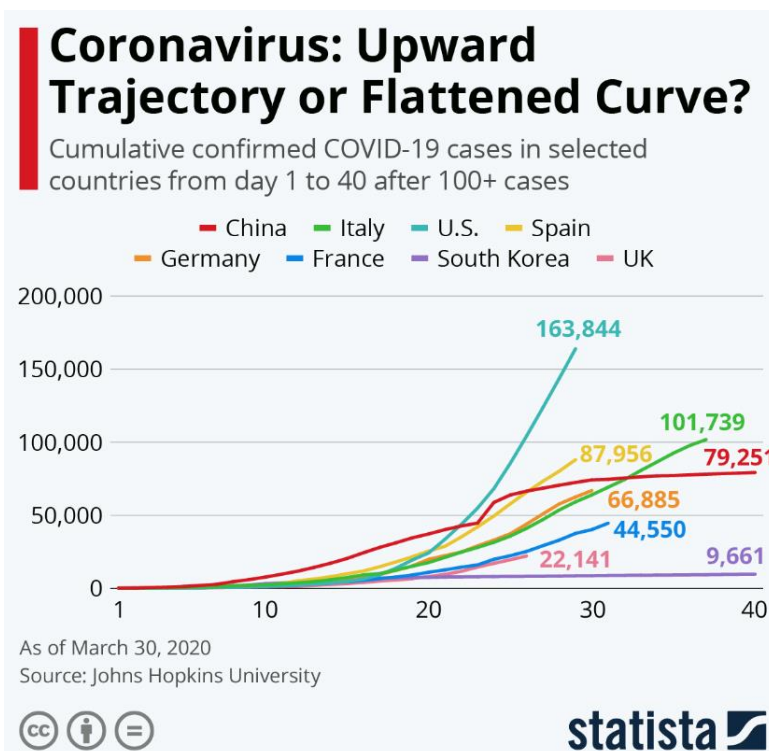


- Doctors and medical workers in India are being [ostracised from communities](#), evicted from their homes and forced to sleep in hospital bathrooms and on floors over fears they may be carrying COVID-19.
- [COVID-19 impacts across Indonesia's business sectors: A recap.](#) Indonesia's foreign minister said on Tuesday the government would [ban all arrivals and transit by foreigners in Indonesia](#)
- **Medical staff in the fever critical ward at a hospital in Chennai, India**
[Source: The Guardian]
- The economic fallout from the COVID-19 pandemic could drive an [additional 11 million people into poverty in East Asia and the Pacific](#)

- Celebrations have [begun](#) in cities across China as they mark the end of the country's battle with COVID-19.
- North Korea [remains totally free of the COVID-19](#), a senior health official in Pyongyang has insisted, despite mounting scepticism overseas as confirmed global infections near one million.
- South Korea's fierce battle against the COVID-19 has [turned the pandemic into an unlikely boon](#) for President Moon Jae-in and his ruling party.

EMEA News:

- [Air pollution has decreased](#) in urban areas across Europe during lockdowns to combat COVID-19, new satellite images showed on Monday.
- German researchers plan to [introduce COVID-19 'immunity certificates'](#) to facilitate a proper transition into post-lockdown life, as Chancellor Angela Merkel's handling of the crisis has led to a boost in the polls.
- The Italian government has designated [€400m \(£358m\) for food vouchers](#) amid brewing social unrest as the country's COVID-19 lockdown takes its toll on the poor.
- European markets [advanced on Tuesday](#). The European Union is likely to [focus on tools offered by the eurozone's ESM bailout fund](#) and the European Investment Bank in its economic response to the COVID-19 epidemic, so that they can be used quickly, EU officials said on Monday.
- The German government has taken the lead role in the [biggest repatriation effort in peacetime](#), chartering 30 times more rescue flights than the UK and flying home more than 40,000 travellers from across the world.
- France is [throwing financial lifelines to struggling businesses](#), and testing whether preventing mass joblessness can hasten economic recovery.
- A group of G-20 leaders [are preparing an international response](#) to the impact of the COVID-19 crisis in Africa that would include debt relief and financial aid, African officials and European diplomats said.



Cumulative confirmed COVID-19 cases in selected countries from day 1 to 40 after 100+ cases [Source: Statista]



[China's economy was hit hard by the pandemic. Its 5G ambitions could be crucial to its recovery](#)

China's economy declined sharply in the first two months of the year under the weight of the COVID-19 pandemic. President Xi Jinping has put 5G networks and data centres at the top of the country's plans to spend on "new infrastructure", hoping to cushion the impact of the outbreak.

[COVID-19: 5G 'certainly delayed' in Europe and UK](#)

The rollout of 5G mobile networks in Europe will "certainly be delayed" by the COVID-19 outbreak, Huawei says.