

Ketchum London COVID-19 media intelligence report – Edition 4

Money on my mind

Welcome to the fourth 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. This week we take a closer look at money. With the chancellor announcing another package of emergency measures to support charities through this period, how can brands engage with consumers sensitively at a time of great financial strife. How will spending rebound and what patterns of behaviour might we see emerge?

In a week when COVID-19 delivered its latest plot twist, with prime minister Boris Johnson moved to intensive care to help manage worsening symptoms of the virus, the grave reality of COVID-19 is a continual reminder. These shifting external events will naturally affect anxiety levels as media coverage of COVID-19 becomes inescapable, and the financial realities set in for individuals and businesses.

However, striking the right tone with media has never been more important. An article published in [The New York Times](#) this week couldn't have made this clearer, offering a stark warning to brands: *"at a time of death counts and soaring unemployment and improvised hospitals? A single ill-considered post on social media could result in tar and feathers — both for companies and for brand-name people."*

Now more than ever, defining a communications strategy has never been more critical. From ensuring there are no skeletons in your corporate cupboard which might surface and cause irrecoverable reputational damage, to ensuring ideas and messages are tested for tone, relevance and suitability. Now is not the time for communications negligence.

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

1. Undeniably, there is a forced acceleration of the digital transformation agenda underway as we grapple with how quickly customers and employees have embraced digitally enabled experiences. Our advice is to fully comprehend the impact of business interruption as it stands today but really **double down when it comes to triaging the unexpected**. This is where a vulnerability assessment of your business as well as effective scenario planning can help ready brands for the potential 'what next?'.
double down when it comes to triaging the unexpected.
2. It's safe to say that new savings behaviours are emerging as a result of COVID-19. To what extent will people return to their previous behaviours after the psychological impact of the virus? Will consumers shun frivolous purchases having spent months in lockdown throwing out their excesses OR will we see so-called 'revenge spending' to make up for lost time? Either way, **businesses need to be getting on top of their e-commerce propositions now to ensure that 're-entry' back into spending and society is seamless from on to offline.**
3. Reports coming out of China suggest Chinese consumers are 'cutting off trivial things' as they reconsider their post COVID-19 spending. **Brands should be considering how they plan ahead if an era of frugality persists** post lockdown, as it did after the 2008 financial crisis. How might companies pivot their launch plans or NPDs around this new sensibility, especially brands that operate in the more premium space?
4. Brands have a real opportunity to **get consumers to buy into their re-entry back into society when lockdown rules lift**. Especially businesses that have a naturally close connection to consumers in more physical forms. Are there any schemes / bonds / digital coupons / delayed gratification measures you can consider to encourage consumers to flock back to your business in the good times? By asking consumers to 'invest' in your struggle, it might foster greater brand loyalty, amongst other gains.

What works when it comes to money saving and spending?

A report compiled by [Canvas8](#) revealed people and governments around the world are (rightly so) prioritising short-term solutions due to the economic instability caused by COVID-19. And although there are numerous measures introduced by the government to support people and business in the short term, the longer-term economic concerns are hugely palpable as the world faces the prospect of a global recession.

Here are a few things brands should be considering as we think ahead to emerging from lockdown and as people re-enter back into society:

EXPLAINERS

People are looking for simple, easy to action information more than ever. Simple advice sheets, animations and explainers will go a long way right now to helping people through this difficult financial period and give them a feeling of control. This might be related to financial issues but equally, people are craving simple tips and life hacks to help them manage home schooling / cooking / home entertainment.

[Natwest](#) is a good example of a brand doing this, pledging £5 billion of funding to SMEs which includes emergency loans and overdraft extensions.

[The Sun](#) ran a recipe advice story as part of their 'You're Not Alone' campaign - easy recipes to boost your mood during coronavirus lockdown.



People are taking to platforms like TikTok to share these hacks – [how to make whipped coffee](#) is apparently one such craze! The coffee, also known as dalgona coffee, is now being made in the homes of many across the globe to get them through working from home during the COVID-19 crisis.

CROWD FUNDING TO SAVE WHAT YOU LOVE

Small businesses are turning to their fans, punters and local customers to help support them through this difficult period. In particular, the hospitality sector has been decimated by COVID-19 and the industry has been thinking about smart ways to box clever. From ['dining bonds'](#) to hardship funds, businesses are finding ways to ensure customers come back in their droves once normal life resumes.

Help The Hug & Pint survive the Corona Crisis

by The Hug and Pint in Glasgow, Scotland, United Kingdom



In light of the current situation regarding Coronavirus, The Hug and Pint needs YOUR help to survive the crisis - Please read! x

✓ We did it

On 24th March 2020 we successfully raised £12,061 with 417 supporters in 7 days

Project Facebook thehugandpint thehugandpint

Food and Drink, Music

Share

[Hug and Pint](#) in Glasgow has raised over £10,000 in a week to help support staff and ensure the bar / venue can reopen after the crisis subsides.

Three pubs in Newcastle have launched a [voucher campaign](#) to support local street food vendors who appear at pop-up events in the city.

NO CONTACT SOCIETY

Social distancing and hand-washing rules have conditioned society to think about proximity and contact more than ever before. We knew contactless payments were on the rise pre COVID-19 but it is sure to take on a whole new meaning once people are allowed outside of their homes again. What does this mean for mobile wallet apps? Will this be the catalyst they have craved to get consumers more au fait with mobile spending methods? That said, what does this mean for digital exclusion? Age UK, the UK's largest charity for older people, says regulators need to take action to ensure that older consumers still have access to cash during the spread of the coronavirus pandemic.

[FT article](#) - Contactless cards fuel fears of digital exclusion.

Brands taking action

As we head into a new week, we see yet more brands finding ways to provide help, support, entertainment or exercise to people at home during the lockdown period. From beauty brands to the financial sector, brands are finding innovative ways to show how they are supporting our frontline services or giving people new ways to do the things they enjoy in 'normal' life, in a different or virtual format.

SPORT, FITNESS AND WELLBEING

- [Lucozade Sport](#) has unveiled a £100,000 fund fronted by two-time boxing world heavyweight champion Anthony Joshua that aims to support fitness coaches across the nation. Launched yesterday, the "Keep us moving" campaign will see trainers – many of whom are losing income as a result of gym and leisure centre closures – host free online classes via the brand's social channels. All trainers will be paid for their content, which will comprise of accessible home workout routines.
- [Esports: Soccer Gaming Tournament](#) to be televised by beIN Sports - *"With the coronavirus pandemic meaning that live physical sport is temporarily on hold in most countries, we anticipate strong viewing figures from gaming competitions like this one,"* said Florent Houzot, beIN's France Programs and On-Air Director.
- [Royal Ascot](#) organisers are considering plans to hold the famous race meeting behind closed doors between June 16 and 20. Ascot's fixtures, starting May 8, will be run without public admittance if racing can resume next month.
- [Football Association](#) chairman Greg Clarke warned that English football faces "the danger of losing clubs and leagues" due to economic challenges caused by COVID-19. Speaking at an FA Council meeting, Clarke called for clubs, players and owners to collaborate on an action plan to protect the game.
- [UFC boss](#) Dana White says he is close to securing the use of a private island which would enable him to keep the mixed martial arts sport running despite the global coronavirus pandemic. White plans to fly fighters to the island, which is currently being renovated to enable it to host weekly fights. The location of the island has not yet been disclosed.

GAMING

- With gaming a main form of home entertainment, different gaming brands have looked into how they can help the stay at home cause as well as how better to bring people together.
- [Facebook Gaming launches](#) Tournaments.
- How [video games can beat social isolation](#) during the lockdown - Video games are a perfect means of achieving this by offering a quick and convenient way of connecting with friends and family to be social, competitive and to challenge our brains. Video games are now more socially engaging than ever with over two billion gamers worldwide, ranging from casual mobile gamers to elite esports professionals.
- [Gaming addiction is](#) now recognised by the World Health Organisation as an official psychological disorder and is distinguished from healthy gaming by 'impaired control over gaming'.
- Coronavirus: [Video games add 'stay at home' Covid-19 adverts](#) - Candy Crush Saga, Dirt Rally 2.0 and Sniper Elite 4 are among the games that will feature the messaging. The initial ads will focus on the theme: "Stay home. Save lives." The games will feature the messages in different ways, for example at the start of game or on banners when racing.

BEAUTY

This week saw the rise of beauty as another form of 'home entertainment', with influencers and brands mentioning the surge in at home beauty regimes. Brands have also started to demonstrate their personal hygiene offerings after the surge on soap. Beauty, it seems, does not bow to COVID-19. While millions of us have escaped the morning commute and freed up time that might otherwise be spent rushing to work, many are using the time on lockdown to finally get around to trying the skincare routines we have always been too busy to put in place.

- [Clarins UK](#) is delivering 50,000 Clarins kits to frontline doctors, nurses and critical care workers dealing with COVID-19 patients in hospitals across the UK.

- [Acqua di Parma](#) is helping frontline workers in Italy - Throughout April, 100% of the brand's e-commerce revenue from its Home Collection, Barbieri, and Personal Care products is being donated to initiatives that provide essential equipment and support for the front-line workers in Northern Italy.
- [Lalique Group's](#) perfume filling and logistics operation, Lalique Beauty Services, based in Ury in Seine-et-Marne, has responded to a request from a major supermarket chain, due to shortages of hand sanitiser. Lalique Beauty Services has now mobilised its production to obtain the missing raw materials for sanitiser production. The group will fill 168,000 100ml flacons to be used by employees of stores still in operation.
- [Dr. PAWPAW](#) has recently launched its front-line initiative, giving away two free lip balms to NHS staff who are suffering from sore hands and cracked lips. Since launching the initiative, the brand has given away close to 30k products. DR. PAWPAW has also launched a new social campaign. Instead of shouting out to its hero products, it is now shouting out to real-life heroes that are working each day to keep the country safe.
- [Urbanlip](#), the Health and beauty image library, has created a new service Home Studio for clients who need still images and motion content to keep their businesses going through these tough times. Services include still images, video (4k/hd), still image extraction, recipe films, stop motion and full-service post-production.
- [Avon](#) has responded to the coronavirus crisis by putting in place measures that will support some of the most vulnerable groups across the UK. Last week, the brand announced it will switch some of its manufacturing lines to create new moisturising hand gels and anticipates 600,000 units to become available across April. Of these, a proportion will be ring-fenced for NHS workers and domestic abuse service users and staff.
- [Mac Cosmetics](#) is putting its money where its mouth is. Through its iconic Viva Glam charitable campaign—which has raised over \$500 million since its launch in 1994—Mac Cosmetics will donate \$10 million USD to 250 organizations all over the world fighting against coronavirus. In addition to the brand's donation, Mac will donate 100 percent of Viva Glam lipstick sales to vulnerable communities impacted by the pandemic.
- [Molton Brown](#) shows support through beauty with purpose initiatives during COVID-19 crisis - From 20 March 2020, Molton Brown offered a complimentary trio of Ultra Pure Milk Soaps to customers both online and in-store to help flatten the COVID-19 curve. It received an overwhelming response from devotees, with 95,000 soaps given away to share with family and friends.
- [Beauty United](#) – beauty and wellness brands across the globe have formed a coalition, which aims to help raise awareness and funds in response to COVID-19. To raise awareness of the fund, beauty leaders came together to create a powerful video. The video features Goop founder Gwyneth Paltrow, Victoria Beckham Beauty founder Victoria Beckham, Versed CEO and founder Katherine Power, and The Honey Pot founder and CEO Beatrice Dixon, and many more. As of now, there are more than 40 brand partners on board to bolster the group's mission on their respective platforms, to raise funds and donate personal supplies to frontline responders. Charlotte Tilbury, Bobbi Brown, Uoma Beauty, Goop, Huda Beauty, Revlon, and many more have already signed on. Watch the video [here](#).
- [David Beckham](#) cemented the head-shaving lockdown trend debuting his new look on his Instagram after tiring of his locks during lockdown.

ENTERTAINMENT

- [BBC Children in Need and Comic Relief](#) will join forces for the first time for a special televised event to raise money for people affected by the coronavirus outbreak. The Big Night In will air on 23 April over three hours and will highlight the work of those dealing with the pandemic, as well as providing entertainment for viewers in lockdown.
- This year's [Edinburgh TV Festival](#) will be moved online as a result of the COVID-19 pandemic. The festival's flagship events, including The MacTaggart Festival, will be delivered online in August. The 2020 festival will look to improve access and support by making the event available to freelancers at no cost.
- [Pepsi](#) is sponsoring the One World: Together At Home concert on April 18 to help the World Health Organization combat COVID-19. It will celebrate healthcare workers on the frontlines with a virtual concert featuring Lady Gaga and stars including Paul McCartney, Stevie Wonder and Billie Eilish. The special will be broadcast live across markets and livestreamed on Amazon Prime Video, Apple, Twitch and YouTube.

- [Vox](#) looks at micro-trends during quarantine - You may have seen dagola coffee and home baked bread on a lot of your social channels recently and Vox analyses these and other micro-trends popping up during the time of quarantine.
- [Time Out](#) offer 80 things to do whilst stuck inside, including joining a virtual choir, having a clear out, learning a new language etc.

FINANCE AND BUSINESS

- [Lloyds Banking Group and TSB have joined Barclays, Santander and HSBC](#) in offering interest-free overdraft buffers of £500 to help customers who are struggling financially during the pandemic. The move comes after the Financial Conduct Authority called on banks to extend interest-free overdrafts during the lockdown.
- [GlaxoSmithKline and AstraZeneca](#) will work with the University of Cambridge to establish a new laboratory to ramp up testing for COVID-19. GSK and AstraZeneca will also provide automation and robotics technology to speed up capacity at existing national testing centres in Milton Keynes, Alderley Park and Glasgow.

TECHNOLOGY: B2B, TELECOMS AND DATA

- **Ketchum helped Samsung manage an important announcement this week which** went live on the [BBC](#) on 9th April 2020. Samsung has committed to providing hardware (phones and tablets) for the NHS. The company has responded by building a package of initiatives to support the NHS in just a few days.
- European telecoms are sharing [mobile location data](#) with governments.
- [Rolls-Royce](#) has abandoned targets on profits, cash and deliveries, and suspended its dividend for the first time since privatization in 1987, as the grounding of most of the world's widebody aircraft takes its toll on the UK aero-engine maker.
- Smartphone sales in China [are rising again](#) as COVID-19 cases there decline and global demand for chips used in work-from-home networks is surging, positioning Asian tech firms for a slow but steady recovery, their early quarterly report cards showed.
- [WhatsApp](#) imposes a new limit on frequently forwarded messages intended to disrupt false COVID-19 claims.
- [Facebook](#) is providing data on movement range trends, which indicate whether people are staying home and adhering to lockdown orders, while also providing "social connectedness" maps covering several states in the US.
- Twitter says it will remove content that promotes unverified claims and misinformation about coronavirus.
- Google has launched a feature for UK users searching for different health conditions and symptoms that prioritises NHS information above other search results to combat misinformation.

The appetite for industry news continues and news relating to good deeds from organisations within the trades get special attention, especially with publications dedicating certain sections to the pandemic.

- [WarnerMedia's HBO will unlock 500 hours' worth of free programming during the pandemic.](#)
- [The increased usage has raised concerns about security and privacy on Zoom.](#) In March, the company passed 200 million daily meeting participants, compared to 10 million in December last year.
- Tesla engineers are working on a [ventilator made largely from car parts.](#)



Scott Beasley @SkyScottBeasley · 7m

Business Secretary to Industry: "there is no restriction on manufacturing continuing under the current rules"

Clear government does want as much of the economy as possible to continue operating during lockdown



1



- [Voltimum](#) now has a specific section of its online outlet dedicated to publishing COVID-19 updates; leaving space for the news sections to be more balanced in terms of content.
- The [Chinese government subsidising LED companies](#), an action stemmed from the coronavirus outbreak. The publication now has a dedicated features section titled “Impacts and Opportunities of the LED Industry with Coronavirus Outbreak”.
- [Electrical Times](#)’ top story being their continuous [“coronavirus update for construction”](#). Stand out article being the [electrical industry pulled together to support the newly opened NHS Nightingale Hospital](#).

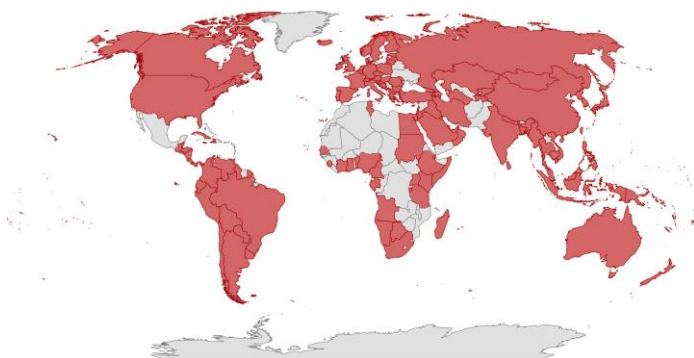
Broadcast opps

- **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.
- [Channel 4](#) imposed severe cuts to ensure its survival. According to industry sources, the broadcaster is facing a slump of more than 40% in TV advertising in the second quarter.
- **ITV and Sky**, which have more diversified income from TV production and pay subscriptions, are on track for declines of 37% and 34%, respectively. ITV has said that by year-end each 1% decline in advertising revenue it fails to recover post-coronavirus will reduce revenue and profit by £17m.

Useful charts

Coronavirus: A visual guide to the economic impact [\[Source: BBC\]](#)

More than 100 countries have travel restrictions because of coronavirus



Travel among hardest hit

The travel industry has been badly damaged, with airlines cutting flights and tourists cancelling business trips and holidays.

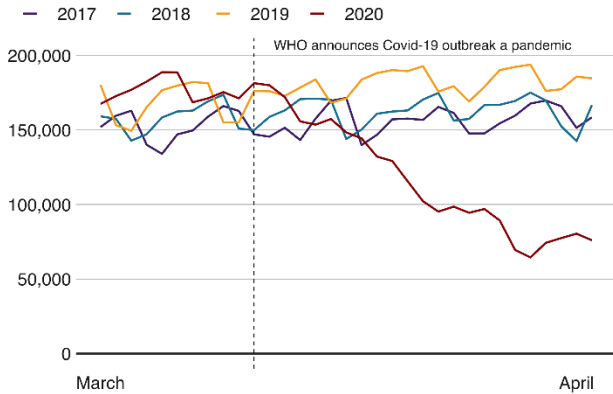
Governments around the world have introduced travel restrictions to try to contain the virus.

Source: International Air Transport Association, BBC research, 27 March 2020



Far fewer flights

Number of total daily flights



Source: Flightradar24, 03 April 2020

BBC

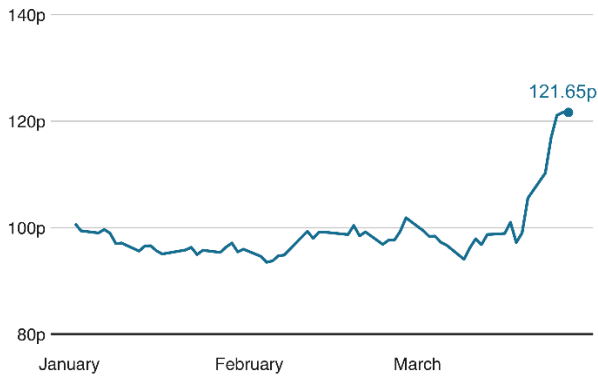
Flights curtailed

The EU banned travellers from outside the bloc for 30 days in an unprecedented move to seal its borders because of the coronavirus crisis.

In the US, the Trump administration has banned travellers from European airports from entering the US.

Data from the flight tracking service Flight Radar 24 shows that the number of flights globally has taken a huge hit.

Frozen concentrated orange juice is the best performing commodity



Source: Bloomberg, 27 March 2020, 13:00 GMT

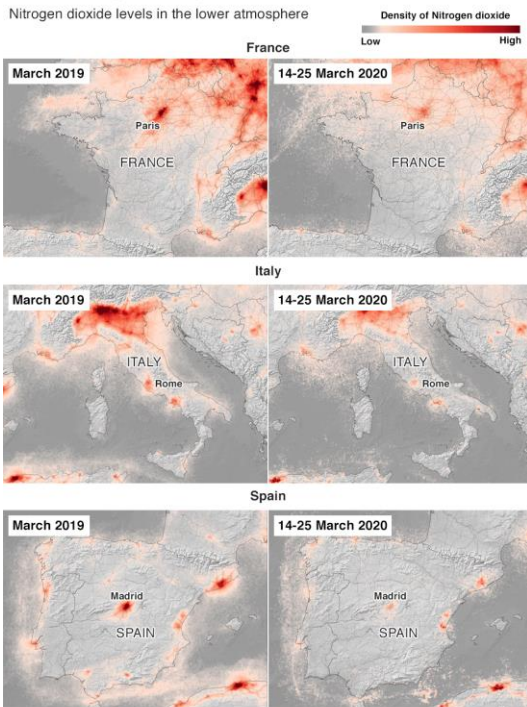
BBC

Consumers stockpiling food

Supermarkets and online delivery services have reported a huge growth in demand as customers stockpile goods such as toilet paper, rice and orange juice as the pandemic escalates.

Satellite images show pollution clear amid lockdown

Nitrogen dioxide levels in the lower atmosphere



Source: ESA/Copernicus, 27 March 2020

BBC

The effects of lockdowns are visible

In order to stop the spread of the COVID-19 outbreak, many countries across the world have implemented very tough measures. Countries and world capital have been put under strict lockdown, bringing a total halt to major industrial production chains.

The European Space Agency has registered an impressive fall in pollution across the European skies.

Media insights on key verticals

CONSUMER LIFESTYLE & BEAUTY

Hundreds of articles that were set to be published have had to be changed as a result of COVID-19, from pulling entire stories or even slight wording. e.g. Journalists can't write 'please see your local GP' anymore, it's changed to 'speak to your GP.' Due to the current travel restrictions, all **travel pages have been removed** and replaced with health and wellbeing pages. This decision was made anticipating a world post COVID-19. Journalists suspect travelling will be difficult given the financial stress many are under after being furloughed, job losses, reduced hours etc.

LONG LEAD LIFESTYLE TITLES – GENERAL TIPS

- Lifestyle platforms are continuing with **business as usual**.
- **Health and fitness** are at the top of readers agendas now. People are more interested than ever about how to maintain their health, wellbeing, mind and sanity than ever before.
- Being **online and digital** is crucial. Magazines are not printing and switching to online as a result, which has seen subscriptions rise significantly.
- **New product launches are still desirable**. TI Media realises that the increase in worldwide coverage of COVID-19, readers will come to magazines as an escape. Journalists want their magazines to feel fresh, new and exciting for their readers.

WHAT ARE LIFESTYLE MEDIA LOOKING FOR?

- A good subject line including humour, facts, new information or statistics to catch their attention
- Celebrity interviews are more popular than social media influencers
- Make it easy for the journalist, e.g. hi-res imagery and easily accessible and available quotes
- Workouts that use simple and inexpensive equipment
- Positive news stories
- Budget Buys are a big focus as they are focused on delivering appropriate content to a world post COVID-19
- Stories that have a positive message or ending given financial hardship

EXAMPLES

- [ES Magazine](#) suspended its print edition for the next two months. The magazine had previously run a home delivery service, with the Evening Standard, to deliver its weekly offering.
- [Campaign Live](#) continue to offer a daily news reel on COVID-19 with two updates below on how individuals can expand further with their fitness, rather than the standard home yoga routine.
- **Stylist** is planning to host its first virtual event, the Strong Weekender, on 18 April. The two-day initiative is described as a "workout marathon" and will take place in partnership with fitness studios including Blok and Third Space.
- Product news made a small reappearance in online titles and we read about the [five new limited-edition flavours of Walkers crisps](#) and the reviews of the new Final Fantasy 7 Remake.
- Better weather has seen beauty journalists report on skincare products and routines to **protect skin in the sunshine**. There has been a swathe of stories looking ahead to springtime looks, from nails to hair to makeup and with Easter upcoming, reviews of Beauty Easter Eggs have been encouraging people to treat themselves at this difficult time.

HEALTH AND FITNESS

- A significant increase in **home workout content**. With health as a main priority, there is an abundance of home workouts now online from working out with your children, couch to 5km challenges to yoga classes.
- Less of a focus on gym kit, equipment, gym routines and outdoor workouts.

- As there has been an increase in people staying active in general, people are now active who haven't been in years or are beginners. As a result, people are experiencing more injuries and therefore there is now a **focus on recovery and stretching content**.
- **Food / product deliveries are still welcome for reviews** however, any excess product is likely to be given to a local food bank as journalists are conscious there are people in need.

HOME ENTERTAINMENT / VIEWING

- The **BBC** has become the most trusted news channel during the outbreak, with 64% citing it as a factually correct source of information about COVID-19, followed by Sky News (29%) and *The Guardian* (15%)
- Over half of respondents (53%) said they are using **BBC News** more than before, almost double that of any other channel.
- The study shows that while **media consumption has increased** in response to COVID-19, with net gains for all channels except for OOH and cinema; live TV, social media, streaming, VOD and newspapers have seen the biggest increases. 49% of respondents said they are watching more live TV because of the virus, 40% said they are visiting social media more, and 39% have increased their use of streaming platforms.
- Mirroring the broader national trend, younger people are consuming more media than usual. Perhaps unsurprisingly, there has been a **60% net gain in streaming** amongst people aged 18 to 24, and 58% in VOD use. However, more interestingly, this age group has also seen a 49% net gain in live TV viewing.
- 32% of those surveyed said they are **reading newspapers more often**, whether physical copies or online. Notably, this is also reflected amongst younger age groups, with 29% of 18 to 24-year-olds and 31% of 25 to 34-year-olds increasing their consumption of newspaper brands.
- All **social platforms have made gains** in usage in the wake of COVID-19, with **Facebook and WhatsApp** benefitting the most. 33% of respondents said they had been using Facebook more than usual, and 28% said they had increased their use of WhatsApp.

[Source: Havas Media Group]

TRAVEL

CORE TRAVEL INSIGHTS

- **Print Media:** Overall, weekend newspaper supplements have either been temporarily removed or reduced in length, particularly the ones that have a focus on travel. However, amongst the scarce travel content that has appeared in print, the features are forward looking and encouraging people to plan for the future (Sunday Telegraph, Saturday Telegraph, The i, The Guardian). Similarly, TI Media has removed all its travel pages and replaced these with health and wellbeing pages.
- **Appetite for travel content:** Despite the difficult climate, it's apparent that publications are still keen to include travel content and are looking for ways to adapt the content appropriately. This has resulted in themes such as virtual travel, armchair travel and reminiscing/nostalgia continuing to appear in addition to articles that nod towards a time when all of this will be over. Within these pieces, brand mentions continue to be sparse.

CORE TRAVEL THEMES

- **Speculating on a return to normality:** Following recent announcements from Jet2 and TUI, who have suspended their flights further until mid-June and mid-May respectively, there has been a lot of noise and speculation within the media regarding when flights will be reinstated within the UK, and thus a sense of normality will return. This illustrates optimism and excitement towards travel being permitted once more and suggests that the industry will undoubtedly bounce back. ([Mirror](#) – *When will flights resume in the UK?*; [The Sun](#) - *TUI scraps holidays until mid-May and cruises until June due to coronavirus – but it could be a lot longer*)
- **Armchair travel:** Journalists are continuing to document the creative and funny ways that people are 'travelling' at home, as well as inspiring people to experience travel via films and books. This aptly indicates that publications want to

offer readers a chance to escape and experience the various wonders of travelling. ([Guardian](#) *We're taking the kids camping – in the living room*; [The New York Times](#) *What are some ways to “travel” without traveling during the pandemic?*; [Travel Daily](#) *10 movies to satisfy your thirst for travel during home quarantine*; [Forbes](#) *Take this time to immerse yourself before your travels*; [Independent](#) *20 timeless travel books to satisfy your wanderlust from home, from Paul Theroux to Robert Macfarlane*)

- **Thought Leadership:** Articles including opinions from travel industry experts have begun to emerge, as they look to discuss what the future of travel may be. The consensus is that whilst this is undoubtedly a difficult time and challenging for many travel companies, experts have confidence in the long-term viability of the travel industry. ([Forbes](#) *What's the Future of Travel? Industry Insider Weighs In*; [Forbes](#) – *Where Do We Go From Here? Surprising Predictions from 12 Travel Experts*)
- **Planning Ahead / Bucket List Inspiration:** Many articles are surfacing which highlight extravagant and out of this world destinations / places to stay that should be put on your travel bucket list. These pieces look towards a corona-free time, where travel and a sense of normality will be reinstated ([The Sun](#) *FLYING HIGH The Airbus plane ‘palace’ that never was with a glass lift, 20 VIP cabins and wellness spa on board*; [Mirror](#) *12 ridiculously beautiful places in Australia you need to add to the bucket list* [Daily Mail](#) *Pictured: The remarkable new five-star hotel that ‘floats’ above fascinating ancient ruins found in the foundation*; [Love Exploring](#) *These are the last unspoiled places on Earth*)
- **Reminiscing/Nostalgia:** Journalists are continuing to encourage people to ‘travel’ and remember previous travel memories through looking back at past trips and drawing on positive experiences they have had ([Conde Nast Traveller](#) *Boost your happiness with your old travel photos*; [Guardian](#) *10 of the best places to revisit after lockdown: readers’ travel tips*; [Conde Nast Traveller](#) *What solo travel was like before smartphones and google maps*)
- **Positive Brand Contribution:** Media are continuing to commend companies within the travel industry that are positively contributing to the crisis via pro bono work or donations. For example, [Jet2 donates in-flight snack boxes to charities](#); [Gatwick car park converted to drive-through virus testing centre](#); [Tenerife Tourism kicks off social media campaign ‘Wellbeback’](#)

TECHNOLOGY

Hasan Chowdhury, consumer technology editor, **Daily Telegraph**

- *“Many thanks for extending a hand of help. Essentially our entire focus right now is on COVID-19, so I'm looking primarily for business-focused news stories about the tech sector and how it's dealing with the outbreak. That might mean moves to help the government, a plea from a certain sector for greater support. Mostly looking to run these for our Sunday/Monday papers, where we look to place exclusive stories. The bigger the company or person that the news story centres on the better. Usually have to pitch these stories by 9am Thursday morning. If you have any clients that might be able to offer news stories along these lines do let me know”*

Elena Gergen-Constantine, Editor of TV and Radio at **Bloomberg**

- Open to hearing from businesses that are open to speaking about contingency plans, or how the pandemic is affecting their business/industries in the short or long term. Any interviews would be held remotely (as you'd expect) and they can be flexible on timings/live/pre-record

HEALTH

Could COVID-19 be responsible for pushing the next digital transformation of the healthcare industry to the next level?

This week, we're zooming in on e-health. Technology has swept into our quarantined lives in various ways and helped us adapt. While e-health is not the new kid on the block, and has been around for quite some time now, it will be interesting to see if we observe sustainable shifts in attitudes and regulations once we are past the worst wave of the pandemic. E-health has a potential to ease the burden of struggling (and later, recovering) healthcare systems. Will we see more pragmatic guidelines and regulations on e-health? What does the future of medical data sharing look like? Will e-health be built into our hopefully re-structured healthcare systems?

- [When e-health goes viral](#): An epidemiologist from the University of Zurich, explains the importance of technology in the middle of a pandemic, touching on medical distancing and crowdsourcing.

- [Demand on e-health records?](#) The ongoing pandemic is putting healthcare systems under strain worldwide and forcing hospitals and other medical facilities scramble to make sure data can be shared effectively and securely.

GLOBAL SPOTLIGHT:

- [Ghana's e-health scene](#) on technology tackling supply chains and testing capabilities, teleconsultations, symptoms tracker medical drone service companies: As the fight against the virus continues, a number of domestic and Pan-African healthcare start-ups have built on recent innovations to help tackle new challenges posed by COVID-19.
- [India's eHealth sector](#), which was already primed for substantial growth before the COVID-19 crisis, is now growing at a faster rate than ever. [Telemedicine](#) a new of life?
- A [Cyprus e-health national platform](#) for inpatient and remote monitoring of COVID-19 cases is on trial at Famagusta and Nicosia General hospitals.
- [UK health tech company DrDoctor](#) announced that at a time when support for the NHS is vital to keeping the nation on its feet, has announced that its complete COVID-19 toolkit is now available, free of license fees to any hospital that requires it. [Other health tech suppliers](#) have also rushed to help the [NHS](#).

And while we aren't able to predict how much impact will telehealth be able to provide the struggling healthcare systems in [flattening the curve just yet](#) or what comes next in terms of [building sustainable digital infrastructure](#), we won't be surprised if we were to observe a further acceleration of health tech in the future. There's some [hard lessons in this pandemic](#) for us all.

International updates

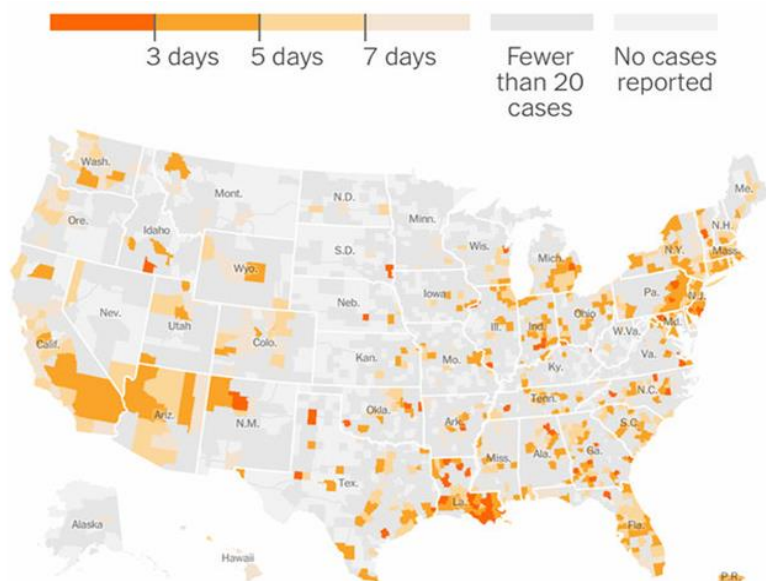
Most engaged articles about coronavirus and live events in 2020

Website	Headline	Engagement
travelandleisure.com	Stuck at Home? These 12 Famous Museums Offer Virtual Tours You Can Take on Your Couch	4,437,698
insider.com	You can watch Broadway musicals and plays free online for a limited time	744,336
dallasnews.com	Willie Nelson and friends streamed a free concert after coronavirus crisis canceled annual festival	637,475
dallasnews.com	Watch Willie Nelson and friends live-stream free concert right now	637,276
wndu.com	Garth Brooks to offer free concert on Facebook live on Monday	613,117
wcvb.com	Dropkick Murphys announce free streaming concert for St. Patrick's Day	520,456
weareteachers.com	The Big List of Children's Authors Doing Online Read Alouds & Activities	518,755
wsmv.com	Virtual choir: It Is Well With My Soul	482,070
mymagicgr.com	Anthony Hamilton to perform LIVE on Instagram 5pm Sunday	481,687
npr.org	Virtual 'Love Sweet Love' From Quarantined Berklee College of Music Students	478,021

North America News:

- The Treasury department wants the authority to [backstop money markets](#).
- The Senate [passed a bill](#) that would provide free testing for COVID-19 – the disease caused by the virus – and require smaller employers to provide at least two weeks of paid sick leave to many of those affected.
- The Treasury Department issued new guidance aimed at expanding access to the [emergency small-business lending program](#).
- [New York's](#) first decline in daily deaths of the crisis.

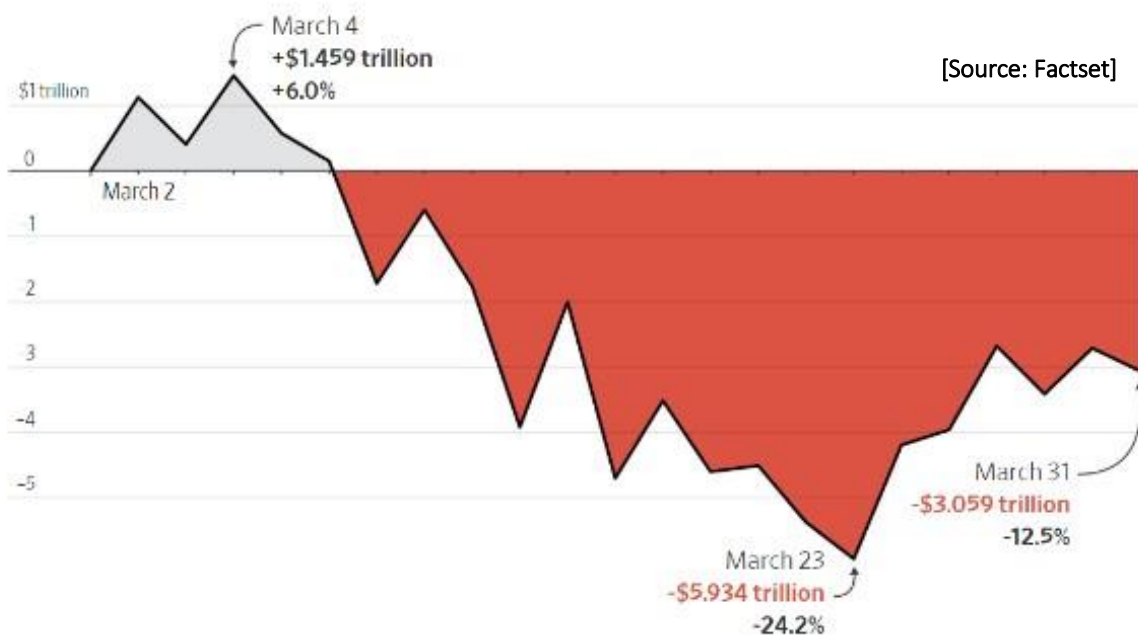
Picture: Where cases are rising fastest. Cases currently doubling every...



[Source: the New York Times]

- At least [one-quarter of the US economy has suddenly gone idle amid the coronavirus pandemic](#), an analysis conducted for The Wall Street Journal shows, an unprecedented shutdown of commerce that economists say has never occurred on such a wide scale. Although in some areas, [US Stocks Gain as Virus Slows](#).
- The economic crisis is “like no other” — one that is [“way worse” than the 2008 global financial crisis](#).
- [Ignoring Expert Opinion, Trump Again Promotes Use of Hydroxychloroquine but has a “small personal financial interest” in Sanofi, the French drug maker](#)
- The World Health Organization is urging countries to [create at least 6 million new nursing jobs by 2030 to offset a projected “global shortfall”](#).
- Nissan plans to [furlough most of its hourly manufacturing employees](#)
- [New York sees its highest daily death rate on Tuesday, but hospitalisations have plateaued](#)
- [Trump effectively ousted the head of watchdog panel overseeing how his administration spends trillions on pandemic relief funds](#)

S&P 500 market capitalization, change from February



29%

Share of the U.S. economy that has gone idle amid the coronavirus pandemic, according to [a Wall Street Journal analysis](#).

LATIN AMERICA NEWS:

- Brazil [is bracing](#) for a surge in coronavirus cases as doctors and researchers warn that underreporting and a lack of testing mean nobody knows the real scale of COVID-19's spread
 - Indigenous communities in the Amazon region and elsewhere in Brazil [are in danger](#) of being "wiped out" by the coronavirus, according to health experts.
- The Argentinian government on April 5 [ordered people](#) to stay at home until mid-April.
- According to research from Datafolha, [69% of Brazilians now predict they will lose income](#) during the crisis. In March, the rate was 57%

APAC NEWS:

- Asian markets [rose](#) on Monday as investors looked to signs that the outbreak is peaking in some of the world's worst-hit places.
- Singapore has [told 20,000 foreign workers](#) to stay in their dormitories for 14 days as coronavirus cases increase in the city state.
- Nickel Asia, the Philippines' largest nickel ore miner and exporter, said it [will resume ore shipments](#) as the local government has allowed mining operations to resume after a suspension to curb the potential spread of the coronavirus.
- Australians [have a newfound trust](#) in government and media as they digest confronting information about the COVID-19 pandemic.



Scott Morrison last Friday. The proportion of voters who trust the government is giving honest and objective advice about the coronavirus pandemic rose from 56% on 22 March to 63% last Monday. [Source: The Guardian]

- [New Zealand isn't just flattening the curve – it's squashing it.](#) Prime Minister Jacinda Ardern is adamant that New Zealand will complete four weeks of lockdown — two full 14-day incubation cycles — before letting up. It took only 10 days for signs that the approach here — “elimination” rather than the “containment” goal of the United States and other Western countries — is working.
- Some of India's quarantine measures designed to keep them inside - like the signs posted outside their houses and releasing their personal data - [have led to](#) unintended, and unpleasant, consequences.

EMEA NEWS:

- European markets [rose sharply](#) Monday morning as the rate of new coronavirus infections appears to be slowing in the region.
- European Union finance ministers [are on a deadline](#). The bloc's leaders have asked them to come up with a set of proposals to help mitigate the economic impact of the coronavirus by the end of this week.
- Switzerland [is in the midst of](#) an economic surge compared to other coronavirus-ravaged countries, with fast and efficient loans making the difference, experts say.
- The number of people dying and testing positive for coronavirus in Spain [appears to be beginning to plateau](#)
- A number of regulatory reliefs announced by the Central Bank of UAE (CBUAE) [will soften](#) the impact of coronavirus on the economy and the banking sector, according to bankers and analysts.

FUTURE OF WORK

- [Forbes Makes 5 Positive Predictions About the Future of Work](#)
 - Leadership will improve, diversity expanded and your relationship with clients will improve. The COVID crisis has led many companies to reduce and eliminate unnecessary systems.
 - Innovation will flourish and if we empower today, we will avoid nonvalue added work.