

# Ketchum London COVID-19 media intelligence report – Edition 5

## *The new value exchange*

*Welcome to the fifth 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 values. With Health and Social Care Secretary of State Matt Hancock announcing a raft of new measures for care workers this week, and with 'clap for carers' taking on a whole new meaning in communities up and down the UK, how will our value system adjust post COVID-19 and what implications will that have for brands from a comms perspective?*

In a week when Prime Minister Boris Johnson gave an emphatic nationwide address, where his use of war-time rhetoric was prevalent and united the nation, the COVID-19 crisis continues to grip our world. It has also shone a light on our value system as citizens of this nation and the world, calling into question how much we really value the people powering the frontline and keeping our country going. The revaluation of people and their societal contributions has been enormous and will penetrate the fabric of society in far deeper ways than we might realise.

In an article in [The Economist](#) this week, we heard from the former governor of the Bank of England, Mark Carney, about the way in which the economy must now yield to "human values" saying: "value will change in the post-COVID world. On one level, that's obvious: valuations in global financial markets have imploded, with many suffering their sharpest declines in decades. More fundamentally, the traditional drivers of value have been shaken, new ones will gain prominence, and there's a possibility that the gulf between what markets value and what people value will close."

This is powerful on so many levels. Economic and financial gains will need to be assessed against psychological and societal vectors. Coming out of this, brands will need to reassess things like their influencer marketing plans, to avoiding looking crass in the current crisis (and foreseeable future). Might we see the rise of 'expert' influencers to combat the 'infodemic' happening and people's quest for the truth? Has COVID-19 made data experts the new-age social media influencers? Lots in flux but with everything still to play for.

## So, what are the four strategic takeaways for this week?

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- Right now, it is **vital for brands to be as useful as possible to the communities they serve – the result of combining purpose and practicality more than ever before**. Companies will be judged on the actions they take today; consumers won't be quick to forgive or forget, make no mistake.
- Brands may need to shift their positioning in response to the COVID-19 pandemic, as consumer attitudes, values and preferences evolve in line with the changing situation. This refreshed approach might involve reframing the appeal of a brand or forthcoming launch to reflect the developing concerns of the target audience. **Trying to fit a messaging square peg into a COVID-19 round hole really will trip you up and question your brand's authenticity**.
- We were talking about channel diversification pre COVID-19, but the pandemic has sped this up. There are some interesting charts further down this report about shifting media consumption habits but now more than ever, **adjusting channel mix, content and potential partnerships will help secure efficient reach as well as relevance**.
- Intimacy. As much as COVID-19 has separated society on a huge scale, one thing it has taught us is that intimacy and closeness to friends, colleagues and our families will likely reign supreme when we emerge from the other side. Brands should apply some of the values and lessons they have learnt during lockdown to realise that perhaps we don't need to overengineer everything...perhaps there is merit in things being faster, a little less slick but shedloads more real. **We've been talking about authenticity for years it seems, but this is authenticity 2.0 – more raw, unedited and downright more engaging**.

## How are brands mobilising on mass for the greater good?

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A report compiled by [Canvas8](#) revealed there is a fundamental shift happening when it comes to how we value ‘care.’ And whilst all crises have their frontline heroes, COVID-19 has catapulted the people who are keeping our country going into the limelight. The very individuals who are on low pay, zero-hour contracts or minimum wage. Post-crisis, care workers and frontline workers will command more respect, causing the population to rethink what it deems “essential support systems” in our world.

Here are a few things brands should be considering as they reevaluate their sense of purpose in a COVID-19 world:

### BRANDS STEP IN FOR THE WELFARE STATE

For those individuals for whom home is not a place of refuge or a safe space, or for vulnerable adults, state provided support is not always as far reaching as it perhaps could be. With the Home Secretary launching a new domestic abuse campaign just last week, and with concerns about some children not being able to access meals with schools closed, we’re seeing the private sector step in to help the government extend their social safety net.

- Just last month, [Heinz](#) pledged to provide 12 million breakfasts to school children at risk of starting the day hungry without their usual free school meal
- [Pip & Nut](#) is calling on its community to join it in supporting those who need help the most with its ‘one from you, one from us’ initiative. With food banks under more pressure than ever, the brand has decided to donate a jar of peanut butter every time a customer does the same
- Mineral water brand [Evian](#) is supporting the response to COVID-19 with a financial donation to the Red Cross to support urgent needs and supplies. In the UK, the donation will be used to reduce the pressure on the NHS by helping patients get home from hospital and ensuring they have enough food and welfare packs

### BACKING UP FRONTLINE WORKERS

With most of the population confined to working from home, it has become abundantly clear who the people are powering our country and keeping us fed, safe and in touch with one another. Supermarket workers are describing their jobs as ‘frontline services’ alongside healthcare professionals and communities have rallied behind these sectors and individuals.

- [KIND Snacks](#) is donating 300,000 of its bars to NHS sites across the country to support frontline workers. In addition, it has set up a form for frontline workers, food banks, warehouses and any organisations in between to apply for a KIND bar delivery
- London-based fitness boutique MANOR is also supporting the NHS with free access to its new digital programme [Manor Blitz](#) — a structured 6-week bodyweight workout programme full of instructional videos, goals, tips and advice, designed to enhance physical and mental health
- Furniture maker [Dunelm](#) is retooling a curtain factory to make medical gowns for NHS workers

### PAY IT FORWARD

COVID-19 has brought communities together in so many ways – the internet is full of examples of people celebrating specific passion points like music, art or cooking and reenergising the community spirit. With thousands of volunteers delivering shopping to those self-isolating or the vulnerable and with individuals doing what they can to prop up their favourite businesses during this time, the pay it forward spirit has perhaps never been stronger.

- London-based fitness boutique [Frame](#) has launched a pay it forward scheme in which 50% of all account top-ups made during this time will go straight into a freelance fund to support its staff. In addition, it is offering NHS staff free access
- Global athleisure brand [lululemon](#) has announced a \$2M Ambassador Relief Fund to assist its ambassador studio owners who have been financially impacted during this time. The fund will provide basic operating cost coverage to sweat businesses that have been affected by COVID-19

## Brands taking action

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A new week, a whole new set of brands coming to the fore to do what they can to help our frontline workers, vulnerable people in community or the general population as they come to terms with three more weeks of lockdown.

### SPORTS

With much of the sporting calendar on hold, the content being covered by media and produced by brands is evolving daily. Recently we've seen a shift in sports media moving away from the high-impact news of event cancellations and towards more in-depth content looking at long-term impact, how athletes are adapting, celebrating athletes that are supporting the UK's current needs and also holding the minority accountable who are not. Interestingly, in the case of football clubs, we have seen how powerful fans can be when it comes to clubs making decisions as Tottenham reversed their decision to use the government's furlough scheme following heavy criticism from their own supporters.

In absence of live sport, we are seeing engagement rates increase when athletes, pundits and influencers share content on their channels. We are also starting to see the return of brand-led content in this space with content aimed at delivering entertainment whilst still carrying an informative message relevant to the current situation.

- **eSports is booming:** nearly five million tuned in to [the virtual Grand National](#) and [virtual F1](#) races featuring F1 drivers. EA Sports' FIFA franchise this week launched the Stay Put Cup, which will see 20 professional footballers from world-renowned clubs go head-to-head live on Twitch
- **Brand Content:** Paddy Power and Peter Crouch made a [handy guide to social distancing](#). [Adidas and #HOMETEAM](#) is just one example of how sports brands are encouraging communities to train at home
- **Athletes adapting:** most are still having to train at home. This week's example shows [Alistair Brownlee converting his garage into a swimming pool](#)
- **Commentators keeping busy:** Well worth a watch is BBC commentator Andrew Cotter commentating on his dogs [here](#) and [here](#), and ITV's Clive Tyldesley performing songs as if he was in the stadium [here](#)
- **Fitness at Home:** still proving popular with media ranging from [how the fitness industry has reinvented itself through Zoom](#), [the best workout to burn calories using a cushion and sofa](#), to of course [where and when is Joe Wicks and his PE lessons on](#)

### BEAUTY

- [The L'Oréal Group](#) has announced that it will support small businesses by freezing the payments of its most vulnerable very small and small-sized customers in its distribution network, including hair salons until businesses resume. Additionally, L'Oréal UK and Ireland has shortened its payment times for small suppliers who have been most exposed to this economic crisis
  - L'Oréal's organic sales fell 4.8 percent in the first quarter, in line with a pre-announcement last month, but the surprise optimistic note is that sales in China are bouncing back quickly as that country emerges from its coronavirus lockdown. In a conference call on Thursday, L'Oréal Chairman-CEO Jean-Paul Agon said China, after a decline in February, returned to year-over-year sales growth in March, with sales up 5 to 10 percent so far in April
- [Garnier](#) has announced it will donate 300,000 free bottles of its new Garnier Pure Active Hand Sanitiser Gel to essential retail staff working at Boots, Tesco, ASDA, Sainsbury's and Irish retailer Dunnes Stores
- [La Roche-Posay](#) has announced it will donate 100,000 hand sanitisers to support the NHS and HSE, as well as 10,000 Examination Gloves to the London Ambulance Service through the L'Oréal Young Scientist Centre at the Royal Institute
- [The Estée Lauder Companies](#) has been praised by The Beauty Banks and its Helping Hands Campaign (the organisation co-founded by beauty journalist Sali Hughes), for donating essential hand creams, body lotions, and bodywashes to NHS workers, carers and frontline workers

- [Glossier](#) has announced the launch of its new hand cream and will be donating the first 10,000 tubes to health care workers. Whilst the initiative is solely US based, the brand is hoping to roll out a similar activation in the UK. The brand has already been donating products from its current range to the NHS workers

## ENTERTAINMENT

Dating, DJing and dancing on social media channels such as TikTok are how individuals are keeping entertained during lockdown this week

- To the usual avid dating app users, the fun does not need to stop during the current lockdown situation. [The Mirror](#) and [Metro](#) outline two current dating trends *Zumping* and *Housepumped*, *Zumping*, a term coined by The Guardian, which refers to people being dumped over Zoom. *HousePumped* followed as a new term thereafter, coined by the app Houseparty
- With people longing for nights out and attending gigs, DJ's continue to entertain people whilst at home with live DJ sets. One DJ from Dundee tells the [Evening Telegraph](#) how over 300 individuals tuned into his sets, forming a new virtual community
- As mentioned in previous reports, TikTok and Instagram are seeing the highest social media engagement. [The Daily Mail](#) looks at the top posts on these social channels during lockdown
- As people look for more home entertainment and escapism, gaming may be the right option. [Stylist](#) looks into what gaming might be right for their readers

## FOOD

- Kid's illustrator Steven Lenton is running DoodleTime, a live draw-along workshop to help kids spark their creativity. Run by [Strings and Things](#), the workshop is live for 15 mins on Tuesdays, Wednesdays and Thursdays

## TECHNOLOGY: B2B, TELECOMS AND DATA

- SoftBank has warned that it expected to post its [first operating loss in 15 years](#) because of a collapse in the value of its flagship tech investments
- Japanese SoftBank Group yesterday said [it was expecting](#) its tech-focused fund, dubbed "Vision Fund", to suffer around \$16.5 billion in losses in the last financial year, which ended in March
- Google and Apple plan to [release software to automate contact tracing](#) in May, using the Bluetooth features on iPhones and Android phones
- Science Minister Amanda Solloway has made an announcement [on funds for space enabled technology to help the NHS response to coronavirus](#). "This new funding will ensure that the latest innovations will be on the frontline of tackling the unique problems the coronavirus outbreak has created, helping medical staff to focus on delivering world-class care"
- The UK's [mobile networks have reported a further 20 cases of phone masts being targeted](#) in suspected arson attacks over the Easter weekend
- Data collected by advertising company Cuebiq from mobile phones, and analysed by the University of Oxford, shows that [60% of the UK is now staying home all the time](#)
- [Amazon's new goal: sell less](#) as it plans to retool its website to do the opposite of what made it one of the world's most powerful and dominant companies: It's trying to sell fewer items

## Broadcast opps

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### Some top tips: [source: GOOD Broadcast]

- With some broadcast content now put on hold, there is now more space on producers' scheduling, so we have increased chances of landing a story. Also think ahead to what would have been the summer of sport – imagine this is leaving severe gaps in scheduling so how can brands help provide content to fill the gaps?
- Keep it light – Whilst a lot of content is, without doubt, focusing on the hard and heavy news around COVID-19, broadcasters are desperate to have some light-hearted conversation on-air with relevant experts and celebrities
- A number of presenters are having to work from home which means they can't pre-record interviews as easily as before. This means more live interviews but also interviews in the afternoon beyond the traditional 2pm cut off point
- Due to limited staffing, only the bigger networks are able to maintain a normal level of output. This means slightly less interviews on a schedule than normal, but with an overall larger audience reach
- Don't shy away from linking your story to the current news agenda – IF it reflects the new normal it has on-air talkability value

### A reminder of key stations

- **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.
- **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.

## This week's stats

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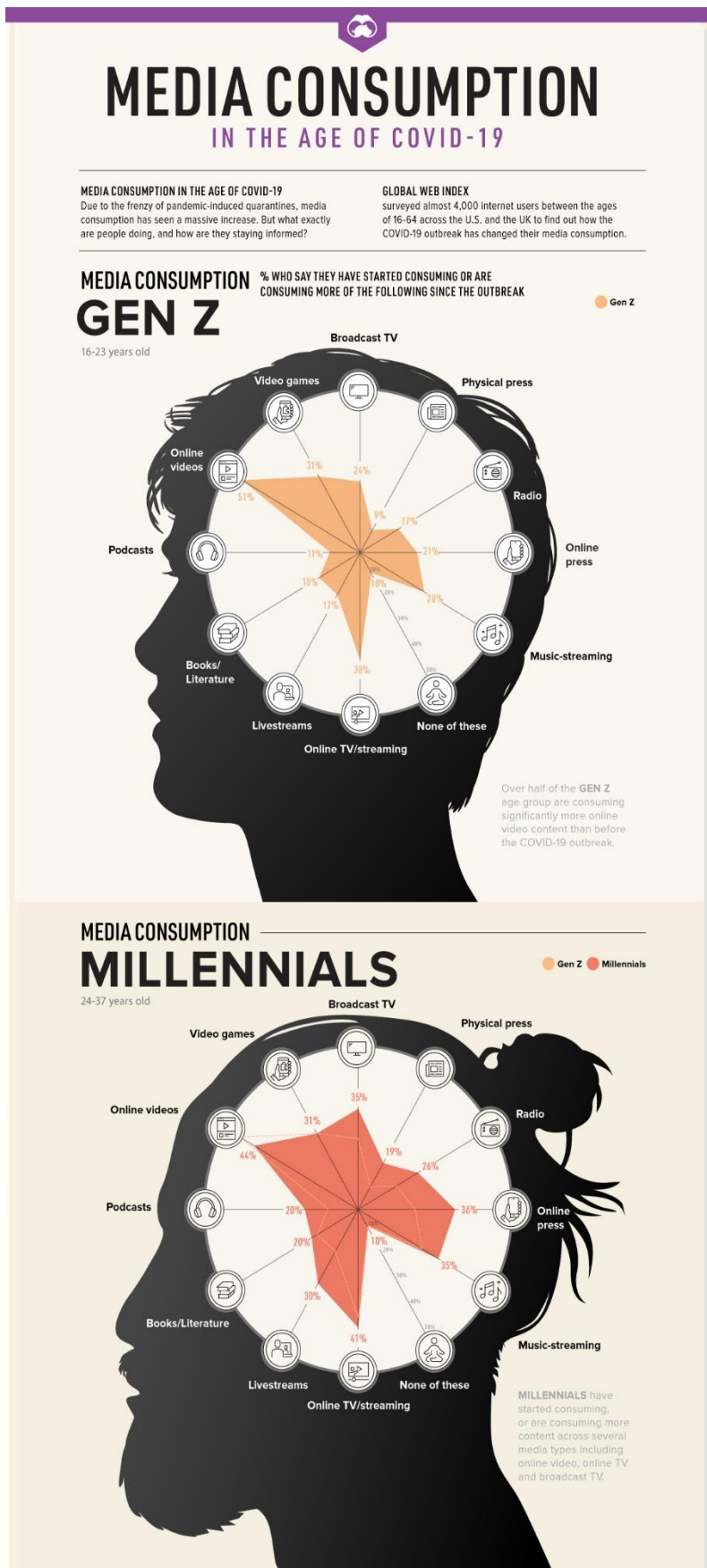


Surveys commissioned by YouGov, think-tank RSA and the ONS, and reported in the [Financial Times](#), revealed some compelling findings about the ways in which 'lockdown legacy' is likely to 'turbo charge' UK trends and the way we want to live our lives. This story had widespread pick up across the national press and leans into all of the discussions this week around the government publishing an 'exit strategy,' led by Leader of the Opposition Sir Kier Starmer.

- 46.9% of adults reported high levels of anxiety due to the crisis
- Just over one-fifth of adults said it was hitting their household finances
- Only 9% of people wanted a total return to "normal" after the lockdown
- 51% of people had noticed cleaner air
- 40% felt a stronger sense of local community during the crisis
- 42% of people valued food more
- 38% were cooking more from scratch — a phenomenon familiar to shoppers searching for flour

## Useful charts

Global Web Index surveyed almost 4,000 internet users between the ages of 16-64 across the US and UK to find out how the COVID-19 outbreak has changed their media consumption habits.



% of GEN Z WHO HAVE STARTED CONSUMING OR ARE CONSUMING MORE OF THE FOLLOWING SINCE THE OUTBREAK:

Online videos (51%)

Video games up (31%)

Online TV / streaming up (38%)

Biggest casualty is press, at (9%)

MILLENNIALS...

Consume more online press than Gen Z (36% vs. 21%)

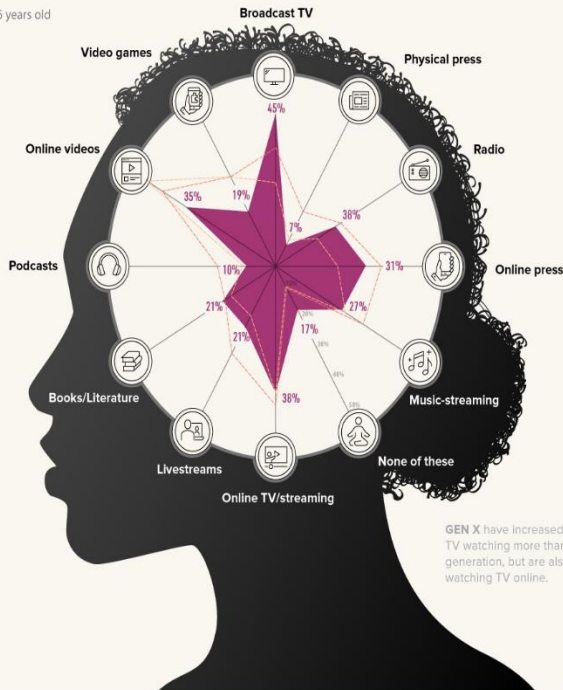
Consume more livestreams than Gen Z (30% vs. 17%)

They are consuming more content across several media types

## MEDIA CONSUMPTION GEN X

38-56 years old

● Gen Z ● Millennials ● Gen X



### GEN X

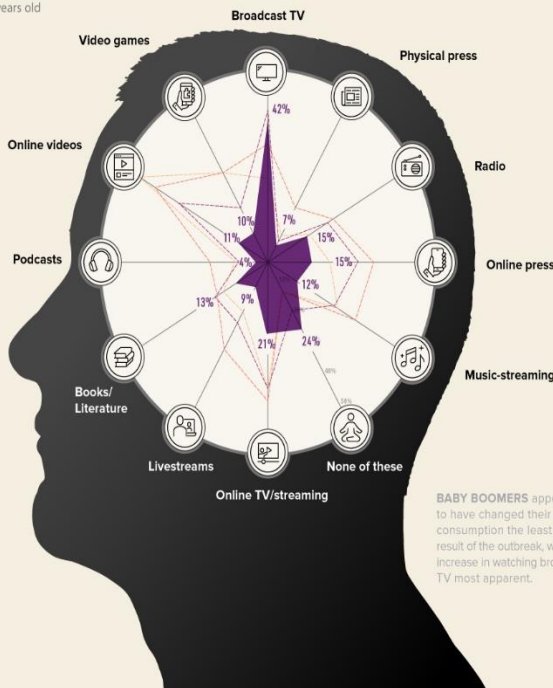
Increased their TV viewing more than any other generation (45%)

They are also watching more online TV / streaming (38%)

## MEDIA CONSUMPTION BOOMER

57-64 years old

● Gen Z ● Millennials ● Gen X ● Boomers



### BOOMER

Have changed their media consumption habits the least during the pandemic

Overwhelmingly watching broadcast TV as primary medium (42%)



Source: Global Web Index, Coronavirus Research Report April 2020

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## Media insights on key verticals

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### CONSUMER LIFESTYLE

#### This week in consumer lifestyle, press focus on:

- The impact that COVID-19 is having on individuals such as pregnant women
- How people are raising money to support the NHS (see Captain Tom's efforts to raise over £5 million)
- How businesses are managing and supporting their employees
- The Times has started covering general news outside of coronavirus, including stories on terrorism in last weekend's paper

The hashtag **#buyapaper** has been trending across social media encouraging people to continue to buy papers as sales and circulation dramatically decreases during lockdown

Across the **sporting pages**, football teams continue to receive backlash for furloughing staff rather than cut the wages of their footballers. Conversely, Formula 1 teams (one of the wealthiest sports) have decided to furlough staff and have received little backlash if any

After an initial pause on **Influencer Marketing**, social media content creators are now executing brand partnerships again.

- Media want celeb interviews with upbeat/positive angles, or angles that offer some helpful suggestions during lockdown
- General trend is that we need to be creative with our newshooks, and make our products relevant to the current situation (which goes without saying!) – e.g. how to make your home easier to live in lockdown / foods to enjoy
- Influencer marketing is becoming less polished – which seems more authentic – as homebound influencers take up livestreaming to connect with their audiences. Brands can find interesting and relevant ways to integrate into those conversations as consumers grow hungrier for entertainment

Twitter conducted a survey in the US looking to people's **attitudes to brand advertisements**. Read the full article [here](#)

- 82% of respondents said brands should support frontline health staff.
- 64% said brands should continue advertising products as normal
- 52% agreed that seeing/hearing ads gives them a sense of normality
- 77% agreed they feel more positively about brands making an effort to support society at the moment
- Interesting to note that only 7% of respondents said brands should continue using their normal brand tone of voice.

### Beauty

Brands must take note of the current difficulties and make sensible choices when it comes to reaching journalists. A recent post from **Pop Sugar's** Beauty Editor expressed annoyance at using the Royal Mail's valuable time to send a 'save the date' invitation (attached).

Mailers, if sent at all, should be useful to media (e.g. a new product launch they need to see and test). Brands that have done this well include Vichy's Whispering Angel (wine, flowers and face mask) and Drunk Elephant's new shampoo sent with a personalised dressing gown.

### MEDIA NEWS:

- [Playboy's](#) Spring 2020 magazine will be its last as a regular print product
- [Kerrang!](#) the music magazine, announced that it will stop printing for three months



- DIY magazine is not printing this month, but instead asking readers for support
- Other publications, such as Loud and Quiet, are trying to innovate their way through, collaborating with other publishers and labels to generate support
- [Esquire](#) has interviewed multiple individuals who work in fitness and wellbeing to outline what the public should be doing during lockdown. With at home workouts and personal wellness trends rising, the article outlines how you don't have to be doing everything you are seeing others doing but the importance of looking yourself
- This week [the Telegraph](#) outlines fitness trends that move away from the zoom yoga sessions. The article looks at the T-shirt handstand challenge, a social media trend involving putting a t-shirt on whilst hand standing against a wall
- [The Telegraph](#) looks at how the useful self-isolators, gamers, create the perfect gaming set-up when at home and can dedicate more time during lockdown

## TRAVEL

- **Media landscape developments** - Travel content appetite remains, however media outlets are making furloughs, recently Reach PLC, and this week it was announced that Lonely Planet has reduced publishing ops and teams. This highlights the need to nurture existing media relations more so than ever and continue to monitor changes within publication houses ([Guardian](#): Where now for travel? Lonely Planet closures point to an uncertain future; [Reuters](#): *Mirror-owner Reach cuts wages, furloughs 20% staff*)
- **Predictions** - There has been a surge in articles which are predicting how travel could change/ be shaped following COVID-19,. From domestic vs international, impact on sustainable travel, more / less trips away etc. Further to this, there is currently a large amount of speculation around when travel could return. ([Travel Daily](#): *Travel and Tourism – 12 predictions for our future*; [BBC](#): *How can we be sustainable post-COVID 19?*; [The Scotsman](#): *When will people be able to travel again? Latest FCO advice as Italy, Spain and France update lockdown restrictions*)
- **Prominent themes** - Media such as the Guardian and Telegraph are now displaying core travel themes on their homepage to group articles. There is particular overlap in topic areas such as: 'Armchair journeys', 'Photo essays', 'Travel classics' (reminiscing), 'After this is over', 'Virtual travel'. These themes reflect the continued consumer appetite for escapism and also provide brands with the opportunity to be creative – this week Virgin Atlantic and Viator particularly. ([Travel Daily](#) *Viator launches #RoamFromHome to help travellers keep exploring*; [TTG](#) *Virgin Atlantic launches 'virtual flight school' on Instagram*; [Independent](#) *How to recreate your Easter holidays at home*)
- **Thought leadership** - Speculation of how the cruise industry can bounce back is making way for thought leadership from CEOs at organisations including Cruise Lines International Association; Olsen Cruise Line and GoCruise. Meanwhile, the three big players within this industry (Royal Caribbean Group, Carnival Corporation and Norewegian Cruise Lines) have unsurprisingly been noted as not willing to put a timescale on recovery. ([Telegraph](#): *When will we be able to cruise again – and how will the industry emerge?*; [TTG](#): *Royal Caribbean boss: 'Get prepared for the return of cruise'*)
- **Book trips now** – Momentum is continuing to grow for making travel bookings, as media continue to cover holiday deals from companies such as Jet2 and TUI. This week, the [Express](#) also published an article which cited a study and expert comment from psychologists on why it is important and mood boosting, to book trips away now
- **Inspire through visuals** - media requests and current editorial content continues to be dominated by stand out visuals and beautiful imagery ([Forbes](#): *These inspiring videos will make you want to travel again*; [Mirror](#): *12 ridiculously beautiful places in Australia you need to add to the bucket list*)
- **Appetite for hobbies / skills based travel** - for the second week in a row we have noticed media requests for "skills / hobby led" travel; inspired by the trend of developing or indulging our interests and hobbies during lockdown

## 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

#### BUSINESS PRESS

#	Website	Headline	Total Engagements
1	<a href="http://bbc.co.uk">bbc.co.uk</a>	UK PM Boris Johnson taken to intensive care	2,268,648
2	<a href="http://dailymail.co.uk">dailymail.co.uk</a>	More than 330,000 people have RECOVERED from coronavirus globally	1,837,744
3	<a href="http://metro.co.uk">metro.co.uk</a>	Twins born during pandemic named Corona and Covid	1,360,878
4	<a href="http://news.sky.com">news.sky.com</a>	Coronavirus: Prime Minister Boris Johnson moved to intensive care after condition worsens	1,123,325
5	<a href="http://dailymail.co.uk">dailymail.co.uk</a>	Pink and three-year-old son Jameson were diagnosed COVID-19	1,050,553
6	<a href="http://bbc.co.uk">bbc.co.uk</a>	Tiger at US zoo tests positive for coronavirus	1,043,849
7	<a href="http://dailymail.co.uk">dailymail.co.uk</a>	Trump says he will 'look at' pardoning Tiger King's Joe Exotic	972,454
8	<a href="http://bbc.co.uk">bbc.co.uk</a>	Boris Johnson in hospital over virus symptoms	881,575
9	<a href="http://bbc.co.uk">bbc.co.uk</a>	Coronavirus: PM admitted to hospital over virus symptoms	866,610
10	<a href="http://bbc.co.uk">bbc.co.uk</a>	Coronavirus: Boris Johnson out of intensive care but remains in hospital	500,048

Picture 1: Top websites publishing articles from 6<sup>th</sup> April – 12<sup>th</sup> April (by engagement) [Source: NewsWhip]

Top tier articles (by engagement) WC 13<sup>th</sup> April:

- The Financial Times: [UK lockdown expected to continue despite 'positive signs'](#)
- BBC News: [WW2-style study of everyday lives launched](#)
- The Guardian: [UK scraps plans to buy thousands of ventilators from Formula One group](#)
- BBC News: [Labour calls for lockdown exit strategy this week](#)
- Reuters: [Two-thirds of small UK firms have furloughed staff - BCC](#)
- The Telegraph: [Britain faces biggest economic shock in 300 years if coronavirus lockdown extends to summer](#)
- BBC News: ['Last resort' plans revealed for PPE reuse by health workers](#)

**Spotlight Collaboration of the week:**

[Sanofi](#) and [GlaxoSmithKline](#), two of the world's largest vaccine makers, will work together to speed development of a vaccine for the new coronavirus, combining existing efforts in a rare example of large pharmaceutical company collaboration

- In an unprecedented [tie-up unveiled Tuesday 14 April 2020](#), the companies are joining forces to work on a potential COVID-19 vaccine
- Led by a joint task force co-chaired by Sanofi's vaccine chief David Loew and GSK's vaccine head Roger Connor
- [Accelerated timelines, vaccine technology, and combined manufacturing scales](#): The aim is to start human testing in the second half of this year, and if all goes well, to file for potential approvals by the second half of 2021. This is a critical factor during the evolving pandemic, where a successful vaccine would need to be deployed quickly and widely
  - **Sanofi** will contribute its S-protein COVID-19 antigen, which is based on **recombinant DNA technology**. This technology has produced an exact genetic match to proteins found on the surface of the virus
  - **GSK** will contribute its proven **pandemic adjuvant technology**. Adjuvants allow vaccines to protect recipients with less vaccine protein per dose, meaning manufacturers can make more doses to ultimately protect more people.
- The effort is an example of how companies around the globe are teaming up to fight the coronavirus pandemic, which has infected nearly 2 million people worldwide

**Preparing for the COVID-19 mental health aftermath:**

This week we're seeing a rise in articles and studies about the impact of the pandemic on mental health on populations. A lot of speculation into what the future might hold and what we can currently plan and do to help alleviate the consequences

*Assessing the impact of COVID-19*

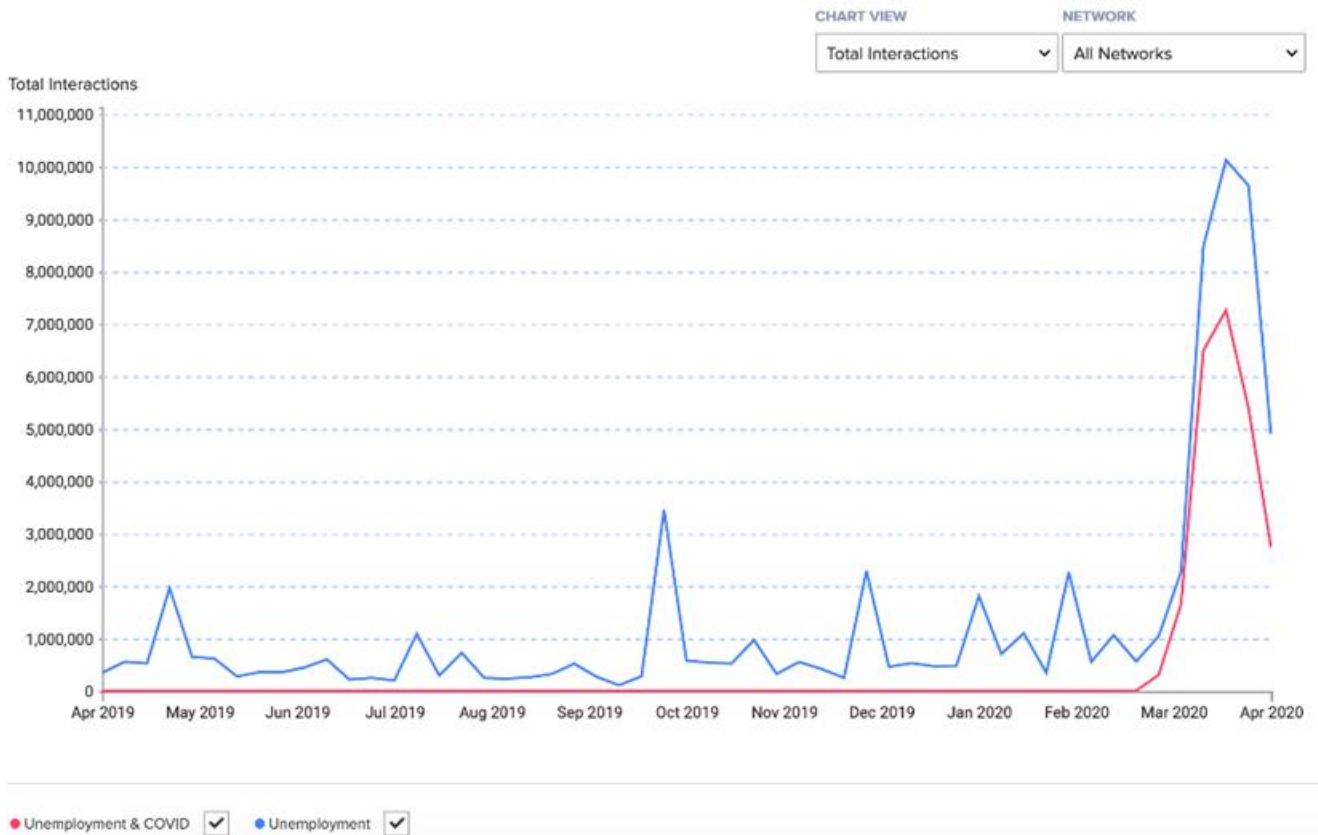
- Experts say [newly conducted polls](#) and emerging studies into COVID-19 together with lessons from past outbreaks suggest that the pandemic could have profound and potentially long-term impacts on mental health. Explore in depth the implications and the call to actions with The Lancet [here](#)
- The effects of the digital and social media response to the novel coronavirus are thought provoking. The final human cost of the COVID-19 pandemic will be far greater than can be captured by daily updates of the number infected or by figures of economic decline. With time, the extreme [psychological impact of the epidemic](#), necessary public health measures and the unprecedented social media commentary will be realised
- Experts say without a major policy response, the mental health effects of the pandemic [could linger long after the crisis has passed](#)

*Technology and mental health*

- With the increasing concern for people's mental health as they cope with the COVID-19 crisis, the [FDA has relaxed regulations](#) for apps that are intended to treat disorders such as anxiety, depression and insomnia
- [Tech Interventions For A Growing Crisis](#)
- Kids' mental health app sees [spike in users](#) in COVID-19 crisis

## International updates

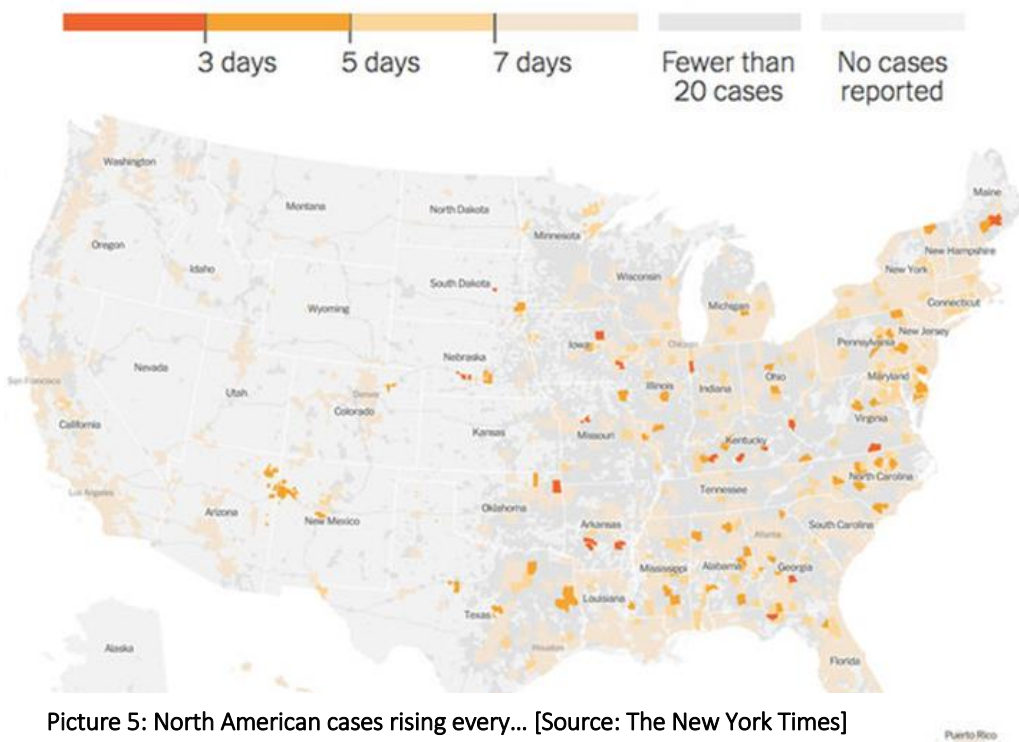
### North America News:



Picture 3: Record levels of engagement to news about unemployment, with most of it driven by COVID-19 [Source: NewsWhip]

- [The United States is already in recession, says 45 economists.](#)
- President Trump said growth in new [coronavirus infections stabilized and new hospitalizations in hot spots like New York slowed](#) over the weekend
- [Stock futures rose this morning](#): Futures on the Dow Jones Industrial Average rose 309 points, pointing to an opening gain of about 342 points. The S&P 500 and Nasdaq futures also pointed to Tuesday opening gains
- Two groups of [governors said they would coordinate efforts to gradually reopen businesses and ease social-distancing guidelines](#), despite President Trump saying he had ultimate authority over when to restart the economy
- [A Month After Emergency Declaration, Trump's Promises Largely Unfulfilled.](#)
  - "A pandemic full of words" after pledging a sweeping national campaign. Promised 1,700 Google engineers that would help generate online screening and facilitate nearby location testing
  - Unable to fulfil promises he didn't have the power to do unilaterally
- Delta, American, JetBlue and Southwest have reached [deals with the treasury for portions of \\$25 billion in payroll grants](#) to help weather the coronavirus.
- Microsoft is giving its workers an [additional three months of paid parental leave to deal with extended school closures](#) due to the coronavirus outbreak.
  - Parents who work for Microsoft can choose how and when to use the leave — whether it's a three-month stretch or a few days a week

- The coronavirus pandemic is plunging the global economy into its [deepest slump since the Great Depression of the 1930s](#) and governments and health officials must work together to prevent an even worse outcome
- [Health Experts Condemn Donald Trump’s WHO Funding Freeze: “Crime Against Humanity”](#)



Picture 5: North American cases rising every... [Source: The New York Times]

**Latin America News:**

- Fears grow that [Latin American countries are losing the battle against Covid-19](#), as recessions and slow economic growth prior to the pandemic impact nations’ ability to cope with the public health crises and economic shutdowns
  - As of April 13th, Brazil appeared to be the most affected region with 22,318 cases and 1,230 deaths
  - Peru is the second most affected with 7,519 followed by Ecuador with 7,466 cases
  - Chile has over 45,000 cases
- The Mexican Social Security Institute (IMSS) will allow businesses to [defer for up to 48 months employer’s contribution payments](#)
  - The IMSS has also approved an [up to 20% salary bonus](#) for workers on the frontlines of the pandemic, in roles directly related to the care of coronavirus patients

- With the collapse of global oil prices wiping out Venezuela’s main remaining economic lifeline, and new efforts from the United States to oust Nicolas Maduro, president Maduro’s regime is now said to be in [“survival mode”](#)
- The IMF estimates that [the Uruguayan economy will decrease by 3% in 2020](#), behind the regional average of an estimated 5.2% drop in GDP
- Panama has [obtained \\$1.3 billion in funding](#) to help small companies and boost job creation

#### APAC News:

- Asian stocks [rose](#) this morning after better-than-expected trade data from China and as major economies began easing coronavirus restrictions
- Australians are [digging in for the long haul](#) with social distancing, with new data revealing that most expect government restrictions to last for four to six months and do not anticipate normal working life returning for up to a year
- Stocks in Asia were [little changed](#) on Wednesday as the economic impact of the coronavirus pandemic continued to weigh on investor sentiment
- The Morrison government [has suspended a raft](#) of local content obligations and tipped an extra \$54m into Australia’s television, radio and regional publishers in an attempt to shore up news outlets struggling with the economic impacts of COVID-19
- New Zealand continues to receive positive coverage during the pandemic, with [Prime Minister Jacinda Ardern and her cabinet taking a voluntary 20% pay cut for the next six months](#)

#### EMEA News:

- European stocks [traded higher](#) in early action Tuesday, getting a lift on optimism the world economy is slowly re-opening with coronavirus spreading at a decreasing rate
- Italy’s borrowing costs [rose](#) on Tuesday, reflecting some disappointment in bond markets over a half a trillion euro coronavirus rescue plan agreed by European Union finance ministers late last week
- The top German scientific academy [recommended](#) Monday that the country could begin to reduce restrictions on public life in place to slow the spread of coronavirus
- The French government has [scrapped its days-old economic outlook](#) after President Emmanuel Macron extended a national lockdown, shutting down swathes of the euro zone’s second-biggest economy
  - Amazon has been ordered to [limit its deliveries](#) in France to essential goods only, amid claims it is failing to protect its workers from coronavirus.
- South Africa’s Finance Minister Tito Mboweni [ruled out](#) an International Monetary Fund structural adjustment programme on Tuesday but said the COVID-19 pandemic would cause a deep recession and stretch weak public finances

#### FUTURE OF WORK

[Although it’s impossible to know what will happen, it is possible to consider lessons of the past, both distant and recent.](#)

- **Distance is back:** For businesses, the prospect of more border restrictions; a greater preference for local over global products and services; the need for resilience across supply chains driving a move to bring sourcing closer to end market and renewed resistance to globalisation
- **Resilience and efficiency:** Businesses will absorb the shock and investors will devise ways to incorporate resilience more systematically. Many companies will rebalance their priorities so that resilience becomes just as important as strategic thinking
- **The rise of the contact free economy:** It’s becoming possible to imagine a world of business—from the factory floor to the individual consumer—in which human contact is minimized. But not eliminated

- **More government intervention in the economy:** As of April 10, governments across the globe had announced stimulus plans amounting to \$10.6 trillion - supporting citizens' basic needs, preserving jobs, and helping businesses to survive another day
- **More scrutiny for businesses:** Citizens all over the world could face higher taxes and/or fewer services in order to pay for the \$10.6 trillion committed so far. The public will expect—indeed, demand—that their money be used for the benefit of society at large. This raises complicated questions
- **Changing industry structures, consumer behaviour, market positions, and sector attractiveness.** Those that have shown themselves to be less resilient may find it difficult to regain their pre-COVID-19 standing
- **Finding the silver linings.** Individuals, communities, businesses, and governments alike are all learning new ways to connect. Almost everyone knows a story of the grandparent who finally learned to Zoom, Skype, or FaceTime