

Ketchum London COVID-19 media intelligence report – Edition 6

The great indoors

Welcome to the sixth edition of Ketchum London's COVID-19 media intelligence report. We hope these newsletters are proving to be useful as we navigate our way through this challenging time together. If this is the first newsletter you have picked up, welcome. This week we take a closer look at life indoors. With lockdown in the UK extended for another three weeks (at least), the nation is becoming increasingly inventive with how it passes its time and we've seen countless brands explore unusual ways of bringing the outdoors in.

In a week when we heard that the UK would remain on lockdown for a further three weeks, pressure has been applied to the government to release an 'exit strategy' for when we might look to partially return to 'normal life'. The nation has been tested over these past six weeks and broadly, we've seen incredibly compliance. But humans, by their very nature, are social beings, and it's clear their patience and resolve will be tested, if it hasn't already.

[The Economist](#) ran a fascinating article at the beginning of this month which explored this topic through the lens of several personal case studies. It was clear about the fact that "traumatic events, from natural disasters to war, can damage people's mental health" adding "the COVID-19 pandemic is no different." The article also adds that "touch and social networks are essential for humans" and can "slow down the rate of [personal] decay." It's acknowledgement of this which partially explains why we've seen so many companies play a social role in helping people connect in novel ways with the great outdoors from inside.

Make no mistake, consumers won't necessarily be quick to return to their outdoorsy pursuits once the lockdown lifts. Emotional and economic anxiety will prevail for a while yet, and brands will need to continue to look for innovative ways to bring experiences, entertainment and new worlds to people in their own homes. Social distancing will leave a permanent dent on human norms and behaviour. Only this week we heard about airlines like [EasyJet](#) potentially selling every other seat on aircraft to support social distancing rules. Where else might we see this? Companies need to scenario plan now to prepare for the rebound. Have you considered your own brand exit strategy?

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

- [Find ways to make the digital more human](#). Up until now, it's likely brands have focused on ways to transition human, face to face interactions to digital. However, in today's COVID-19 world, and certainly after, brands will need to ensure they appear more 'human' on virtual channels too. Think about offering video calls via your customer support line perhaps. Use this time to pilot innovative customer experience programmes which you may have had on the back burner.
- A [report developed by Ipsos](#) makes an interesting point about how brands need to help shape and reinforce new rituals in our lower-touch reality. If we're right to assume we've moved past the 'adjustment' phase and into the 'acclimatisation' phase where new indoor routines and rituals are becoming more entrenched, brands should seek to 'own' routines which are perhaps not ritualised yet. Trying to do this two months down the line will be too late.
- Seek the right emotional connection with consumers and businesses. Brands must show empathy in their communications and avoid being too 'enthusiastic' in tone. Messaging should reflect the things people want to know about, be practical, purposeful and pointed. [Perhaps look at ways to adjust your content calendar by making copy tweaks or reskin your spring/summer launches](#) around ways they can be enjoyed at home / in gardens / on patios rather than in public spaces.
- Help consumers find their inner zen during this period by using your brand's abandoned physical real estate (think hotels, restaurants, spas, labs) to deliver engaging content. From radio shows to panels to 'how to videos', [how might you use this period to deliver edutainment in a way that maintains a connection with your brand?](#)

How are brands bringing outside experiences in?

There are many ways brands are using innovative technologies to bring the outdoors in and keep consumers connected, supported and engaged. From kickstarting the sluggish virtual travel sector to finding unique ways to make home experiences immersive, brands and individuals have been using innovative ways to connect with the 'great indoors.'

ARMCHAIR TRAVEL

With virtual travel companies struggling to gain traction over the years, old habits died hard. However, COVID-19 and the worldwide grounding of flights has forced the travel industry to embrace new forms of escapism. With tourist boards overhauling their websites to offer interactive experiences to Google Street View style virtual street tours, travellers are embracing tech to experience everything armchair travel has to offer. Here's some examples:

- Unable to leave her house, California-based travel photographer [Erin Sullivan](#) has taken matters into her own hands, creating photography using everyday household items (and figurines). The photos are inspired, [take a peek](#)
- South Africa has taken the virtual tourism experience to the next level bringing you live streamed twice-daily safaris straight from the [Kruger Park](#)! Wildlife broadcasting experts WildEarth TV are hosting morning and afternoon game drives that they are streaming live on YouTube
- [The Faroe Islands](#), a remote archipelago in the North Atlantic Ocean, launched a VR experience last week where you can view not only the incredible scenery, but also control your tour guide. Each tour lasts an hour, and viewers can take turns on the controller for a minute, each like a video game. Cool huh
- [WasteAid](#) has created a Virtual Safari into the Kenyan wilderness, an immersive experience with science, culture, art, cookery and lots of wildlife to help lift spirits, and to raise money for waste collectors in low-income countries



ENTERTAINMENT'S COMING HOME

With cinema trips restricted for the foreseeable and consumers finding creative ways to entertain themselves at home, brands have been fuelling the trend by offering consumers interesting twists on the everyday through immersive experiences. Here are some of our best picks:

- [Secret Cinema](#) has launched a new immersive entertainment series – designed to be enjoyed at home. The new initiative, called Secret Sofa, aims to bring popular films to life in the usual Secret Cinema. The only difference is that it takes place at home, rather than at a designated venue
- [Camp](#), a US toy retailer is hosting daily free virtual birthday parties over videoconference. The company's "camp counselors" lead sing-alongs, story time and magician shows and host private virtual birthday parties with entertainers as well as developing an e-commerce gift registry

HOTEL EXPERIENCES REINVENTED FOR THE HOME

The hospitality industry has been hit disproportionately hard with the COVID-19 pandemic as many hotels shut up shop for the foreseeable future. However, this industry has had to be incredibly creative and there are so many fun examples of hotel brands using their physical real estate, collaborations and content to help relieve the boredom of lockdown. Here are some of our favourite examples:

- [The Standard](#), London has launched a new radio project to bring the sounds and style of the King's Cross hotel to listeners at home. From panel discussions to discos, it's a clever way to keep your customers engaged
- [Viceroy Hotels & Resorts](#) designer Kelly Wearstler has taken to the internet to launch an 18-part video guide to interior design. It is available through online education platform, MasterClass
- [Irene Forte](#), Director of Wellness at Rocco Forte Hotels has taken to Instagram to broadcast a series of videos offering skincare advice, sharing tips and ideas on ways to maintain or improve your skin

Brands taking action

Week six, and there continue to be plenty of examples of companies stepping up, engaging with their customers in fresh, digital first ways and keeping the nation and the world engaged and entertained. Here are a few to check out:

BEAUTY

- Every Wednesday, [Clinique](#) will offer an immersive experience where guest can address their skin concerns and get customized Clinique tips, tricks and tutorials in real-time
- Dermalogica's [Face Mapping](#) and [PST Chat](#) platform provides virtual tools and access to a network of Professional Skin Therapist who can address everything from stress-induced adult acne to skin irritations from wearing a face mask
- [Suki Skincare](#), a clean skincare brand has partnered with esteemed esthetician Stephanie Smith to host a series of virtual skincare sessions to help conquer and solve skin problems

FASHION

- LFW London Fashion Week goes digital for merged men's and women's event, taking place in June. Read article [here](#)
- [British lifestyle brand Joules](#) is leveraging its supplier partnerships to source and donate 50,000 civilian-grade masks, all of which are being donated to those who urgently need them including the University of Leicester Hospitals Trust, Joules charity partner Hospice UK, and various regional key worker end user groups
- [Church's is launching a fundraising digital marathon](#), running from 20 April to 31 May, with all proceeds from sales of Church's 'polishing kits' going to support the fight against COVID-19. Various influencers and opinion leaders are involved in the project and will publish a video on Instagram illustrating their personal approach to polishing their Church's shoes, nominating three other people to do the same, thereby triggering a digital marathon. Church's will regram the best polishing results
- [Ted Baker has launched Ted's Bazaar](#), a digital pop-up shop that offers limited edition merchandise. All profits from the initiative will go to charities supporting communities facing challenges. Donations from the first collection will go to Magic Breakfast, a charity that provides free, healthy breakfasts to schoolchildren at risk of hunger
- [British brand Raeburn](#) has focused on creativity in its community through the crisis. With its #RaeburnAtHome initiative the brand has released craft and drawing patterns to keep its community busy, as well as an Instagram live from Christopher Raeburn giving a tour of the Raeburn Labs
- [Yoox Net-A-Porter](#) has donated its London premier delivery fleet to deliver essential supplies to those in need. Vehicles within the fleet will now serve as volunteered vehicles for seven local Age UK charities in London. The initiative will also support the Emergency Designer Network (EDN), pioneered by London-based designers Holly Fulton, Phoebe English and Bethany Williams which is galvanising local UK manufacturers and designers to produce stocks of key PPE garments such as robes, scrubs and masks
- Little Mistress Group is offering any brands unlimited space on its marketplace for current, cancelled and markdown stock. The etailer will reduce commission on sales by 50% for brands who have been affected by wholesale customers

FITNESS AND WELLBEING

- With Joe Wicks' PE sessions keeping children entertained during lockdown, brands have taken note. The [Manchester Evening News](#) outlines kids finding fitness in Star Wars and Marvel characters, created by personal trainers Glenn Higgins
- [Hello!](#) Magazine reveals 7 celebs over 50 "smashing their fitness goals in lockdown". The article reveals what each celebrity has been doing whilst in lockdown, by looking at what is posted on social media

GAMING

- The gaming industry continues to be promoted during lockdown with [The Guardian](#) encouraging the older generation to join in by outlining how to re-discover video games as bored grownups
- Earth Day was celebrated on the 22nd of April and although some efforts may have been scrapped due to COVID-19, the gaming industry [introduced climate messages](#) to educate gamers on climate issues
- PS4 Play At Home free games are Sony's answer to the coronavirus crisis, as lockdown measures keep people indoors and help them [rediscover some of their favourite games](#)

FOOD

- [Dr Oetker](#) is currently airing a commercial in Europe ("Not together, still very close") where two partners are enjoying a pizza over a virtual candlelight dinner
- The craft beer brand [BrewDog](#) has set up virtual pubs where people can enjoy online ordered drinks together with their friends
- [Jack Daniels](#) has launched a campaign using everyday lockdown footage to encourage people to make social distancing social. The video, With Love, Jack, was created with user-generated content due to current restrictions on production, and features real consumers who are virtually enjoying drinks as part of at-home social occasions
- [Yorkshire Tea](#) has created a series of Zoom backgrounds to customize video calls

TRAVEL

- Booking.com has suspended UK bookings on its site until May 9 in support of the Government's efforts to have people stay at home during this period. Airbnb also recently announced a similar move in restricting bookings in the UK, except for key workers
- Consumer champion Which? is taking action against travel companies who are found to not be honouring refunds due to COVID-19. [Following research](#), Which? found that 10 of the UK's biggest holiday companies, including TUI and Jet2, as well as airlines such as British Airways and easyJet, are not processing refunds within the legal time frame. This has fuelled Which? to create a [10 point plan](#), which they believe is crucial to maintain consumer trust
- [EasyJet](#) is set to donate 25,000 snacks to help NHS heroes. Donated items will include crisps, biscuits, orange juice, muffins and chocolate brownies
- Holiday rental firm Homeaway has [changed its logo to 'StayHome for now'](#) on social media channels to emphasise government lockdown advice during the coronavirus outbreak. The temporary switch is designed to send a clear message to UK holidaymakers and holiday-homeowners to follow the government's advice to avoid all non-essential travel and to simply stay at home

TECHNOLOGY: B2B, TELECOMS AND DATA

- [Coronavirus: Domestic electricity use up during day as nation works from home](#)
- Home energy use up by up to 30% during the middle of the day
- The highest peak is at lunchtime, when cooking is added to the power consumption of working from home
- Overall, the country is using less energy because of businesses being closed. The National Grid reports that morning and afternoon electricity demand is down by nearly 20% due to lower demand from large, industrial users like factories
- Fewer commuters indicates a "delay" to early electricity demand
- *"Households are consuming 21% less electricity than usual at 07:30, as fewer people commute to work, and are taking back the time to sleep later instead,"* a spokeswoman for Bulb Energy said, based on data from more than 2,000 smart meters

- Bulb also says it is seeing a 7% drop in energy use between 21:00 and 23:00, "suggesting people are switching off earlier too"
- [2bn phones cannot use Google and Apple contact-tracing tech.](#)
 - As many as 2bn mobile phone owners around the world will be unable to use the smartphone-based system proposed by Apple and Google to track whether they have come into contact with people infected with the coronavirus, industry researchers estimate
 - The figure includes many poorer and older people — who are also among the most vulnerable to Covid-19 — demonstrating a “digital divide” within a system that the two tech firms have designed to reach the largest possible number of people while also protecting individuals’ privacy
 - Their scheme relies on specific wireless chips and software that are missing from hundreds of millions of smartphones that are still in active use, particularly those that were released more than five years ago
- [Mark Zuckerberg: How data can aid the fights against COVID-19](#)
 - We recently started showing the Facebook community in the United States an opt-in [symptom survey](#) run by health researchers at Carnegie Mellon University. The survey asked people if they have symptoms such as fevers, coughing, shortness of breath or loss of smell that are associated with COVID-19
 - Survey helps forecast how many cases hospitals will see in the days ahead but the data collected must protect privacy and respect human rights

Broadcast opps

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.

Useful charts

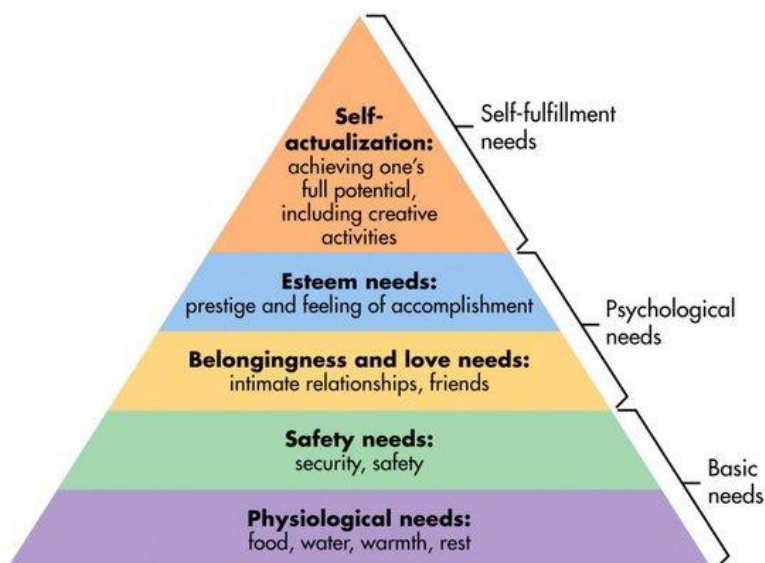
UK CONSUMERS WARY ABOUT RETURNING TO 'REAL LIFE' [SOURCE: [BBC NEWS](#)]



“The figures suggest that the economy may get a slow start as lockdown lifts, as consumers adjust their spending and behaviour to a new environment. With many losing jobs or income, that may reflect more difficult financial circumstances. But consumers could also remain anxious about the risk of infection, until a vaccine is available for COVID-19.”

HIERARCHY OF HUMAN NEEDS

We're all reading stories that COVID-19 marketing and advertising responses seem to be a "sea of sameness." It struck me today that this might be because we're responding to this crisis to help our clients fulfill human needs in exactly the same way that Maslow describes is essential in his hierarchy. A lot of initial efforts we're seeing from brands are designed to deliver basic human needs. And needs for safety. But we're starting to see creative programming that is moving up the needs ladder. [Betsy Quinn, Ketchum US]



Media insights on key verticals

BUSINESS, FINANCE AND TECHNOLOGY PRESS – WHAT JOURNALISTS ARE TELLING US?

Freelance:

- **Davey Winder:** “Always looking out for breaking news, embargoed research (hacks, breaches, vulnerabilities etc) especially if I can get first dibs. Don't do phone calls though, all email I'm afraid”
- **Tiziana Barghini:** “For a magazine called Global Finance and trying to work on a story on family offices and how COVID-19 is impacting both their outlook and their investment choices. Do you have sources to suggest? Also, with less importance, I am seeking news on Private Banking in Latin America”

ZD Net:

- “Of course, the virus is impacting a lot of stuff, but we've tended to follow it via how it is potentially impacting cybersecurity with more home working and more attacks looking to use it as a lure. But then still trying to keep on with business as usual as well with general news, features and videos”
- “Interested in any security news as always, and if you have anything on the books suitable for commentary and thoughts on a post-COVID-19 business/tech world. Interested in setting up interviews. Appreciating that all of us are pressed for time emailed Q&As with a follow-up would be perfect”

The Register:

- “We have technical writers, news hounds and those that prefer a more analytical approach. Are your clients still distributing tech products releases? Do their executives want to talk to our reporters? Interested in anything that can allow IT pros to make life easier for the customers they serve within their own organisation and how tech companies are reacting to COVID-19 and how the pandemic is affecting their plans. Basically, we're interested in all of the things that we were interested in before the crisis”

Financial Director:

- “Wanting any CFOs/FDs to interview for Financial Director magazine”

Financial World:

- “Interested in banking clients who would like to talk about the regulation of global trade finance”

IT Security:

- “Cybersecurity focused, with strong U.S. relevance. Also actual news events, new research, funding announcements, emergence from stealth, new technologies (not just the latest version) etc. They plan schedules days in advance so the ideal situation is to receive embargoed press materials and possibly a phone briefing at least the day before release/publication”

Elite Business:

- “Happy to receive all feature ideas, so feel free to send through. You can see the sections on the Elite Business platform to provide insight into the type of content we already publish”

Business Focus:

- “We would be interested in press releases from a wide range of businesses, including new products, new investments, mergers and acquisitions and new contracts, accompanied by at least one main large image of minimum 1600 x 872px, which we can publish for free on our website and promote via social media”

BCS, The Chartered Institute for IT:

- **Johanna Hamilton:** “next issue of ITNOW, our quarterly member magazine, will be a summing up of what we’ve learned from the pandemic. This could be a summing up of changes in process, security or it could be a rethink of future business planning – do we need offices when everyone can WFH forever?! You get the idea.”

CONSUMER LIFESTYLE

4-Media Group surveyed the nation over the weekend to better understand how people are going about their daily lives, specifically how they are consuming media and what they want to read:

- 77% of the population want to watch/read uplifting and fun content to take their minds off the crisis
- 96% say they are looking for other types of content either alongside COVID-19 news or in place of COVID-19 news
- Just over half (58%) say they would be interested in a brand writing something funny as opposed to COVID-19 and 31% say they would be likely to become loyal to a brand that did this
- Around 1 in 3 (36%) say they would be interested in a brand providing a tutorial or live stream
- 26% are listening to radio more than ever
- 54% are watching more TV
- 39% are using social media more
- Unilever decreases out-of-home spend
Unilever is “reviewing all discretionary marketing spend to ensure it’s both effective and appropriate,” which includes moving money from out-of-home ads and toward faster-growing categories like skin cleansing, home and hygiene
- Sales of video game hardware, software, accessories and game cards was up 35 percent in March to over to \$1.6 billion, compared with the year-earlier period, according to market research firm NPD Group, which found that figure to be the largest March sales number of the category since 2008

DIGITAL

Instagram

- This week confirmed it’s fast-tracking the development of an account memorialization tool for users who’ve passed, in light of the impacts of COVID-19. More info [here](#)
- Is testing an option that would enable people to simulcast Instagram Live sessions over to Facebook Page, essentially broadcasting to audiences on both platforms at the same time
- Looking to be test a new Stories sticker option which would enable users to share a business profile with their followers, including a header and a three-image preview that links through to a brand’s on-platform presence

Facebook

- Facebook has now officially unveiled its new 'Care' Reactions for both Facebook and Messenger, which will provide another quick response option for COVID-19 related updates
- Additionally, Facebook has added another tool to Facebook Stories, this time in the form of a new 'Animate' option which enables users to add basic motion, of varying types, to still images

WhatsApp

- WhatsApp has launched a new sticker pack, in conjunction with the WHO, to help spread key health messaging among its user base, in order to reduce the ongoing spread of COVID-19. More info [here](#)

Twitter

- Twitter is currently testing a new display format for retweets, which would incorporate both retweets and retweets with comments into a single, overall retweet count

- Twitter has recently published a blog helping people find reliable information around COVID-19. More info [here](#)

YouTube

- With misinformation about COVID-19 being spread across social media, YouTube is taking a tougher stance on any videos which include false health claims or cite information that runs contrary to official health advice. More info [here](#)

TRAVEL

- **Book trips now** – there is an emerging trend in consumer media which seeks to inspire people to plan and book their next trip now. This is resulting in a surge of direct brand mentions via links to book and to various deals. ([Telegraph](#): *Britain's best country house hotels for a break close to home when this is all over*; [Daily Mail](#): *We have a dream! As the lockdown continues, a host of jet-setting stars tell us where in the world they want to go once all this is over*)
- **Impact of COVID-19, developments** - Speculative pieces are continuing to appear on COVID-19's impact on the travel industry. Many acknowledge the industry's resilience and ability to bounce back, although trade titles have written about the need to "coax" consumers back into travel and respond to an initial nervousness through sensitive and subtle marketing tactics. In addition, nationals such as [Guardian](#) and [Telegraph](#) have honed in on how airlines and flights may have to adapt. ([Travel Weekly](#): *Consumers will need to be 'coaxed back' to travel*; [TTG](#): *Post-Coronavirus boom could mask a reluctance to travel*'). Similarly, some publications are calling upon travel insiders and/or experts for their views on the impact of COVID-19 and their personal predictions on how we will travel in the future. ([Forbes](#): *From The Experts: What Is The Future of Travel?*)
- **Authentic editorial** - Articles continue to utilise visual assets to inspire readers and remind them of the world's beauty. In some cases, pieces incorporate images that have been taken by influencers/celebrities/travel journalists to provide more authentic and personalised editorial, whilst playing into the nostalgia theme. ([Daily Star](#): *Instagram stars post jaw-dropping snaps to reminisce about favourite holidays*; [Guardian](#): *Our best shots: from a bull in a saree shop to a sundowner in Timbuktu*)
- **Prominent themes** - Armchair travel, Virtual travel, and Wanderlust focussed articles are still appearing and often, as travel journalists continue to find alternate ways to provide readers with engaging travel content some of which is brand led. ([Conde Nast Traveller](#): *These films will make you feel like you're on holiday on the Greek islands*; [Telegraph](#) *Travel with your taste buds – recipes from around the world by Britain's top chefs*; [Evening Standard](#) *Alternative honeymoons: 10 destinations that aren't the Maldives*)

HEALTH

- **View from the frontline** - As we are adapting to working from home, doctors are adapting in a completely different way. With the reduction of outpatient clinics, doctors such as ophthalmologists are being called to the [front line](#) to help with patients in A&E or intensive care - tasks they have not trained for since the beginning of their careers. The impact of closing outpatient clinics is predicted to have immense repercussions on patient health and safety, as pre-existing conditions might dangerously progress e.g. blindness cases caused by glaucoma
- **Big Pharma wants billions more for COVID-19 funding pot** – For the scale, billions of doses, and pace, 12-18 months, of COVID-19 vaccines that are needed, pharmaceutical companies are in need of more [financial help](#) to keep up the development of COVID-19 vaccines. The ideal is to avoid issues encountered with previous pandemics, when the worst was over and government funding for vaccine development decreased, for example as seen with swine flu
- **Coronavirus tracking** - In a bid to understand the current rate of infection and how many people have developed antibodies to help fight coronavirus, [20,000 households will be asked to take part in a new study to track the spread of COVID-19](#) by providing nose and throat swabs. The initial findings of the study, which is run by the Department of Health and the Office for National Statistics with The University of Oxford will be released early in May
- **Health leaders' credentials dumped online** – Emails addresses and passwords of members from the National Institute of Health and the World Health Organisation have been [posted to Twitter as well as various message groups](#). The alleged list was being used by far-right extremists as part of a "harassment campaign"

- **Pandemic 'will cause famine of biblical proportions'** - David Beasley, executive director of the World Food Programme, has warned over [30 countries may experience widespread famine](#) and extreme starvation due to the pandemic. According to a [report produced by the UN](#) and other organisations on Thursday, at least 265 million people are being pushed to the brink of starvation by the COVID-19 crisis, double the number under threat before the pandemic

SUSTAINABILITY

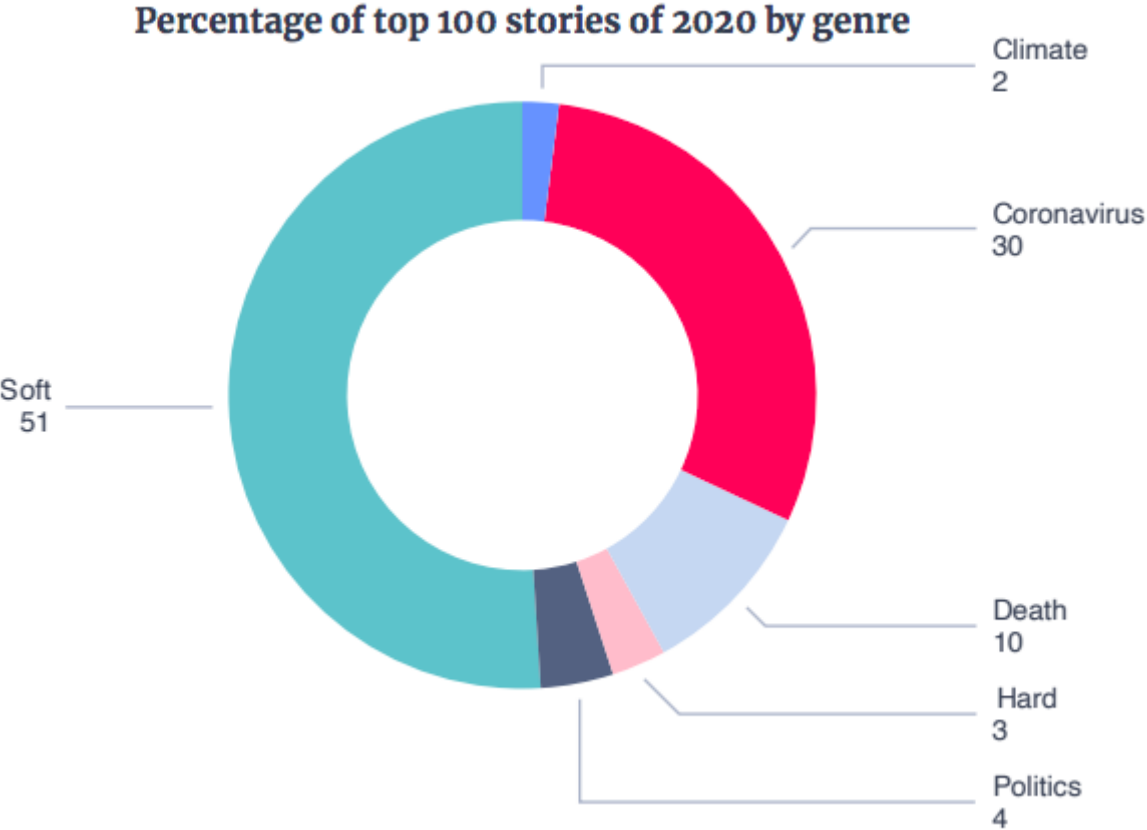
Sustainability and the COVID-19 Pandemic - IPSOS

April 8, 2020

- **Increasing pessimism about “return to normal” by June**
 - The response to the statement, “I expect things to change to normal in June,” has been declining in most countries (except Russia); this has changed quite significantly in the last two weeks (in U.S., went from, 64% mid-March to 46% last weekend)
- **Not surprisingly, there is a lot of anxiety and concern**
 - In U.S., top three concerns are for “vulnerable or weak” (47%), “impatient to return to normal” (34%) and “curious about how COVID-19 is impacting the world” (33%)
- **There is growing interest in environmental effects (and opportunity) - and what companies and governments can do**
 - In U.S., 24% said they were “hopeful to see how the environment is improving during this time”
 - Ipsos suggests that consumers are wanting to hear what companies are doing to address climate change
 - In U.S., 66% of people said companies should maintain flexible work schedule hours after the pandemic is over to reduce air pollution from people commuting
 - Also in U.S., 56% said governments should put regulations in place to address climate change similar to how they are regulating behavior during the pandemic
- **Consumer behaviors around sustainability are changing, post COVID-19 intent unclear**
 - In U.S., 78% of consumers said they realize they can do with less and reuse rather than buy new each time, and 71% said they will seek out products that are better and healthier for the environment
 - 20% are currently reusing products would normally by new and 13% are buying products with less packaging
 - When asked if they planned to continue these behaviors post COVID-19, 66% of those that are reusing products said they would continue and 75% of those buying products will less packaging will continue those behaviors
 - 76% said they hope people will change their sustainability behaviors so we don’t lose momentum on some of the gains seen (e.g., drop in air pollution, cleaner water, climate change)
 - However, there is a dichotomy – as majority said they plan to go back to the things they did before (63% agree)... and 37% of these people said they will travel less after Covid, so there is a disconnected
 - One interpretation of this is that citizens and consumers are still trying to reconcile the desire to return to normalcy with realities of living in post COVID-19 world
- **Consumer values expected to change**
 - In China, 64% of consumers said that COVID-19 has affected their social values (e.g., healthy lifestyle, “peaceful life”, family); Ipsos will be tracking to see what that looks like for Western countries
- **Corporate and brand communications can be done – if authentic and credible**
 - Question was should brands be communicating around crisis... not surprisingly, Ipsos brought that back to reputation: authenticity, credibility and effectiveness
 - Companies should be talking about things that are important and relevant for business, staying in wheelhouse, dealing with actions and initiatives that make sense
 - They said the data indicates that people want to hear from companies; consumers want to maintain the communication they’ve been receiving

We broke out the top stories by genre, and there were two very clear dominant factors; coronavirus and soft, shareable, often feelgood stories. We have seen the growth of this kind of soft news over the last six months or so, with the design optimized for sharing. The header image is often filled with the key quote of the text, so that when it is shared across social, the image appears like a meme, with all the key text visible as the snippet image. This often works for religious quotes, or inspirational pieces of advice, which made up more than half of the top stories in English in the last three months.

The other big factor, unsurprisingly, was coronavirus. News about the virus and the reaction made up 30 or more of the top stories. There were also ten stories of celebrities dying, and most of these were from coronavirus. With this breakdown, there was only room for nine stories that did not fit either of these two genres, and these came from climate news, hard news, and political news respectively.



International Updates

North America News

- President Trump says his forthcoming [executive order barring new immigration will apply only to people seeking green cards](#), last 60 days and won't affect workers entering the country on a temporary basis
- The Senate has passed a [\\$480 billion relief package](#) that includes hundreds of billions of dollars in new funding for small businesses hurt by the coronavirus outbreak along with other priorities like money for hospitals and expanded COVID-19 testing
- US [stock futures in early morning trade pointed to gains](#) at the open on Wednesday, following recent weakness in markets aggravated by oil's massive decline
 - Dow futures rose 206 points, indicating a gain of about 228 at the Wednesday open
- Regulators at the US Food and Drug Administration on Tuesday [authorized the first coronavirus test that lets people collect a sample at home](#).
 - The authorization of the diagnostic — developed by testing giant LabCorp — marks the first time the agency has cleared an at-home COVID-19 test and caps weeks of back-and-forth between the agency and start-ups who sought to develop their own versions of the tests that would allow for at-home sample collection
- The director of the Centers for Disease Control and Prevention has warned that a [second wave of coronavirus will be far more dire](#) because it is likely to coincide with the start of flu season
- Healthcare facilities have [yet to receive \\$70 billion of the emergency support](#) allocated to them almost a month ago in the last stimulus package
- US governors are pursuing different routes to [restart local economies hit by the coronavirus pandemic](#), with several Southern leaders moving to reopen businesses while others voice concern about taking such steps without more robust testing capacity
- Wisconsin's Republican-dominated [legislature filed for an injunction against the coronavirus-related lockdown](#) ordered by the administration of Democratic Gov. Tony Evers
- Governor Cuomo, New York, said President [Trump had offered federal assistance so the state could do 40,000 tests a day](#), hopefully within several weeks
- The coronavirus pandemic [is boosting momentum for major broadband legislation](#), highlighting the widespread lack of high-speed internet in US homes at a time when it has become more essential than ever
- Billionaire hedge fund manager Ray Dalio has [described the coronavirus outbreak as an exciting turning point in history](#) — one that could pave the way for greater societal progress
- Facebook has made a [\\$5.7 billion investment in Jio Platforms Limited](#), owned by Reliance Industries, a massive Indian conglomerate
- GM is [shutting down its Maven car-sharing business](#), a once emerging mobility business for the automaker.
 - GM spokesman Stuart Fowle said the decision was partially due to the coronavirus pandemic but also the business itself, which was not thought to be profitable
- The COVID
- -19 outbreak in [the La Loche area of northern Saskatchewan has doubled](#) from six to 12 cases after spreading onto the Clearwater River Dene Nation

Latin America News

- The United Nations Economic Commission for Latin America and the Caribbean (Cepal) estimates that the economy of these regions will contract some 5.3% in 2020, leading to [the worst recession in the region's history](#).

- Specialists in epidemiology and Latin American politics have warned that the [lack of regional coordination in the face of the pandemic](#) could aggravate its impact on the region
- Latin American countries are beginning to roll out the [use of big data](#) to track the spread of COVID-19, but critics are concerned about the implications this could have on individuals' privacy
- Reporters Without Borders warns that the pandemic is having [negative effects on the freedom of press](#), reporting a general deterioration of freedom of the press in most Latin American countries, excluding Costa Rica and Uruguay
- As the crisis accelerates in Mexico, Undersecretary of the Health Ministry, Hugo López-Gatell, has decreed that Mexico is now in [Phase 3 of the epidemic](#)
 - Phase 3 will involve [a series of increasingly drastic measures](#) to contain the spread of the virus, including a total one day ban on circulation for all vehicles and closing around 20% of train and bus stations
- The United States has asked [Mexico to reopen factories](#) in order to support the country in arms production
- Chilean health officials have confirmed plans to [issue coronavirus immunity cards](#). These "immunity passports" will permit individuals who have recovered from COVID-19 to return to work
- The Chinese embassy in Brasília is waging a [social media war with Brazilian president](#) Jair Bolsonaro, refusing to publicize their meetings with the president despite doing so with some of his political rivals, including recently fired Health Minister Luiz Henrique Mandetta
- In Brazil, like the situation in the United States, [states are competing for essential healthcare materials](#). Some states are vying for essentials with Bolsonaro's government, who is already sharply at odds with many governors over coronavirus containment measures
 - Between this week and the month of June, [approximately 100,000 people in Brazil will be tested](#) for COVID-19 as part of the largest ongoing study on the spread of the novel coronavirus in the Brazilian population
 - With the healthcare system on the brink of collapse, hospital construction is being ramped up and [soccer stadiums are becoming large-capacity medical complexes](#) to exclusively receive COVID-19 patients
- In the hopes of reviving their economies, Brazil, Argentina and Colombia are [preparing to ease strict lockdown measures](#).
- [Four in ten Peruvians have been left without income](#) as a result of the crisis. 42% of Peruvians have lost their jobs, while mandatory quarantine continues to be in place until at least April 26th
- The Argentinian government has announced [a huge aid package for private companies](#) struggling in the wake of the coronavirus pandemic and subsequent shutdown in economic activity.
 - As Argentina deals with the economic fallout of the crisis, cut off from credit markets as it nears default and unable to borrow to fund stimulus programmes, the [Central Bank is emitting massive amounts of money](#) to cover government programmes, threatening to drive up an inflation rate that is already among the highest in the world.

UK News

- Boris Johnson has [spoken on the phone to US President Donald Trump](#), as his recovery from coronavirus continues, he is also expected to speak to the Queen by phone this week
- The RAF [plane carrying much-needed personal protective equipment \(PPE\) from Turkey touched down](#) at Brize Norton in the early hours of this morning, three days after it was promised
- A group of [25 doctors have written to the Health Secretary](#), Matt Hancock, because they are concerned about the UK's current advice on self-isolation for coronavirus
- [Human trials for a coronavirus vaccine will begin on Thursday](#) as Matt Hancock gambles on a £43 million plan to make the UK the first country to develop one
- Inflation slipped [lower in March on the back of falling clothes and motor fuel prices](#), official figures show

- More than [70% of private firms have furloughed staff](#) in response to the coronavirus lockdown, according to the latest survey of Britain's struggling business sector
 - A total of [185,000 businesses applied](#) for £1.5bn of state aid to pay furloughed workers in the first day of the UK government's job retention scheme
- The Governor of the [Bank of England has warned the Government not to end lockdown measures prematurely](#), indicating that a "false start" could do longer-term damage to the economy than extended restrictions
- More than [1.8m people have made new benefits claims](#) through the universal credit system since the start of March, when the coronavirus crisis began to hit the UK's labour market, the Department for Work and Pensions said on Tuesday
- Supermarket and [shop workers deserve to be paid a minimum of £10 an hour](#) after coronavirus, a union leader has argued.
 - Paddy Lillis, of the Union of Shop, Distributive and Allied Workers (Usdaw), said retail "heroes" should be rewarded for risking their health to keep people "fed and watered"
- UK students should be given the option to [retake or be reimbursed for this academic year](#), says the National Union of Students
- Facebook is to begin [asking selected UK users whether they have had symptoms](#) of COVID-19, in an attempt to collect data on the pandemic.
- Unfounded [theories linking Covid-19 to 5G technology are the most common example of online misinformation](#) in the UK, an Ofcom survey suggests.
- All of the [UK's biggest airlines and most big holiday companies are systematically breaking the law](#) by denying timely refunds to customers for travel cancelled during the pandemic, researchers have found.

APAC News

- Stocks in Asia Pacific [were mixed](#) on Wednesday as oil prices continued to see weakness. Mainland Chinese stocks edged higher on the day, with the Shanghai composite up 0.6% to about 2,843.98 while the Shenzhen composite jumped 1.048% to approximately 1,771.80. Hong Kong's Hang Seng index was 0.36% higher, as of its final hour of trading
- Demand for plant-based protein foods [is surging](#) in Asia, suppliers say, as suspicion over possible links between wild animal meat and the new coronavirus drives some consumers, particularly in Hong Kong and mainland China, to rethink diets
- China [said](#) this is a time for solidarity and cooperation, not "finger-pointing" and "politicization" as its top diplomats in New York officially handed over a donation of medical supplies to hard-hit New York City to help tackle the coronavirus pandemic
 - While the world is distracted managing the COVID-19 pandemic, the Chinese government in Beijing [is making dramatic moves](#) against the pro-democracy protest movement in Hong Kong
- Japan [will decide](#) during the upcoming Golden Week holidays whether to extend the country's state of emergency beyond May 6th, looking at such numbers as the pace of infection increases that reflect the effectiveness of the measures taken so far
 - The coronavirus pandemic, if prolonged, [could trigger a negative feedback loop](#) in which a worsening economy threatens to destabilize Japan's financial system, the Bank of Japan warned on Tuesday
 - Japan's effort to distribute protective cloth masks in its coronavirus battle [has been marred](#) by complaints about mould, insects, and stains, fuelling further concern that the government has botched its handling of the pandemic
 - The Japanese health ministry [is considering introducing](#) an antigen test to more quickly screen for the new coronavirus amid a rise in the number of people who need testing, government sources said Wednesday

- India [has recorded](#) more than 1,300 new cases of the novel coronavirus and 50 fatalities in the last 24 hours, ending Wednesday morning
 - India's main medical research organization [has asked states](#) to pause the use of rapid testing kits over concerns that they are faulty
- With a coronavirus infection rate that has nearly quadrupled since the start of the month, and one of the world's highest mortality rates, Indonesia's response to the pandemic [has led to doomsday predictions](#) by infectious disease experts, epidemiologists and data handlers abroad
 - Indonesia is looking [to review](#) its large-scale social restrictions (PSBB) as many are not adhering to social distancing rules at work to curb the spread of the COVID-19 pandemic
 - Indonesia is [running out of time](#) to contain the raging coronavirus pandemic and the government should immediately ramp up stimulus by tens of billions of dollars to lessen the economic shock, according to the nation's top business lobby group
- The Australian defence force [is using its members](#) for a clinical trial of chloroquine, an anti-malarial drug, as a potential "preventative measure against COVID-19". Labour, the crossbench senator Jacqui Lambie and experts have urged Defence to avoid exposing military personnel to harm
- Singapore has moved [to extend restrictions](#) to combat coronavirus until early June, as the number of cases in the city state exceeded 9,000 due to a growing number of infections in its crowded migrant worker dormitories

EMEA News

- European leaders [are preparing](#) for a videoconference on Thursday, with EU capitals and European commissioners still pushing competing plans for economic revival and how to pay for it
- The number of new coronavirus cases in Germany [stayed close to a three-week low](#) as the country begins gradually lifting pandemic-related lockdown measures
- France on Tuesday [reported 531 deaths](#) from COVID-19 in 24 hours as the number of people in hospital and intensive care continued to decline
 - France has become the first country [to call publicly](#) for Apple and Google to weaken privacy protections around digital contact tracing, after its government admitted that its current plans would not work without changes to smartphone operating systems
- By the end of this week Italy [will announce](#) a plan to gradually exit its lockdown, Prime Minister Giuseppe Conte said
- Russia and its leader President Vladimir Putin [are facing](#) an unprecedented challenge as the coronavirus outbreak accelerates in the country, the Kremlin's spokesman told CNBC
 - Russia and China are [still carpet bombing](#) Europeans with coronavirus lies, the EU foreign service has warned
- In the last 24 hours 430 people [are reported](#) to have died from coronavirus in Spain. These latest figures, from the Ministry of Health, take the country's COVID-19 death toll to 21,282
- Austria [will allow](#) bars, restaurants and churches to reopen on May 15 in a further loosening of its coronavirus lockdown provided infections do not surge again, Chancellor Sebastian Kurz said on Tuesday
- Poland and Denmark [have sent a clear message](#) to businesses that make use of tax havens, excluding them from government bailouts and coronavirus relief programmes
- Turkey [has prohibited](#) mass meals during the Islamic holy month of Ramadan as the number of its coronavirus cases nears 100,000
- A power struggle [is unfolding](#) between Iraq and Iran over when to reopen the frontier between the two countries, which Iraq closed five weeks ago to limit the spread of the coronavirus
- As coronavirus sweeps across the globe, African countries are bracing themselves for grave consequences. The projections [estimate](#) more than a billion cases and 300,000 deaths due to COVID-19

- South Africa's president on Tuesday [announced](#) an "extraordinary budget" of \$500 billion rand (\$26 billion) to address the huge socioeconomic effects of the coronavirus pandemic, saying that "our country and the world we live in will never be the same again"