

# Ketchum London COVID-19 Media Intelligence Report – Edition 12

## *Show up, be seen, answer the call*

Welcome to the twelfth edition of Ketchum London's COVID-19 media intelligence report. We're only six months into the year and yet already, so much has happened that has galvanised the people of this planet. We've seen the very best of humanity; but we've also seen some of the worst. This week we dive deeper into inclusivity. COVID-19 has already shone a spotlight on how a supposedly indiscriminate virus could impact members of the BAME community more. But this is merely one example. Businesses made huge strides with diversity and inclusion pre-pandemic which begs the question. What happens now? Will the fact that the COVID-19 crisis has blown up existing inequalities make D&I even more essential, or will the looming economic crisis say otherwise? Brands have a deep responsibility to review and assess their approach.



IMAGE CREDIT: BYLINE TIMES

“COVID-19 might not discriminate, but we’ve come to see that societies do.” This was the headline of an article on the [Byline Times](#), a platform for freelance journalists to report what gets ‘unreported’ in the mainstream press. The article probes the results of a Public Health England inquiry into deaths as a result of the pandemic, concluding that “the impact of COVID-19 has replicated existing health inequalities and, in some cases, has increased them”.

Whatever viewpoint you subscribe to, it’s evident that the virus has shone a spotlight on the underserved and undervalued parts of society. It has taken a global health crisis for us to begin to reevaluate who we have become as a society and what we value. And this issue has been given fresh meaning after the senseless death of George Floyd in the USA. The Black Lives Matter movement has gained global traction, uniting people of all races and backgrounds and spurring brands to speak out much more directly than they have perhaps before.

It is, of course, important for brands to openly support groups and communities at this time. Taking practical measures to support these causes and use their platforms for good. Whether it is assessing the diversity within the work that is being produced or reflecting on the team of people shaping the output. But this must be done in a way that’s not vacuous. Inclusion and representation within our thinking has never been so important. It’s not only the right thing to do, but it makes business sense. Larry Fink, chairman of BlackRock recognised that the companies in his investment portfolio that

were contributing to society were outperforming those that weren't. When we truly understand what matters to consumers, existing and new, we can engage with them on a far deeper level.

The next few weeks and months will certainly tell us whether more long-term, culturally attuned, enlightened behaviours by brands will become a post-crisis 'new normal.' It is tempting when the economic noose tightens to row back and return to bad old ways but make no mistake...your consumers are watching with eagle eyes and there is no margin for error. Disingenuity is getting called out in a public way. Take advice. Know that sometimes it is ok to say nothing and rather better to work on reevaluating your processes and procedures to make a change that means something. Time will tell which brands will survive and thrive post pandemic.

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

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- **YOU ONLY KNOW WHAT YOU KNOW:** Prioritise knowledge-gathering on the opportunities and pain points that you consider most pressing. [Are there any COVID-19 specific questions you can add to any existing employee pulse surveys?](#) Consider if there are ways to disaggregate the results to give you a deeper dive on what specific groups within your workforce are thinking. Use this opportunity to dig a little deeper.
- **IT'S ALL ABOUT THE PEOPLE:** There are many commentators who believe the COVID-19 pandemic is the first test of brands' diversity and inclusion policies and statements made by business leaders. [Ensure your D&I policies continue to be guided by the needs of local communities and multicultural stakeholders – perhaps even dial it up;](#) don't structure them solely on your marketing or business goals.
- **PUBLIC AND PRIVATE TOGETHER:** We've already seen brands step in for the state during the COVID-19 pandemic, supplying meals to students shut off from schools or assisting the vulnerable in the community. [Post pandemic, brands can play a longer-term role in addressing inequalities](#) – from education to housing and everything in between. Consider what your brand's coordinated efforts will be and don't make it all about the capital injection...support can be levered in many ways. For example, how are you supporting Pride this year? Does your plan go deeper and will it hit the right tone? Brands have the capacity to provide a platform to those who will not have theirs this year.
- **TRANSCULTURALISM:** Sometimes it's ok if there isn't just one version of a creative. In fact, there probably should be multiple if you're trying to appeal to several communities. Think about the talent you select consciously and accept it is necessary to take a stand on something sometimes. This starts in your own creative departments. Employ diverse creative teams, [listen to what your audiences are telling you, and act. And...if you don't know the answer, engage the community.](#) There are a multitude of transcultural writers, broadcasters and bloggers out there who will open your eyes to alternate perspectives.



## Brands making a stand on issues that matter

- [Pinterest](#) has outlined how it's working to respond to the call for more action on improving racial inequality, with measures that include elevating content on racial justice, "such as resources for how parents can talk to their children", highlighting organisations that users can support, and providing educational information about systemic racism in America.
- [According to AdAge](#), Bumble is making donations to the AAPI Civic Fund and the NAACP.
- [Ben & Jerry's](#) has had a program for a while on addressing systematic racial injustice (called Color of Change).

Tired. So very tired of the worthy, politically correct, superficial social media bullshit emanating from brands.

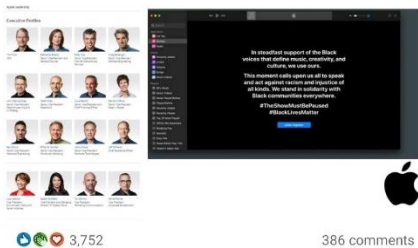
If Black lives really mattered to these companies they'd walk the walk in their leadership teams, rather than talk the talk on social media.

My column for Marketing Week - with a profanity warning and hypocrisy alert - for all those sensitive marketing souls. <https://lnkd.in/gJgHNZN>

#marketing #brands #blacklivesmatter

Walk.

Talk.



- [Disney's](#) chairman, CEO and chief diversity officer vowed to step up their inclusion efforts, "to ensure we are fostering a culture that acknowledges our people's feelings and their pain. While these devastating incidents are not new, there's something unique about what's happening in this moment," Bob Iger, Bob Chapek and Latondra Newton wrote.

- Apple never tweets, but CEO Tim Cook said "justice is how we heal" in a [post](#) on Twitter, also sharing his support and concerns, in an internal memo to employees. However, there has been some backlash on social media sites like LinkedIn where people have called out the lack of diversity on Apple's executive board.

- [Facebook](#) boss Mark Zuckerberg took to the platform to announce he was donating \$10m to groups working on racial justice, saying that there is "more to do".

- [Twitter](#), which spent much of last week battling President Trump over the warnings and fact-checks it placed on several of his tweets, changed its profile image on the platform to black and added "#BlackLivesMatter" to its description.
- [L'Oréal Paris](#) shared a statement on Instagram saying: "L'Oréal Paris stands in solidarity with the black community, and against injustice of any kind. We are making a commitment to the @naacp to support progress in the fight for justice. #BlackLivesMatter."
  - Munroe Bergdorf, the model and transgender activist, [has accused](#) L'Oréal Paris of hypocrisy following her sacking in 2017 for speaking out about violence in Charlottesville, Virginia, in which an anti-far-right protester was killed by a white supremacist.
- [Netflix](#) posted on Twitter on Saturday: "To be silent is to be complicit. Black lives matter. We have a platform, and we have a duty to our Black members, employees, creators and talent to speak up."
- [Nike](#) has delivered 'For once, don't do it'. A powerful play on its iconic tagline, the film urged people to not turn their backs on racism.
  - Nike's long-time rival [Adidas](#) shared Nike's Twitter post, commenting: "Together is how we move forward. Together is how we make change."
- [Reebok](#) said in a message to "the black community" that it "stands in solidarity with you," telling its social media followers: "We are not asking you to buy our shoes. We are asking you to walk in someone else's."
- [Shea Moisture](#) announced a minority small biz relief fund back in early April when COVID-19 started.
- [Spotify Technology SA](#) has committed \$11 million to combat racism, injustice and inequity, following calls from its employees to support the black community that has helped fuel its success. The company [also added](#) 8 minutes and 46 seconds of silence to various playlists, which represents the length of time a police officer kneeled on Floyd's neck, which led to his death.

- [TikTok](#) said it would donate \$3 million from the company's Community Relief Fund to non-profits that help the Black community impacted by COVID-19, and another \$1 million toward fighting the racial injustice and inequality.
- WarnerMedia brands, including [HBO](#), [TBS](#) and the newly introduced [HBO Max](#), changed their Twitter names to #BlackLivesMatter and quoted the black novelist James Baldwin: "Neither love nor terror makes one blind: indifference makes one blind."
- [YouTube](#) promised to spend \$1 million on social justice initiatives, but it quickly faced criticism that its [moderation efforts](#) against racist content have historically been weak.

## Brands taking action

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### ENTERTAINMENT

- [Amazon Prime](#) says it will make all four of its remaining Premier League fixtures for this season available to view free-to-air. This means that 33 out of the 92 remaining matches for the season will be available without a subscription.
- This year's [Bafta Television Awards](#) will be broadcast from behind closed doors after being delayed because of the coronavirus pandemic. The event had been due to take place on 17 May but will now happen on 31 July and will be broadcast on BBC One.
- [Mission: Impossible 7](#) is to resume production in September after it was halted by the pandemic.
- [BBC bosses](#) have said EastEnders will not "dwell on the coronavirus" as it resumes filming later this month. BBC drama commissioner Piers Wenger noted that other soaps had carried on filming by "cheating the camera angles or editing together actors filmed separately."

### FASHION

- [Mallzee](#), a shopping app developed in the UK, is being used to raise money for garment workers in Bangladesh who are struggling financially as a result of the pandemic. By selling off clothes no longer wanted by global fashion chains, the app is donating 37% of the retail price to a charity providing food and other goods to clothing workers affected by layoffs and unpaid wages.
- [Yoox Net-a-Porter \(YNAP\)](#) has joined forces with the University of Modena and Reggio Emilia to create a joint 'lab' dedicated to progressing the use of artificial intelligence (AI) and computer vision in the fashion sector.
- Berlin trade show organiser [Premium Group](#) is launching the "first digital trade show in the world" on 14 July, in response to COVID-19.

### FOOD

- [Costcutter](#) has expanded its free online COVID-19 support package and made it available to all independent retailers to help them support their local communities. The online resource now includes guides on home delivery, call & collect and NHS 'thank yous' available to download on its dedicated website [freshstart.costcutter.co.uk](http://freshstart.costcutter.co.uk).
- Online florist [Bloom & Wild](#) is behind the 'Thoughtful Marketing Movement' which is gaining traction in the UK - launched last year, the initiative aims to bring together likeminded businesses and develop a cohort of "thoughtful marketers".

## FITNESS, HEALTH AND WELL-BEING

- [Fitbit and Oura](#) smart rings have teamed up with universities to develop an algorithm to detect COVID-19 before a user shows physical signs. The technology monitors the wearer's heart rate, temperature and other vitals to see if unusual changes are a predictor of infection.
- The [Campaign Against Living Miserably \(CALM\)](#) has launched a free Google Chrome extension that removes COVID-19 related content and news from the web browser.
- [John Lewis and Waitrose](#) members will be offered free virtual workshops focused on health and wellbeing, with the new programme launched this week by the retailers' in conjunction with health and life insurer Vitality. The classes aim to address a wide range of issues myWaitrose and myJohnLewis members may be facing as a result of the COVID-19 lockdown, such as poor posture from lengthy spells of home working, disturbed sleep or unhealthy eating habits.

## TECHNOLOGY

- [Snapchat](#) has launched Dynamic Product Ads (DPAs) in the UK, allowing online retailers to automatically create ads to a global audience in real-time. Amongst the first brands to test DPAs in the past month are Adidas, Farfetch and Topshop, all of whom have recorded positive results.
- [Amazon](#) is planning to launch the "Biggest Summer Sale" event on June 22 in a bid to jump-start sales and help retailers shift surplus stock that has accumulated during lockdown. In a letter sent to sellers yesterday morning, seen by CNBC, Amazon says that it planned to host a "Fashion Summer Sale Event" later this month

## TRAVEL

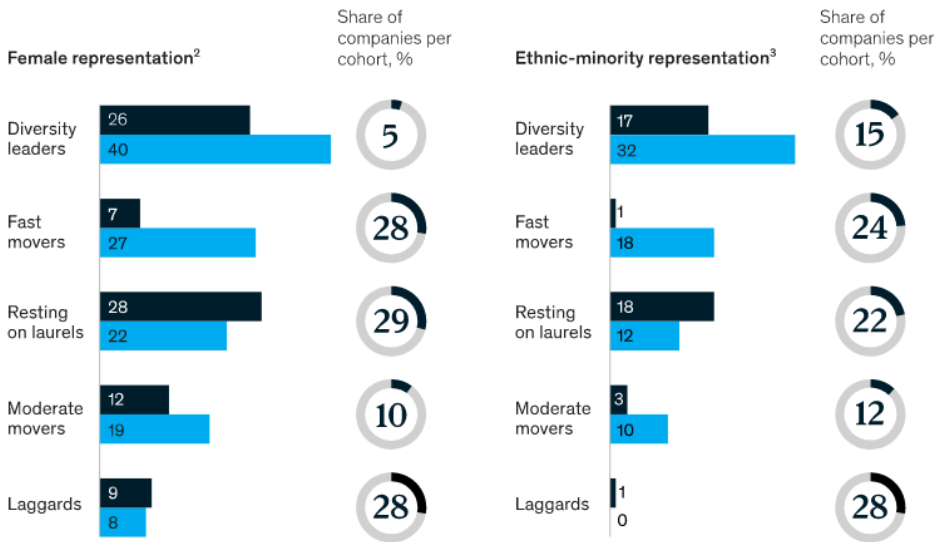
- [Travel platform Klook](#) launched Klook Home, a home-based experiences initiative, travel activities and services booking platform. Klook Home consists of home-based learning modules such as Do-It-Yourself (DIY) craft and baking kits, online workshops, as well as free virtual tours to help you stay connected, wherever you are across the globe.
- [Dream Cruises](#) launched a "Dream Cruises At Home" Facebook Live in Asia starring its crew members and performers on board as they present a series of cooking, freestyle dance and cultural performances.

# Useful charts

## Progress in UK and US executive-gender and -ethnicity diversity since 2014 shows stark differences among cohorts.

Representation of diversity, 2014 and 2019, by cohort,<sup>1</sup> %

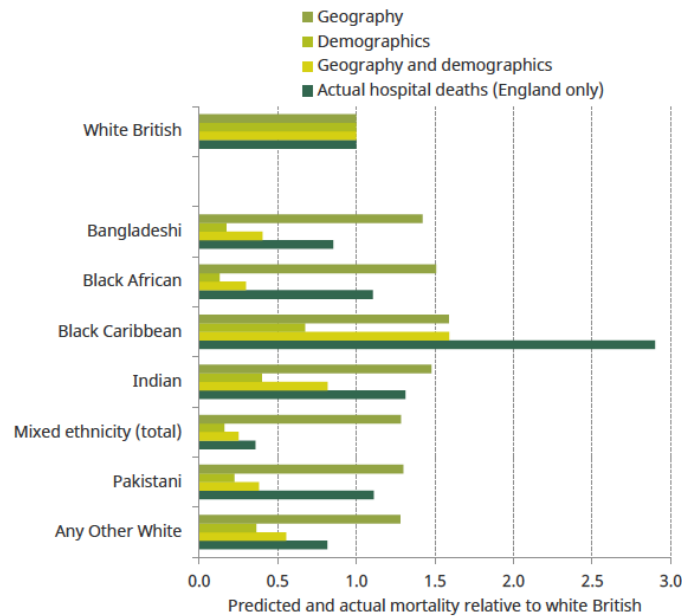
■ 2014 ■ 2019



<sup>1</sup>We would expect this distribution of companies and diversity progress across the cohorts to vary in the rest of the world, depending on macro factors as well as industry-specific and company-specific factors.  
<sup>2</sup>Total cohort analysis, n = 365; US and UK.  
<sup>3</sup>Total cohort analysis, n = 24; US and UK. Absolute representation, not relative to fair share. Figures may not sum to 100%, because of rounding.

[SOURCE: [McKinsey](#)]

Figure 5. Predicted COVID-19 fatalities based on geography and demographics and actual hospital deaths, relative to white British, by ethnic group



Note: Predictions based on demographics and geography are for COVID-19 fatalities in England and Wales in all places of occurrence (hospital and non-hospital deaths).

Source: Authors' calculations using COVID-19 hospital death statistics from Public Health England as of 21 April 2020, COVID-19 death data from ONS weekly occurrences up to 17 April 2020, and 2011 ONS Census of England and Wales.

[SOURCE: [CEBM](#)]

## Media insights on key verticals

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### GENERAL

- [People's Daily](#) continues to share a lot of COVID-19 related content which simultaneously taps in to the global political agenda, for example reporting on how [China is ready to work with Germany, EU to create more global certainty](#).
- [Business Insider](#) is no longer dominated by news of COVID-19 but instead leads with stories on the American race riots, George Floyd's case and the breakthrough in the Madeline McCann case. COVID-19 does remain on the agenda, one headline focuses on the [optimistic timeline for a COVID-19 vaccine](#).
- [New York Times](#) is updating the Corona Virus outbreak section of their website and currently reporting on how [new cases are multiplying worldwide at fastest pace yet](#). However, their front pages and leading stories are heavily focused on politics, particularly around racism and Trumps handing of the current situation.
- Similarly, [De Telegraaf](#) in the Netherlands, shares minimal stories on the COVID-19 pandemic, focusing on various other news stories. There is some speculation in to travel resuming again and [whether corona can be transmitted through sex](#).
- In contrast, [Spiegel](#) is heavily dominated by COVID stories, leading with a headline on how [science and politics are colliding in the battle against COVID-19](#) and also reporting on how [the pandemic is exposing Brazil's societal divide](#).

### LIFESTYLE

- [GQ's](#) content in the US and UK is very much focused on news and politics currently, exploring the impact of racism on various industries. COVID is not top of the agenda, however it is still referenced in articles and their articles do speak to the macro environment, for example [GQ's lockdown tech: eight gadgets and apps to lighten isolation](#).
- In other markets, such as Brazil, GQ's content is focused more on the pandemic, sharing articles such as the opinion piece, [Covid-19 is having a dimension of genocide for indigenous peoples](#).
- [Marie Claire France](#) is sharing a range of fashion, celebrity, beauty and lifestyle content without any obvious mentions or links to COVID 19.
- Across markets, including the UK, China and Russia, [Vogue's](#) content focuses on topics such as fashion, celebrity and beauty without speaking explicitly to the COVID situation, indicating that lifestyle publications and their readership are moving away from COVID-19 related content.

### HOME AND DESIGN

- [Wallpaper magazine](#) is continuing its [World View series](#) which aims to shine a light on the creativity and resilience of designers around the world as they confront the challenges wrought by the Covid-19 pandemic. The most recent letter being from Brazil where COVID is still a growing concern. Aside from this most of the content is non-COVID-19 related.
- [Dezeen](#) continues to focus on and share a vast number of articles about COVID-19 and the impact on design, including how the [interiors of future houses will be designed to mitigate COVID-19](#) and how the [Berliner Ensemble give a glimpse of its socially distanced theatre](#).
- [Elle Décor](#) are no longer maintaining their 'Elle Décor stays in' section of the website, which previously included articles such as the 10 things you need for a backyard picnic and other articles speaking to lock down.

### TECHNOLOGY

- [Trusted Reviews](#) are reporting minimally on COVID-19 but do feature the occasional article relating to the pandemic such as [can a steam cleaner kill the coronavirus?](#)

- [Engadget](#) are sharing a small volume of stories related to COVID-19 but have reported that [CES 2021 is still set to go ahead](#) with a number of social distancing measures in place.
- [Tech Crunch](#) home page includes minimal COVID-19 related content, although they do report that the impact of the virus on the economic climate is having implications for start-ups such as [Monzo](#), who are struggling and laying off staff as a result.

## TRAVEL

### Core Travel Insights/ Take outs

- **Where can I travel, and when?** This week, the media is flooded with articles focussing on which countries have opened their borders, where Brits will be permitted to visit and what timeframes we are likely working towards. These pieces illustrate the yearning for travel to return and provide optimism for the industry post COVID-19. ([The Sun](#): *Can I travel to Ibiza or Majorca?*; [Express Online](#): *Holidays summer 2020: Where can you go on holiday? UK aims for deal with 45 destinations*).
- **UK domestic travel:** We have continued to see a number of articles centred upon UK domestic travel appearing within media. These pieces, similar to previous weeks, showcase the natural beauty across the nation, with some publications also beginning to put a positive spin on international travel being restricted for a little while longer. For example, [The Telegraph](#) nicely summarises that “*the great British summer of 2020 is an opportunity for travellers and our national tourist industry, not an obstacle.*”
- **New travel quarantine plans backlash:** With a new policy set to come into motion, which will see 14-day quarantines for arrivals into the UK, more than 200 travel and hospitality businesses have joined a campaign demanding a u-turn. Media have been actively reporting on this topic, capturing how firms are accusing the government of being ‘woefully slow’ in protecting the industry from COVID-19 financial impacts. This runs alongside their belief that this plan will ‘deter’ foreign tourists from visiting the UK. ([ITV News](#) *Hundreds of travel firms demand U-turn on ‘deeply worrying’ 14-day quarantine plans*; [CITY A.M.](#) *More than 200 travel firms call on government to scrap quarantine plan*).
- **Consumer survey stories:** Consumer attitudes towards travel continues to be popular amongst media, as they look to use this as a foundation to speculate about what travel will look like in the near and long-term future. [Recent research from TUI](#) revealed that Spain, Greece and Italy are the top three locations British people intend to visit when they can, whilst [Travel Supermarket](#) has also revealed the destinations that Brits are keen to visit via search trends and data. This illustrates the ongoing opportunities for brands to secure prediction led / insightful content within this space.
- **Green shoots of recovery for air travel:** With tides slowly turning, new data has revealed that global air travel demand is showing slow signs of recovery after ‘hitting bottom’ in April. This comes at a time where various airlines are announcing resumption of their flights (e.g. Virgin Atlantic, Ryanair, easyJet), which is a positive step forward for the travel and tourism industry. ([Mirror](#): *Virgin Atlantic flights to restart on July 20*; [Travel Weekly](#): *Air travel ‘showing early signs of recovery’*).
- **‘New normal’ for travel:** Speculation is continuing to surface in regards to what travel will look like post COVID-19. From talk on what future airport experiences will involve to what impact new quarantine rules will have and predictions around the cost of flying once the pandemic is over. The overarching consensus within media is that the travel industry is inevitably transitioning in to a ‘new normal’ – however this may not necessarily be a bad thing. ([Metro](#): *What Comes Next: Travelling will enter a ‘new normal’ but it might be better for us in the long run*).

## GENERAL ONLINE TRENDS

- Instagram is testing a double-story feature with various users reporting the new Stories display and format.
- Instagram will share revenue with creators for the first time through ads in IGTV. More info [here](#).
- Instagram is testing out a new option that would enable users to view their Messenger messages in their Instagram Direct inbox. More info [here](#).
- This week Facebook has added an option to send marketing emails via the Pages App. More info [here](#).



- Facebook is currently looking to make it easier for users to manage what people can find out about them via their Facebook profiles with an updated, simplified 'Manage Activity' process, which enables bulk archiving or deletion of those questionable updates and images from the past. More info [here](#).
- Facebook launches a new app that is focused on live event engagement called Venue. Venue will serve as a hub where users can access each commentators' thoughts and insights. More info [here](#).
- Facebook has announced an expansion of its verification requirements, which will see some people with large followings on personal profiles now asked to undergo identification checks. More info [here](#).
- Twitter has announced that it's bringing native tweet scheduling and the capacity to save tweet drafts to its desktop app. More info [here](#).
- Twitter has begun live testing of its new DM chat window on desktop, which provides a Messenger-style, picture-in-picture display for your messaging discussions on the platform. More info [here](#).
- LinkedIn is considering adding new reactions to express more responses during COVID-19.

## International Updates

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### NORTH AMERICA

- US President Donald Trump is seeking a new state to host this summer's [Republican National Convention](#). It follows North Carolina refusing to guarantee the event could be held in Charlotte without restrictions because of ongoing concerns over the COVID-19.
- The US government has sent [2 million doses of hydroxychloroquine to Brazil](#) to help fight coronavirus, despite a lack of solid evidence for its efficacy and even some suggestions it could be harmful.
- Protests in the US over the police killing of African American man [George Floyd](#) has led to a warning from officials that mass gatherings will likely lead to an increase of COVID-19 cases in the most vulnerable communities.

### EUROPE

- For the first time in two months [Spain has reported no deaths](#) from COVID-19 and just 71 new cases of the infection in the last 24-hour period.
- [Scientists at Guy's & St Thomas' hospital and King's College](#) in London are running a trial to determine whether ibuprofen could be used to treat breathing problems for patients in hospital with COVID-19.
- [Sweden's state epidemiologist](#) Anders Tegnell says that the country should have introduced stricter curbs to control the spread of coronavirus, admitting that too many people had died. Sweden has the highest per-capita death rate from coronavirus in the world.
- [Portugal's foreign minister](#) says holidaymakers from the UK would be 'most welcome' and expressed hope that an air bridge deal between the two countries could be agreed before the end of June.
- [France has moved to 'Phase 2'](#) of the easing of lockdown restrictions, allowing cafes and restaurants to reopen in so-called 'green zones', where the virus is deemed to be least actively circulating.
- Germany has lifted its blanket European travel ban as coronavirus lockdowns across the EU continued to ease, with officials saying new cases in western Europe were now in steady decline.

- [France is rolling out an official coronavirus contact-tracing app](#) aimed at containing fresh outbreaks as lockdown restrictions gradually ease, becoming the first major European country to deploy the smartphone technology amid simmering debates over data privacy.
- [Spain's prime minister](#), Pedro Sánchez, has confirmed that his government will seek a sixth and final extension to the coronavirus state of emergency until 21 June. It has been in effect since 14 March, and Sánchez said the extension was necessary as he cautioned against complacency.

## ASIA

- [China has tested almost all 11 million residents of Wuhan](#), where COVID-19 is thought to have originated. Officials say there are no new cases, although China does not count asymptomatic cases as confirmed cases and 300 people were placed in isolation after testing positive but not showing symptoms.
- [South Korea](#) on Wednesday issued an emergency authorisation for the anti-viral drug remdesivir to be used to treat coronavirus patients, paving the way for imports.
- [Authorities in Bangladesh](#) gave confirmed the first coronavirus death of a Rohingya refugee in an insolation centre set up by the government and aid agencies in the Cox's Bazaar district. At least 29 Rohingya refugees are reported to have tested positive for the disease, prompting concerns about the difficulty of handling a wide outbreak of the virus in the densely populated refugee camps.
- [Authorities in the Philippines](#) have eased coronavirus lockdown restrictions in Manila after two months. People have been allowed to return to work, while public transport services are running with a limited number of passengers.
- Prime minister Narendra Modi's government has extended lockdown until 30 June [in a number of zones identified as 'high-risk' by individual states](#), while the rest of India prepares to reopen.

## AUSTRALASIA

- [Australia has entered its first recession for 29 years](#) after the economy went backwards by 0.3% in the March quarter, with the impact of bushfires and the coronavirus ending the nation's extraordinary, uninterrupted run of economic growth.