



COMMS IN THE CORONA ERA

A brief proposal





We are all part of the new reality. A reality that is shifting behaviors and lifestyles in an unprecedented way, and thus reshaping all aspects of communications.

As is highlighted through various reports and white papers like the “2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus,” which questioned 10,000 responders in ten Covid-19 affected countries, leaders must take action in various new and unknown fields in order to tackle what’s coming.

During this time, it is essential to focus on the general good and not on narrow-minded product promotions. We need to enforce our narratives and support those in need. Re-evaluate our storytelling and focus on how to be helpful in this time of need.

Content production will change, above the line should work as a medium for help and not promotion, support channels and psychological lifts will have become the norm.

Things will change, but we will adapt.

We can do it together as one.

N SERIES

explained

97% Match 2019 16+ 2 Seasons 4D

November 2019: we enjoyed a great episode of the “Explained” Docuseries on Netflix, called “The Next Pandemic”

If you're not worried about a looming global pandemic, you probably should be. Are we prepared for an outbreak? Bill Gates and other experts weigh in.

▶ RESUME

✓ MY LIST



N SERIES

PANDEMIC

HOW TO PREVENT AN OUTBREAK

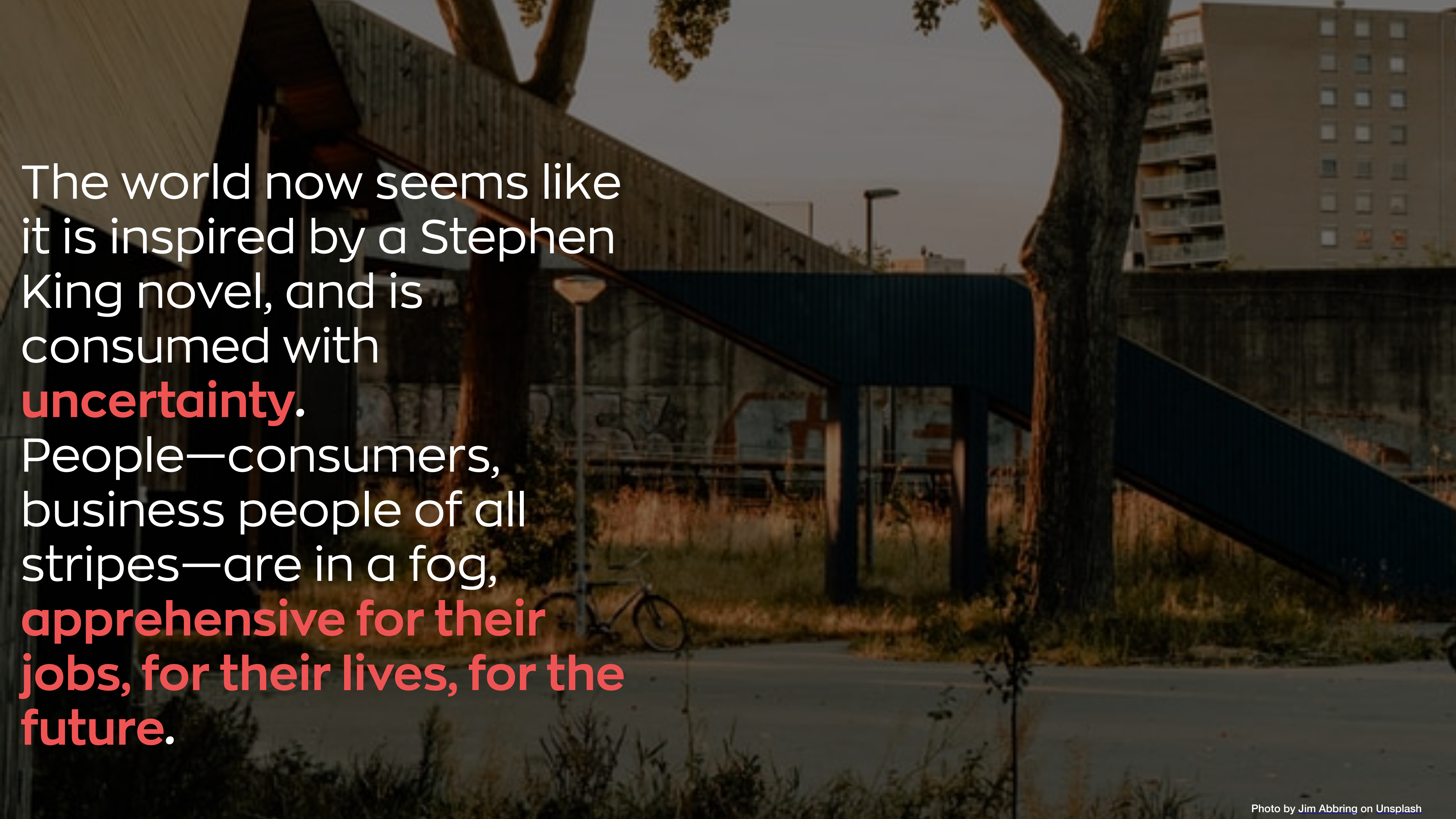
January 2020: a new great Docuseries called “Pandemic” appeared. A new virus started spreading in China. (Too far for us Europeans, right?)

Genres: Science & Nature Docs, Social & Cultural Docs, Science & Nature TV

This show is: Cerebral



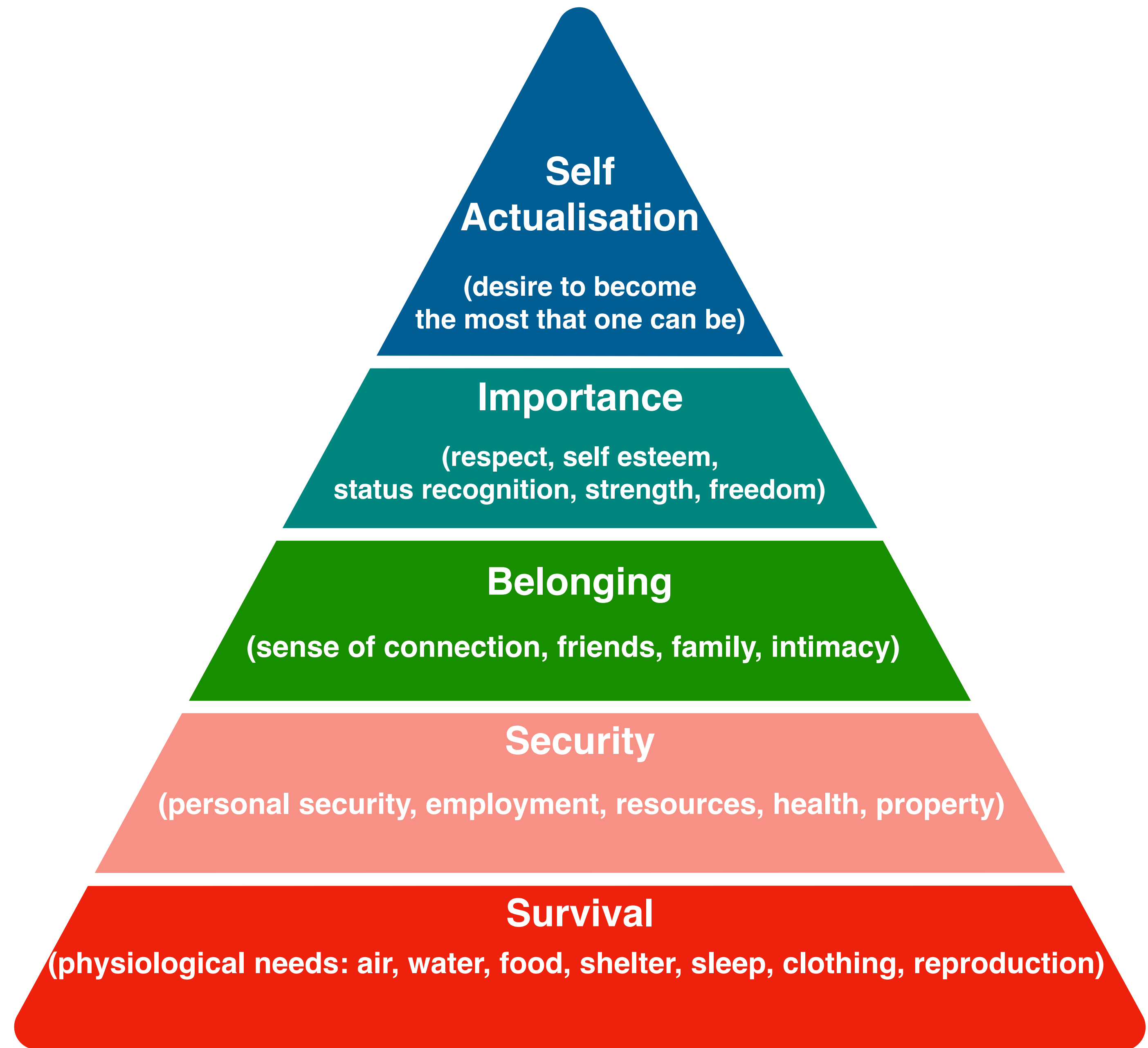
March 2020: “Pandemic”
is our new **reality**

A photograph of a modern building with a blue overhang and a large tree, with a bicycle parked in the foreground. The image is dimmed to serve as a background for text.

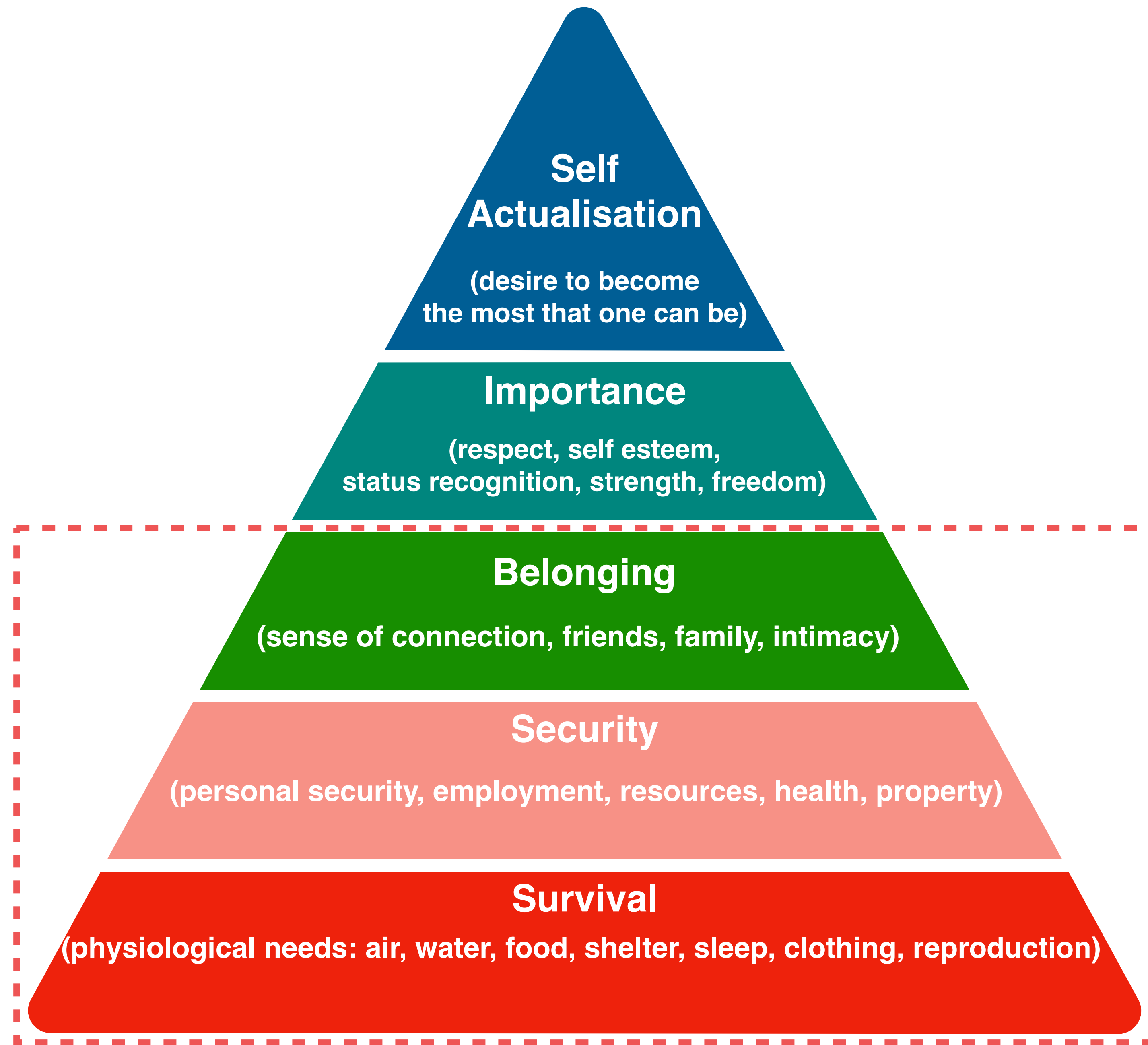
The world now seems like
it is inspired by a Stephen
King novel, and is
consumed with
uncertainty.

People—consumers,
business people of all
stripes—are in a fog,
**apprehensive for their
jobs, for their lives, for the
future.**

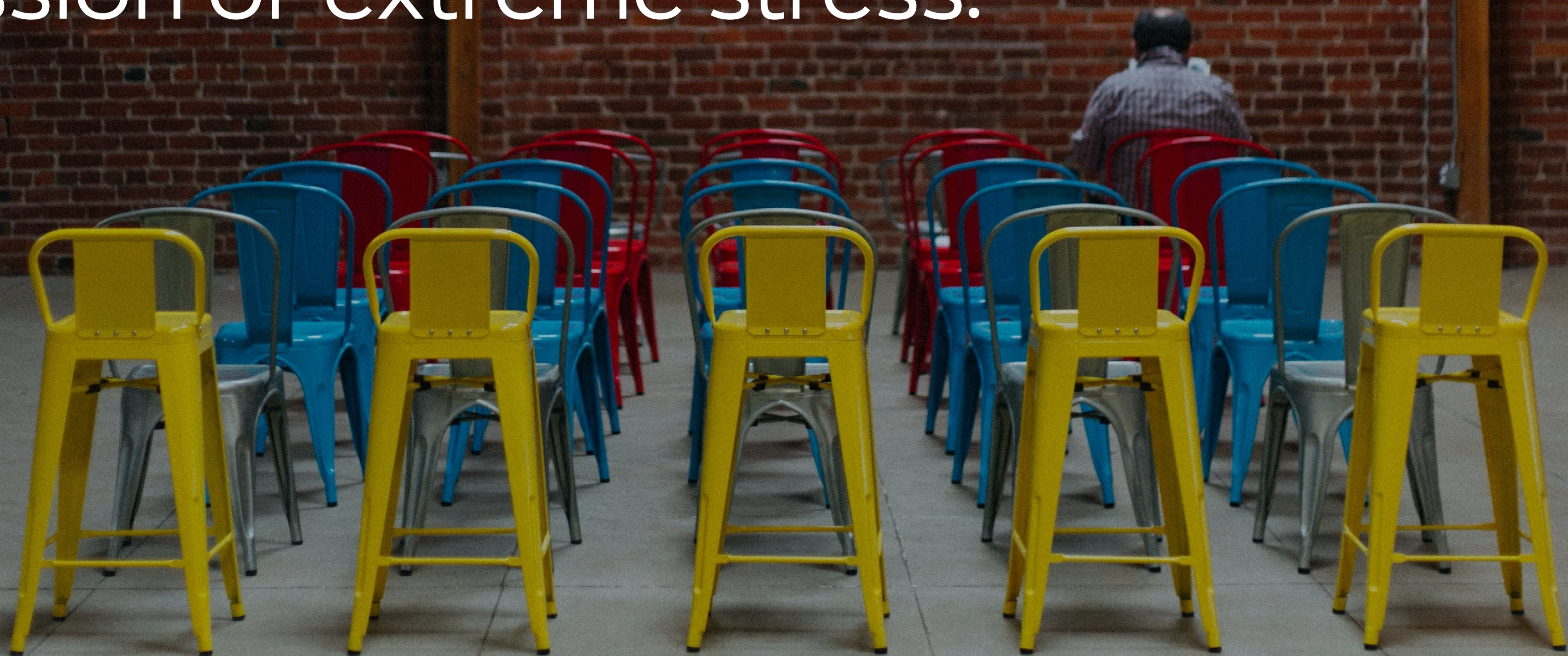
Let's take a look at Maslow's Pyramid of Needs



**The
foundation is
at risk**



Maslow argued that the failure to have needs met at various stages of the hierarchy (putting aside survival) could lead to mental instability, depression or extreme stress.



It is easy to conclude that fear and panic is by no means a plausible tactic.

Worry that there is a lot of fake news and false information being spread about the virus

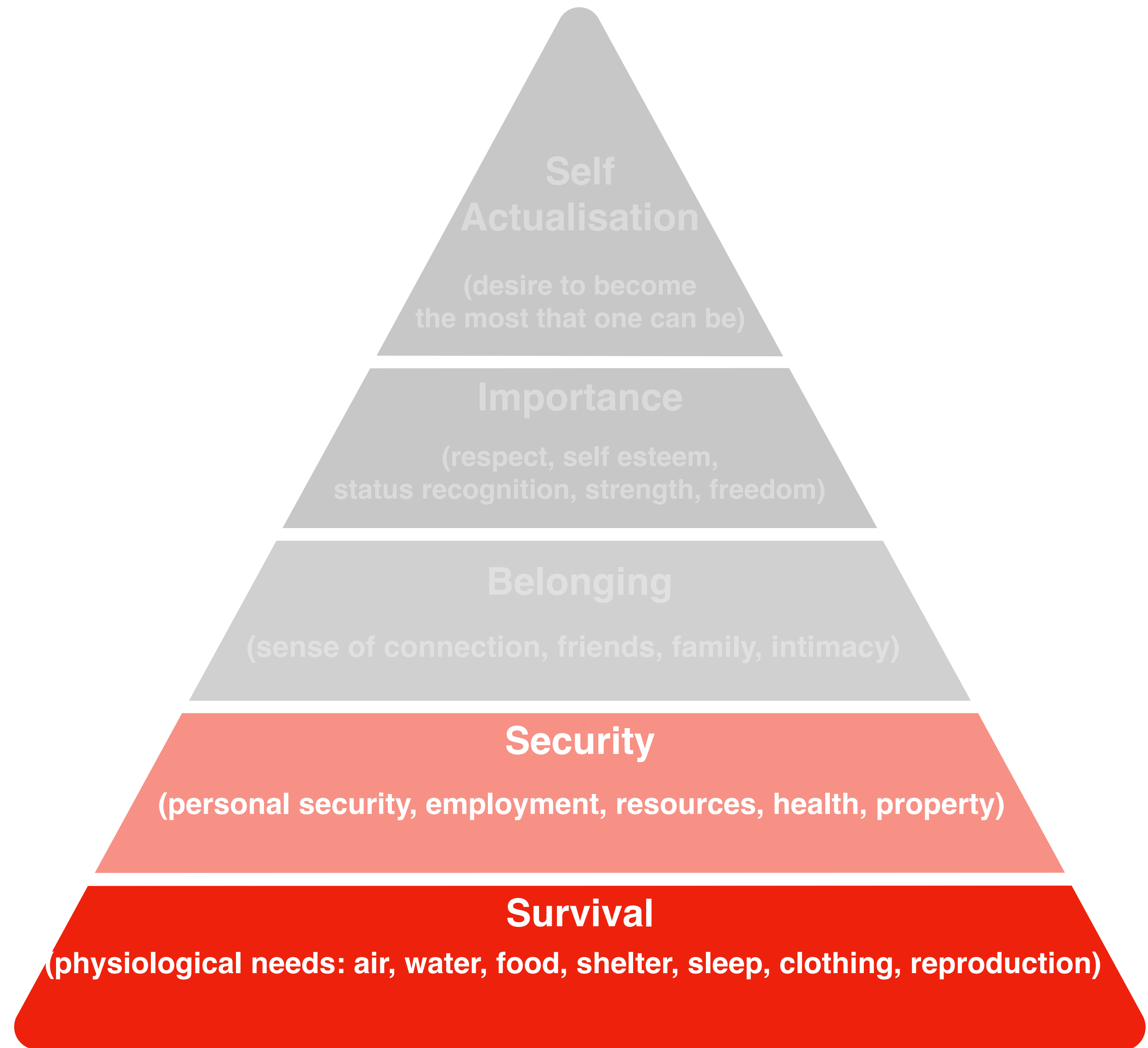
***74%**

This is where you
(and we) come
in the picture.



What
can/need
we do?

Survival & Security
the first needs the
government is trying
to stabilize



Work together as a team and provide reassurance to the new generation of people in need.



Businesses have a responsibility to ensure their employees are protected from the virus in the workplace and that employees do not spread the virus into community

*78%

*2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus

**Changes to daily life
are universal.**

We should grapple
with them without
departing from our
mission in the market.



Tactics

WASH ME
PROTECT
YOURSELF
AND YOUR
FAMILY

Doing the small things

- Support delivery services
- Going door to door to help those in need



Doing the big things

- Support to smaller/local companies (technology, infrastructure, consulting)
- Donations that make an immediate and lasting positive impact

Gates, Wellcome and Mastercard launch \$125 million fund to finance COVID-19 treatments

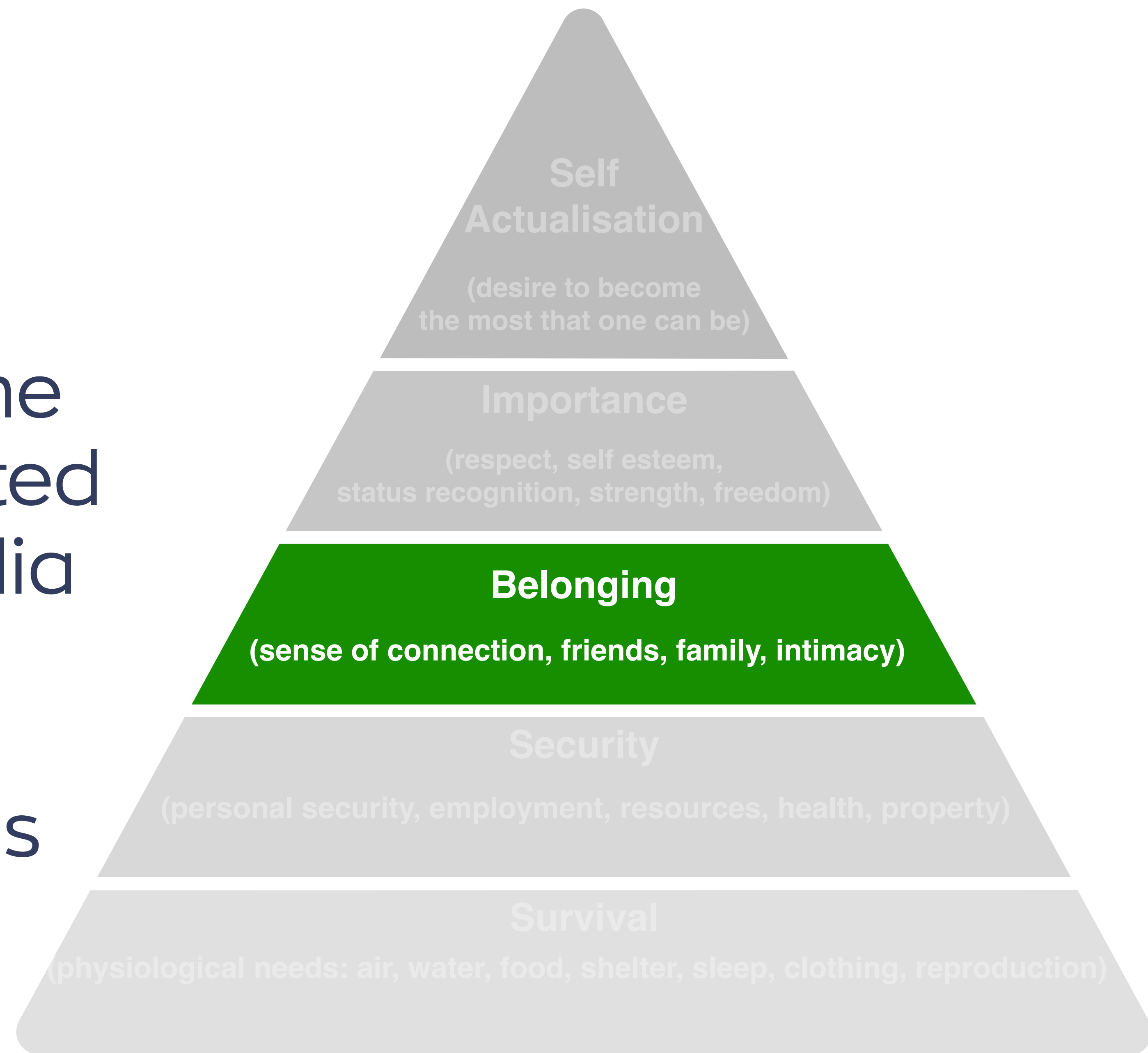
Facebook commits \$20M to UNF, WHO and CDC to tackle COVID-19

Papastratos donates 19 high-tech new respirators to Sotiria hospital

Domino's, Pret a Manger and McDonald's are giving free food and drinks to NHS staff

Belonging

As consumers become more and more isolated physically, social media have to shoulder the world's information & communication needs



Social Media usage is shifting.
People return to Facebook (& Twitter).

According to our data, **Organic Reach of Brand Pages we manage is skyrocketing to even +190%.**

#lifeathome and **#quarantineline** are trending and challenges with billions of participants are being created by the minute.



- Think long-term
- Remain in touch with customers
- And keep building the brand
- **It is rather difficult to try and reignite the fire later, right?**



Even if we end up in a Shut-In economy, consumers do not magically disappear.

They are just forming new communities striving to satisfy their social needs.



A person is seen from behind, standing in a dark room. In the background, a neon sign glows with the words "ALL YOU NEED" in a pinkish-red hue. The person is wearing a dark shirt. To the left and right of the person are large, dark plants. The overall atmosphere is mysterious and artistic.

How, you ask?

Be present

More than ever a **layer of cultural cognizance** is needed. Of course, we should promote our beautiful products, but we should do it within the context of what's happening in the world, acknowledging the moment that we're in is crucial.

Keep the brand light burning

Communicating brand identity and values remains important, especially in the face of crisis. We should use our brand's purpose to embrace the current situation, share our voice and we'll have the chance to **come out of the crisis strong and worshiped.**



e-ntertain & e-ducate

Consumers are at home, so their time spent with video has dramatically increased. **This is the point where branded Youtube Docuseries come to play.** Depending on the brand, series about nutrition, exercise, health, movies, creative activities for children at home can be created.



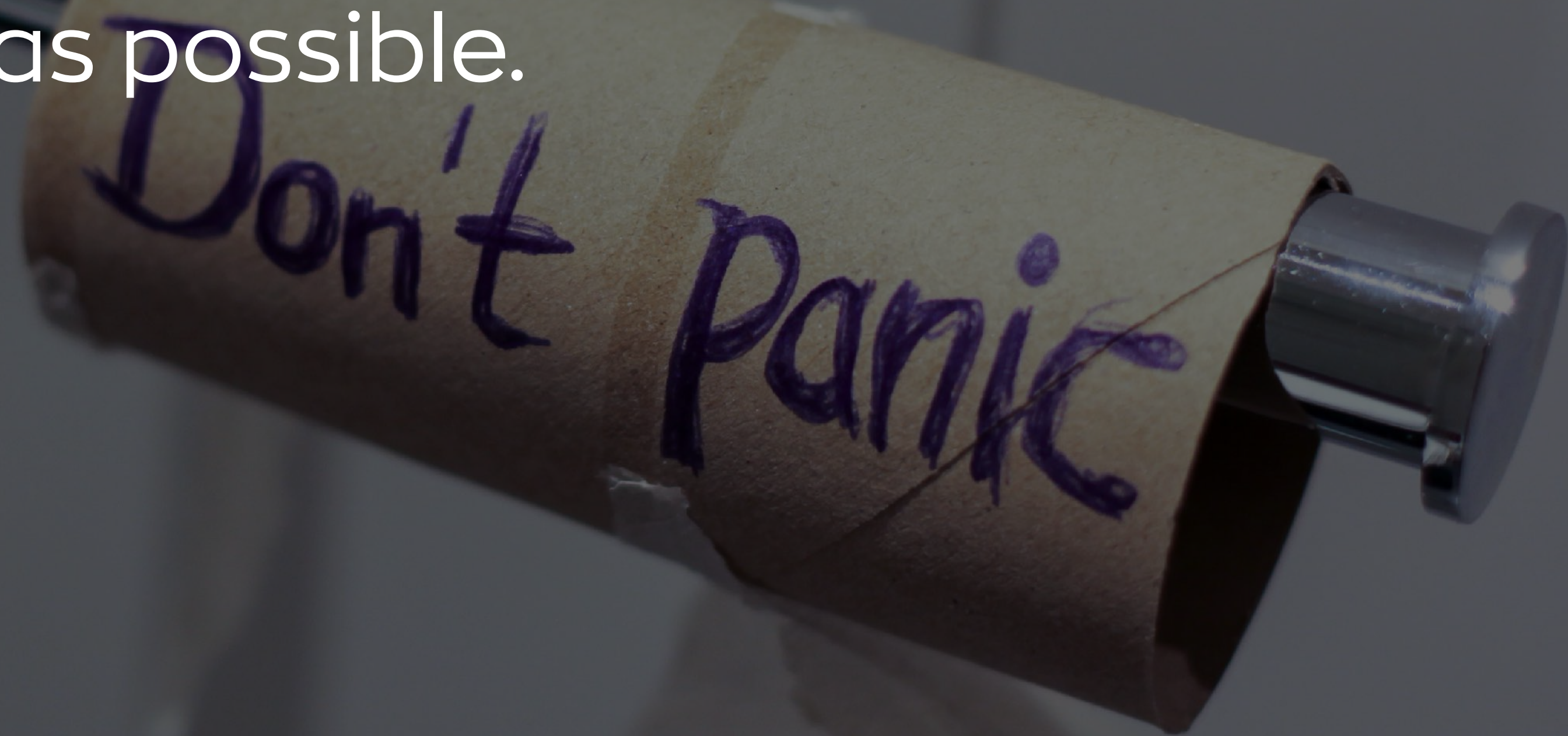
Become a storyteller en masse

As medium and larger events will be postponed, the small and effective digital events, that pass messages dynamically, are coming to thrive. **Live streaming from every channel possible enhances new forms of communication.**

Be fun, not funny

There's nothing funny about a pandemic, but there's no reason to frighten people as well.

What we can really do is **give positive reinforcement** with fun posts or useful information that will actually help our audience spend their time at home as happy and fulfilled as possible.



Build a community

In social distancing times like these, community is more important than ever. **All the self-isolators around the globe are trying to come up with fun ways to spend some time interacting with others.** Either we want to create a fun challenge or a platform where people will be able to share their self-quarantine moments, our gain is one: **brand loyalty.**



Speed the wheel

While the world is in awe about how to deal with the pandemic reality, brands have to speed up their communication reflexes. **Listen, understand, adapt, in a high-speed mode** is the new norm in order to adjust to the everyday changes, while being interestingly relevant. The road ahead is uncharted and the only way not to fall is to keep pedalling.

Reinvent how we do things
Everything that used to happen everywhere, only happens at home now. Finding a way to **fit in people's everyday activities** and becoming part of this “staying at home” condition, could increase the amount of our product's consumption.




Staying at Home can drive up TV viewing
60% or more, according to Nielsen



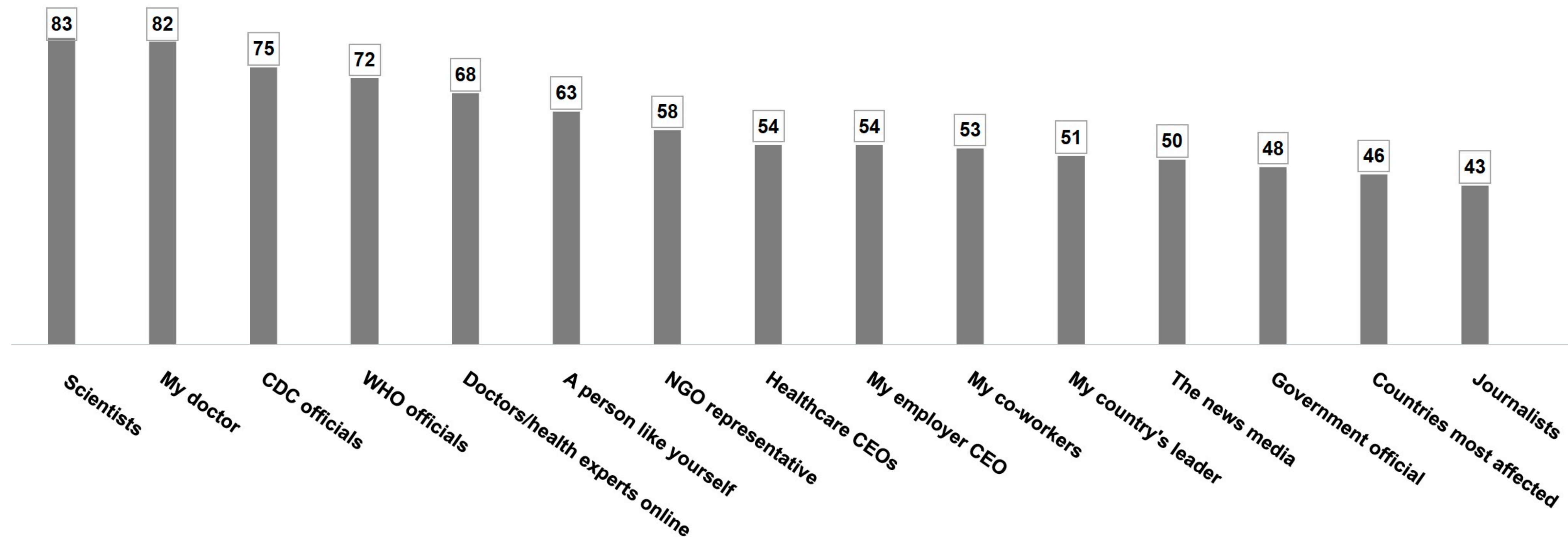
Use Advertising TV
time to empower the
message of cause
and community





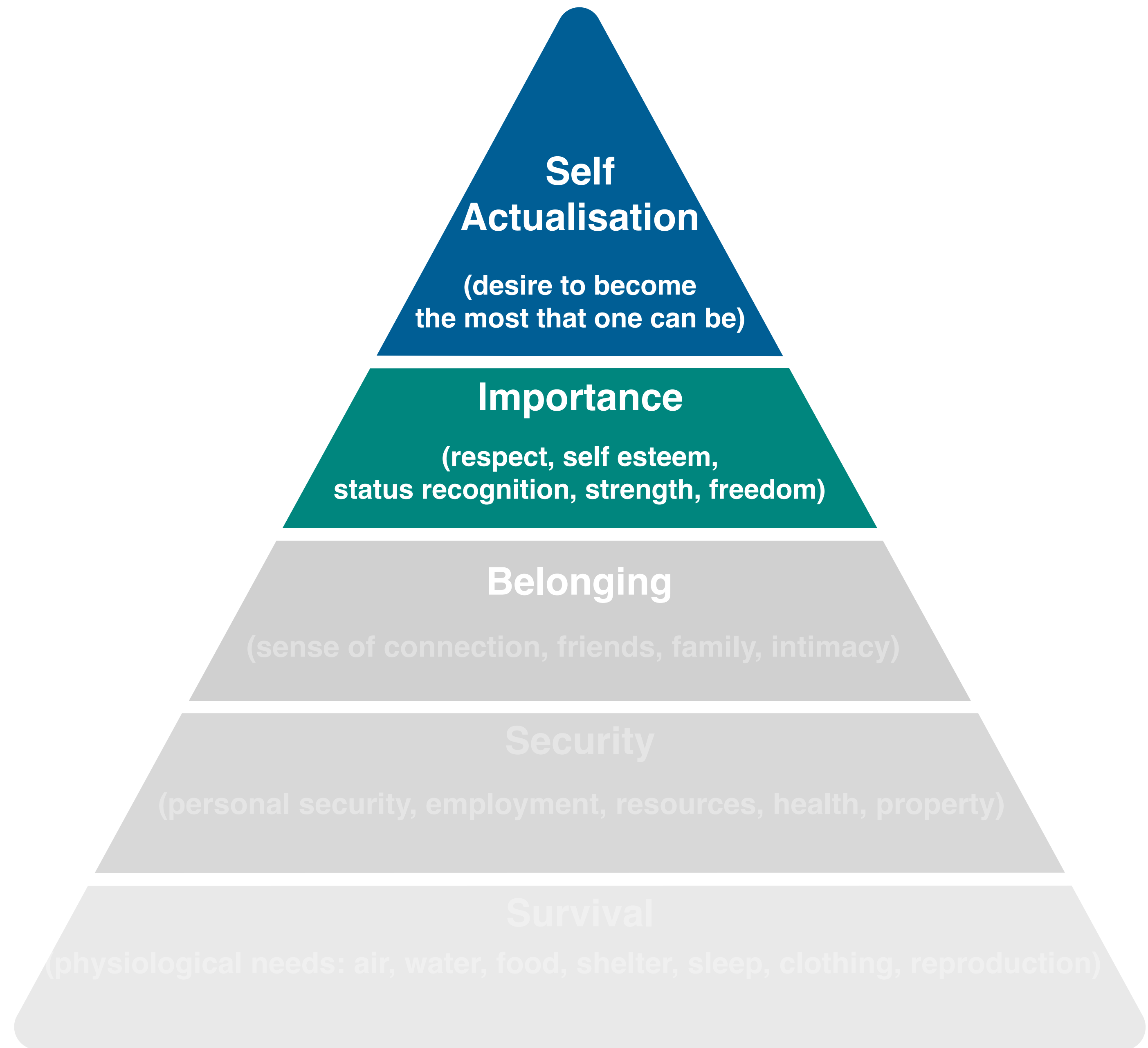
Lifestyle category is affected more than any other. People turn to experts for advice since there is only **one lifestyle**, the Corona one.

- Scientists and MDs are the most trusted, along with WHO and CDC officials (scores range between 68%– 83%).
- There is also a reliance on “a person like yourself” (63%).
- Government officials and journalists are at the bottom of the rank, at under 50% trust.



Self Actualisation & Importance

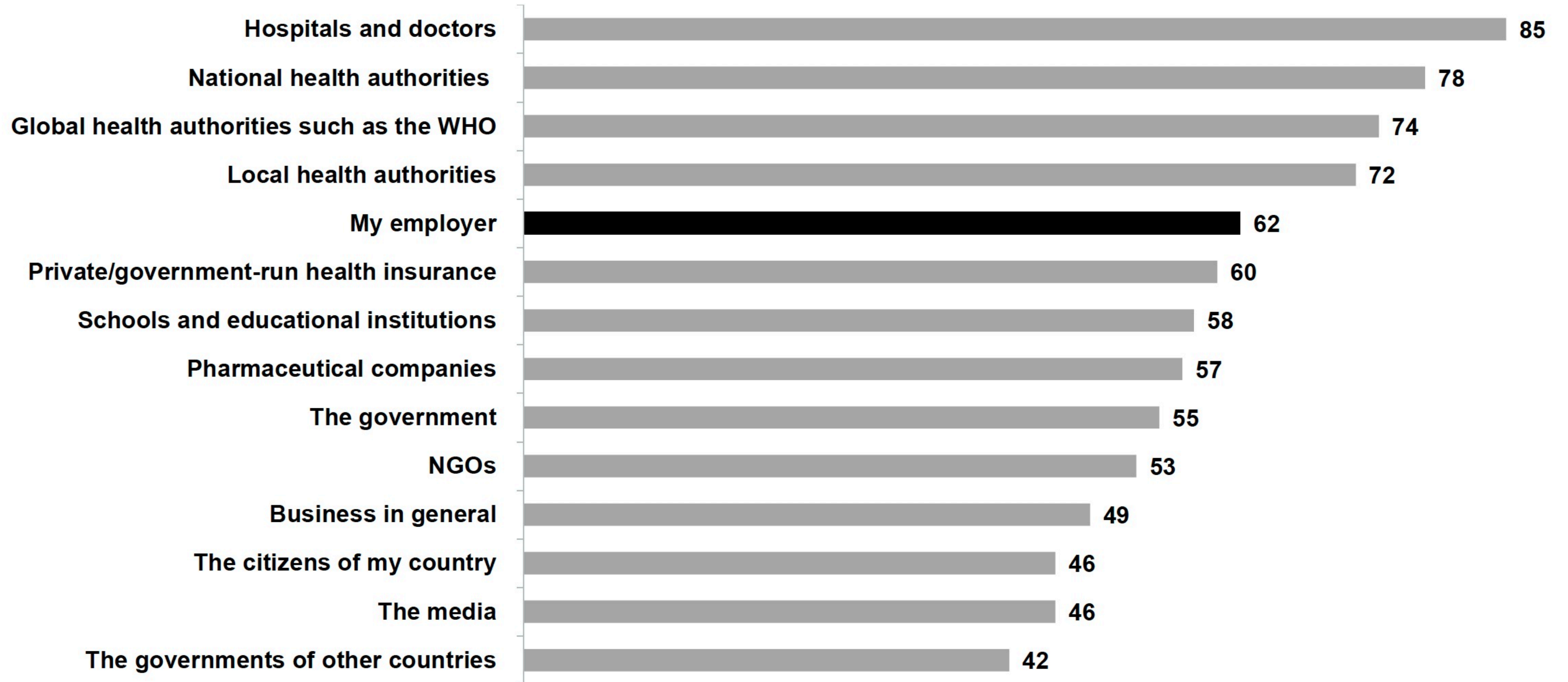
Employees need you
and you need them



In such times of need, people tend to seek leadership



After health authorities, employers most trusted to respond effectively



Take care of your people.

Go overboard in giving them time and space to emotionally react and recover.

Provide them with information, tools and work closely with them.

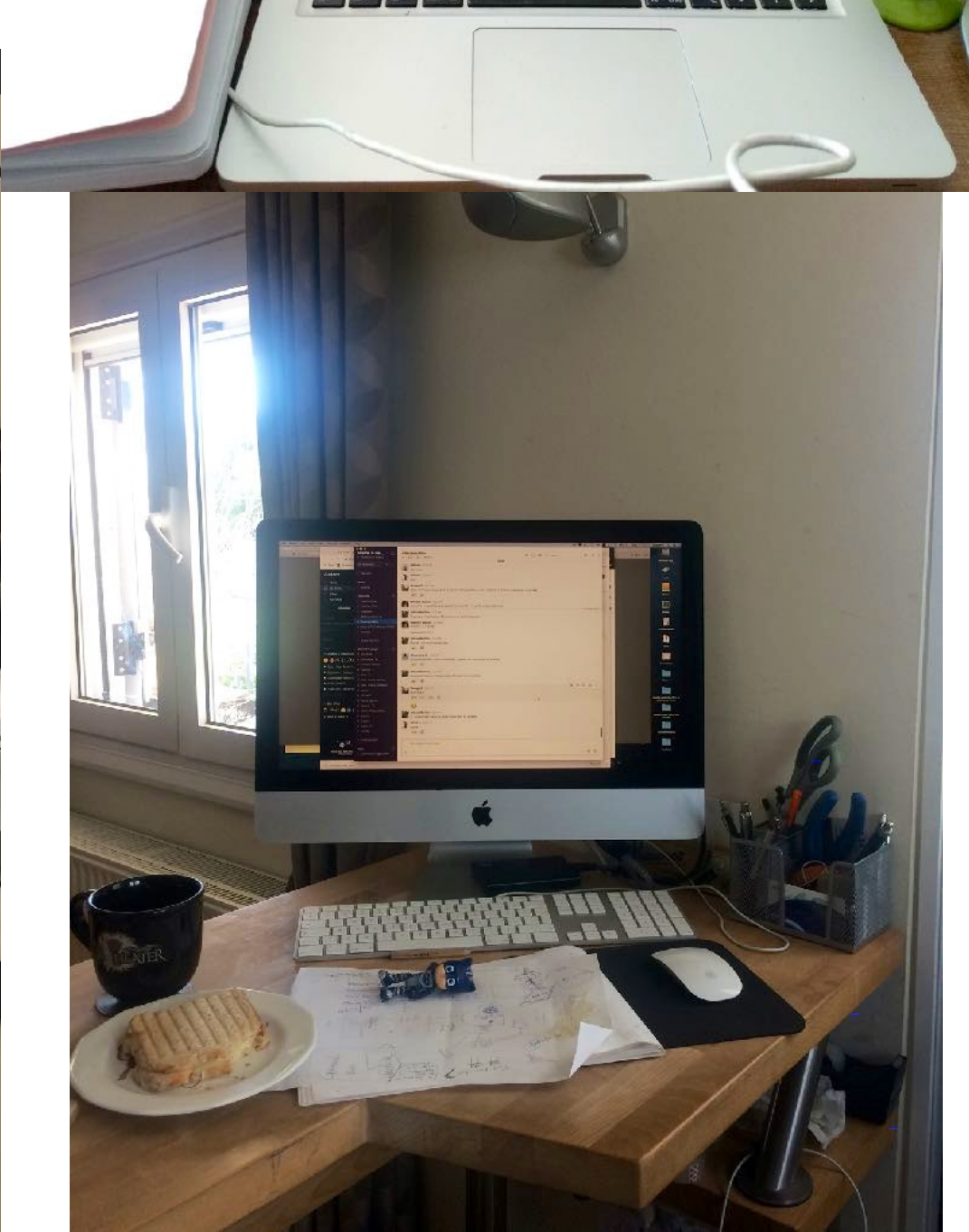
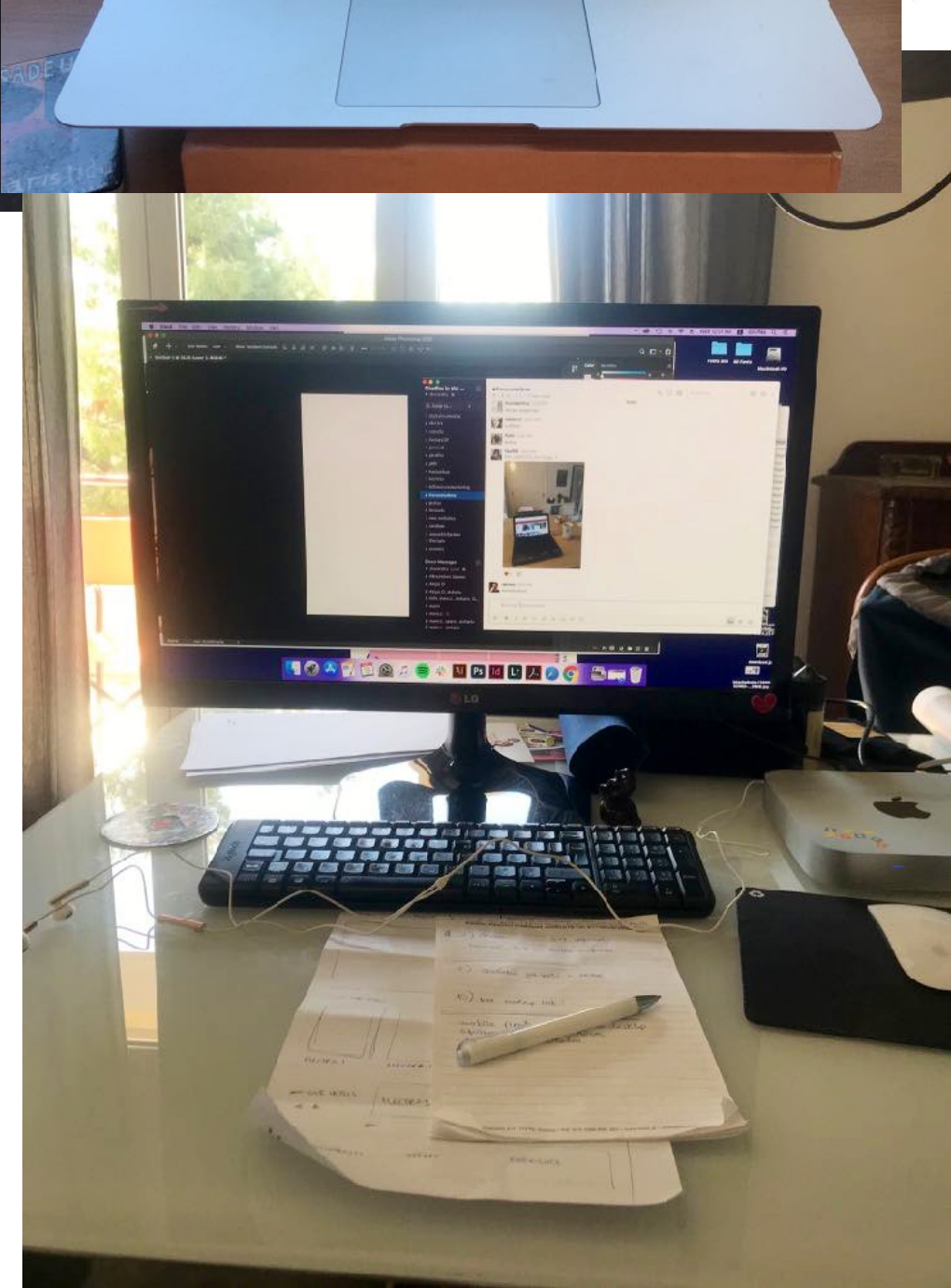
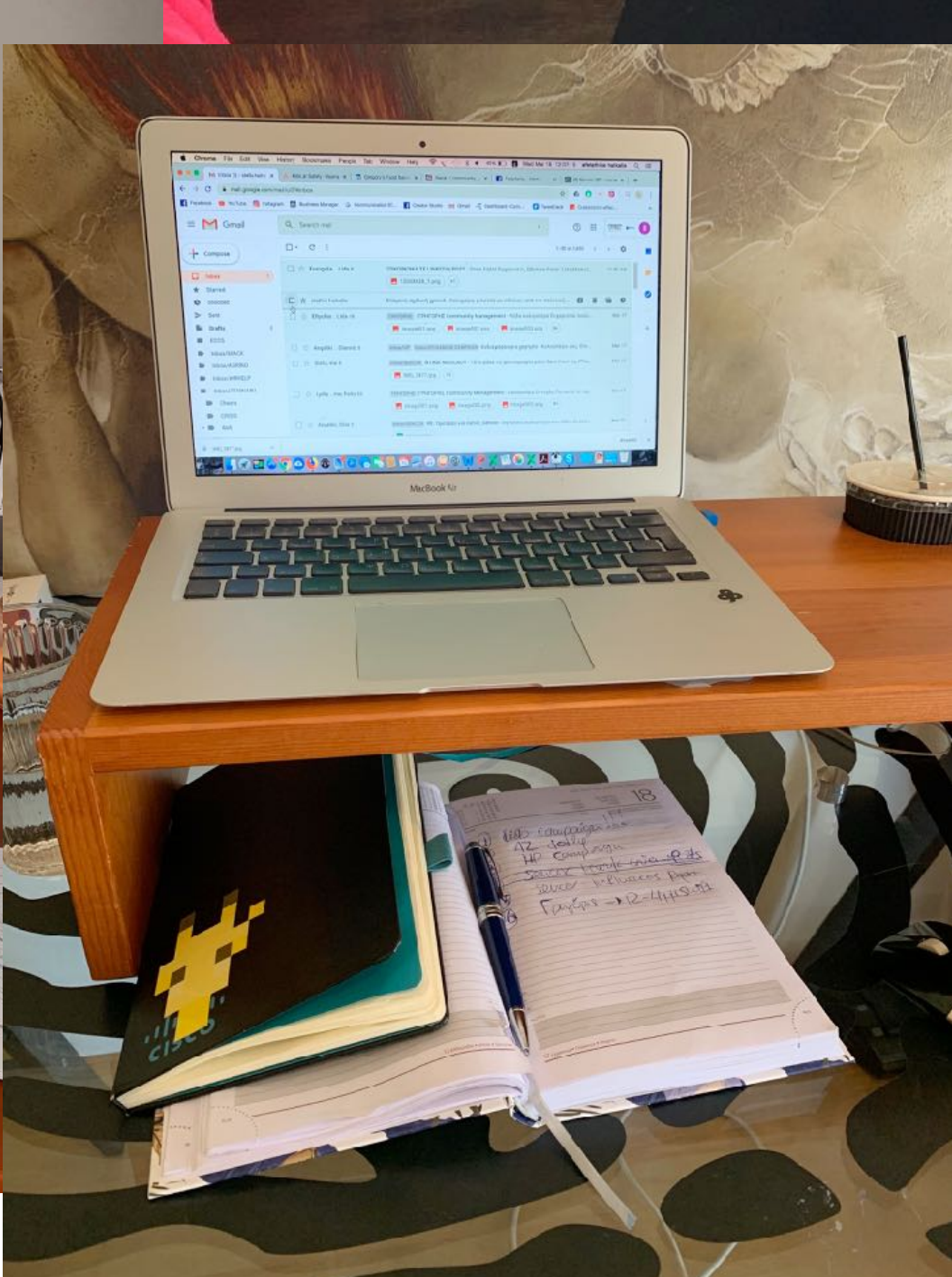
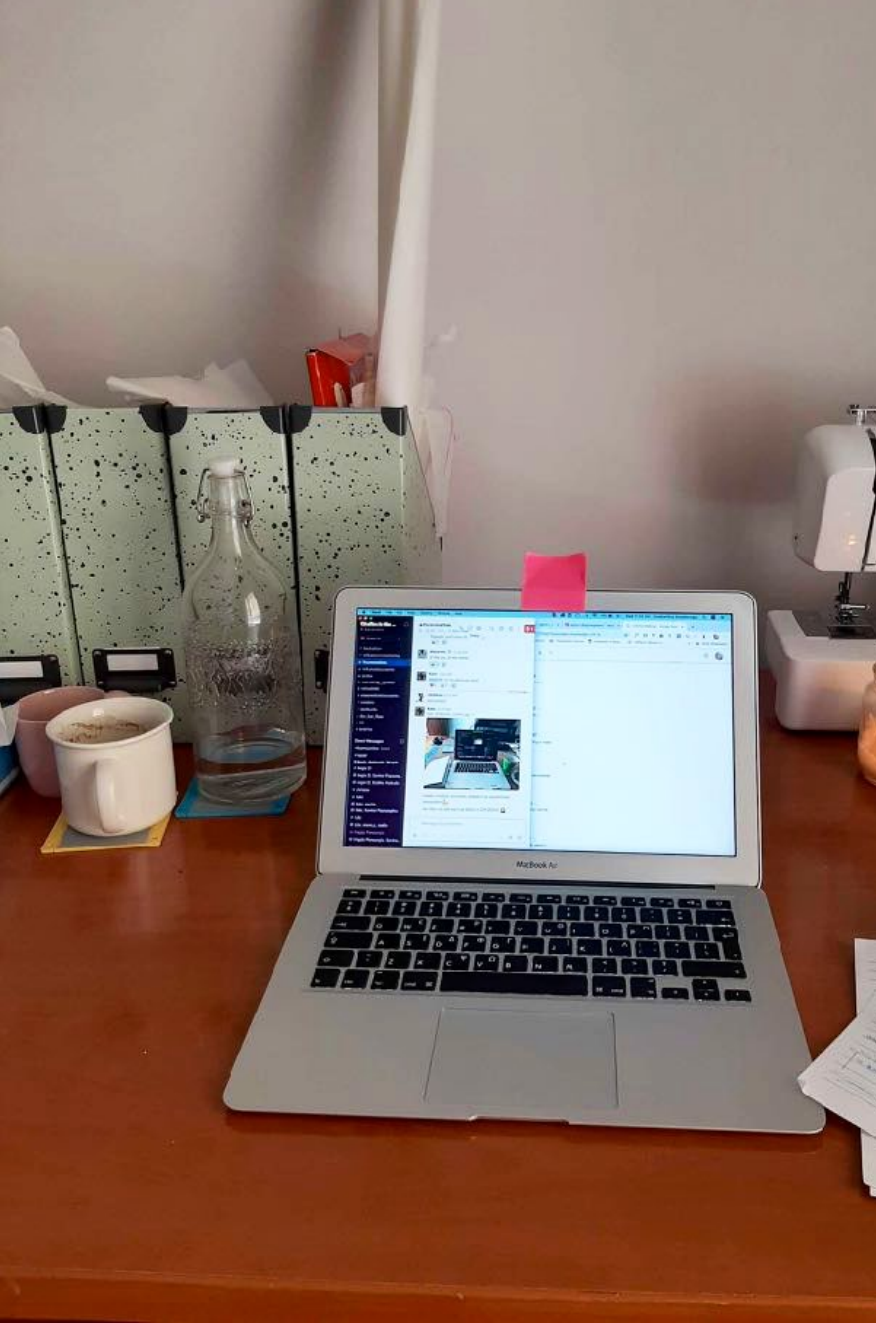
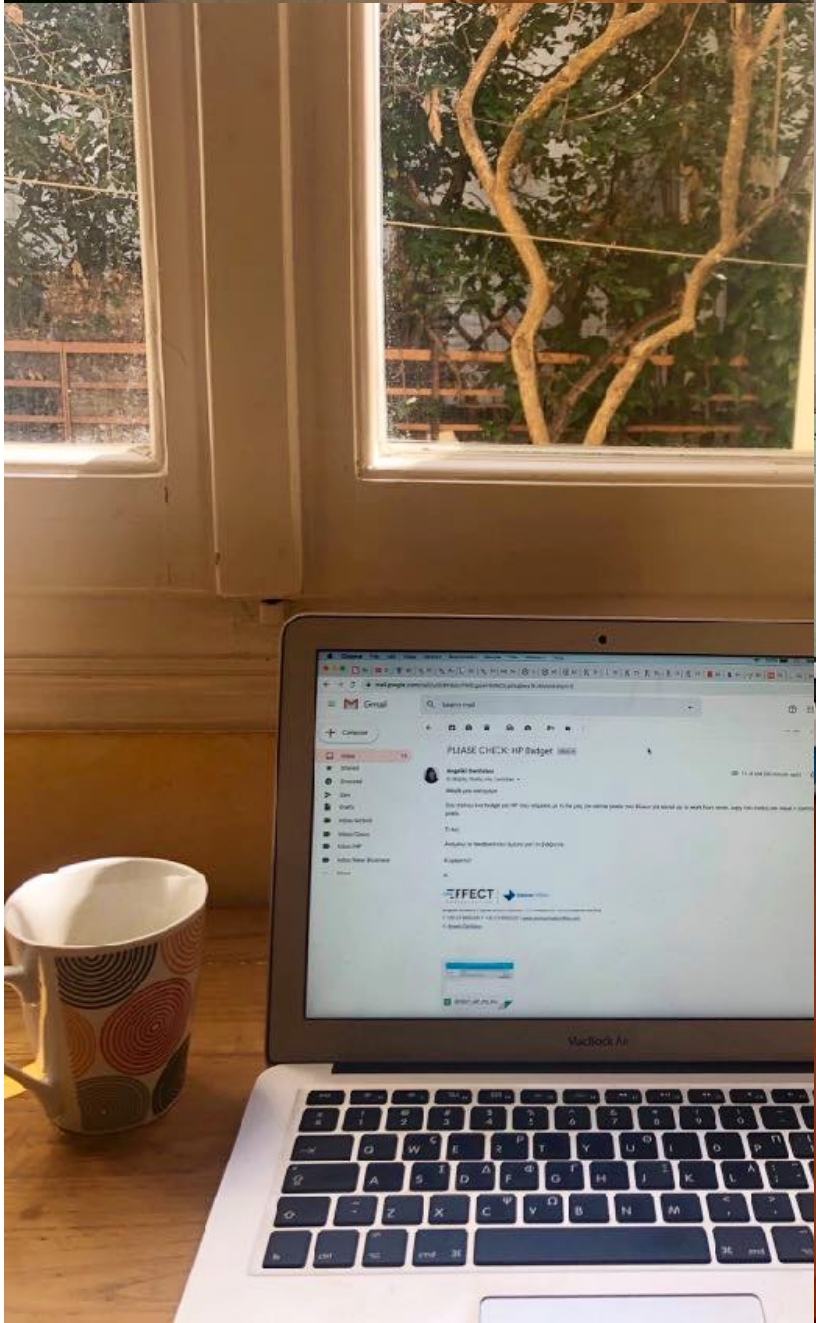
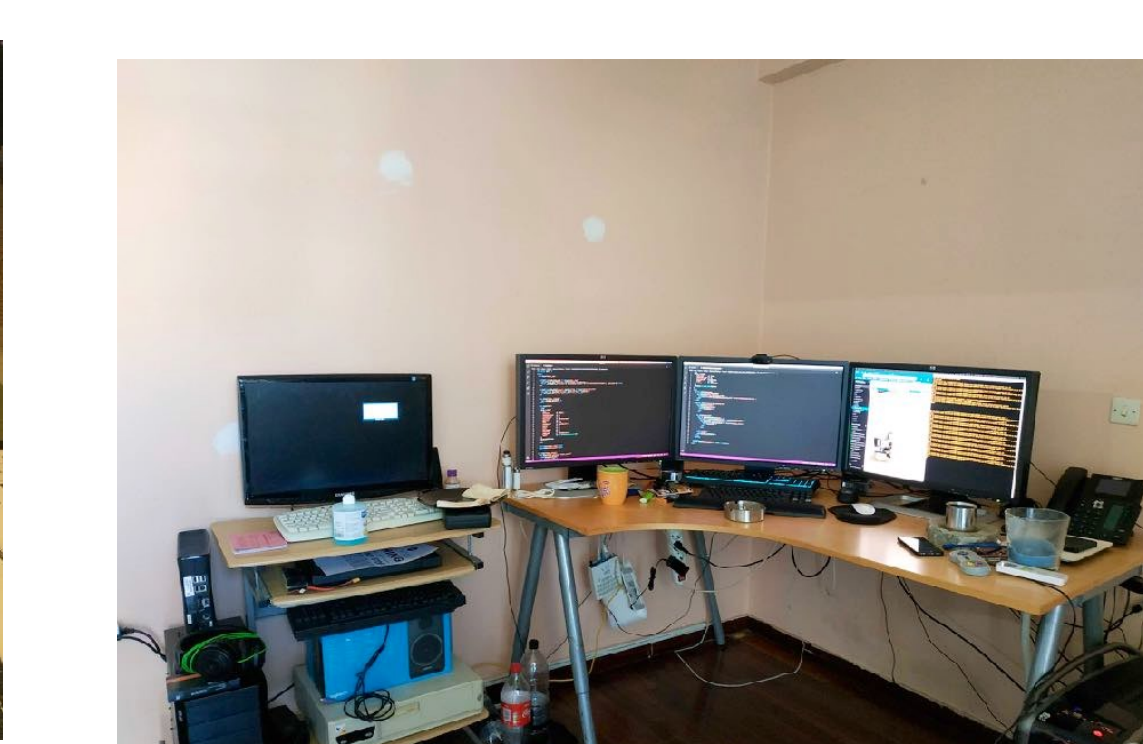
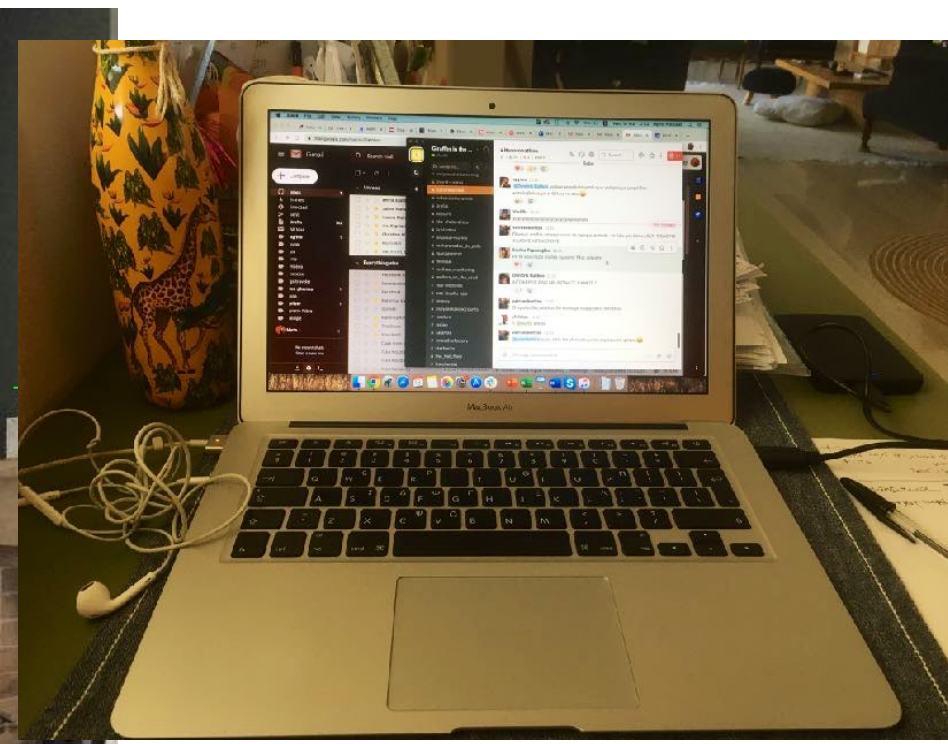
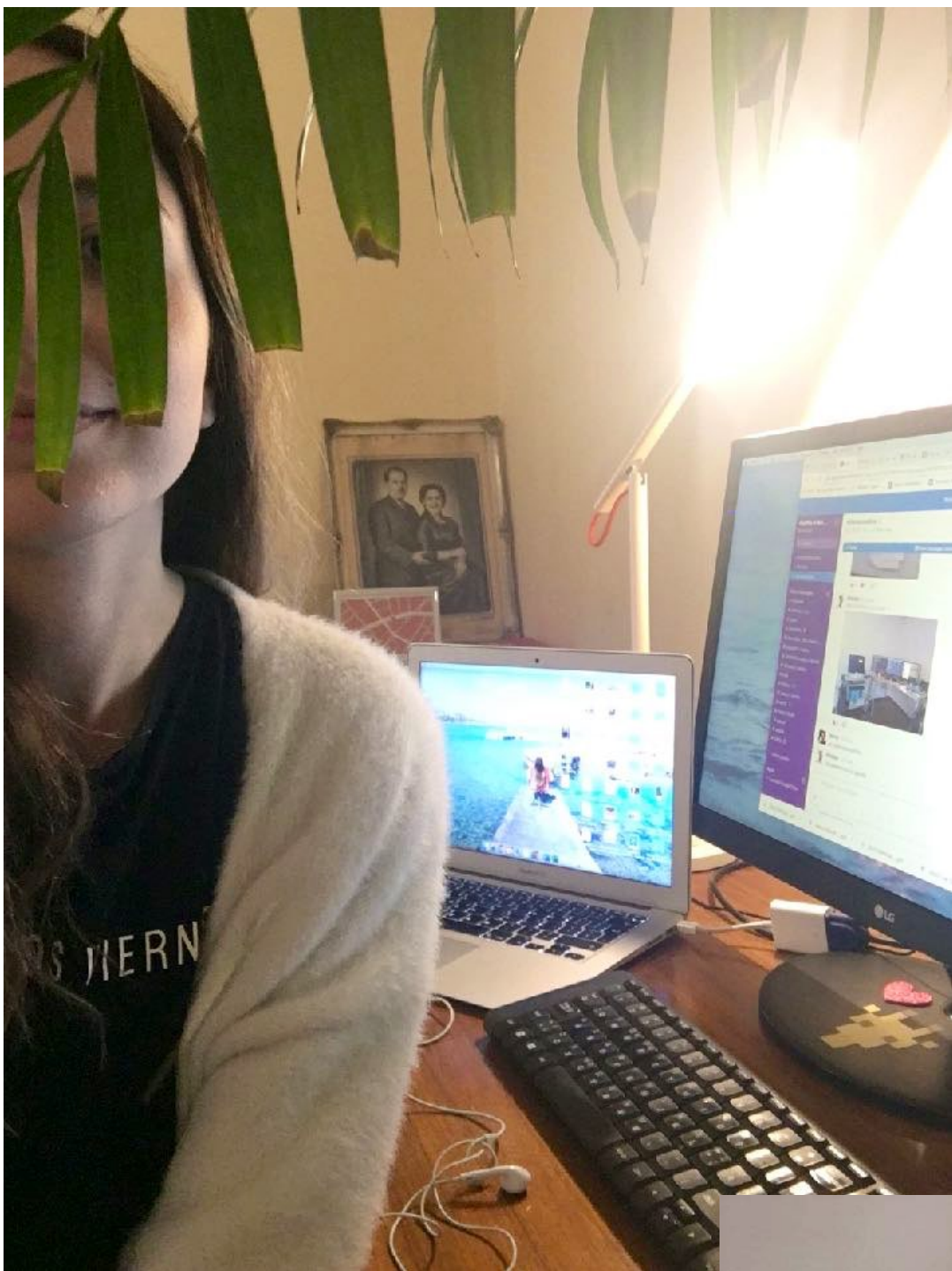
Majority trust employers to take responsible action

***62%**

Case Study: the Recipients

“We pride ourselves on being a truly digital and ready to work from anywhere team for many years. We haven’t tested it till this past week though. We’ve been collaborating from various locations due to business travels, having multiple locations on two countries with common resources for creative, handling tasks remotely while on production sets, photoshoots, etc. But we never had everybody working from home.

Our role is to keep the motivation going although so far I think we are not needed since the random channel on slack is thriving since it took the part of the watercooler chit chat and fun. Ad agencies are notorious for having people with a sense of humor and these days I’m constantly reminded of it.”





Wrap Up

Communication never stops. Even during periods of crisis, humans are able to put up with most things. Or at least **adapt, and live around them.** This is why our message still has to get out. For the sake of all, **let's turn our neurotic fear into wisdom fear.**

Eventually, those that roll with the punches and adapt will come out on top. **Not only strong, but stronger.**



THANK YOU

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