

¿CÓMO ESTÁN RESPONDIENDO LAS MARCAS?

Update 2 Abril 2020



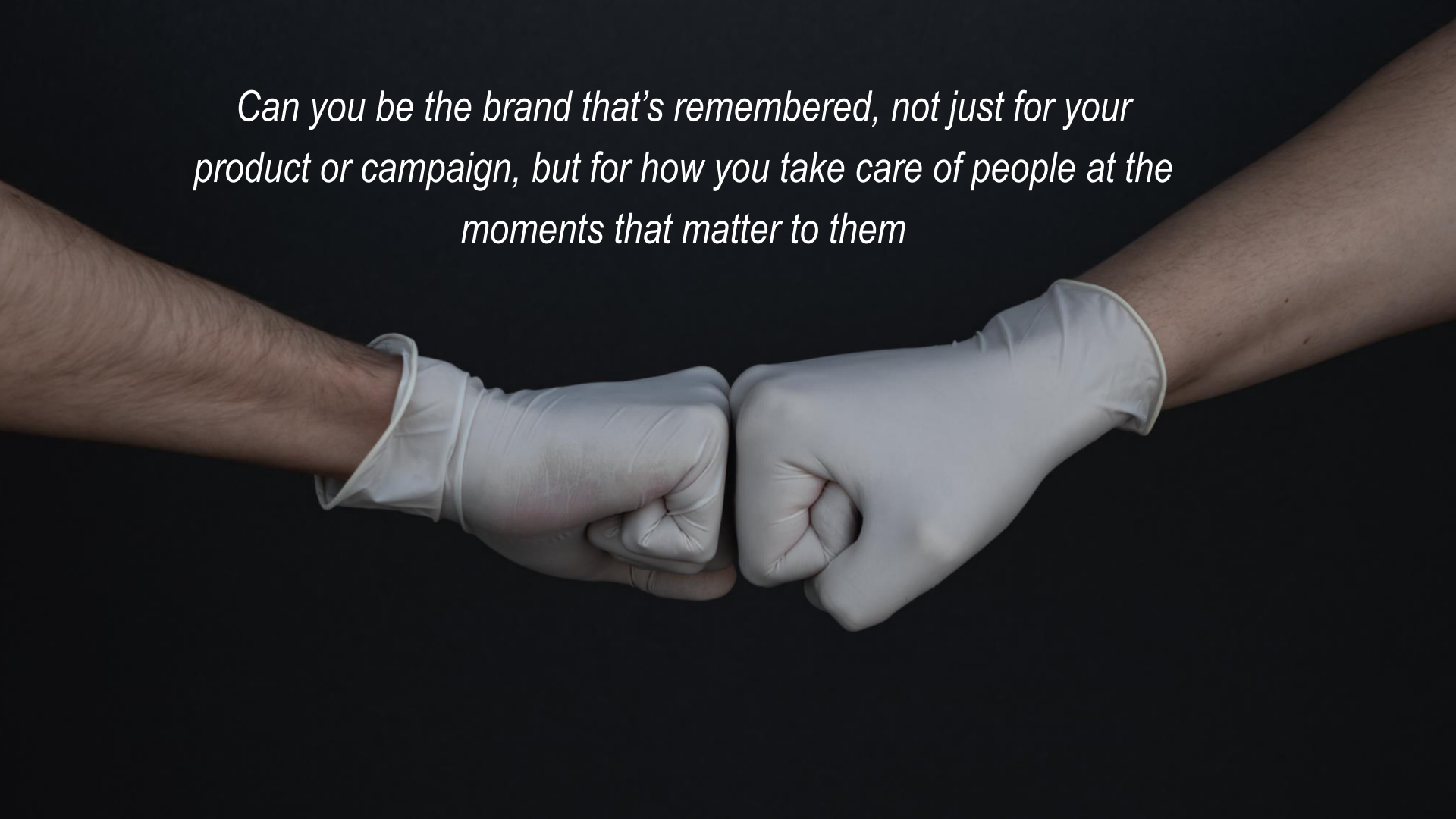
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Can you be the brand that's remembered, not just for your product or campaign, but for how you take care of people at the moments that matter to them



BRANDS ARE CRITICAL TO WINNING THE FIGHT AGAINST THE PANDEMIC

Percent who agree

Our country will not make it through this crisis without **brands playing a critical role** in addressing the challenges we face



62%

Overall, I think **brands and companies are responding more quickly and effectively** to the pandemic than the government is



55%

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q2. Please indicate how much you agree or disagree with the following statements about brands and how they are responding to the current coronavirus pandemic. 9-point scale; top 4 box, agree. Question shown to those who have heard of the virus (Q1/1). 12-mkt avg. Data collected between March 23 and March 26, 2020.

PRODUCE PRODUCTS THAT CAN HELP

Percent who want each from brands

Brands must do this to earn or keep my trust I hope brands will do this, but there is no obligation

Shift to producing products that **help people meet the challenges**

89%

44

45

Offer free or lower-priced products to health workers, high-risk individuals and those whose jobs have been affected

89%

42

47

Percent who agree

I am just not paying attention to new products right now **unless they are designed to help me with my pandemic-related life challenges**

54%

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q4. In the face of this coronavirus outbreak, what do you expect brands to do? 3-point scale; code 1, brands must do this; code 2, I hope brands will do this. Q6. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Questions shown to those who have heard of the virus (Q1/I). 12-mkt avg. Data collected between March 23 and March 26, 2020.



COMMUNICATE HOW YOU'RE HELPING

Percent who want each from brands

■ Brands must do this to earn or keep my trust □ I hope brands will do this, but there is no obligation

Keep the public fully informed regarding how the **brand is supporting and protecting their employees and customers**

↓
89%

47

42

Keep the public fully informed regarding **changes in how the brand is operating** and in how to gain access to its products and services

↓
88%

46

42

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q5. In the face of this coronavirus outbreak, how do you expect brands to react when it comes to the nature and tone of their communications with the public? 3-point scale; code 1, brands must do this; code 2, I hope brands will do this. Question shown to those who have heard of the virus (Q1/1). 12-mkt avg. Data collected between March 23 and March 26, 2020.

BRING PEOPLE TOGETHER

Percent who want each from brands

■ Brands must do this to earn or keep my trust □ I hope brands will do this, but there is no obligation

Connect people and help them stay **emotionally close**

83%

32

51

Use social media channels to **facilitate a sense of community** and offer social support to people

84%

34

50

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q3. In the face of this coronavirus outbreak, what roles do you expect brands to play? 3-point scale; code 1, brands must do this; code 2, I hope brands will do this. Q5. In the face of this coronavirus outbreak, how do you expect brands to react when it comes to the nature and tone of their communications with the public? 3-point scale; code 1, brands must do this; code 2, I hope brands will do this. Questions shown to those who have heard of the virus (Q1/1). 12-mkt avg. Data collected between March 23 and March 26, 2020.

■ CASOS NACIONALES

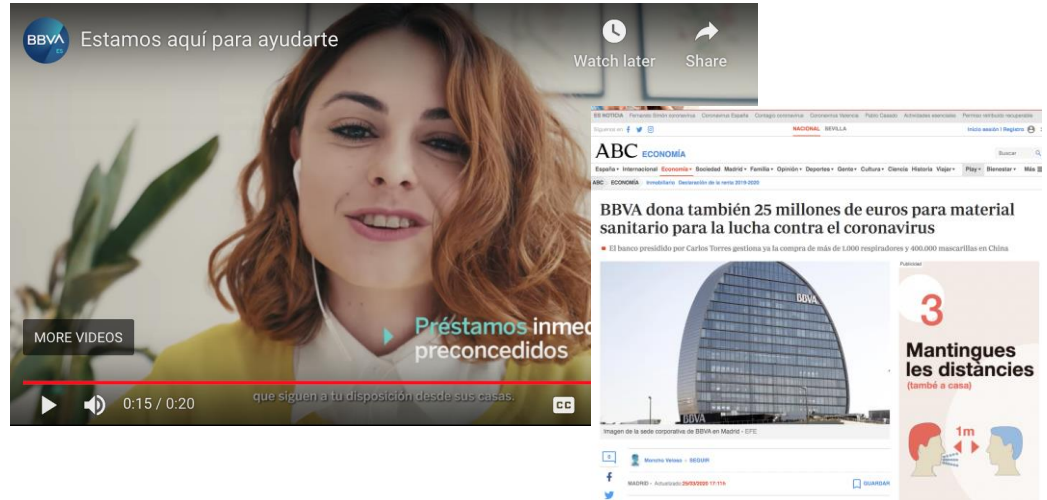
CASA TARRADELLAS



Casa Tarradellas se une a la tendencia de acciones de RSC adaptando sus productos a las necesidades de sanidad.

<https://www.lavanguardia.com/local/catalunya/20200327/48116745697/casa-tarradellas-fabrica-mascarillas-uvases-pizzas-coronavirus-sanitarios-osona.html>

BBVA

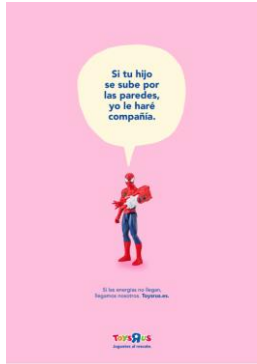


BBVA refuerza la comunicación de sus servicios digitales y la atención al cliente de sus asesores, quienes están teletrabajando con el lanzamiento de una nueva pieza, además de anunciar que realizará una donación de 25 millones de euros para la lucha contra el coronavirus.

https://www.abc.es/economia/abci-bbva-dona-tambien-25-millones-euros-para-material-sanitario-bata-una-lucha-coronavirus-202003251453_noticia.html
<https://www.youtube.com/watch?v=qeyWlsl1Z8&feature=youtu.be>

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TOYS R US



NESTLÉ – #TORRIJACHALLENGE



La marca de juguetes lanza una serie de gráficas adaptadas al contexto, enfocando su comunicación a la situación de agobio que sufren los padres vs el entretenimiento de los hijos.

Nestlé explota la tendencia de los challenges entre usuarios, así como de la tendencia de dedicarse más a la cocina y probar nuevas recetas.

SAMSUNG

FAIRY

SAMSUNG
Newsroom España

CORPORATIVO PRODUCTOS MATERIALES DE PRENSA BLOG SOBRE NOSOTROS

Corporativo > Ciudadanía Corporativa
Materiales de Prensa > Notas de Prensa

Samsung y Save The Children unen fuerzas para acabar con la emergencia educativa en los hogares sin recursos

26-05-2020

COMPARTIR

- El programa A tu lado quiere resolver las consecuencias socioeconómicas causadas por el COVID-19 en las familias vulnerables.
- Para ello Samsung facilitará el acceso a la tecnología de 600 hogares para que los menores puedan continuar con su formación académica desde casa.

Madrid, 26 de marzo de 2020. Como toda crisis, la emergencia sanitaria provocada por el coronavirus es especialmente sensible entre los colectivos más vulnerables, especialmente por las consecuencias socioeconómicas derivadas de la pandemia. Por ello, entidades sociales como Save The Children están centrando sus esfuerzos en

Samsung y Save the Children unen fuerzas para que los niños unen fuerzas para que los niños de las familias sin recursos continúen su formación. La compañía facilitará el acceso a la tecnología a 600 hogares.



fairyespana • Seguir

fairyespana Ahora más que nunca, tu ayuda es esencial. Colabora con la Federación Española de Bancos de Alimentos en fesbal.org. Es un mensaje de Fairy.

1 día

hogarizarte

1 día 1 Me gusta Responder

Les gusta a roslib3 y personas más

HACE UN DÍA

Añade un comentario... Publicar

Fairy colabora con la Federación Española de Bancos de Alimentos en fesbal.org..

BANKIA

Anunciantes

01 abril 2020

Bajo la premisa "No es momento de ponerse de perfil"

Bankia lanza la campaña "Ponerse de cara" en apoyo a todos los profesionales que continúan trabajando

Con esta campaña, Bankia pretende trasladar su solidaridad con los trabajadores entregados a frenar la crisis y el coronavirus, anunciando medidas de ayuda financiera a sus clientes

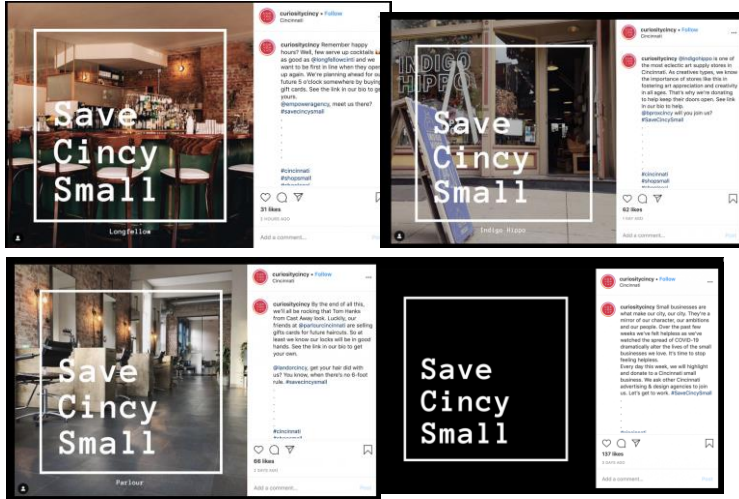


Las consecuencias que está acarreado la importante crisis sanitaria que vive España por el coronavirus están provocando un **sentimiento de incertidumbre generalizada sobre el futuro** más próximo que nos espera, y sin duda una de las mayores dudas existentes involucra al estado en que **la economía quedará una vez pasada la pandemia**. Sin embargo, son muchas

■ CASOS INTERNACIONALES



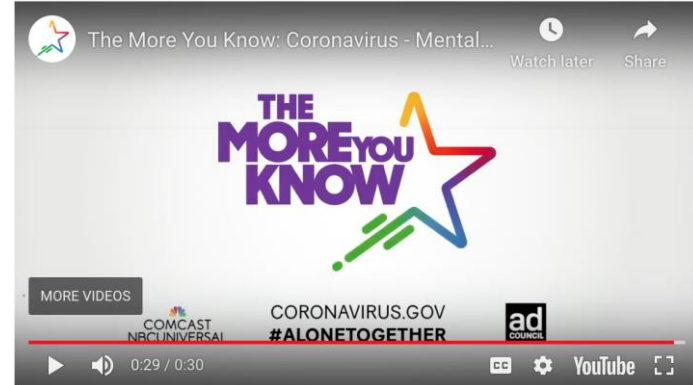
CINCINATTI – COMERCIO LOCAL



La ciudad de Cincinatti empieza empieza a trabajar en la recuperación de la ciudad, con lo que ha creado este perfil para apoyar al pequeño comercio e incentivar compras ahora para disfrutar en el futuro y así el comercio local pueda sobrevivir durante estas semanas.

<https://www.instagram.com/curiosycincy/?hl=es/>

NBC



NBC lanza una iniciativa para dar apoyo psicológico a la sociedad en este momento donde el confinamiento empieza a tener efectos en la salud mental de las sociedad, lanzando un número telefónico de apoyo para que la gente pueda llamar cuando lo necesite.

https://www.youtube.com/watch?v=Sz_RNMVD6Jc&feature=youtu.be

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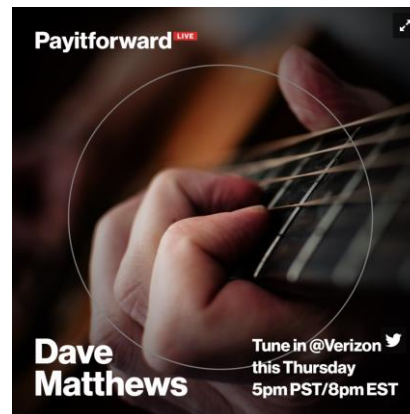
JACK DANIEL'S



Una pieza mediante la curación de contenido de usuarios, en los que demuestran que se puede mantener el contacto social en tiempos difíciles como este.

<https://www.youtube.com/watch?v=nmVRFui61U4&feature=youtu.be>

VERIZON PAY IT FORWARD



Verizon ha lanzado una serie de eventos en streaming para que la gente se una a ellos desde casa. Los usuarios deberán taggear a sus negocios locales en cada convocatoria, donde la marca los invita a hacer compras por avanzado para apoyar el comercio local. A cambio, la empresa donará 2.3m\$ para apoyar a este sector tan afectado por la crisis.

https://www.youtube.com/watch?v=Sz_RNMVD6Jc&feature=youtu.be

THE WEATHER CHANNEL



With distance learning, we know suddenly turning your home into a classroom is tough. Let The Weather Channel be your children's science lab!

Every day at :50 past the hour, we'll have lessons specifically targeted to school-age kids.



Con los niños forzados a quedarse en casa, el Weather Channel ha adaptado su contenido para dedicar una hora de su programación a emitir contenido educativo para los niños.

<https://www.youtube.com/watch?v=nmVRFui61U4&feature=youtu.be>

BUDLIGHT - OPEN FOR TAKEOUT

Now, more than ever, we need to serve those who serve us.

It's time to support every employee across America whose job depends on the success and survival of bars and restaurants.

So starting today, bars and restaurants can join the list at [BUDLIGHT.COM/OPENFORTAKEOUT](https://www.budlight.com/openfortakeout) to let the world know that together, we are open for takeout.

Además de donar mas de 5M\$ a la Cruz Roja, Anheuser-Buch ha anunciado que dirigirá su inversión de patrocinios en deportes y entretenimiento a apoyar diversas iniciativas para combatir la crisis provocada por el COVID-19. Además empezará a producir botellas de plástico para embottellar desinfectante de manos.

Entre sus diversas iniciativas, ha creado esta plataforma para ayudar a sus partners de su canal HORECA para destacar a aquellos que están haciendo delivery de comida.

[www.Budlight.com/openfortakeout](https://www.budlight.com/openfortakeout)

WEIGHT WATCHERS



La empresa ha lanzado una serie de contenidos online para que la gente pueda seguir sus programas de control de peso y sobre todo mantener una red de apoyo psicológico durante esta época de reclutamiento en el que el aumento de peso es una preocupación entre la sociedad por la falta de actividad física y el cambio de hábitos.

<https://youtu.be/2pm4Eg72P4E>

AVIATION GIN

 **Ryan Reynolds** ✓
@VancityReynolds

Until May 1st, for every bottle of Aviation ordered online, we'll donate 30% of proceeds as a tip to your bartenders - who REALLY miss you btw. Visit AviationGin.com/delivered #TipYourBartenders #StayHomeSaveLives



Esta marca de ginebra, lanza una acción con Ryan Reynolds como spokesman para lanzar una iniciativa en la que donará dinero para apoyar a los bares.

<https://twitter.com/AviationGin>



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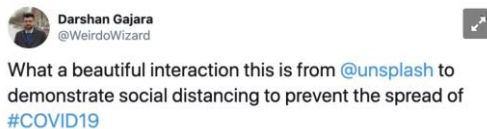
MC DONALD'S



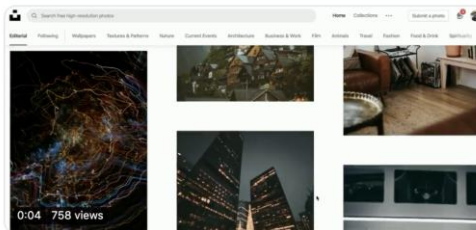
Mc Donald's como tantas marcas, se unen al reto #200challenge, separando los arcos de su log.

<https://youtu.be/x07byU2mxQM>

UNSPLASH



There's a reason why Unsplash is such a beloved community product. Kudos to their team ❤️



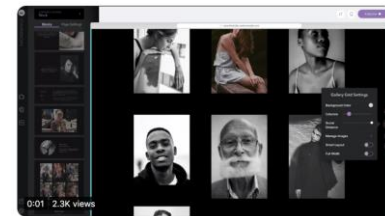
1:13 PM · Mar 21, 2020 · Twitter Web App

El banco de imágenes Unsplash, también se une al reto #200challenge, pero separando las imágenes entre ellas de los resultados de las búsquedas.

<https://twitter.com/AviationGin>

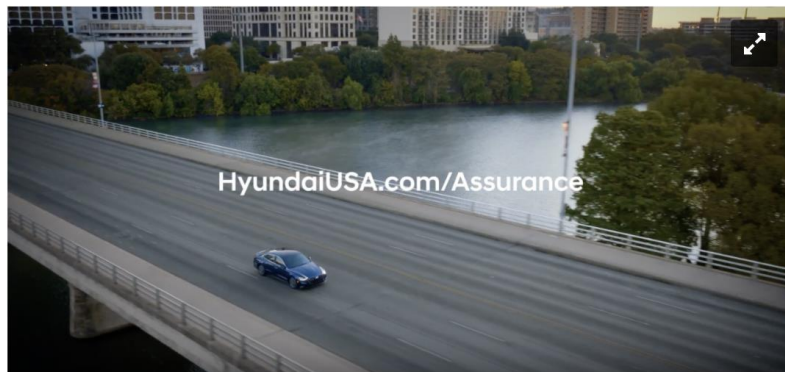


"Social Distancing"



8:05 PM · Mar 20, 2020 · Twitter Web App

HYUNDAI ASSURANCE



Hyundai lanza una acción para apoyar a todos aquellos que han comprado uno de sus coches o están por hacerlo, asegurando que estarán protegidos en caso de no poder hacer frente a los pagos.

<https://www.youtube.com/watch?v=ZEChrFkqrPM&feature=youtu.be>

ITV - BRITAIN GET TALKING

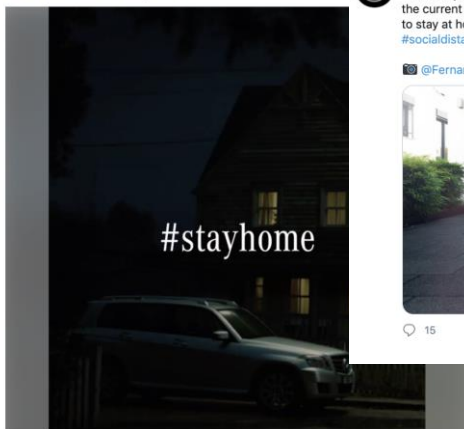


Como parte de diversas iniciativas para combatir el problema de soledad entre los ingleses, la televisora ITV ha lanzado varios mensajes en sus principales programas, promoviendo una línea de apoyo telefónica para que aquellos que están pasándolo mal por la soledad y la dureza del confinamiento, puedan pedir ayuda y asistencia.

<https://youtu.be/bHzF0hX-GsM>

MERCEDES BENZ

 Mercedes-Benz
March 21 at 5:10 AM · 🌐
Thanks to everyone giving their best. ❤️
#flattenthecurve #stayhome



Mercedez Benz lanza este spot adecuando el mensaje para incentivar a la sociedad a quedarse en casa.

<https://twitter.com/MercedesBenz/status/1242150586893680642>

 Mercedes-Benz · @MercedesBenz · Mar 19
The safety systems of our vehicles can't protect family and friends from the current health situation. To #flattenthecurve, we need to do more. Try to stay at home and visit our Facebook, Instagram and LinkedIn to make #socialdistancing easier.
@Fernandez_World #MBSocialCar




15 107 760


NIKE – PLAY INSIDE

 Cristiano Ronaldo · @Cristiano · Mar 21
If you ever dreamed of playing for millions around the world, now is your chance. Play inside, play for the world.
#staysafe #playinside #playfortheworld




2.1K 14K 156.7K

 Tiger Woods · @TigerWoods · Mar 21
Now, more than ever, we are one team. #playinside #playfortheworld



Nike
68 767 4.6K

Jumpman23 · Mar 21
in ever, we are one family. #JUMPMAN #playinside



15 459 1.6K

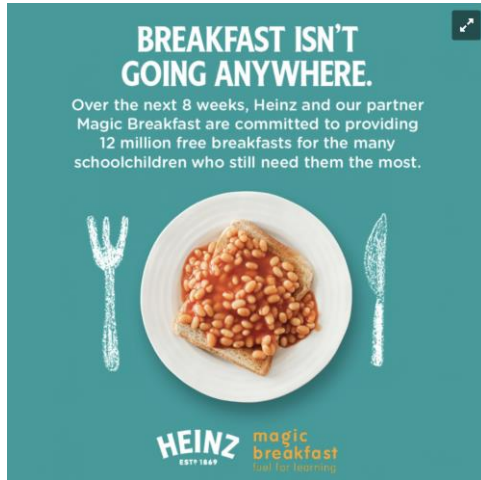
Nike has released a campaign to stress the need for social distancing during the coronavirus.

The ad states: "If you ever dreamed of playing for millions around the world, now is your chance. Play inside, play for the world."

Within an hour of its release, a batch of Nike athletes had posted the ad on their social media channels, including Cristiano Ronaldo, Tiger Woods and Carli Lloyd..

<https://youtu.be/bHzF0hX-GsM>

HEINZ



With the closure of the nation's schools, Heinz is still committed to providing 12 million free breakfasts to the children who need them most.

That's one meal a day, five days a week during the next eight weeks.

BURGER KING - BÉLGICA

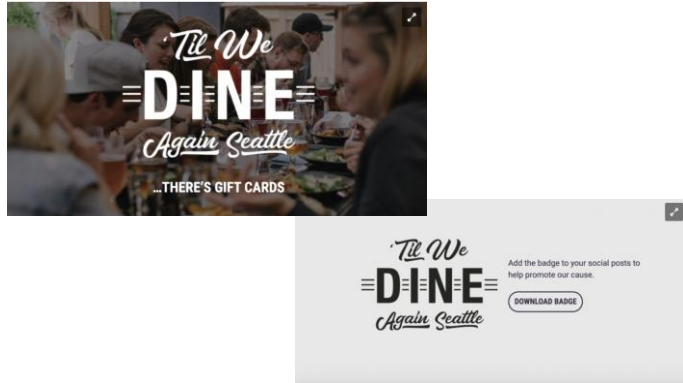


When Belgium announced that its fast food restaurants should be closed until 3 April, a Burger King restaurant in the country crossed out 'of the Whopper' from its slogan and added 'stay' on top of the word 'home'.

Thus, the 'Home of the Whopper' became 'Stay Home'.

<https://youtu.be/bHzF0hX-GsM>

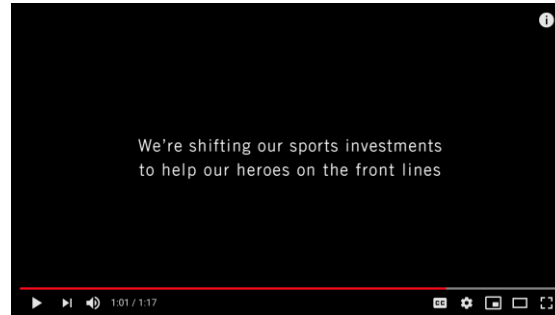
SEATTLE CITY – TILL WE DINE AGAIN



Seattle has been in the center of the Covid-19 crisis – with the local economy taking a hit. Launched in conjunction with some local Seattle restaurants, 'Till We Dine Again is designed to give locals a streamlined way to buy gift cards for their favorite restaurants. With a near 'stay-at-home' order, many don't feel comfortable getting take out or even delivery. Gift cards, on the other hand, can help ensure the future success of the city's thriving scene. And well, when we come through all of this, we all will be ready to go out for a great meal among our friends as well.

<https://tilwedine.com/>

BUDWEISER – ONE TEAM



NEWS | Budweiser redirects sport and entertainment spend into non-profits

By John Grady | 26 March 2020 10:00am



Distiller Anheuser-Busch's Budweiser is joining its sports partners to help deal with the fallout from the coronavirus crisis by repurposing its plants and logistics network to produce hand sanitizer and utilize disused stadiums as blood donation centres for the American Red Cross.

The brewer has pledged to donate \$5m to the non-profit organisation as it redeployes cash earmarked for

Budweiser anuncia que redirigirá la inversión de los patrocinios de deportes a ONG's como la Cruz Roja.

https://www.youtube.com/watch?v=3_t9niMNkdg

<https://www.thedrum.com/news/2020/03/26/budweiser-redirects-sport-and-entertainment-spend-non-profits>

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MEITUAN - DELIVERY

The screenshot shows a CNBC article from March 12, 2020. The headline is "Chinese food delivery giant offers paper 'shield' to diners to protect them against coronavirus". The article is by Arjun Kharpal. It features a "KEY POINTS" section with three bullet points: 1) Meituan, one of China's biggest food delivery firms, is delivering a paper "shield" to diners ordering from its platform to help protect them from catching the coronavirus. 2) Users in Beijing and Shanghai can receive one of the protective covers with their delivery for free. 3) Meituan said the cover can effectively prevent meals from any water droplets that may come from their colleagues, particularly when people are eating in densely packed areas like office canteens. There is also a "TRENDING NOW" section with four items: 1) Coronavirus job losses could total 47 million, unemployment rate may hit 32%, Fed estimates. 2) White House coronavirus expert predicts up to 200,000 US coronavirus deaths. 3) This calculator tells you exactly how big your coronavirus stimulus check could be. 4) Italy's death toll surpasses 10,000 as prime minister warns of rising 'nationalist instincts'.

Con la vuelta de los chinos a sus trabajos, la empresa de delivery de comida Meituan, ofrece con los pedidos una estructura de cartón protectora para comer con "seguridad"

https://www.cnbc.com/2020/03/12/coronavirus-meituan-launches-paper-shield-to-protect-diners-in-china.html?utm_campaign=Sophie%20lotD&utm_source=hs_email&utm_medium=email&utm_content=85371387&_hsenc=p2ANqtz-8nP2BntknD0k3jbdKpsJTc_V2OqMZ5vi8pYk-ONJC-13O8ZBlqtG4KNk6FFtnkXv6eHSTobL2ZwHHK43G2sSl8gtKMMHaUSclT_3umNBx

MINECRAFT & MICROSOFT

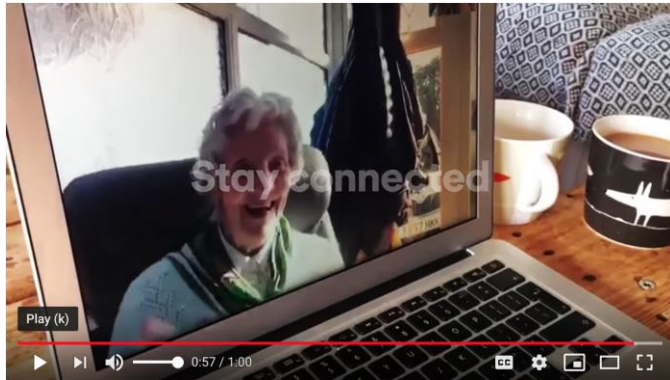
The screenshot shows the Minecraft Education Edition website. The main navigation bar includes "GET STARTED", "HOW IT WORKS", "CLASS RESOURCES", "COMMUNITY", "SUPPORT", and "MY CLASSROOM". The article title is "Microsoft extends access to Minecraft: Education Edition and resources to support remote learning". The date is March 10, 2020. The article text states: "As COVID-19 concerns prompt school closures around the world, many educators are turning to remote learning to keep students engaged. To help teachers and students stay connected to the classroom, Minecraft: Education Edition is now available through June 2020 for all educators and learners who have a valid Office 365 Education account. Please fill out this form to verify your account and request access to Minecraft."

As COVID-19 concerns prompt school closures around the world, many educators are turning to remote learning to keep students engaged. To help teachers and students stay connected to the classroom, Minecraft: Education Edition is now available through June 2020 for all educators and learners who have a valid Office 365 Education account. Please fill out this form to verify your account and request access to Minecraft

<https://education.minecraft.net/blog/microsoft-extends-access-to-minecraft-education-edition-and-resources-to-support-remote-learning/>

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VIRGIN MEDIA



Virgin Media's new film celebrates the ingenious, whacky and wonderful ways the public are all staying connected; featuring funny, light-hearted and feel-good moments that have been shared on social media in recent weeks.

<https://www.youtube.com/watch?v=T3Eom0ZmkSA&feature=youtu.be>

LAND ROVER & RED CROSS

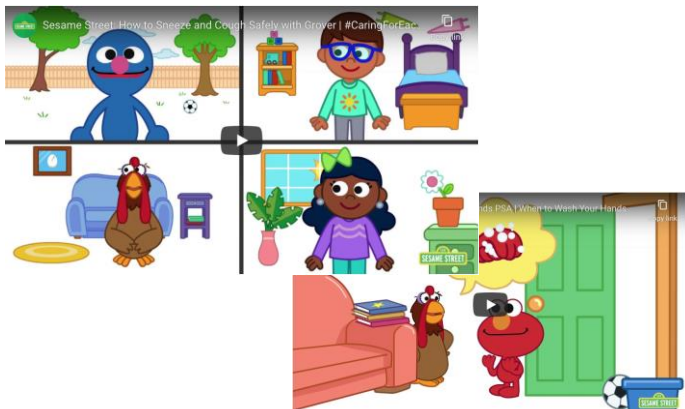


Jaguar and Land Rover have deployed more than 160 vehicles globally to support emergency response organizations during the coronavirus crisis.

A total of 57 vehicles, including 27 New Land Rover Defender SUVs, have been issued to the British Red Cross to deliver medicine and food vulnerable people across the UK who now need additional support due to social distancing rules.

<https://youtu.be/cLwMInQqOVE>

SESAME STREET



Sesame Street is leveraging its knack for relaying important messages to children in an absorbing way, as it builds on its Caring for Each Other initiative to help parents and children during the coronavirus pandemic

To help support families through this trying time, the team have created animations to encourage them to stay physically and mentally healthy Available in 18 languages, the spots are to be distributed through a range of partner in the US, and globally, including HBO, PBS KIDS and local PBS stations, Univision, the Ad Council, YouTube, Sesame Street in Communities partners, and international broadcast partners.

<https://youtu.be/yQn0z6xa8II>

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! THANK YOU