

MEANINGFUL SHIFT
HOW TO STEER YOUR BRAND
THROUGH A CRISIS?

HAVAS
MEDIA GROUP



MAŁGORZATA WĘGIEREK
CEO HAVAS MEDIA GROUP

TIME FOR MEANINGFUL ACTIONS

The coronavirus dominated the reality around us very quickly - it seems to have happened suddenly and by surprise. It affects all areas of our lives: work, study, family life, hobbies, behaviour. It concerns all of us democratically. During our lifetime there was no such phenomenon and theme that would affect such a huge and multidimensional change.

Threads that have absorbed us so far - like ecology, caring for the planet, climate and energy changes, although still valid and important - do not have our solemn attention anymore. We already focus on coronavirus and its impact on our completely new world, that has pulled up the handbrake at full speed. What is happening in our marketing communication industry? We learn, observe, advise and know that the crisis will end one day. As usual in such situations there will be winners who have noticed an element of opportunity in the crisis and losers who were not agile enough.

As HMG, we believe - and we have this faith based on numbers from previous analyses and studies that we have been running for over a dozen years - the brands can also come out unscathed from the time of the plague. Based on our Meaningful Brands study results, we have been talking for a long time about the enormous importance of what a brand does for its consumers - people. Now, during the re-evaluation, this will be especially important and responsible and credible brand actions will gain even stronger emotions and consumer bond.

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IN CRISIS THERE IS ALWAYS THE SEED OF OPPORTUNITY

The Chinese word for crisis carries two elements, danger and opportunity. No matter the difficulty of the circumstances, no matter how dangerous the situation, at the heart of each crisis lies a tremendous opportunity



WE ARE LOOKING FOR SOME ANSWERS

1. HOW LONG WILL IT TAKE?

2. HOW DOES PANDEMIC INFLUENCE CONSUMERS?

3. HOW WILL PANDEMIC IMPACT THE MARKET?

4. WHAT HAPPENS IF I STOP ADVERTISING?

5. HOW TO FIND OPPORTUNITY IN A CRISIS?

6. HOW OTHERS RESPOND?



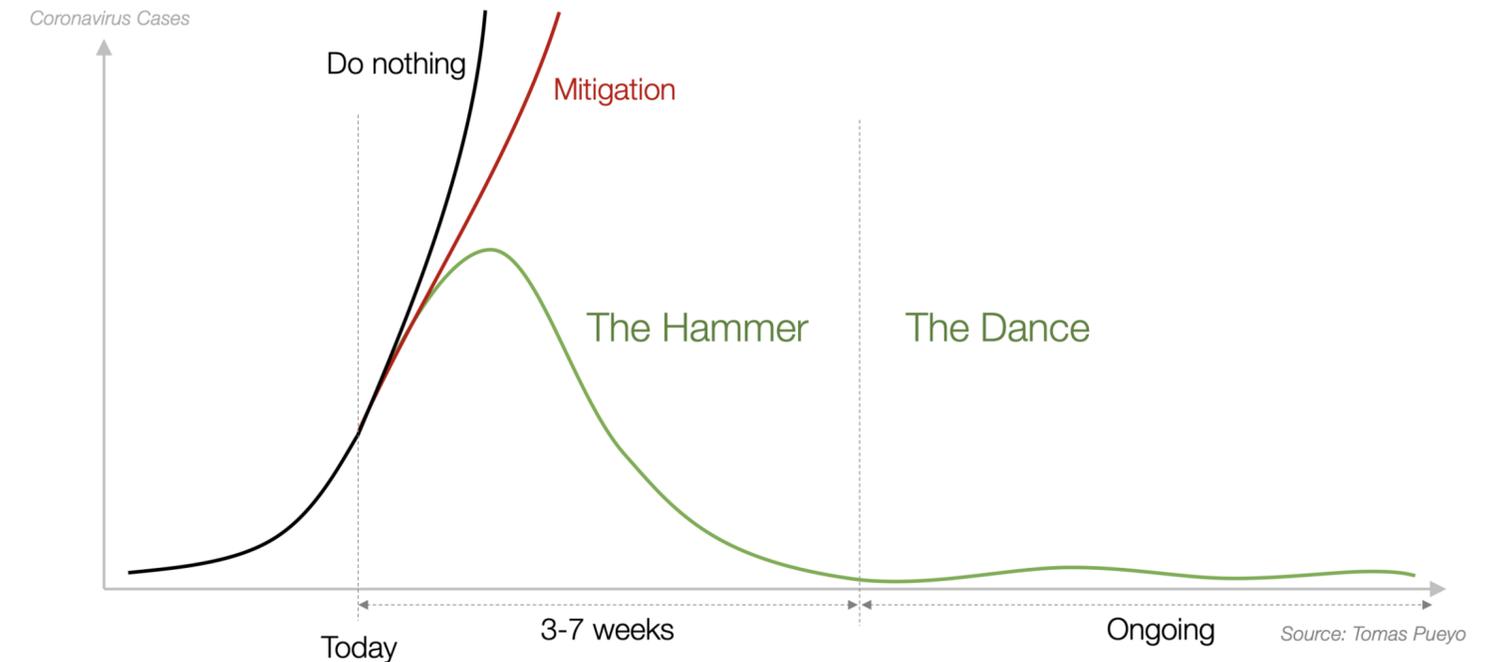
HOW LONG WILL IT TAKE?

THINK LONG TERM

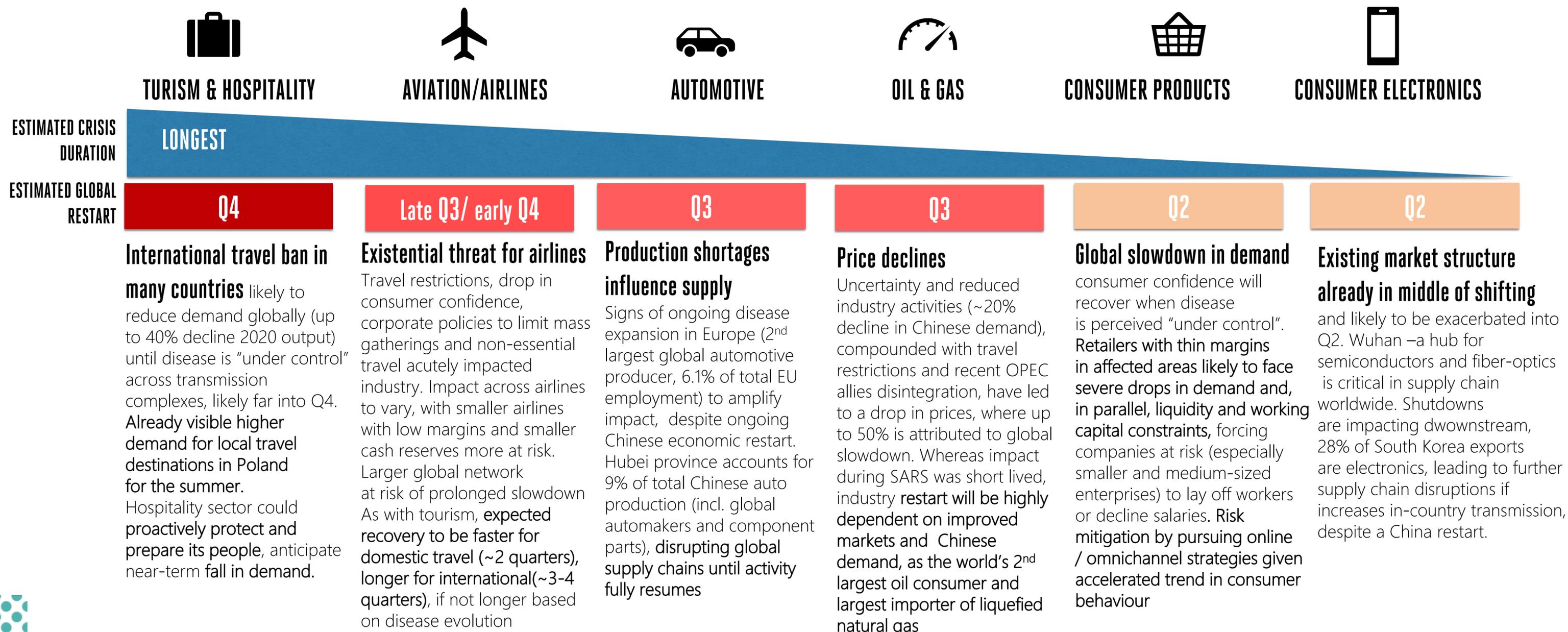
Reaction to pandemic threat in Poland was relatively fast.. This means that we may avoid a sudden collapse of the health system and disintegration of social life, but in return, we can expect a prolonged virus activity over time.

The results of the latest simulations of the course of the epidemic in various countries confirm, that we will have to adapt to life with the virus for several months. The example of China shows that with radical countermeasures, it took four months to reduce virus escalation. Knowing the experience from other countries, we can limit this time by introducing tests on a large scale and local infection control. Still after „hammer” time comes „dance” period of unknown length.

Depending on the government's actions, the effects of the epidemic can last approximately from three to twelve months. It is certain that coronavirus will change many aspects of our lives. How to adapt to the new situation?



ACCORDING TO GLOBAL PROGNOSIS SOME SECTORS MAY BE AFFECTED FOR MANY MONTHS



„It's a marathon, not a sprint“

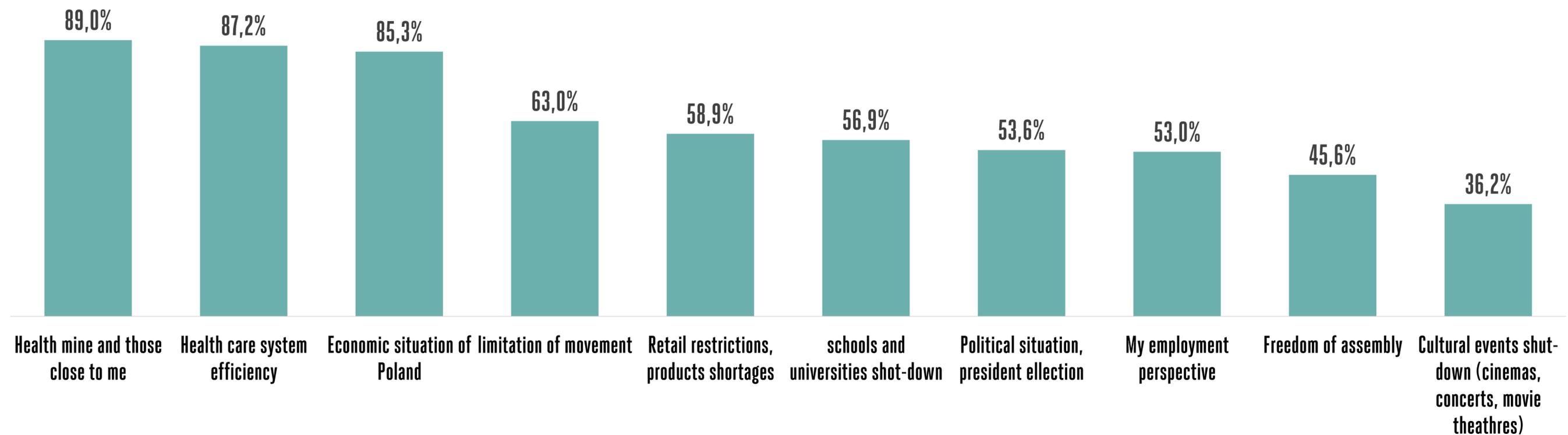
JOSE LUIS MARTINEZ-ALMEIDA, MEAR OF MADRID CITY

FAKTY TVN 22.03.20

HOW DOES PANDEMIC INFLUENCE CONSUMERS?

MAJORITY OF POLES HAVE HEARD ABOUT PANDEMIC, 82,6% FELL CONCERNED

WHICH AREAS ARE THE BIGGEST CONCERNS IN CONNECTION WITH THE CROWN EPIDEMIA? (% RS)



FAST TRANSFORMATION OF NEEDS

PANDEMIC INFLUENCE:

For most Poles, the time of epidemic is an entirely new experience related to **uncertainty and a sense of danger** not only about health but also about the functioning of the known world, as well as financial security. Media flooded with pandemic news fuel the panic. As a consequence, there is a rapid change of needs. **Self-actualization is no more critical when we long for belonging and safety.** Within the next few weeks, most of us will have to slide down the Maslow pyramid with speed, which creates stress.

Retreat associated with remote work and reduced mobility builds the need for social experiences, forced to be online. In this hard time, empathy is flowering.

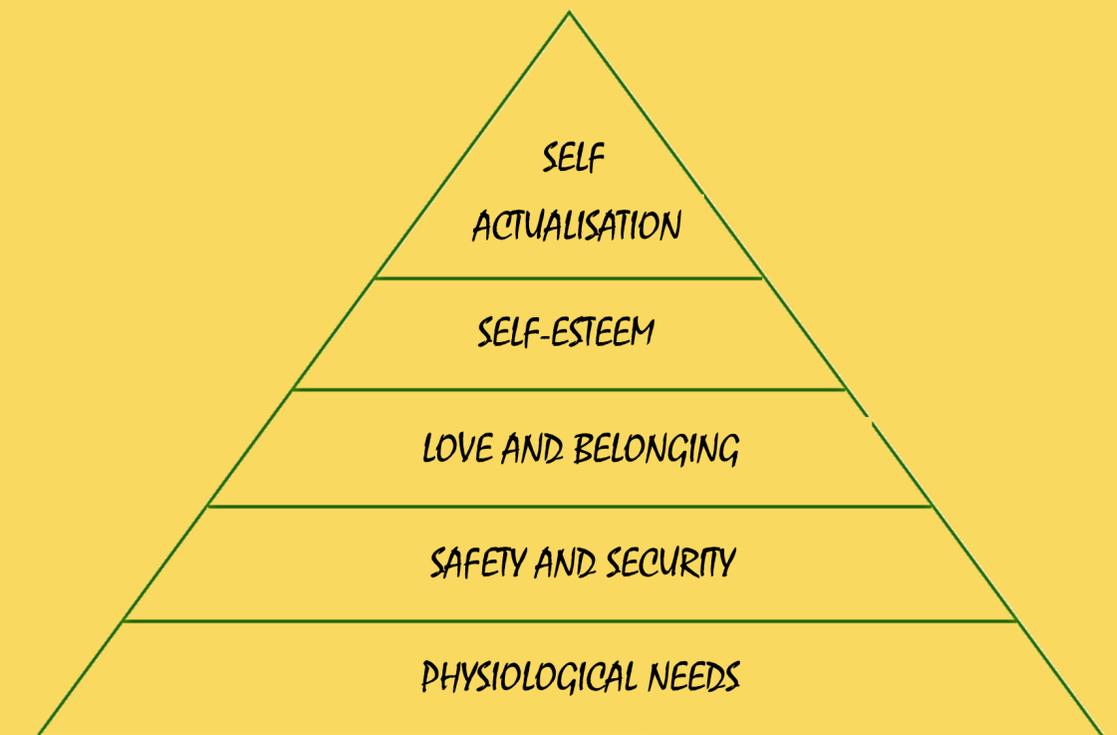
OPPORTUNITY FOR BRANDS:

Optimistic and positive communication focused on building a sense of security and trust. Increasing communication weights for products that meet the current needs. It is not a good time for a celebrity endorsement campaigns.

Brand involvement in fighting the plague builds a sense of safety and trust.

Good time for storytelling

MASLOW'S PYRAMID

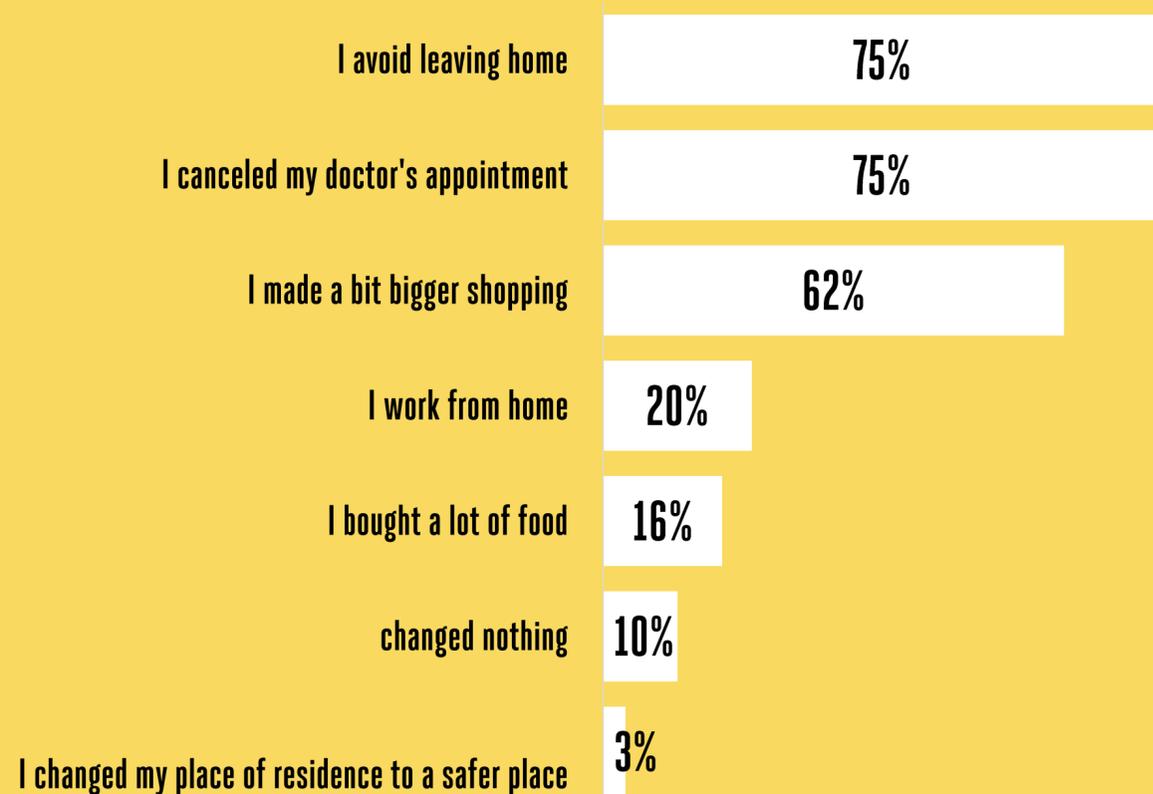


 SPOŁECZNIK 2.0



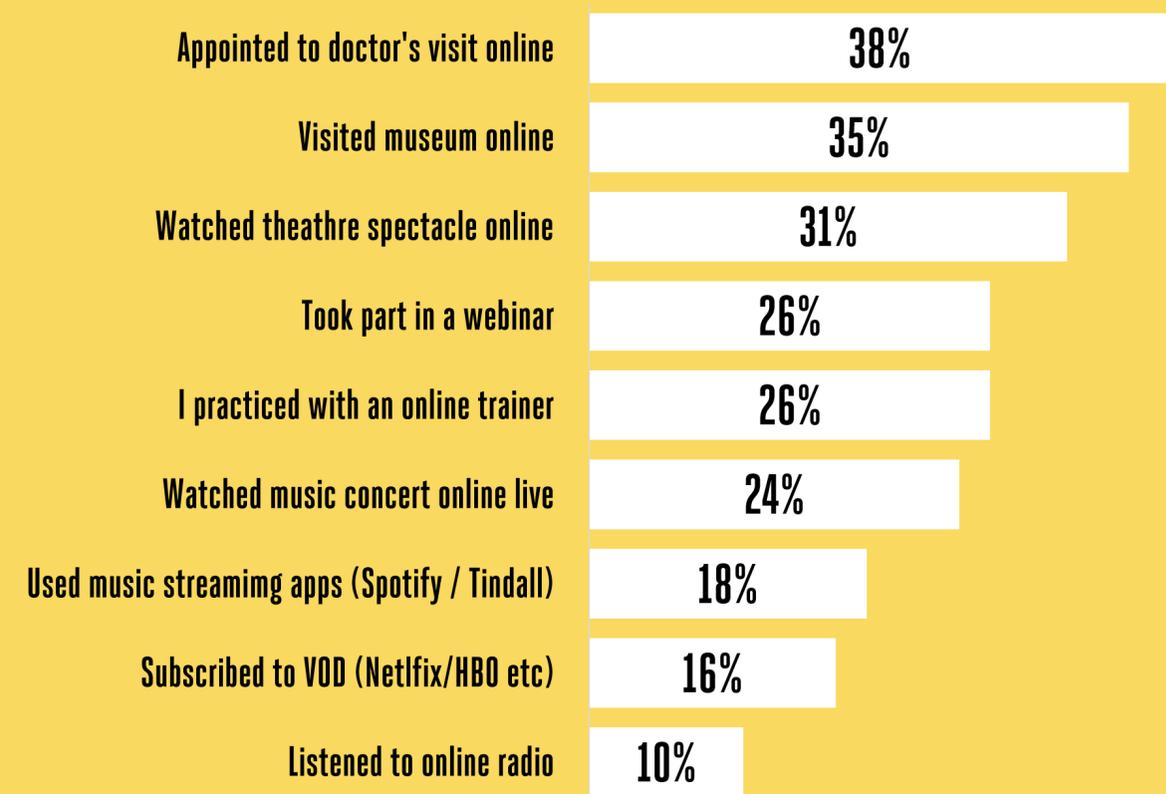
ISOLATION FORCE PELES TO LEARN NEW SKILLS AND ADDAPT NEW TECHNOLOGIES

WHAT CHANGED IN YOUR LIFE IN RELATION TO CORONAVIRUS?
(%RS) - 17.03.20



Source: Statista 2020

FIRST TIME I USED AFTER EPIDEMIC ANNOUNCEMENT
(%RS) - 23.03.20 POLAND



Source: Havas Fabric

OPPORTUNITY FOR BRANDS: Promotion and information about new, convenient and secure forms of contacts, purchases and settling matters

CHANGE OF PRIORITIES

PANDEMIC INFLUENCE:

For several years we have been observing the evolution of Poles towards post-materialistic values. Restrictions on social life, restrictions on movement, and uncertainty about the future accelerate these changes. It is more and more important to have people close that care. Enjoying small things in life and being safe and sound despite all dangers around.

OPPORTUNITY FOR BRANDS:

Narrative based on community values, belonging, small joys, nurturing everyday life, and caring for your physical and mental form. Every form of people or community support is meaningful. Significant local activations. In time of lock-down small communities matter.

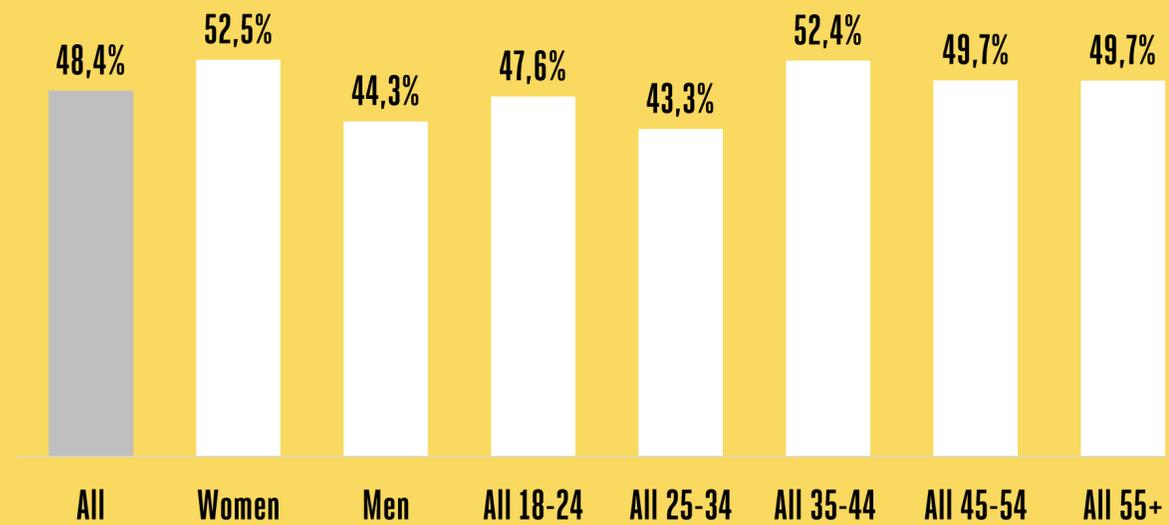
MOST IMPORTANT CRITERIA OF HAPPINESS IN POLAND:

	2015	2017	2019
1. HAVING PEOPLE AROUND THAT CARES FOR ME	32%	38%	47%
2. ENJOYING SMALL THINGS IN LIFE	27%	35%	37%
3. KEEPING SAFE AND SOUND	26%	30%	37%
4. IMPROVING STANDARD OF MY LIFE	37%	33%	32%

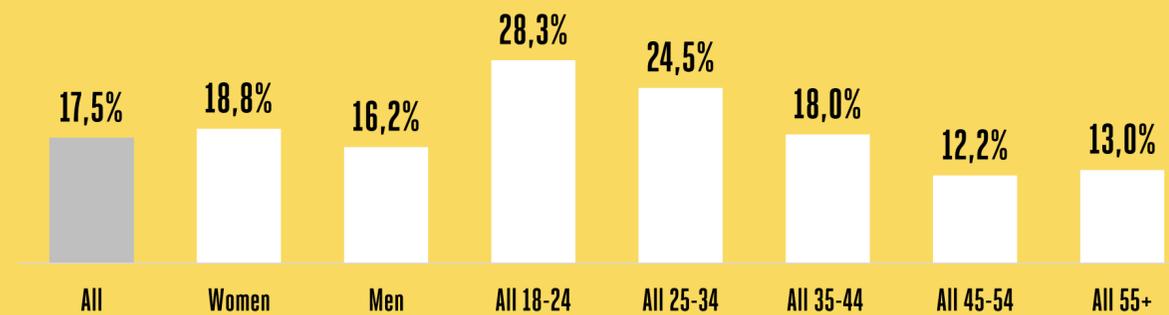
MEANINGFUL BRANDS

CULTURE (ONLINE) IS AN OPPORTUNITY TO GO OUT OF THE BOX

HAVE YOU HEARD ABOUT ANY INITIATIVES ALLOWING TO PARTICIPATE IN CULTURAL EVENTS ONLINE? (%RS SAYING YES) 23.03.20



DID YOU PARTICIPATE IN CULTURAL EVENTS ONLINE LATELY? (%RS AWARE OF CULTURAL EVENTS ONLINE) – 23.03.20



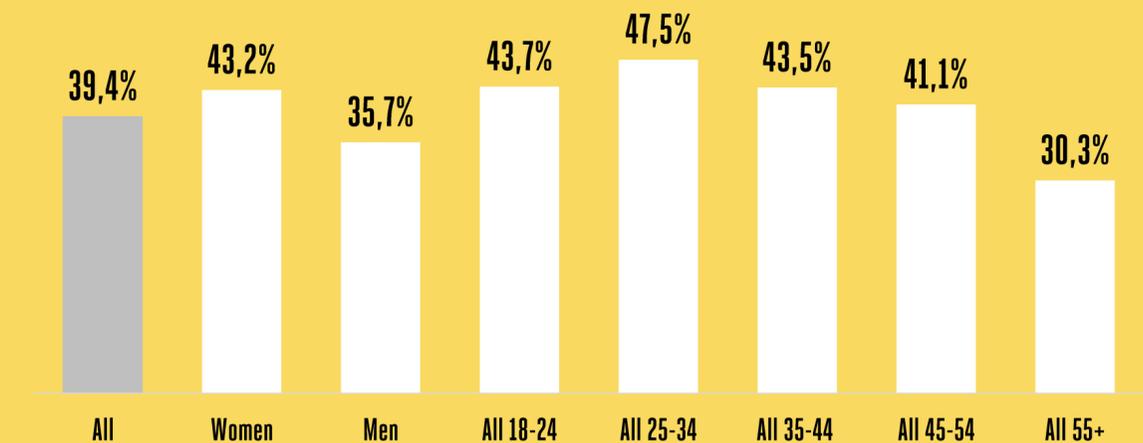
PANDEMIC INFLUENCE:

Awareness of cultural offer online is high in Poland, taking into consideration only two weeks of quarantine when the study was conducted. This offer is particularly attractive for young people, more hedonistic towards life, and more social. Such experiences can be shared via social media – an essential element of image building by youngsters. It may be shared online, creating bonding experiences.

OPPORTUNITY FOR BRANDS:

Not all brands are natural partners to culture creators, but during these special times, all „normal” rules do not apply. Supporting cultural institutions and facilitating access to culture is an opportunity to build a non-commercial relationship and emotions that are difficult to obtain in normal times.

DESPITE ALL- ARE EPIDEMIC RESTRICTIONS A CHANCE FOR SELF-ACTUALISATION, TAKING PART IN INTERESTING CULTURAL EXPERIENCES AND CONTENT? (%RS THAT AGREE) - STAN NA 23.03.20



MEDIA CONSUMPTION TRANSFORMATION

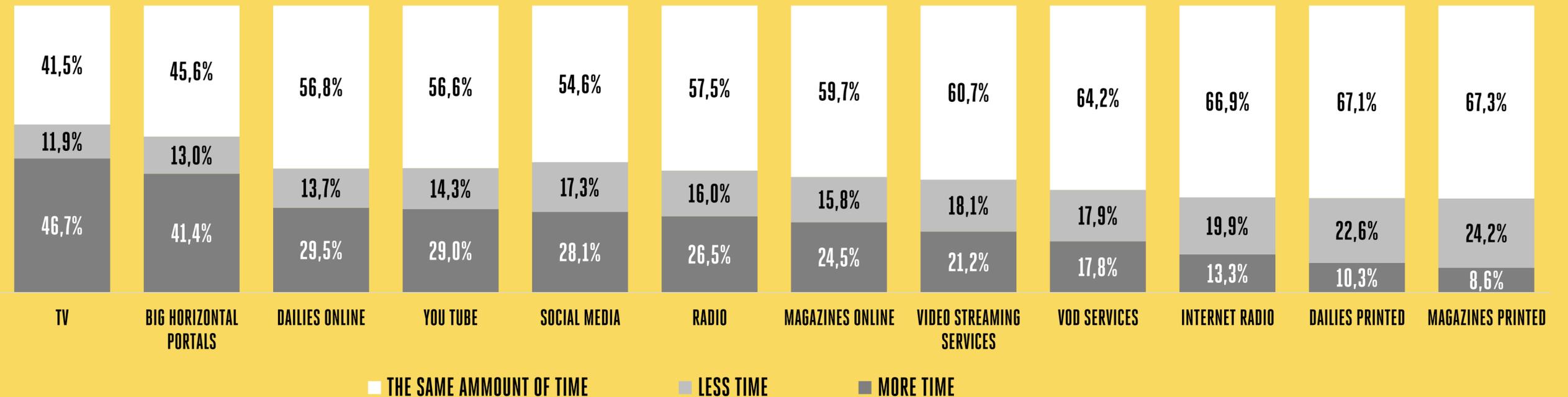
PANDEMIC INFLUENCE:

According to Ariadna's research (27.03.20), nearly one-fourth of Poles does not go out of home, and the majority decline mobility. Screen time booms, social media usage, and communicator apps grow in use. Exponentially grow mobile and online gaming. Consumer-generated content blooms with creativity.

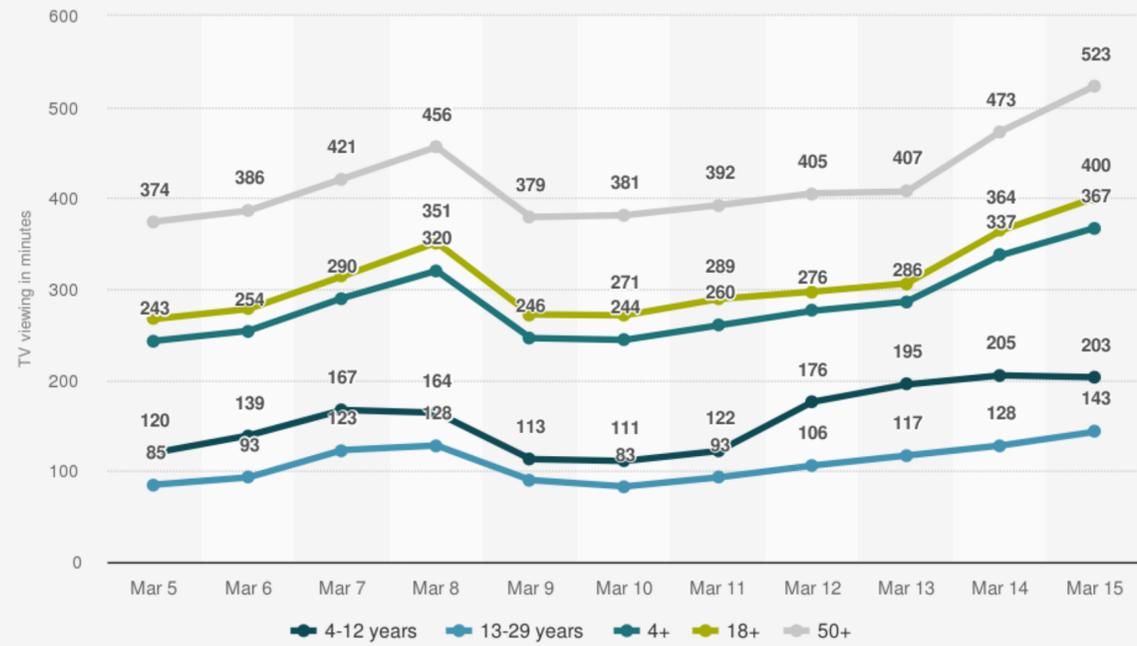
OPPORTUNITY FOR BRANDS:

Online, TV and news sources such as horizontal portals and print online are the best choice for today—time to introduce or improve e-commerce, primarily via social media. A time of intensive screen usage combined with the reduced possibility to shop creates an opportunity to build top of mind, tell your story, and improve brand image.

HAVE YOU SPEND MORE OR LESS TIME WITH MEDIA SINCE PANDEMIC OUTBREAK?
(%RS) 23.03.20



Television viewing time during the coronavirus (COVID-19) outbreak in Poland in March 2020, by age group (in minutes)

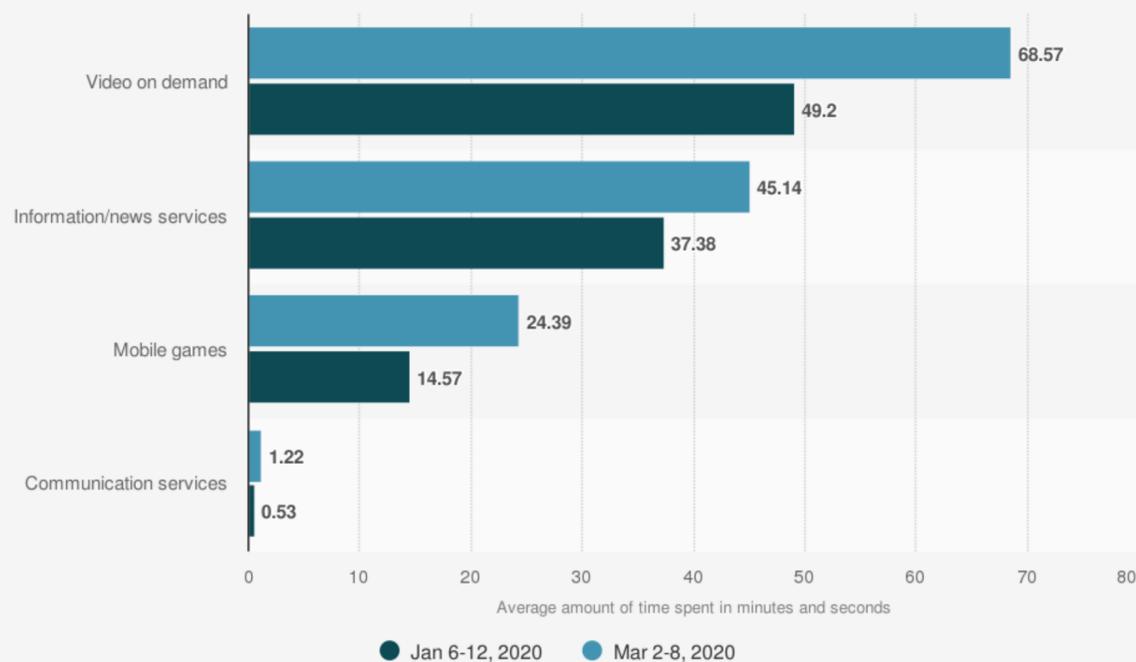


Number of visitors to video on demand websites and applications during the coronavirus (COVID-19) outbreak in Poland in March 2020 (in 1,000s)*

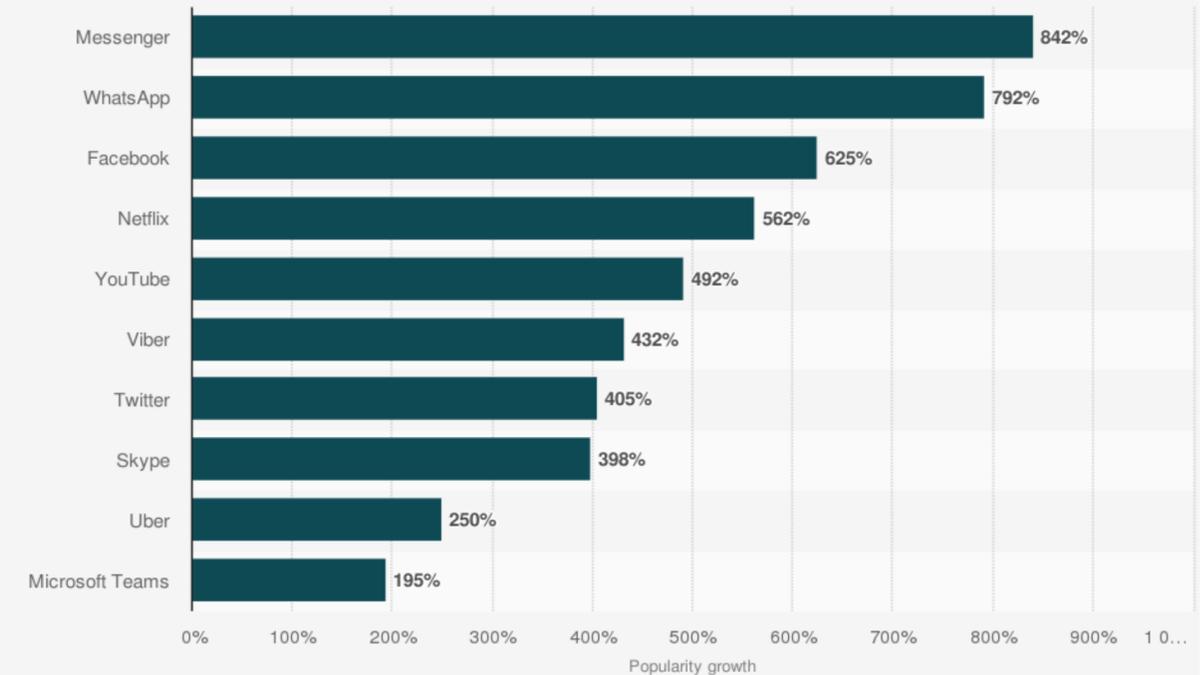


VIDEO IS THE WINNER. GAMING AND SOCIAL MEDIA GAIN THE MOST POPULARITY

Growth in average amount of time spent on different kinds of online services due to coronavirus (COVID-19) in Poland in 2020 (in minutes and seconds)



Popularity of using particular mobile applications during the coronavirus (COVID-19) outbreak in Poland as of March 2020



CHANGE IN SHOPPING HABBITTS

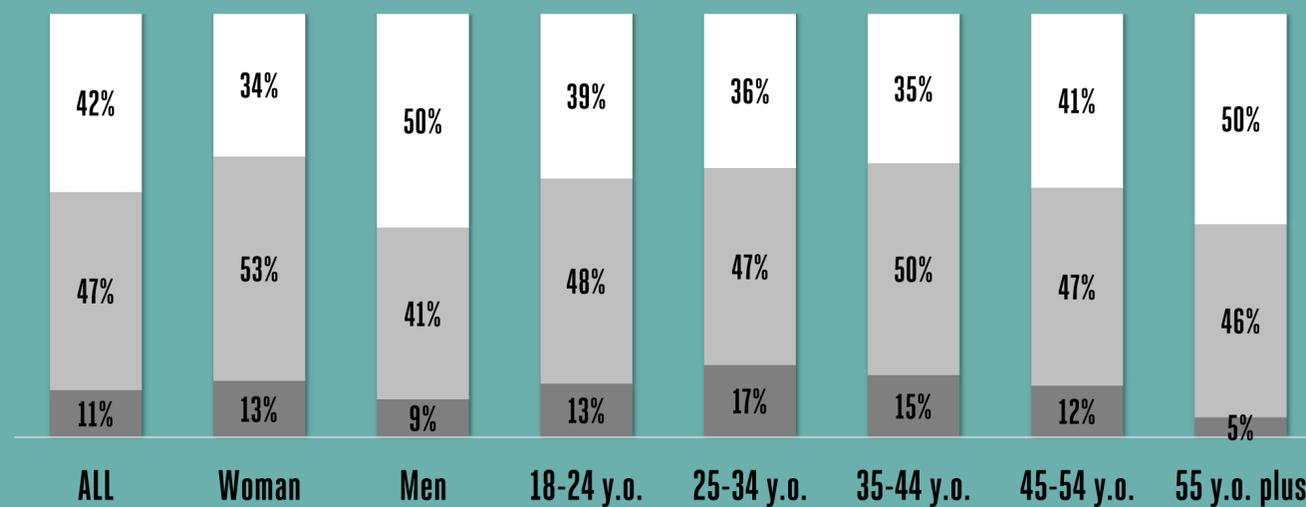
PANDEMIC INFLUENCE:

After the first shock and product stockpiling, as coronavirus cases continue to rise, we observe significant changes in shopping habits. **It looks like e-commerce will stay in Polish homes for good.** An essential result of life uncertainty is the reduction of consumers' expenses. The Chinese market shows that after normalizing the situation, consumers return to the previous level of spending.

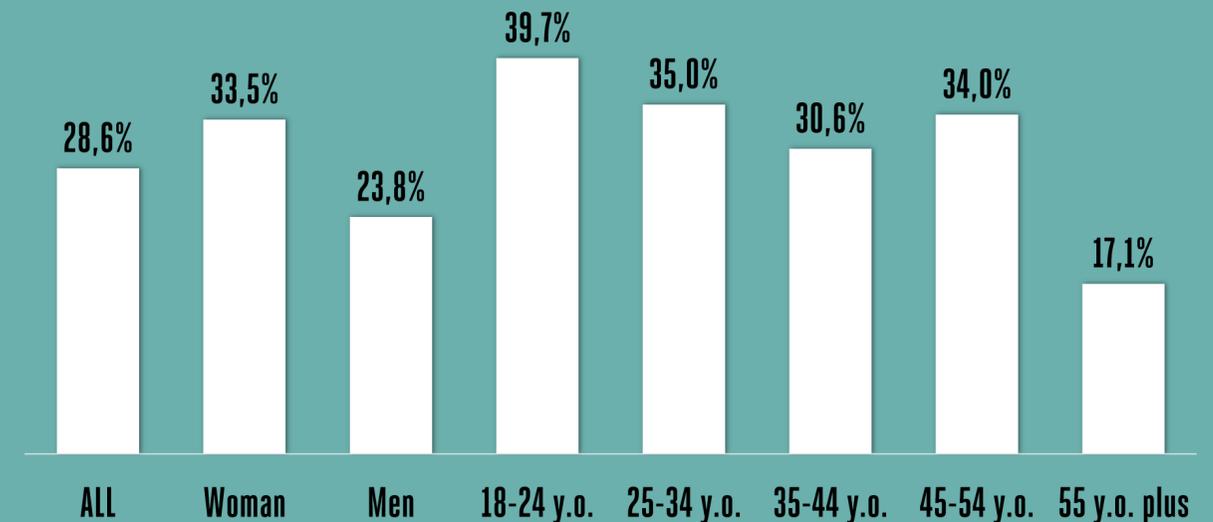
OPPORTUNITY FOR BRANDS:

The time of e-commerce has come! The time of crisis is the moment to improve product quality and IT systems. **It is necessary to audit its owned media, primarily online, and use it's potential.** The time of the same ads on TV and social made has gone. The time has come to build relationships and sell where the consumer is present.

HAVE YOU LATELY MADE BIGGER SHOPPING DUE TO CORONAVIRUS
(%RS) - 23.03.20



I STARTED LATELY TO BUY MORE ONLINE
(%RS) - 23.03.20



■ Yes, I bought some more products
 ■ No, I shop like I always did
■ Yes, I have made a large stock of some products

DURING FIRST WEEKS OF PANDEMIC OUTBREAK PEOPLE CONCENTRATED AROUND ORGANISING THEIR HOME OFFICE AND HOME LIFE



HOME ENTERTAINMENT ELECTRONICS
HOME OFFICE EQUIPMENT



FREEZERS AND FRIDGES
HOME FITNESS EQUIPMENT



DRUGS / SUPPLEMENTS
RENOVATION EQUIPMENT



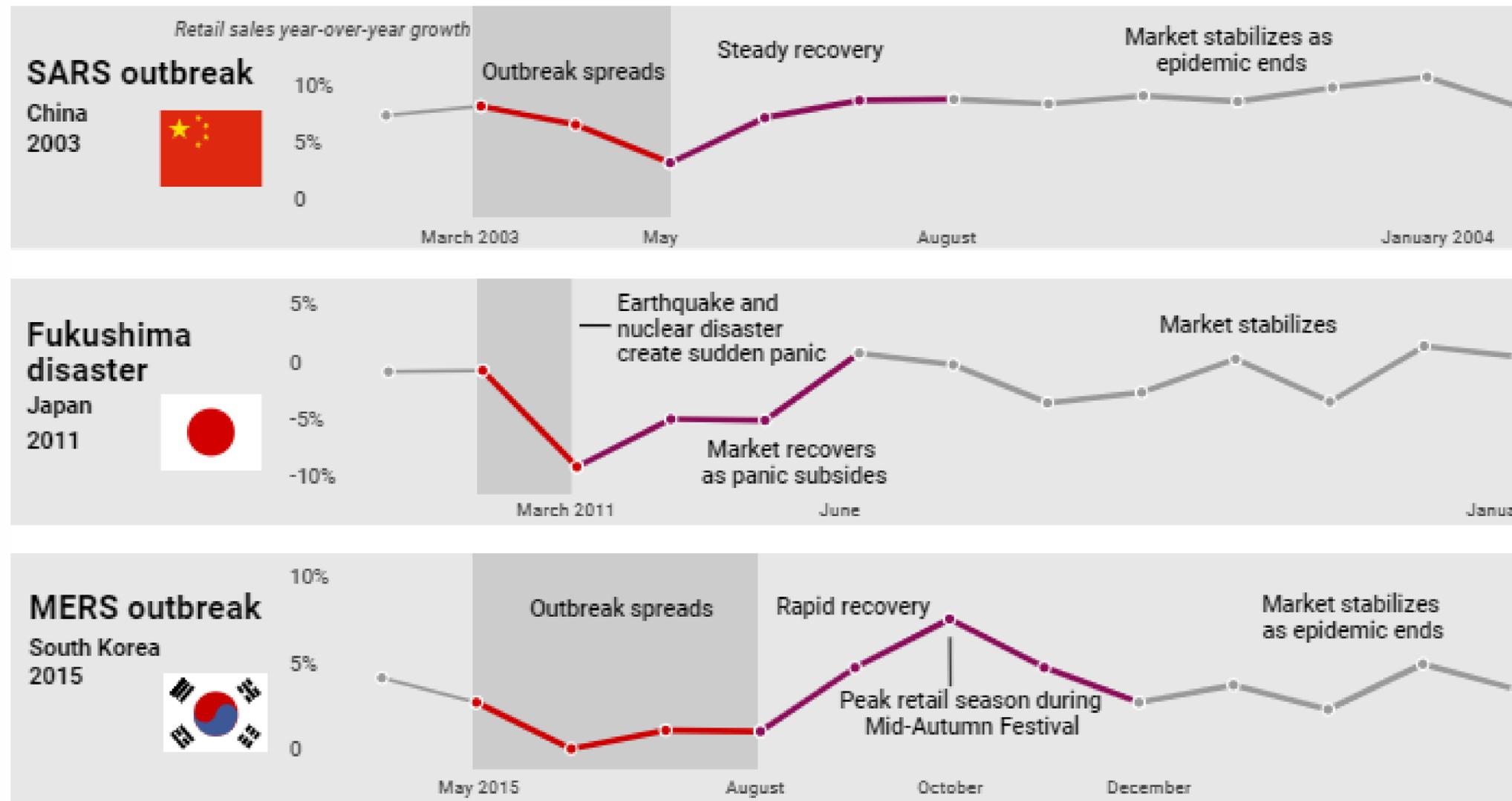
HOME AND GARDEN
GAME/SPORT AT HOME EQUIPMENT



HOW WILL PANDEMIC IMPACT THE MARKET?

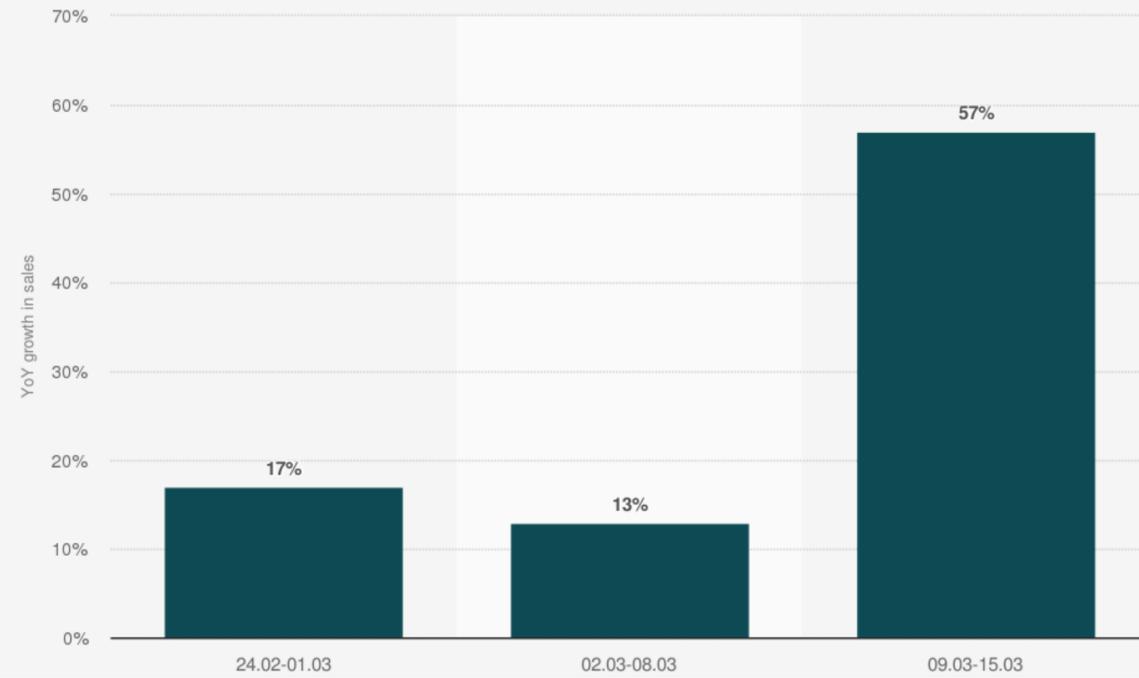
HOW WILL PANDEMIC INFLUENCE RETAIL?

RETAIL MARKETS TYPICALLY DIP DURING A CRISIS, BUT EVENTUALLY STABILIZE

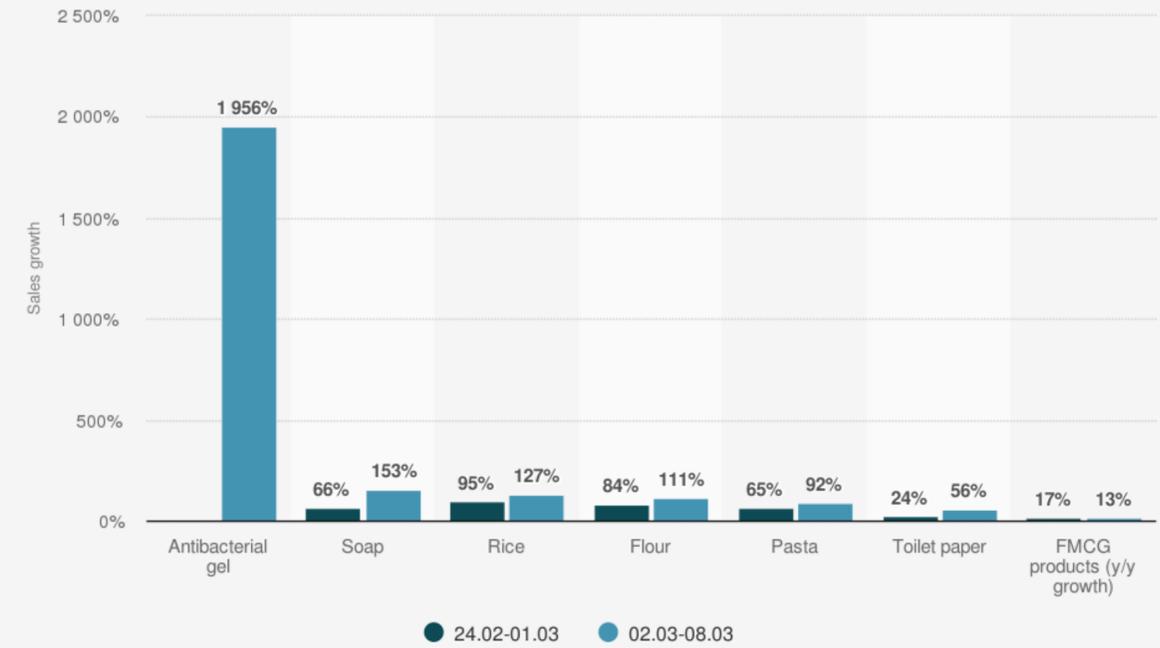


Sources: China National Bureau of Statistics; Japan Ministry of Economy, Trade and Industry; South Korea government statistics

Growth in sales of FMCG products due to coronavirus (COVID-19) outbreak in Poland between February and March 2020

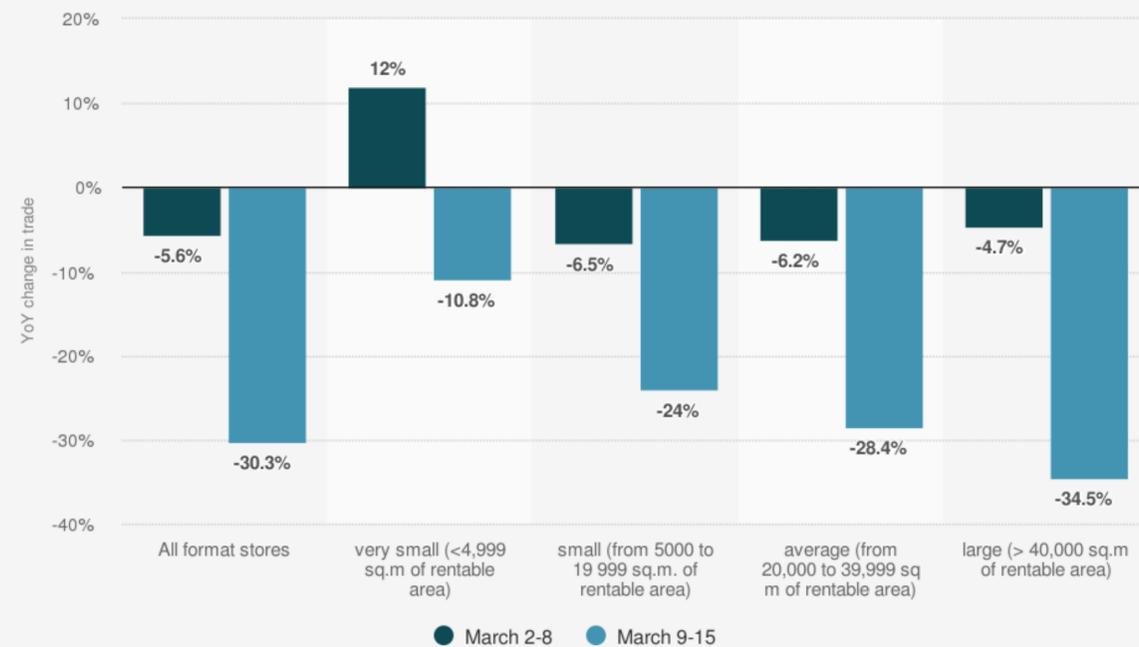


Growth in sales of FMCG products due to coronavirus (COVID-19) outbreak in Poland between February and March 2020, by type of products

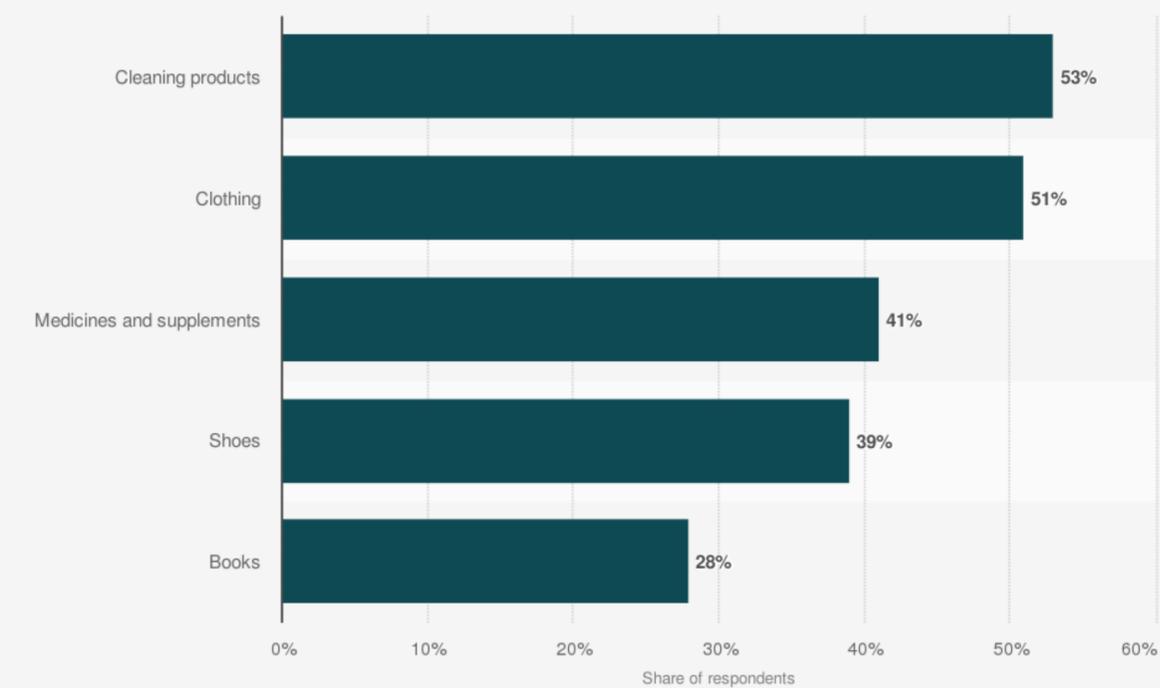


E-COMMERCE INTRODUCED BY NECCECITY, WILL STAY WITH US FOR GOOD

Impact of Coronavirus (COVID-19) on retail market in Poland in March 2020, by store format



Most popular products bought through the internet during the coronavirus (COVID-19) outbreak in Poland in March 2020

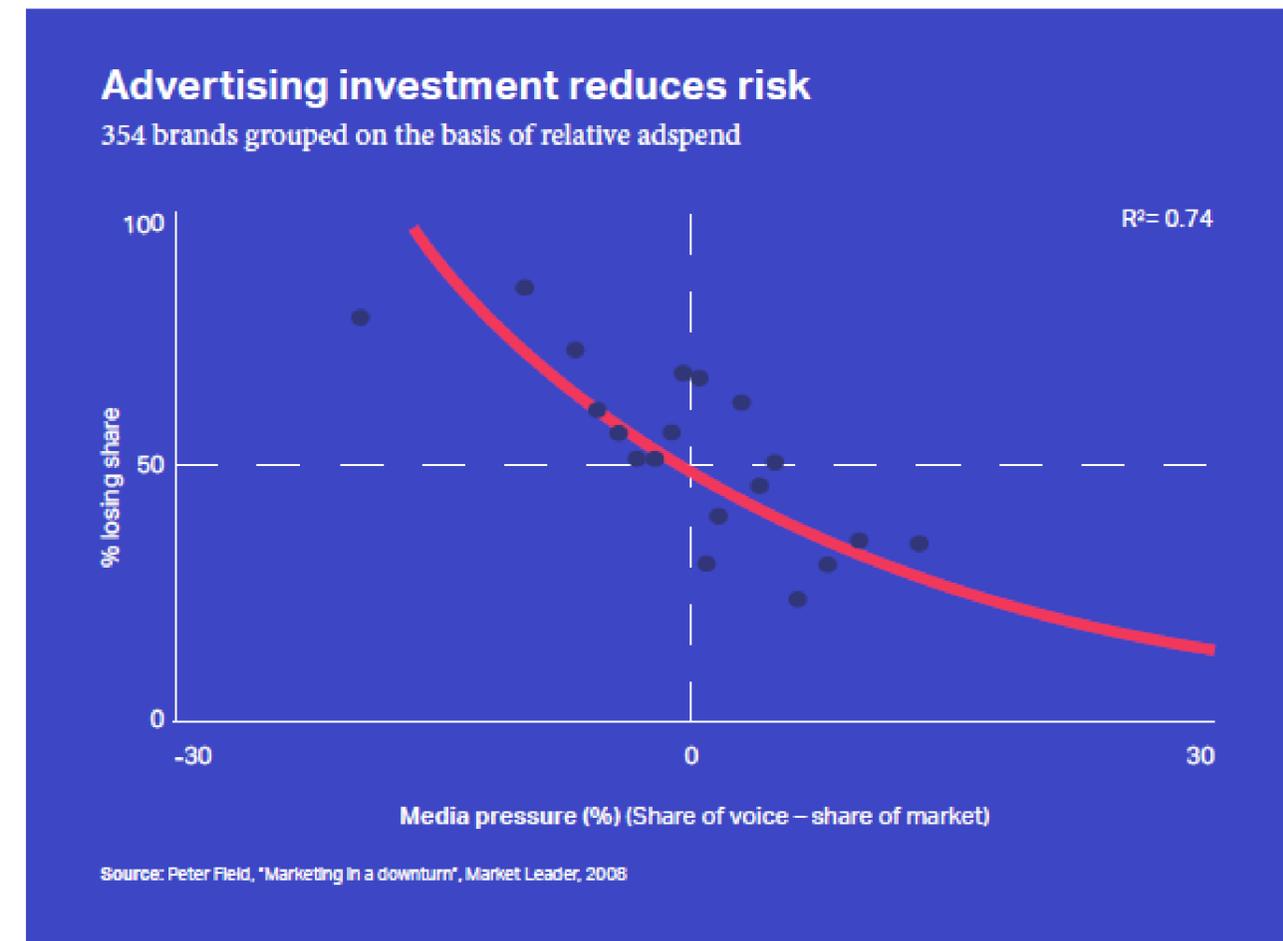
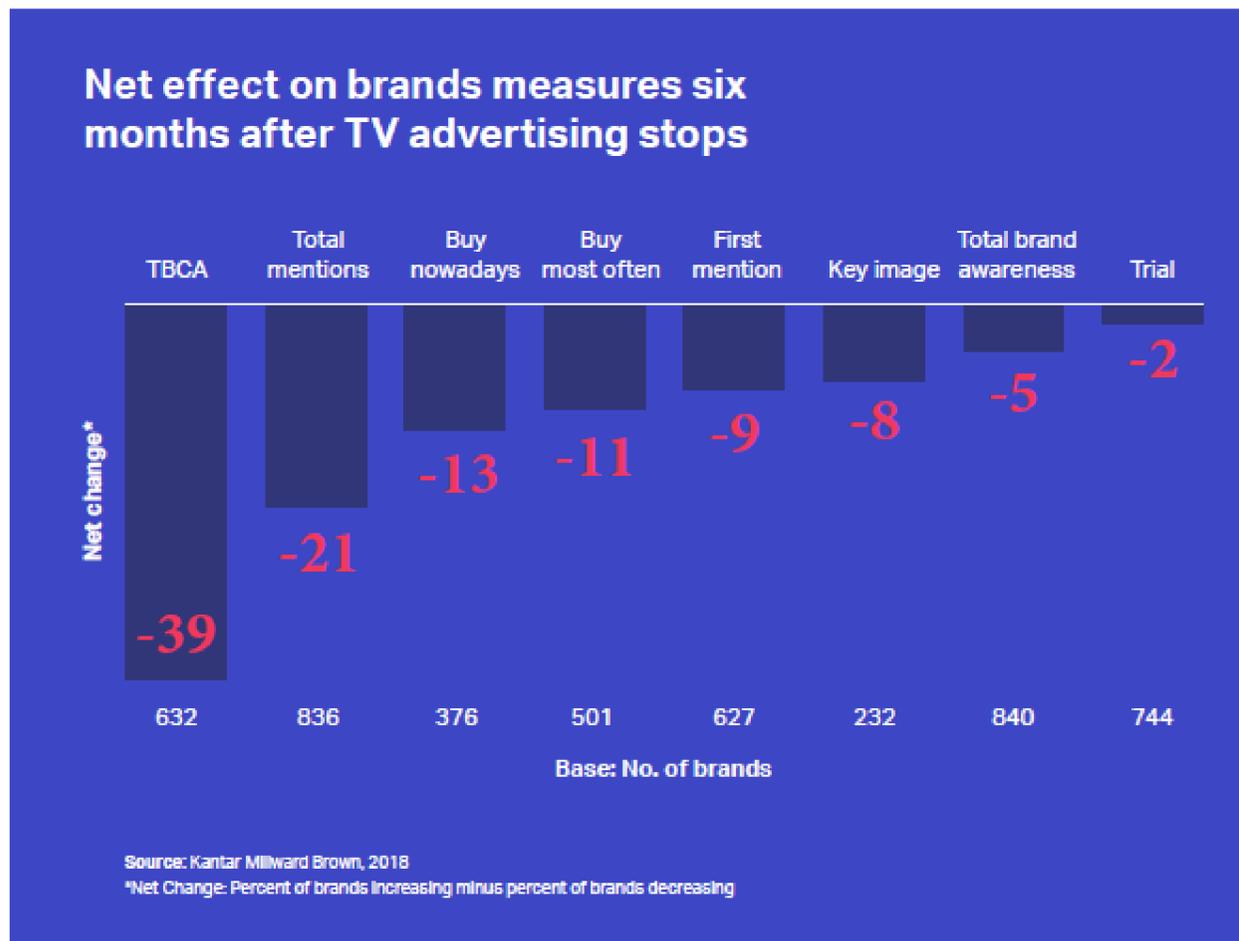


WHAT HAPPENS IF I STOP ADVERTISING?

GOING DARK HAS NO IMPACT ON BRAND OR BUSINESS METRICS ONLY

IN SHORT RUN

An analysis by Kantar Millward Brown indicates that brands can stop TV advertising without losing brand equity only in a short period. The net change after six months of discontinuing TV advertising is defined as the percentage of brands experiencing an increase in results, minus the percentage of brands experiencing a decrease in results. The analysis shows that a **significant reduction in communication awareness (TBCA) has the most substantial impact on brand interest, purchase intention, loyalty but also on brand image and awareness.** In order not to lose market share, you should keep to the rule share of voice (SOV) > share of market (SOM).



THE BEST WAY TO KEEP THE MARKET POSITION AFTER THE CRISIS IS TO MAINTAIN COMMUNICATION DURING

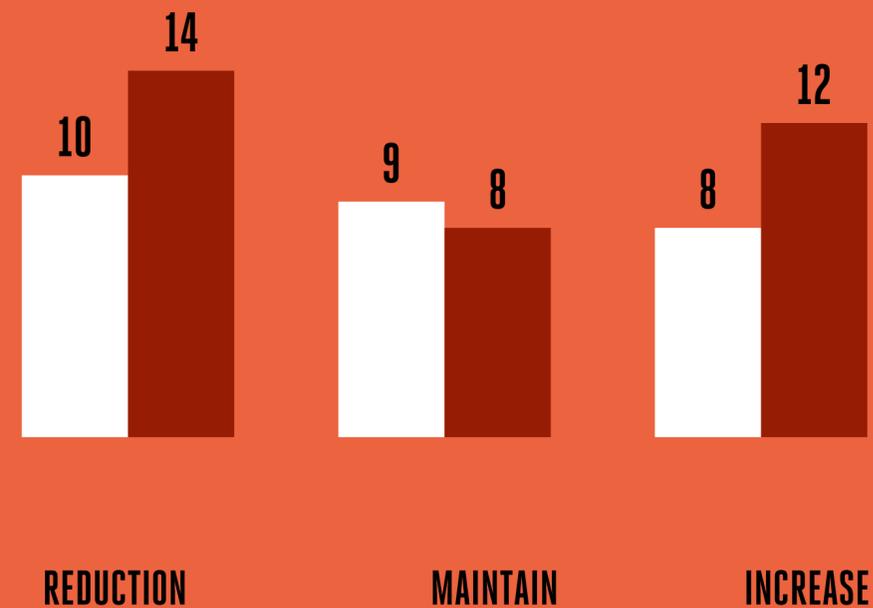
PANDEMIC INFLUENCE:

Advertising is one of the very areas most at risk of cuts during an epidemic. However, evidence gathered during the economic crisis in 2000 and 2008 suggests that reducing advertising spending during a recession results in decline in sales and, in the long run, weakens the company's results.

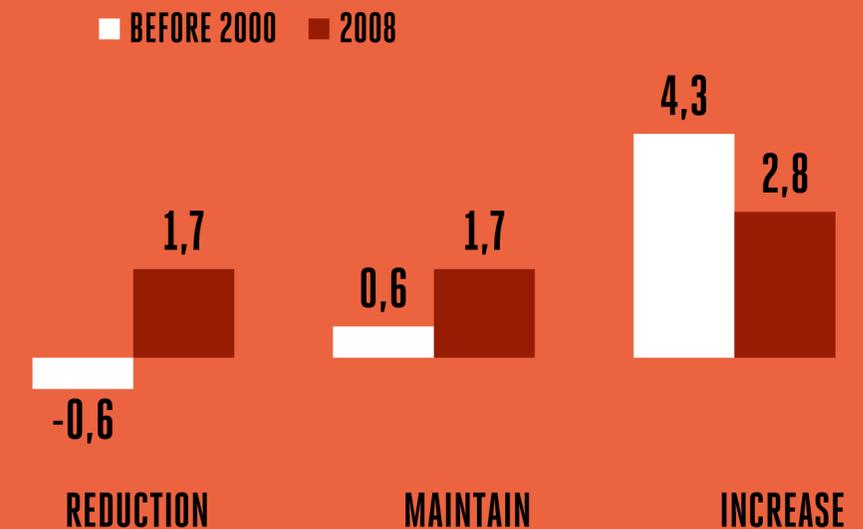
OPPORTUNITY FOR BRANDS:

Inventory of the offer with strategy revival for the incoming year. Investing in communication of brands closest to current consumer needs. Development of a new media strategy that takes into account changes in media consumption & tone of voice. New models of communication, more storytelling, less short term sales. Watching the SOV > SOM rule

RETURN ON CAPITAL EMPLOYED (ROCE) DURING THE DOWNTURN
VS MARKETING SPEND POLICY (INFLATION CORRECTED % POINTS)



RETURN ON CAPITAL EMPLOYED (ROCE) DURING THE RECOVERY (FIRST TWO YEARS)
VS MARKETING SPEND POLICY (% POINTS)



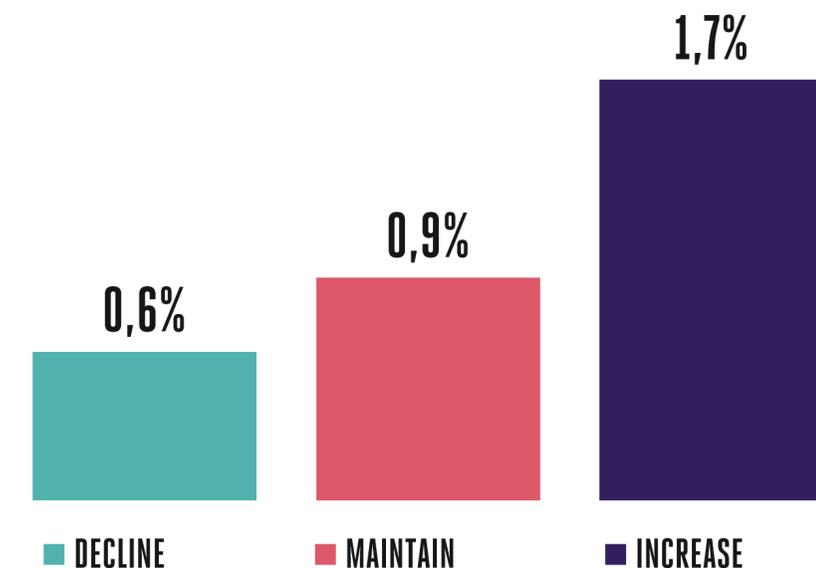
GLOBAL LEARNING PROVE THAT CRISIS PUNISH HESITATING BUT REWARDS BOLD ONES

Analysis from the PIMS database of the strategies followed by 1,000 companies coping with recession reveals a clear and dramatic pattern: companies that increase their marketing activities during the recession are more successful than companies that cut back.

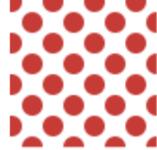
During a recession, there are some costs where the optimum stay steady or even increases (good costs) and other costs where the optimum drops dramatically (bad costs). **Good costs in recession relate to marketing, quality, and product development.** Bad costs in the recession are associated with fixed capital, working capital, manufacturing, and general and administrative expenditure. Brands that increase good costs can sustain even three times more market share during the crisis and regain position faster when the good times come, which will give them a lasting competitive advantage. Top of mind is a crucial indicator after a disaster for quickly rebuilding the gutter position!

The best way to ensure that you adopt the right strategies in recession for your businesses is to determine which strategies have proved successful for companies analogous to your own

MARKET SHARE CHANGE DURING RECOVERY (FIRST TWO YEARS) VS MARKETING SPEND POLICY DURING CRISIS (% POINTS)



HOW TO FIND OPPORTUNITY IN A CRISIS?



WHAT ARE CONSUMERS EXPECTATIONS TOWARDS BRANDS? MEANINGFUL BRANDS HELPS TO UNDERSTAND

FUNCTIONAL BENEFITS

Rational benefits, concerning product or service quality, safety, fair price, and easiness of interactions with client



PERSONAL BENEFITS

People ask themselves a question what brand does for me personally? Does it make my life easier? Does it help me to save money? Does it help me to learn new things? Does it improve the quality of my life?

COLLECTIVE BENEFITS

Consumer evaluates the brand in terms of consistency of values and behaviour. Among others in covers responsibility, ethics, transparency, using local suppliers, creating jobs, or solving social problems



PERSONAL AND COLLECTIVE BENEFITS BUILDS BRAND MEANINGFULNESS

MAKING LIFE EASIER THE MOST IMPORTANT BENEFIT FOR TODAY



39% ↘

FUNCTIONAL BENEFITS

- 106 GOOD QUALITY PRODUCTS
- 102 FAIR PRICE TO THE QUALITY
- 101 USEFULL PRODUCTS
- 101 DELIVERS PROMISES
- 101 CATEGORY LIDER



31% ↗

PERSONAL BENEFITS

- 112 MAKE LIFE EASIER
- 108 LIFE SATISFACTION
- 107 HAPPINESS
- 106 PEACE OF MIND
- 106 NEW IDEAS



29% ↗

COLLECTIVE BENEFITS

- 111 TRANSPARENT
- 108 SUPPORT DIVERSITY
- 107 ETHICAL
- 104 GOOD WORKPLACE
- 103 SUPPORT ECONOMY

BEFORE PANDEMIC WE DEMANDED A LOT FROM BRANDS DURING THE CRISIS RESPONSIBLE ACTIONS GAIN DOUBLE POWER

MB 2017

MB 2019

COMPANIES HAVE A MORE IMPORTANT ROLE THAN
GOVERNMENTS TODAY IN CREATING A BETTER FUTURE

51%

54%

COMPANIES AND BRANDS SHOULD ACTIVELY
PARTICIPATE IN SOLVING SOCIAL AND ENVIRONMENTAL
PROBLEMS

65%

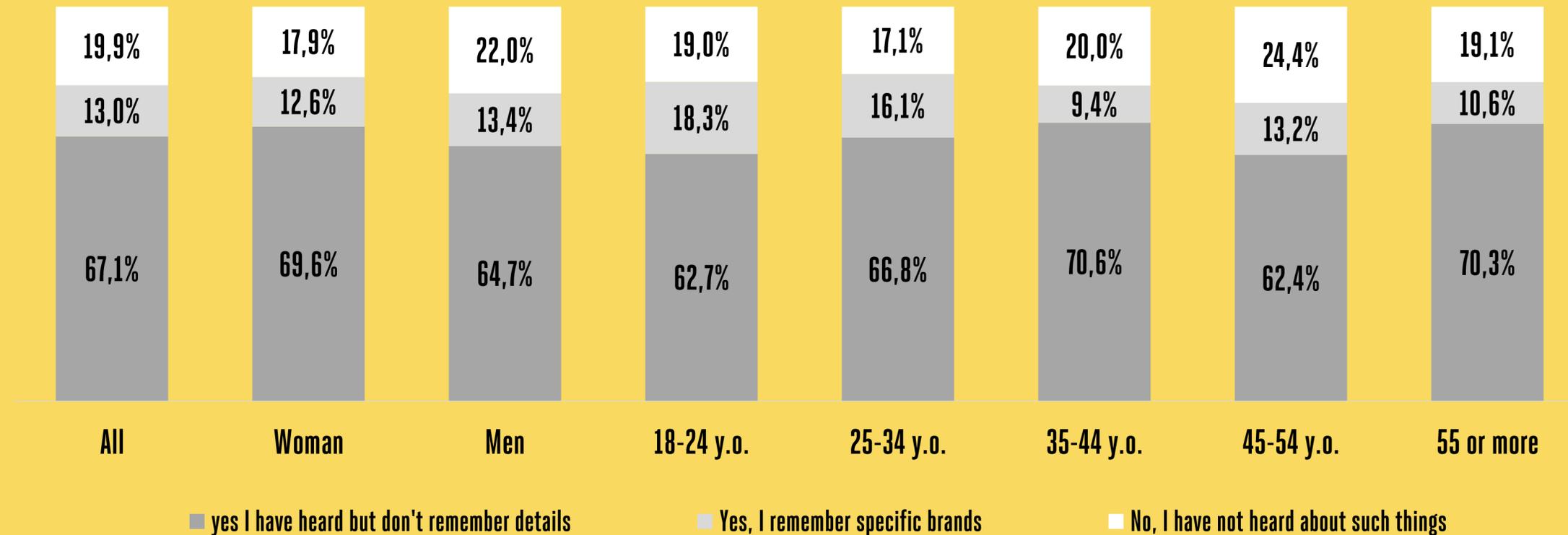
69%

MB 2019 – IN THEIR COMMUNICATION BRANDS SHOULD:



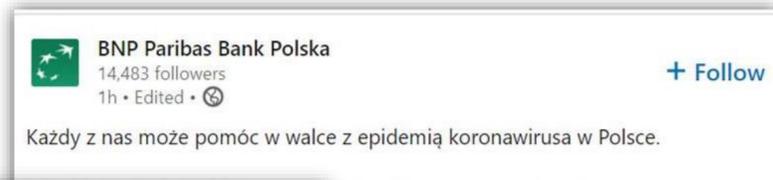
POLES ARE WELL AWARE ABOUT BRANDS INITIATIVES SUPPORTING THOSE IN NEED

HAVE YOU HEARD ABOUT BRANDS SUPPORTING HOSPITALS, MEDICAL SYSTEM, CORONAVIRUS RESEARCH OR LOCAL SOCIETY DURING PANDEMIC?
(%RS) - 23.03,30



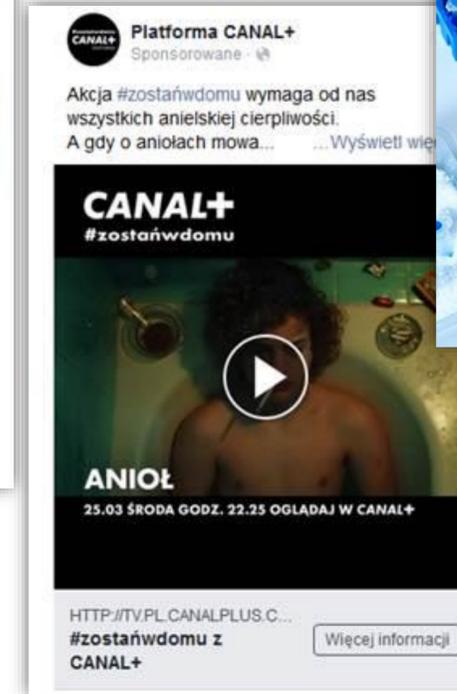
HAVAS MEDIA CLIENTS HELPS!

BNP PARIBAS: FOUNDING 1000 CORONAVIRUS TESTS



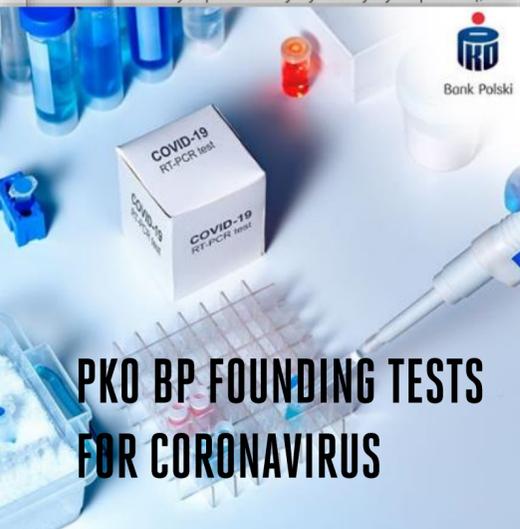
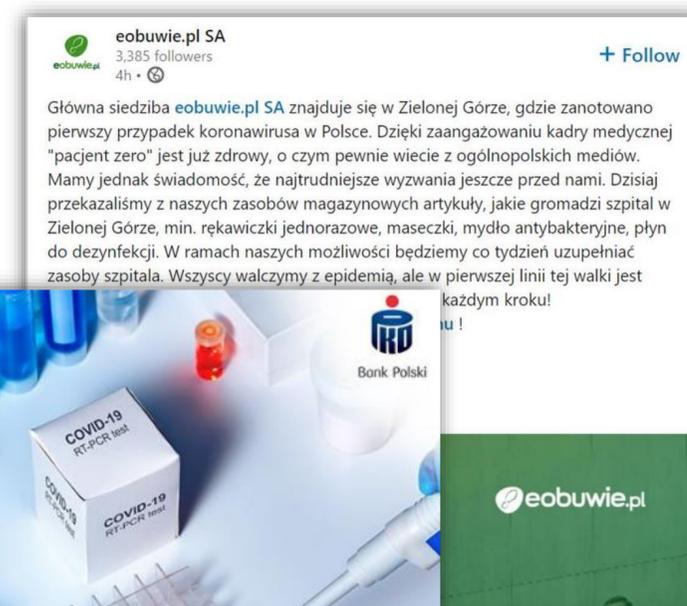
DR OETKER: SUPPORT OF
#STAYATHOME MOVEMENT

zał środki na wykonanie 1000 testów na
nu szpitale i placówki medyczne będą mogły
ratorium **Warsaw Genomics**. Zgodnie z
ji Zdrowia (WHO) tylko poprzez wykonywanie
przerwać łańcuch dalszych zakażeń. Dodatkowo
ronnych, które przekazemy do placówek



CANAL+: SUPPORT OF
#STAYATHOME MOVEMENT

EOBUWIE: SAFETY EQUIPMENT PURCHASE

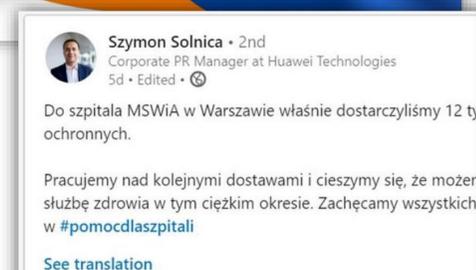


PKO BP FOUNDING TESTS
FOR CORONAVIRUS



HYUNDAI: 10 CARS AS A MEAN OF TRANSPORT
FOR WARSAW HOSPITALS

TARCZYŃSKI: FOUNDING 6 TON OF FOOD FOR HOSPITAL PATIENTS

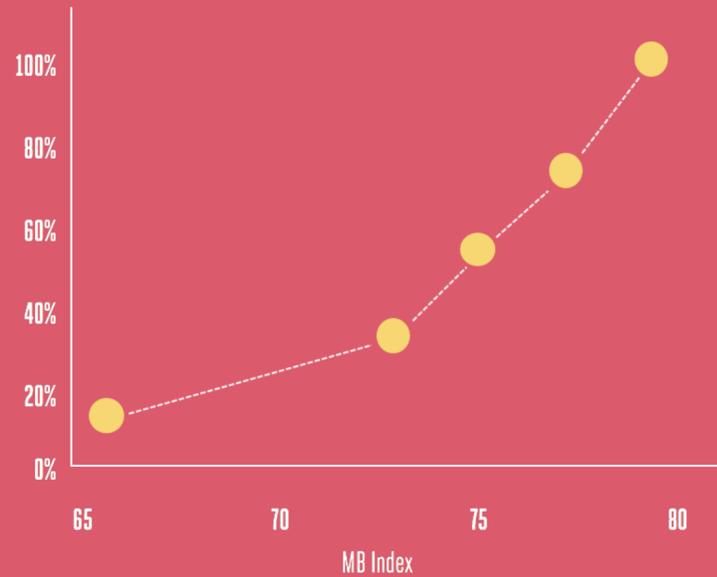


HUYAUWEI: FOUNDING 12K MASKS FOR HOSPITALS

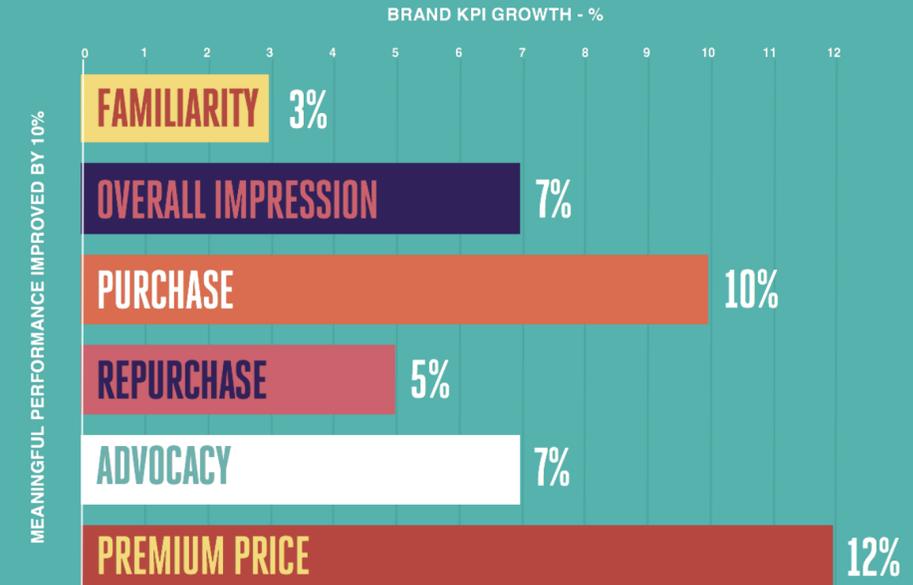


CARREFOUR: FREE DELIVERY
FOR SENIORS

THE MORE
MEANINGFUL
THE GREATER
SHARE OF WALLET

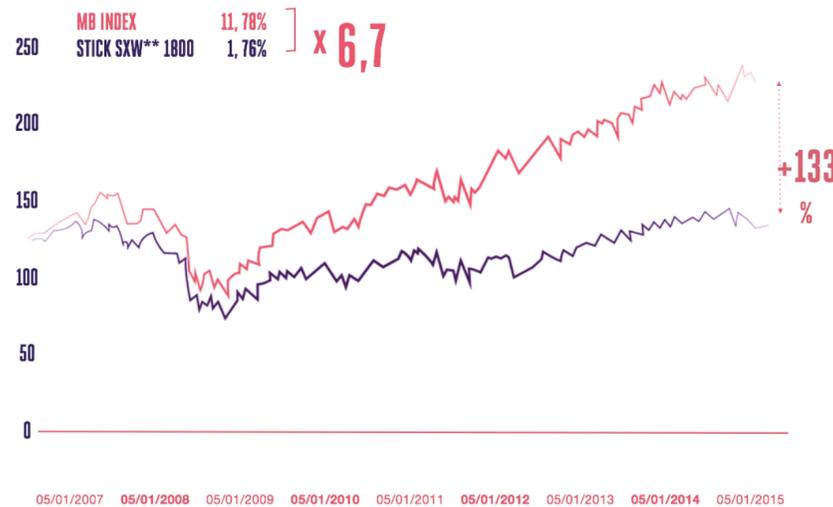


MEANINGFUL
BRANDS
BOOST
KPIs



BEING MEANINGFUL PAYS OFF!

MEANINGFUL BRANDS OUTPERFORM THE STOCK MARKET BY 133%



*** MB INDEX:**
Considers the top 25 most meaningful global brands 2015 that operate in the stock market. Period: Jan 2007- March 2015

**** THE STOXX GLOBAL 1800 INDEX**
provides a broad yet liquid representation of the world's most developed markets with a fixed number of 1,800 components (600 European, 600 American and 600 Asia/Pacific region stocks)

■ MB INDEX ■ SXW1 - STX

MEANINGFUL
BRANDS GENERATE
SIGNIFICANTLY
HIGHER KPIs

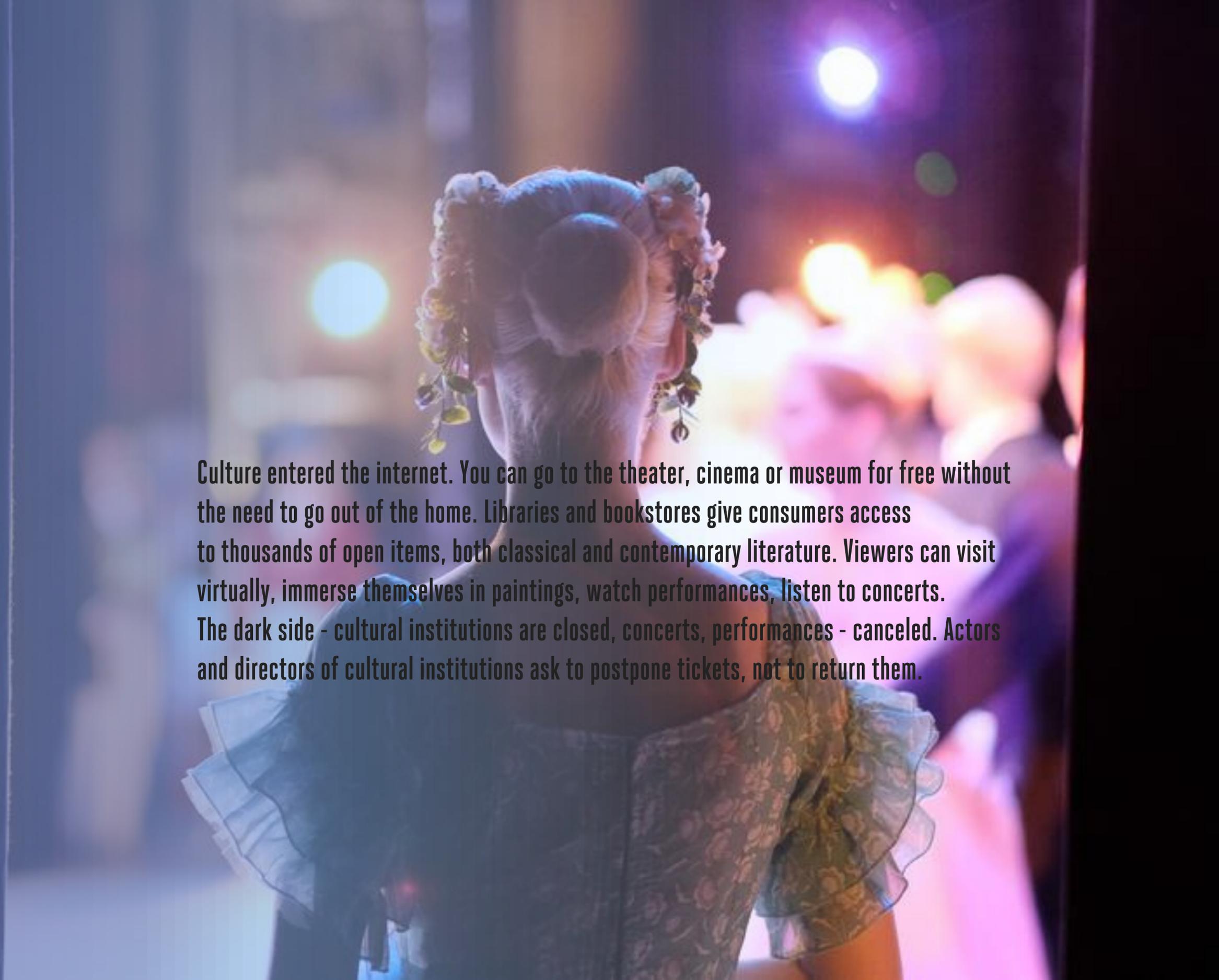
BRANDS KPIs	HIGH M PERFORMANCE	LOW M PERFORMANCE
OVERALL IMPRESSION	78%	41%
PURCHASE INTENT (NON CLIENTS)	44%	18%
REPURCHASE INTENT (CLIENTS)	71%	36%
ADVOCACY	73%	36%
PREMIUM PRICE	52%	11%

HOW OTHERS RESPOND?

#CULTURE

„STAY AT HOME,

DO NOT LEAVE THEATRE” TR



Culture entered the internet. You can go to the theater, cinema or museum for free without the need to go out of the home. Libraries and bookstores give consumers access to thousands of open items, both classical and contemporary literature. Viewers can visit virtually, immerse themselves in paintings, watch performances, listen to concerts. The dark side - cultural institutions are closed, concerts, performances - canceled. Actors and directors of cultural institutions ask to postpone tickets, not to return them.

#CULTURE



Zdjęcia z posta użytkownika Muzeum Powstania Warszawskiego

w Zdjęcia na osi czasu

Wirtualne Muzeum Powstania Warszawskiego na żywo!

start: poniedziałek (16.03)

Muzeum Powstania Warszawskiego · 13 marca

👉👉👉 Od poniedziałku (16.03) Muzeum Powstania Warszawskiego będzie się z Wami łączyć on-line 📺 Codziennie minimum 4 wejścia na żywo z naszymi ekspertami, którzy podzielą się swoją wiedzą i pasją. Do zobaczenia po drugiej stronie ekranów 📺📺📺

Rozkład jazdy od poniedziałku 16.03 do piątku 20.03:

👉 Godz. 9.00... Zobacz więcej

👍❤️ 10 tys. 817 komentarzy 17 tys. udostępnień

Lubię to! Komentarz Udostępnij

Najstarsze

Pokaż wcześniejsze komentarze 6 z 728

Ewa Barbara Kucharska No fajne, dzięki, tata takie rzeczy lubi

Lubię to! · Odpowiedz · 3 d

Napisz komentarz...

polecane najnowsze popularne

54'24" spektakl Swiatlo w nocy | Krzysztof Czeczot Borys Szyc, Łukasz Simlat i Wojciech Mecwaldowski jako wojak Józef Szwejk, filozof Ludwig Wittgenstein oraz Adolf Schicklgruber (przyszły wódz niemieckiego narodu) którym

3:27'01" spektakl (A)pollonia | Krzysztof Warlikowski Spektakl o ofierze, winie i przebaczeniu. Bazując na tekstach antycznych i współczesnych, Warlikowski przepracowuje w

1:14'24" spektakl Saksofon | Izabella Cywińska Kameralny spektakl Izabelli

2:13'26" spektakl Burza | Krzysztof Warlikowski Warlikowski wpisuje polskie traumy

The New York Metropolitan Opera launched the cycle "Nightly Met Opera Streams", in which it presents repetitions of performances that were broadcast to cinemas in previous seasons. <https://www.metopera.org/> Every evening at 19.30 EST (in Poland - 0.30) with the ability to playback within the next 20 hours.

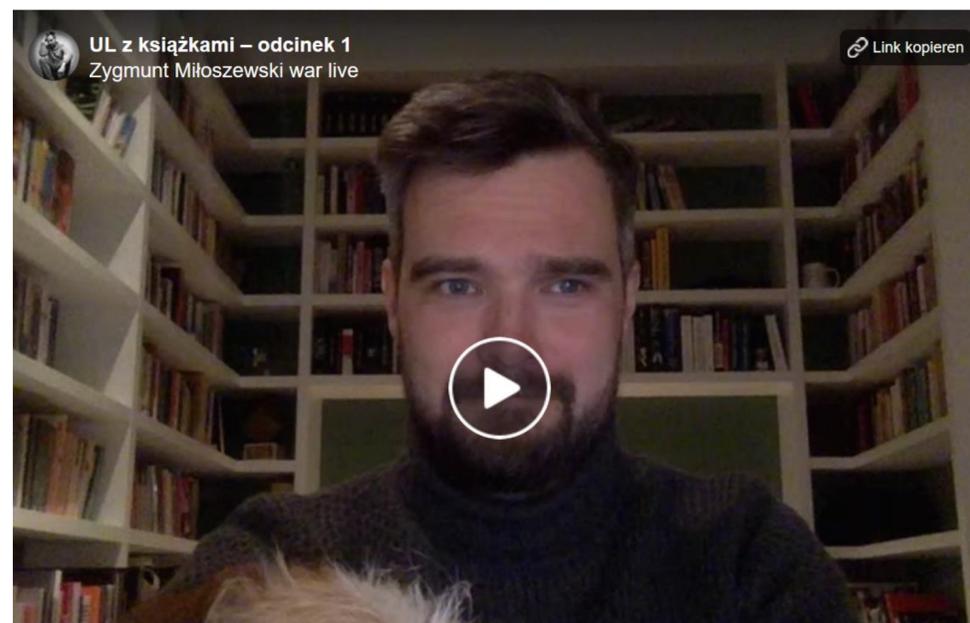
The Warsaw Uprising Museum since March 16 on its official Facebook profile has been broadcasting two thematic blocks of history lessons: morning, aimed at children, and afternoon for students and adults.

Ninateka – Cinema, theatre and museum for free without going out of home
#TeatrŻydowskiwDomu
Teatr telewizji – teatr online TVP

#CULTURE



TOK FM support movement #STAYATHOME. Each person that will enter special code have acces to 80 000 podcasts



From Monday, March 16, writers associated in the Literary Union will meet readers every day at 6 p.m. as a part of the „HIVE with books". For three quarters of an hour, one of the authors will read old content and new, rare cymes and award-winning bestsellers, and even unpublished books



The Empik Bookstore Premium service is free access to over 11,000 audiobooks and e-books as well as to the offer of radio plays and podcasts in the Empik Go application. There is also a free delivery of orders by courier and parcel machines as well as discounts on the purchase of various products. Empik customers will be able to use this service for free for the next two months.

#SUPPORT FOR HOSPITALS

Stay at home,

Help doctors

The appearance of the virus has awakened a sense of solidarity in people and motivated them to provide spontaneous help. Small companies sew masks for hospitals, wholesalers provide disinfectant fluids for free. Many large companies have joined the fight against coronavirus without linking this fact directly with saving sales

#SUPPORT FOR HOSPITALS



The 4F sportswear manufacturer donated 300 pairs of goggles to the MSWiA clinical hospital in Warsaw, which will be used by doctors dealing with people infected with the coronavirus. Also, the brand announced that he would also transfer 20% of turnover from his online store, starting from March 14 this year to fight the disease.



Agata S.A., a network of furniture stores and interior accessories, has joined the fight against the coronavirus pandemic in Poland. The company's management decided to **donate PLN 1 M PLN** for the purchase of medical equipment and sanitary measures



Colian has declared dispatch of sweets and beverages to all hospitals transformed into contagious to support fight against COVID-19 in Poland. A total of almost 160,000 pieces of Grześki wafers, Goplana Break bars, Petit Beurre Jutrzenki cakes, Goplana chocolates and Hellena non-carbonated drinks will go to doctors and patients.

#SUPPORT FOR HOSPITALS



Circle K - rescuers and security services employees of the ambulance, fire brigade, police, army, city guards and border guards will get free hot drinks at the stations.



Reserved fashion brand initiated the **#ReservedForUs** project - together for healthcare. Owner of the brand - LPP decided to support doctors, nurses and all medical personnel with PLN 1 million for the purchase of masks for infectious hospitals in Gdańsk and Krakow. Reserved will also provide hospitals with 10% of the sales of each product from Joyful #EcoAware



Companies such as **Mosquito**, a Tomaszów clothing manufacturer, have joined the fight with coronavirus. Protective masks are produced next to the dresses, which are delivered are to hospitals in the regions where these companies operate

SUPPORT FOR HOSPITALS



WOŚP The Great Orchestra of Christmas Charity has placed orders for the purchase of intensive care beds, which at the end of April will go to facilities selected jointly with the Ministry of Health, mainly to 19 single-name hospitals appointed to fight coronavirus. The value of the order is almost PLN 4M



Tauron donated PLN 1.5M to purchase equipment and funds necessary for hospitals and medical centers to fight with coronavirus. The Group's Management Board has also introduced several of preventive measures to ensure the security of supply energy and heat.



Dominika Kulczyk issued a statement. "Doctors, paramedics, nurses, diagnosticians and all hospital staff are the heroes of our time. Their fight against coronavirus requires exceptional measures and effective tools. That is why I decided to donate PLN 20M to the Doctors Foundation for the purchase of diagnostic and protective medical equipment. "

#PHYSICAL ACTIVITIES

Stay at home,

be active

Public spaces are closed in Poland, including gyms, swimming pools and fitness clubs. Memes have appeared on the Internet that we after the quarantine we all will gain at least one kilo. Personal trainers or yoga schools come out to help in maintaining physical condition that offers free online lessons / sessions

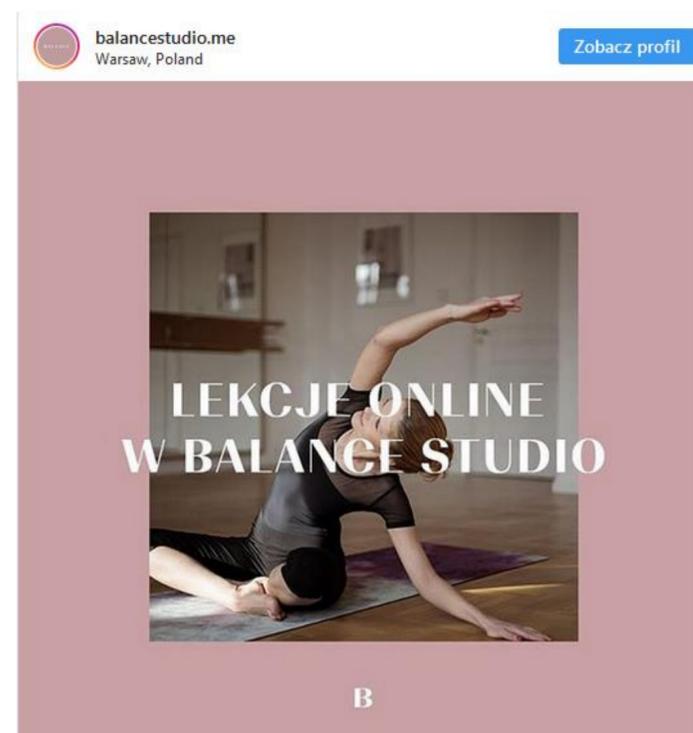




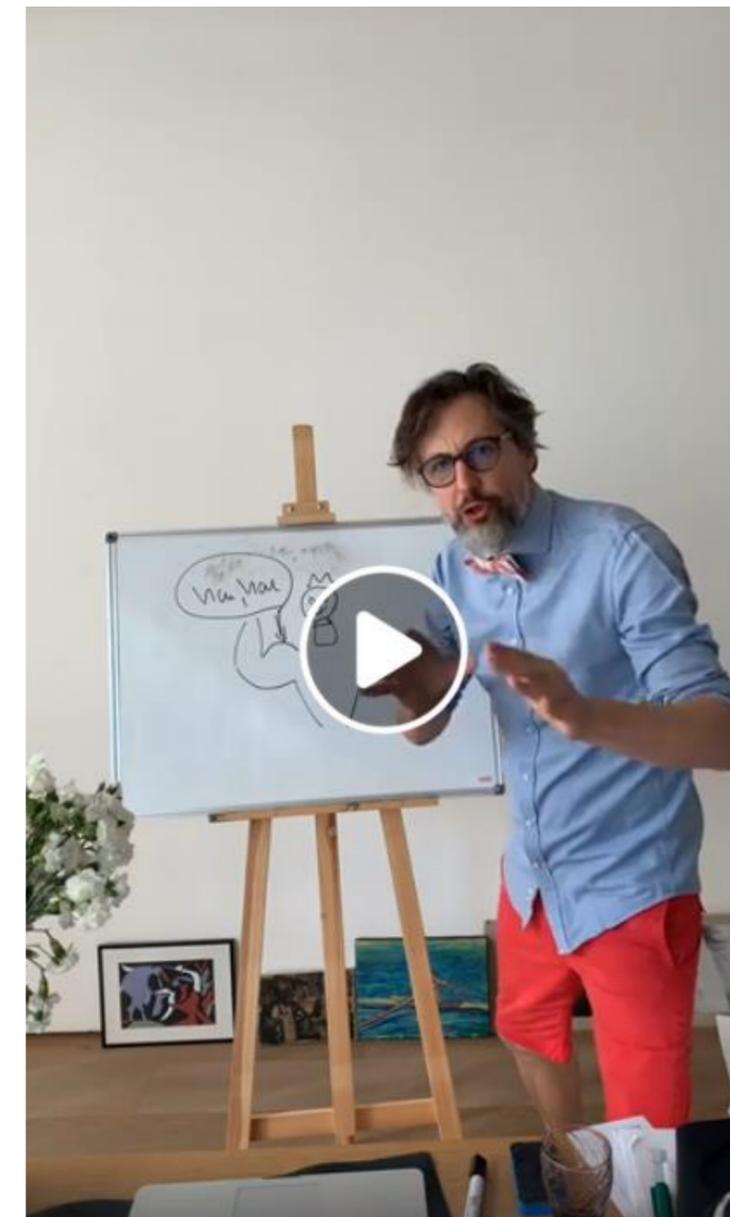
#PHYSICAL ACTIVITIES



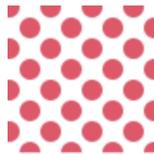
Various yoga schools on Facebook encourage to join free yoga practice online



It turns out that even ballet can be trained at home. Warsaw Balance Studio offers online classes. By participating in online classes, you will learn how to train professional ballerinas, as well as effectively stretch your body. The Balance Studio offer also includes pilates.



Not everyone likes physical exercise, some prefer mental effort. Szymon Majewski has an offer for those, who draw simple, funny rebuses on markers on Facebook, and viewers live guessing in the comments



#ESHOPPING

Stay at home,

Buy online

Almost every sector of the economy feels the business effects associated with COVID-19. In times of danger, consumers spend much more time at home, and thus can devote themselves to e-commerce. Despite this, the increase in purchasing trends in this area is tremendous logistic challenge. Online stores supplying groceries are under a real siege. In electronic equipment stores like Komputronik, customers are looking primarily for laptops, devices for remote work, accessories, smartphones, monitors as well as air purifiers. In exceptional conditions, the specifics of couriers work change and requires the implementation of appropriate safeguards in a very short time perspective.

#ESHOPPING



From March 12, parcels have been delivered to Parcel Lockers throughout Poland also on Saturdays and Sundays. InPost is the first logistics operator to launch a weekend delivery service throughout the country. Additionally - by the end of March the service will be available to all senders with no additional fee.



Pyszne.pl introduced contactless deliveries last weekend. Suppliers were instructed to ring the door and leave a bag of food outside the door. Uber Eats also offers customers delivery without contacting the courier. Application users can add such a request in the notes to be ordered.



Poczta Polska has implemented procedures to ensure the safety of customers and employees when delivering shipments directly to the door.

#STAYATHOME

Celebrities, Influencers

politicians

After the WHO announced a coronavirus pandemic on social networks, the "Stay at home" campaign was launched. As part of it, Internet users share experiences from home quarantine, recommend movies and books to read. Athletes also got involved in the action, or politicians. Internet users who have organized #zostanwdomu action encourage them to stay at home on social networks. The action is becoming more and more popular and more people join it every day.



#STAYATHOME



Over 60 influencers got involved in the action "Your crown will not fall off," initiated by the LTTM group (LifeTube, TalentMedia, Mellon Media). Its purpose is to encourage self-isolation and the use of appropriate preventive measures in connection with the announced pandemic



Footballers from Legia Warsaw participate in the "Legionnaire # stayathome" campaign on Legia.com, on social media club channels and the new Legia application. The campaign, whose ranges have already exceeded more than a million views, is aimed at raising awareness and prevention in the matter of hygiene and responsible social attitude in the face of the current pandemic.



Polish stars and celebrities set a good example - on their social profiles they show how they spend time at home

HOW TO STEER YOUR BRAND THROUGH A CRISIS?

1. REVIEW THE OBJECTIVES

Prepare an action plan based on data and predictions for a similar category in countries that have already mastered the situation. Resist the temptation to focus on sales during the crisis to make up for the losses. Fighting with a price for brands that do not have it in DNA means losses for the image and position of the brand in the long run. Keep the brand's visibility in the media, after the crisis, the brands with the highest top of mind will quickly recover from losses.

2. CAREFULLY FOLLOW PEOPLE BEHAVIOR

Changing consumer behavior may be irreversible. A new standard arise, and those brands will prepare for it before returning to normality will have an advantage over the competition

3. SEARCH OPPORTUNITY ... WHERE IT IS

Consumers rely on the media in a new way - the opportunity is to create content that meets new needs. Intensify your digital presence. Some media offer good coverage at a reduced price - work with a media house to find solutions for new times. Going beyond traditional media, entering the world of music or games can be an excellent way to enter the new habits of consumers.

4. SUPPORT PEOPLE, SUPPORT THE CASE

Consumers tell brands - CHECK. Those who can prove in difficult Times that their values are not just a marketing message will win the increase of attachment and trust.

5. DO NOT GIVE UP!

Organizationally, we must be ready for quick changes, and be flexible to respond to them. We will go through it together, even if everyone from your home comfort!

„People ignore brands, that ignore people“

FRANK CHIMERO

DESIGNER, AUTOR „The Shape of Design“

THANK YOU

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