

TBWA HONG KONG

EDGES

**COVID-19
SPECIAL
EDITION**

EDITION #1



INTRODUCTION

As signs begin to emerge of the virus coming under control in a minority of markets, we are starting to witness brands and what role they play in a post-covid world, and how they should adjust to new social norms.

Here we'll bring you the latest COVID-19 cultural triggers and trends that are shaping our brands and industries so that you can jump into cultural conversations and be part of a global narrative.

We also continue to bring you the best marketing initiatives from around the world and share with you some thoughts on how your brands brands can navigate and rebound faster and stronger in this recovery phase.

Amongst this difficult time, there are plenty of reasons to stay optimistic as we see many examples of unity and creativity flourish in the most unique and considerate way.

Thank you.

TBWA\ HONG KONG



COVID-19 SPECIAL EDITION #1

**1 COVID-19 CULTURAL TRENDS &
BEST MARKETING INITIATIVES IN ASIA**

**2 COVID-19 ACTION PLAN
FOR BRANDS**



COVID-19
CULTURAL TRENDS
& BEST MARKETING
INITIATIVES

EDITION #1

OUR APPROACH

What is an Edge?

An Edge is a cultural shift or cultural value where brands can identify insights and opportunities to play into.

Edges provide direction on emerging and evolving cultural, consumer and category behaviour.

Since the coronavirus outbreak, culture has been changing at an unprecedented pace.

The following report captures the **top 8 Edges** currently coming to life through **COVID-19**, with a thought-starter to inspire **brand action**.



COVID-19 is putting 8 edges in the limelight

Spectator Sport



Signs of Solidarity



Big Help For Small Businesses



Home Schooling



Shared Workforce



Brand Gangs



We've Got Your Back



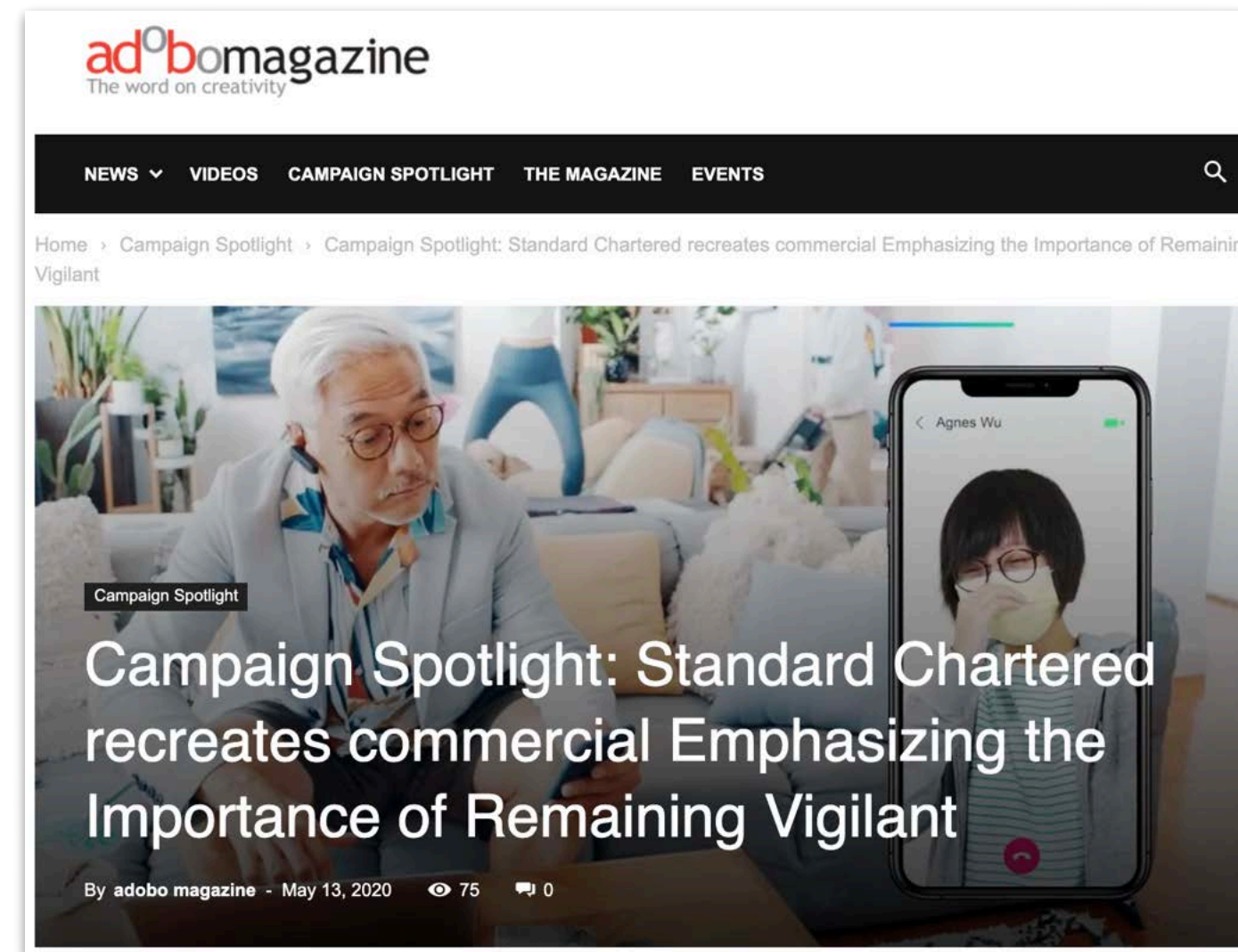
In This Together



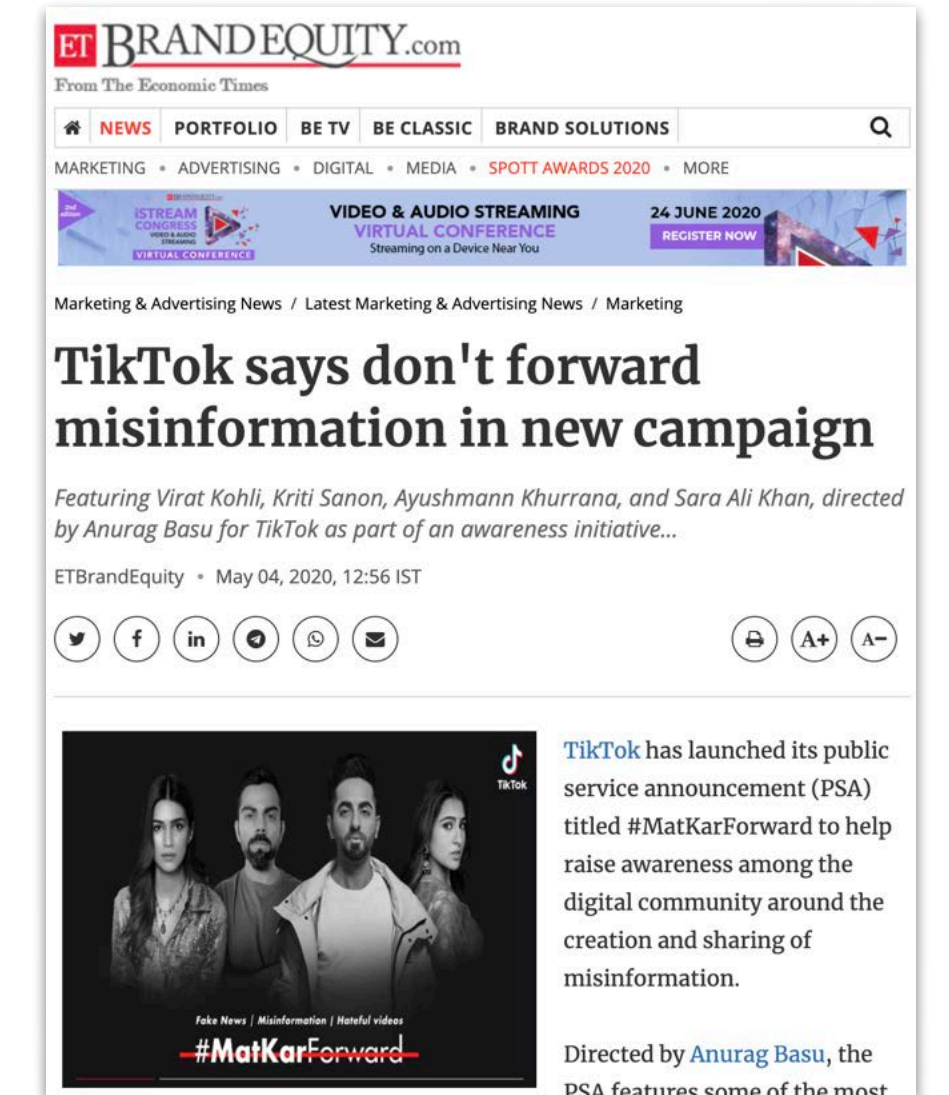
01

In This Together

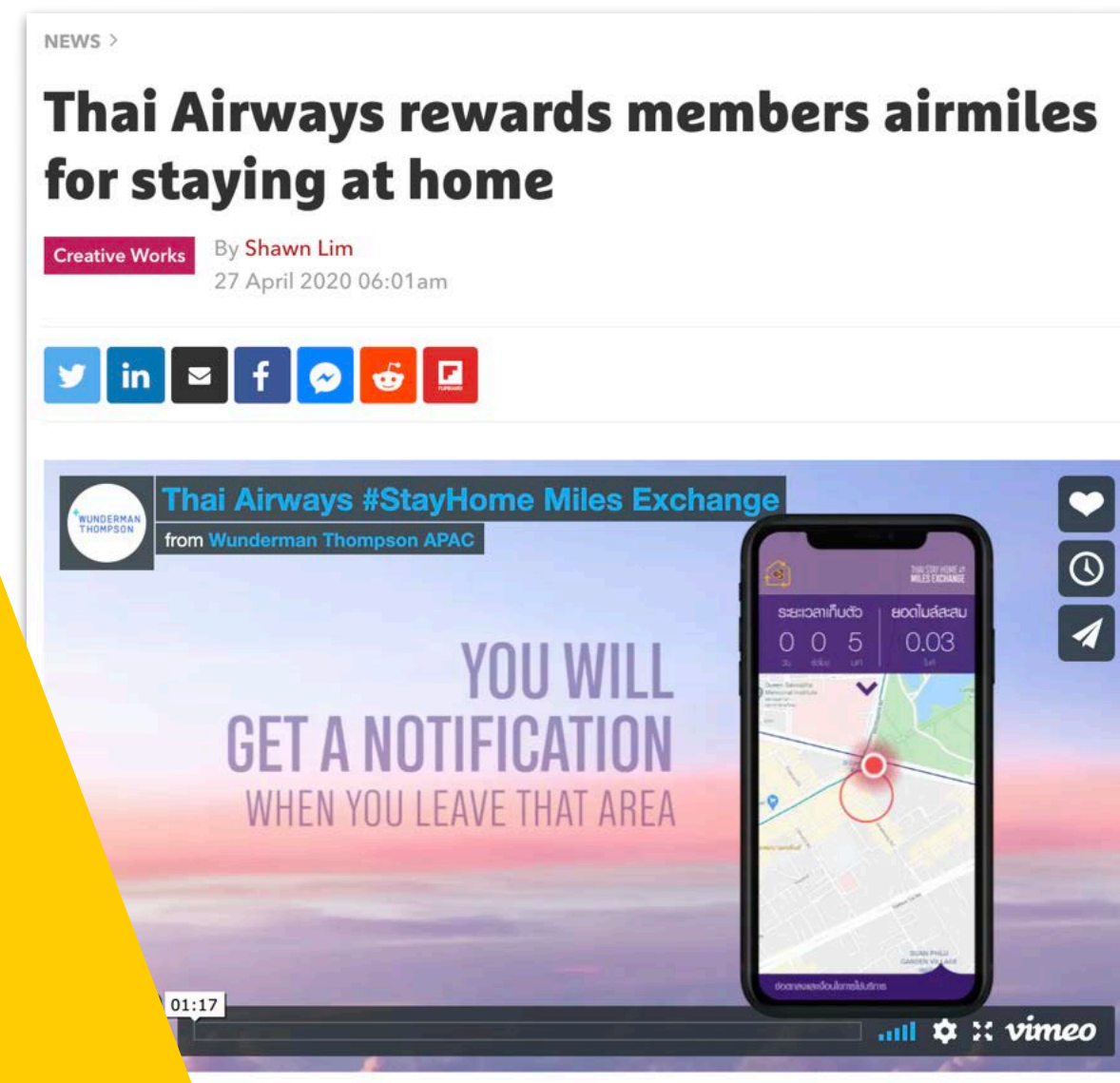
Brands that encourage their communities to do the right thing.



Standard Chartered Hong Kong resuses ad to promote COVID preventative measures



TikTok India raises awareness against spreading misinformation online



Thai Airways APAC rewards members who aren't travelling with airmiles



Alibaba, JD.com & Pinduoduo offers COVID testing in cities around China

02

Big Help For Small Businesses

Big brands that are using their reach and resources to help small businesses in need.



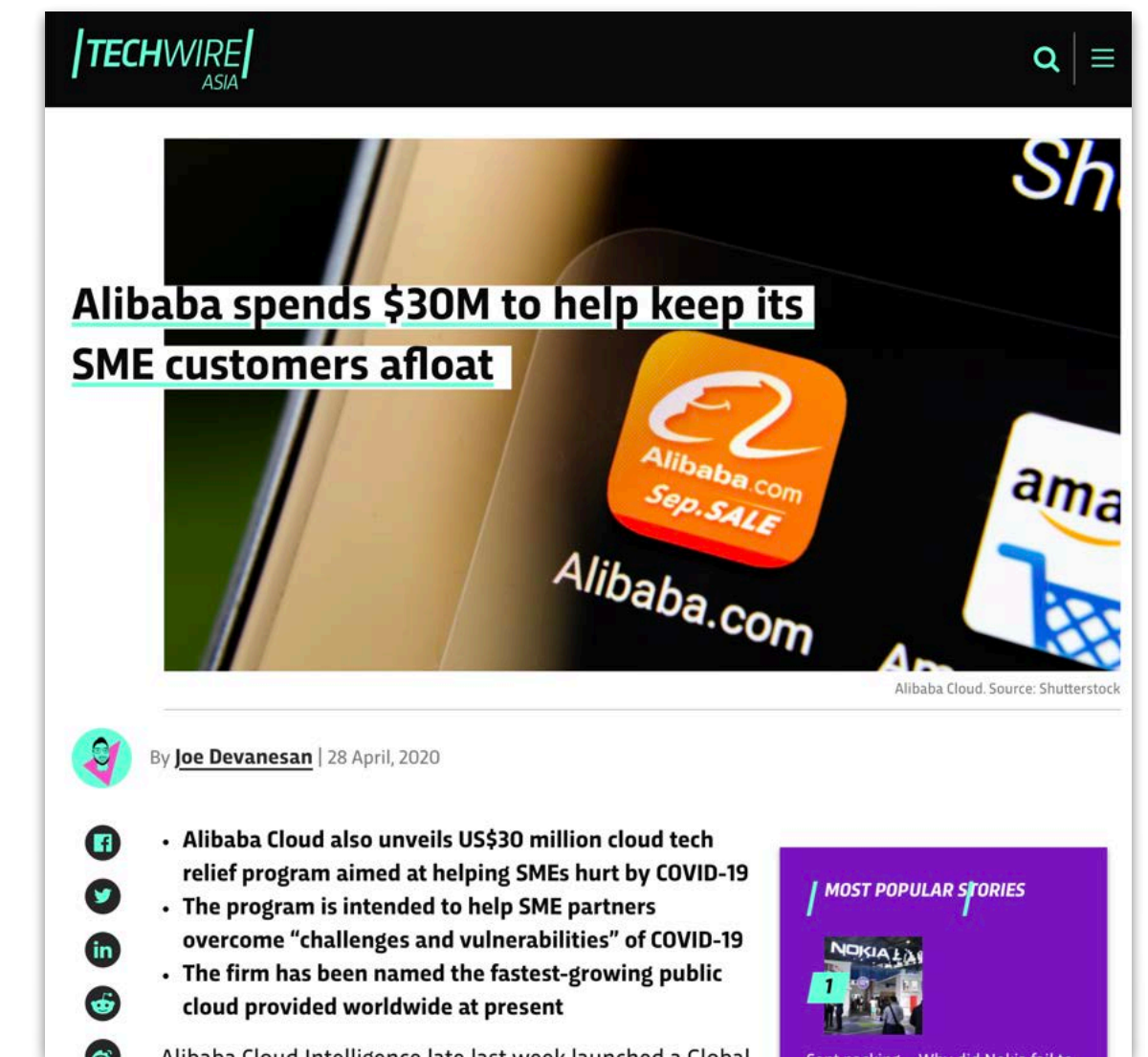
Standard Chartered Hong Kong grants SMEs special payments terms



Singapore Tourism Board & Facebook provide digital marketing webinars for SMEs in Singapore



Unilever connects F&B businesses with diners through Carousell across Southeast Asia

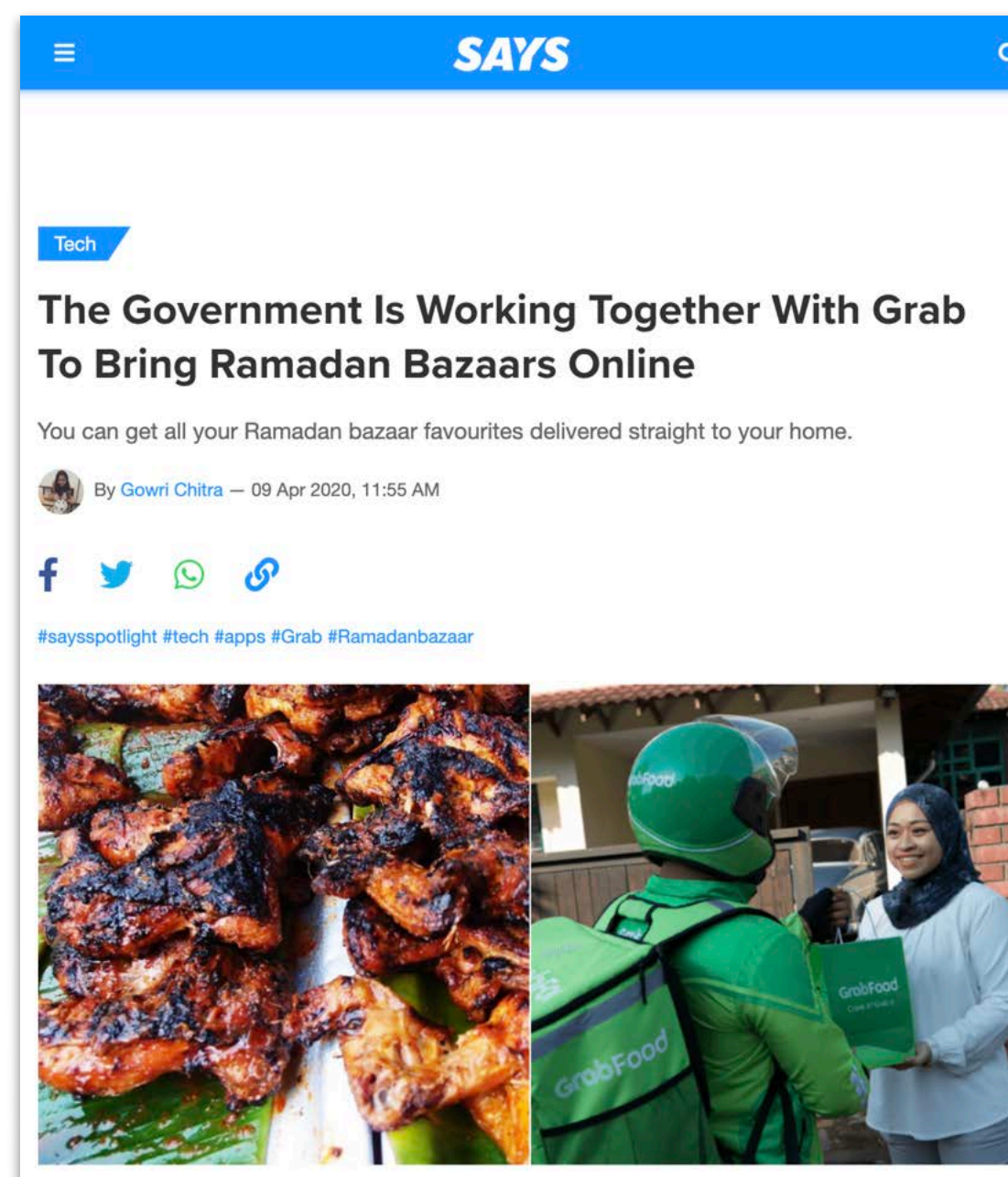


Alibaba China launches US\$30 million cloud tech relief program for SMEs affected by COVID

03

We've Got Your Back

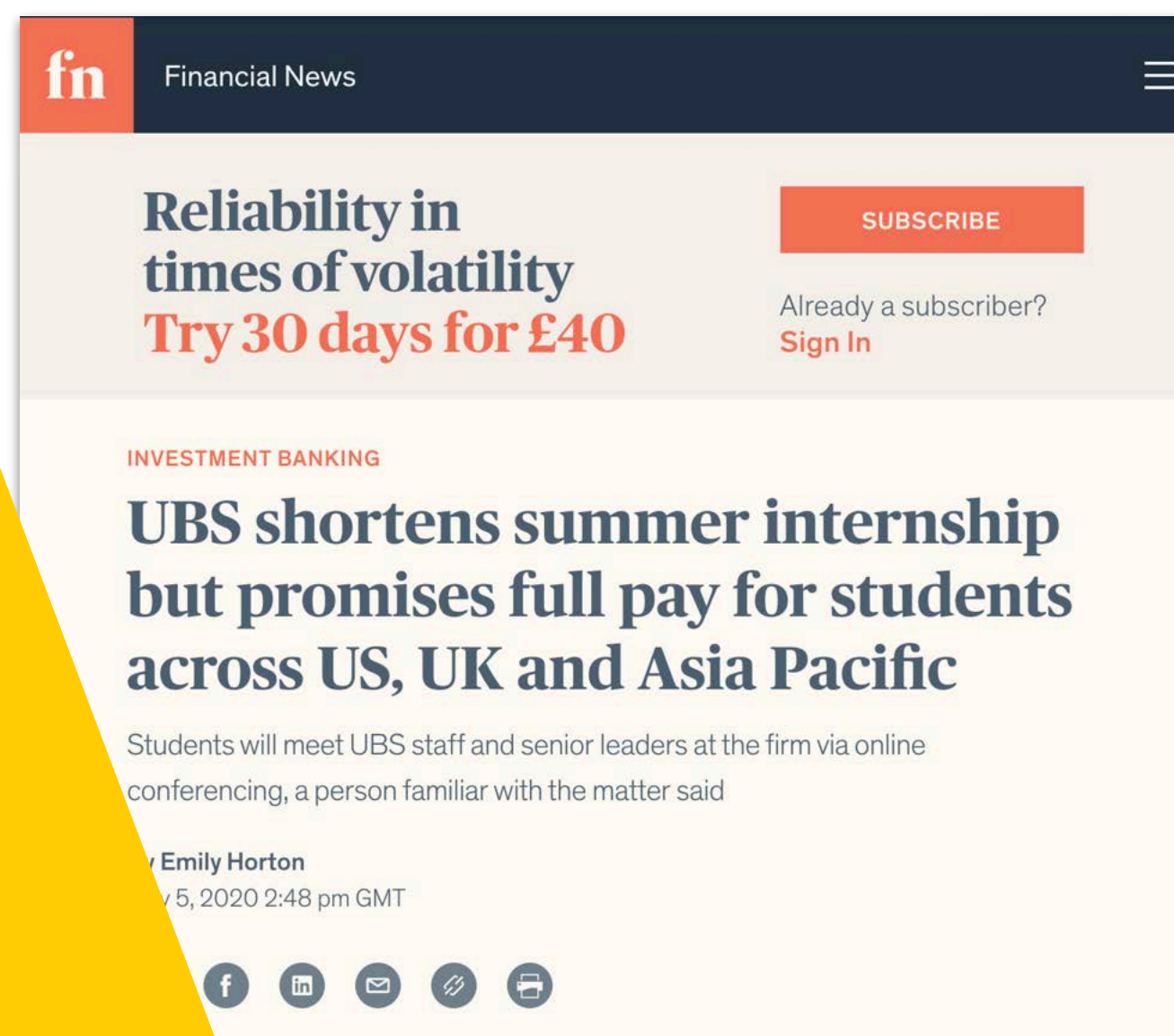
Brands that extend support beyond their immediate company to help people/ organisations that form part of their wider distribution network.



Grab partners with Malaysian Government to bring Ramadan bazaars online



Burger King India provides service that allows families separated during the lockdown to share a meal



UBS US, UK and APAC promises full pay for virtual summer interns



Qatar Airways China gifts tickets to frontline healthcare professionals

04

Brand Gangs

Competitors, come together. Brands are joining forces around shared industry challenges and good causes where they can have a greater collective impact. 53% of consumers think brands can do more to solve social problems than governments. Imagine what an entire industry could accomplish? 21st-century brands are built on collaboration. Rethink the enemy and gang up for good.

HB

Health & Beauty

G

Government

MARKETSINSIDER WATCHLIST search

MARKETS STOCKS INDICES COMMODITIES CRYPTOCURRENCIES CURRENCIES ETFS

NEWS BI PRIME

Tung Wah Group of Hospitals, hpa SOCIAL, Deliveroo and ZA Bank join Non-Profit Initiative "Project Screen by Circle" to Offer Free COVID-19 Testing

PRESS RELEASE PR Newswire
© Apr. 28, 2020, 03:17 AM

SHARE

- Tung Wah is first NGO in Hong Kong to offer frontline staff and their family members free COVID-19 testing
- hpa SOCIAL, the charity arm of Ho & Partners Architects, is donating 500 COVID-19 test kits to Tung Wah
- Deliveroo is one of the first private companies in Hong Kong, and the first food delivery company in Hong Kong, to offer for free and at scale COVID-19 testing to riders
- ZhongAn Technologies International Group ("ZA International"), parent company of ZA Bank, Hong Kong's first virtual bank, will activate a relief fund for Deliveroo riders that are confirmed with COVID-19 after testing

Best Auto Insurance Rates of 2020

Zip Code

Current Insurer
Currently Insur

Age of Driver

I'm married

Tsung Wah, hpa SOCIAL, Deliveroo and ZA Bank sponsors free COVID home testing kits in Hong Kong

STYLE

SALE

Style / Luxury

Coronavirus: What luxury brands Gucci, Cartier, Hermès and Dior and others are doing to fight the deadly outbreak

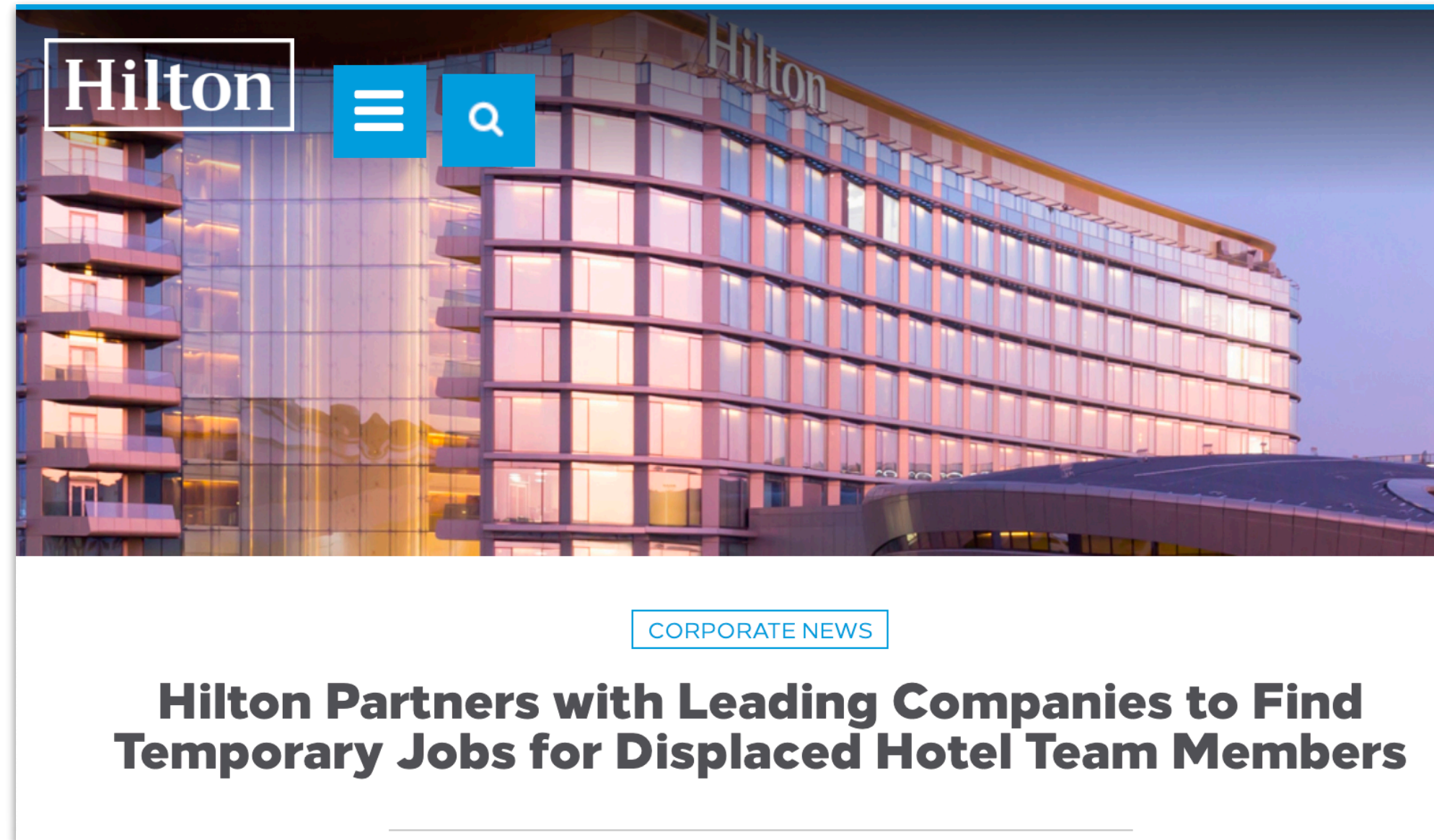
French luxury house LVMH – owner of Louis Vuitton, Christian Dior, Givenchy, Bulgari, Tiffany & Co. and Moët & Chandon –

Gucci, Cartier, Hermès and Dior donates US\$2.2 million to Red Cross Society of China

05

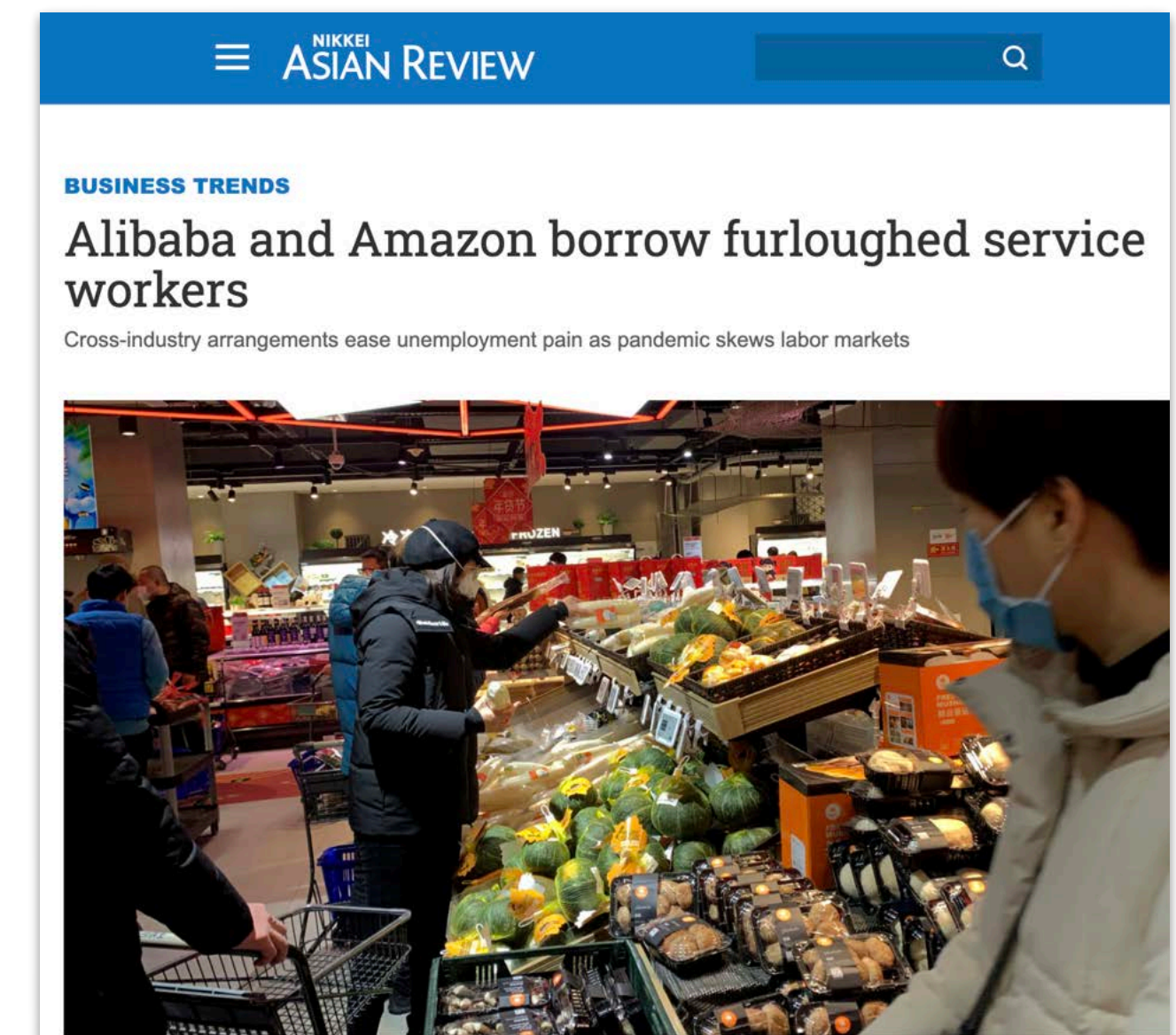
Shared Workforce

Brands that facilitate and open up sharing of staff to help people maintain employment (as some businesses suffer and others are overwhelmed).



A screenshot of the Hilton website. At the top left is the Hilton logo. To its right are a menu icon (three horizontal lines) and a search icon (magnifying glass). The background image shows a modern Hilton hotel building at dusk. Below the image is a white box containing the text "CORPORATE NEWS" in a small blue box, followed by the article title "Hilton Partners with Leading Companies to Find Temporary Jobs for Displaced Hotel Team Members" in bold black text.

Hilton partners with leading companies to find temporary jobs for displaced hotel workers in the US



A screenshot of the Nikkei Asian Review website. The top navigation bar is blue with the "NIKKEI ASIAN REVIEW" logo and a search icon. Below the navigation bar is the text "BUSINESS TRENDS" in blue, followed by the article title "Alibaba and Amazon borrow furloughed service workers" in bold black text. A sub-headline reads "Cross-industry arrangements ease unemployment pain as pandemic skews labor markets". The main image shows a busy grocery store aisle with people shopping, including a person in a white coat and mask in the foreground.

Alibaba & Amazon hires furloughed employees from 40-plus businesses in Asia

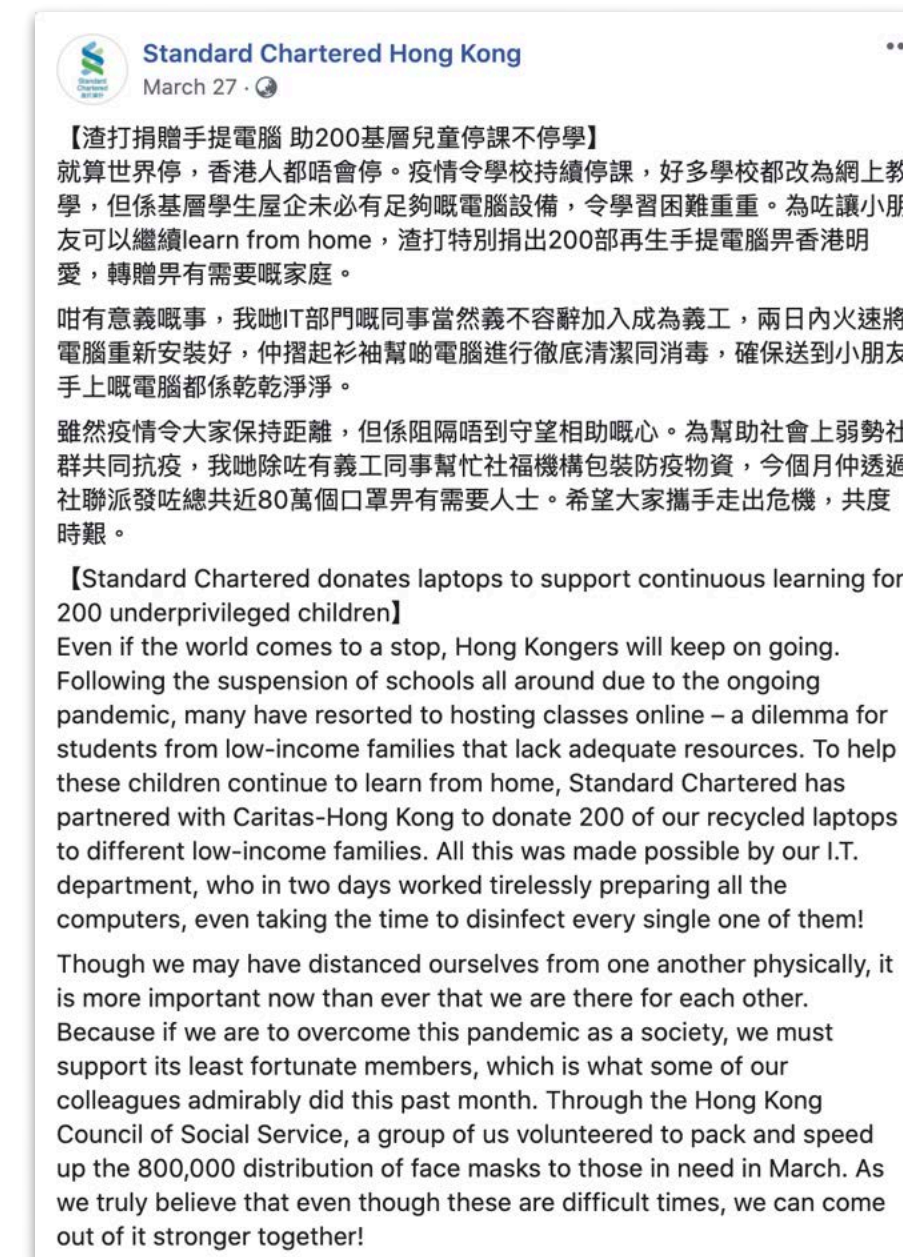
06

Home Schooling

Brands that help teachers and parents quickly mobilise to support students continued learning at home.



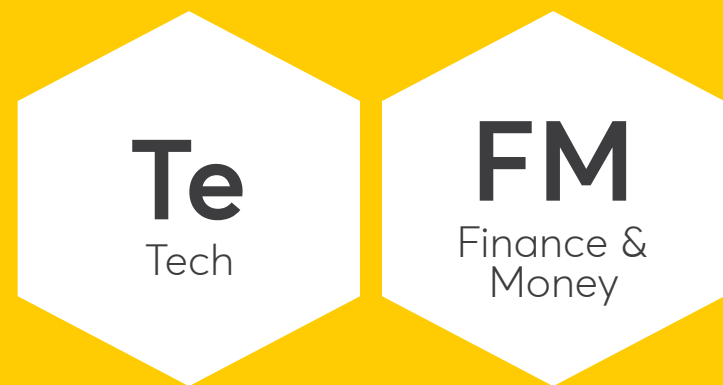
Alibaba Business school launches global challenge for university students to find digital solutions to combat COVID



Standard Chartered Hong Kong donates 200 recycled laptops to students from low-income families



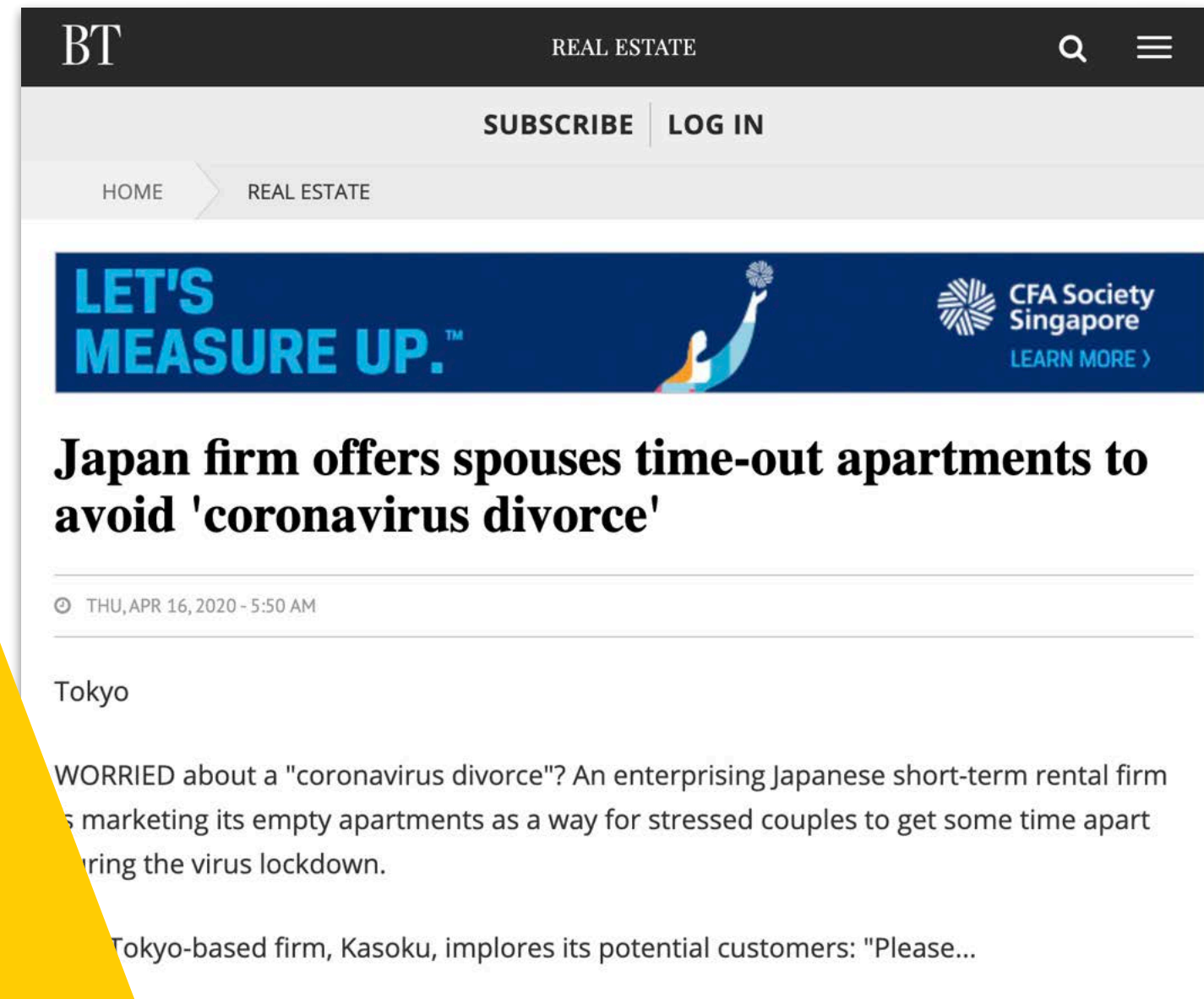
Netflix shares select documentaries on YouTube Channel for educational purposes



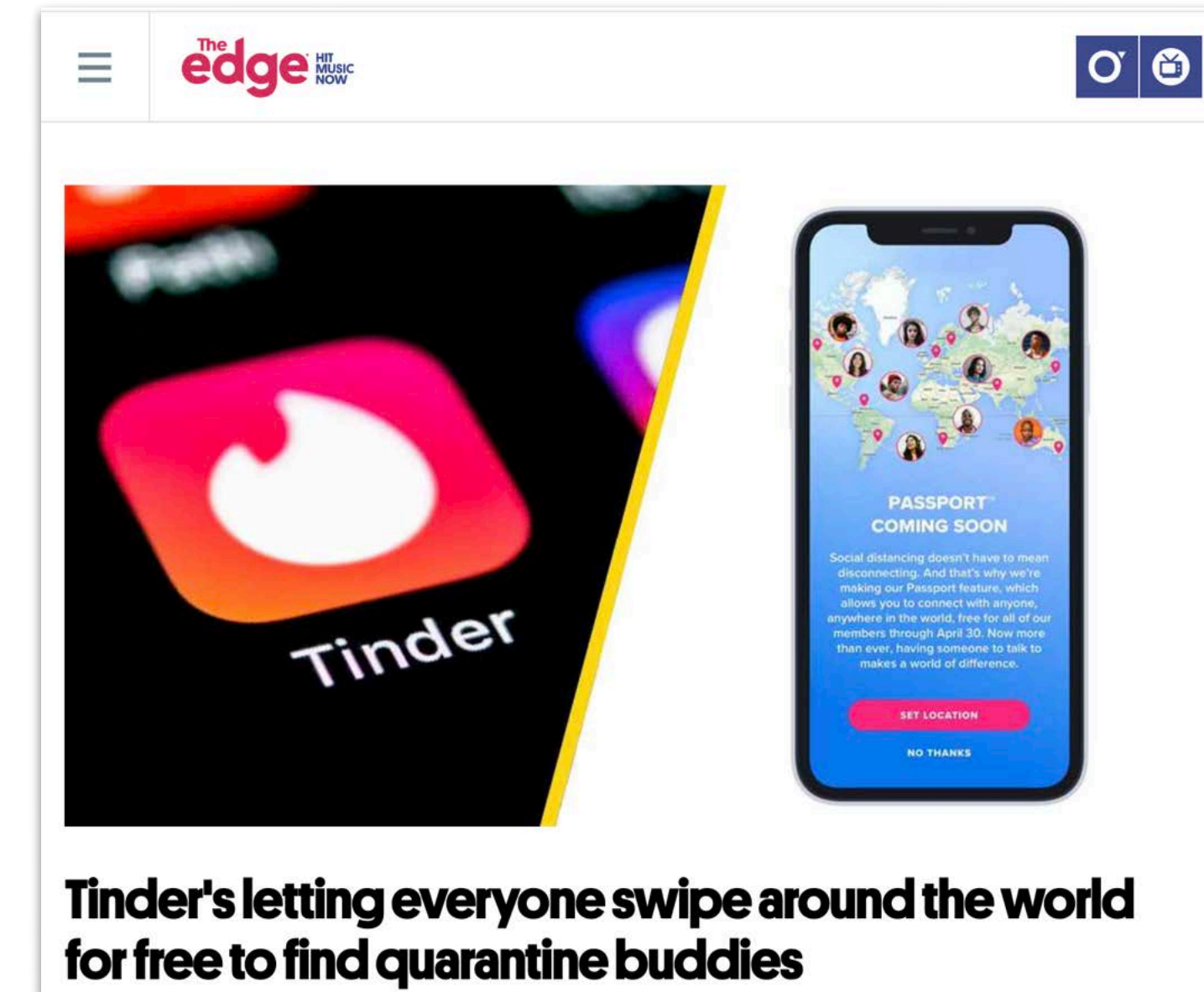
07

Signs of Solidarity

Brands that show signs of solidarity through their branding but also through their actions.



Japan short-term rental firm provides empty apartments to couples who need space away from each other during lockdown



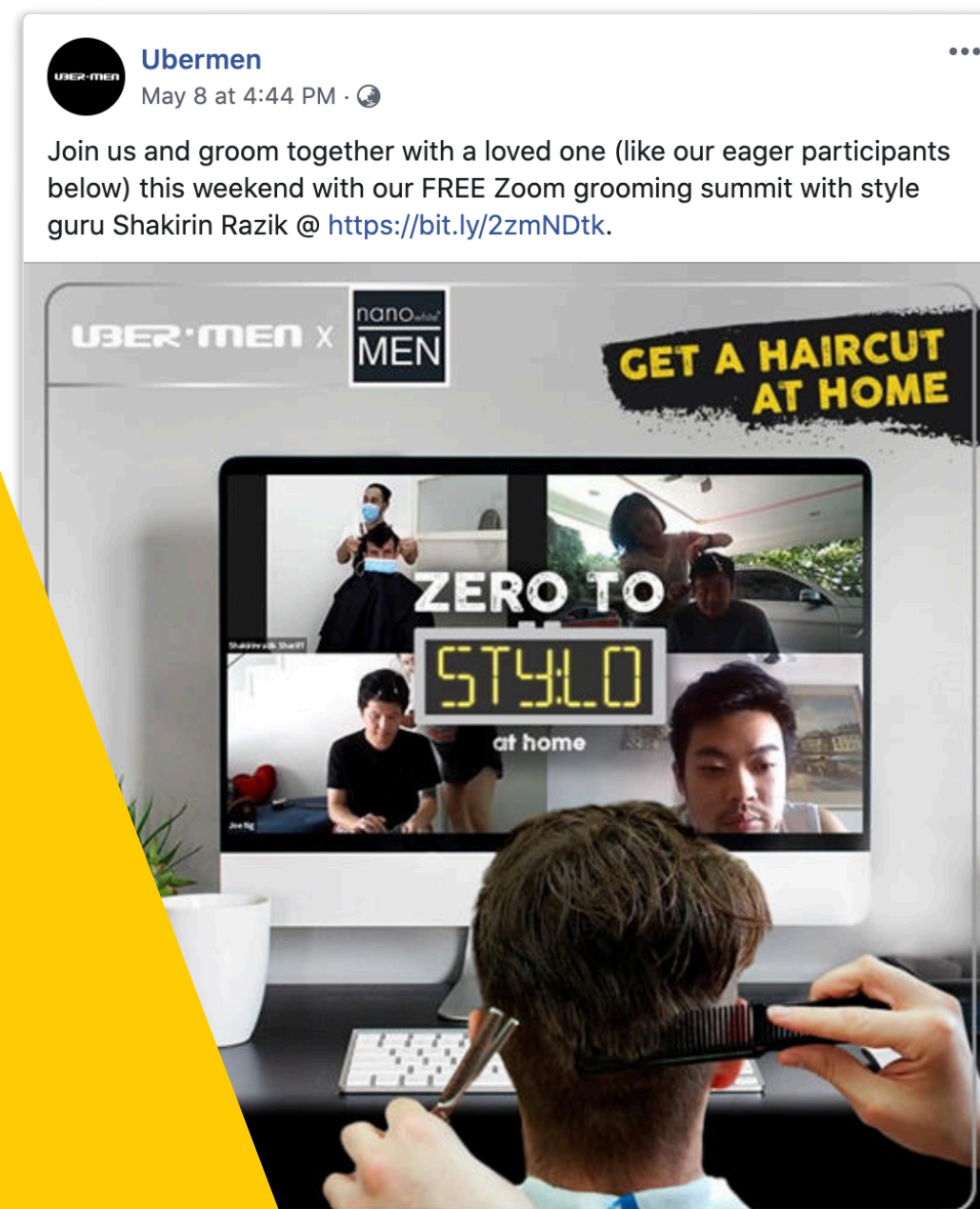
Tinder's letting everyone swipe around the world for free to find quarantine buddies

Tinder offers swipes for free on its global app

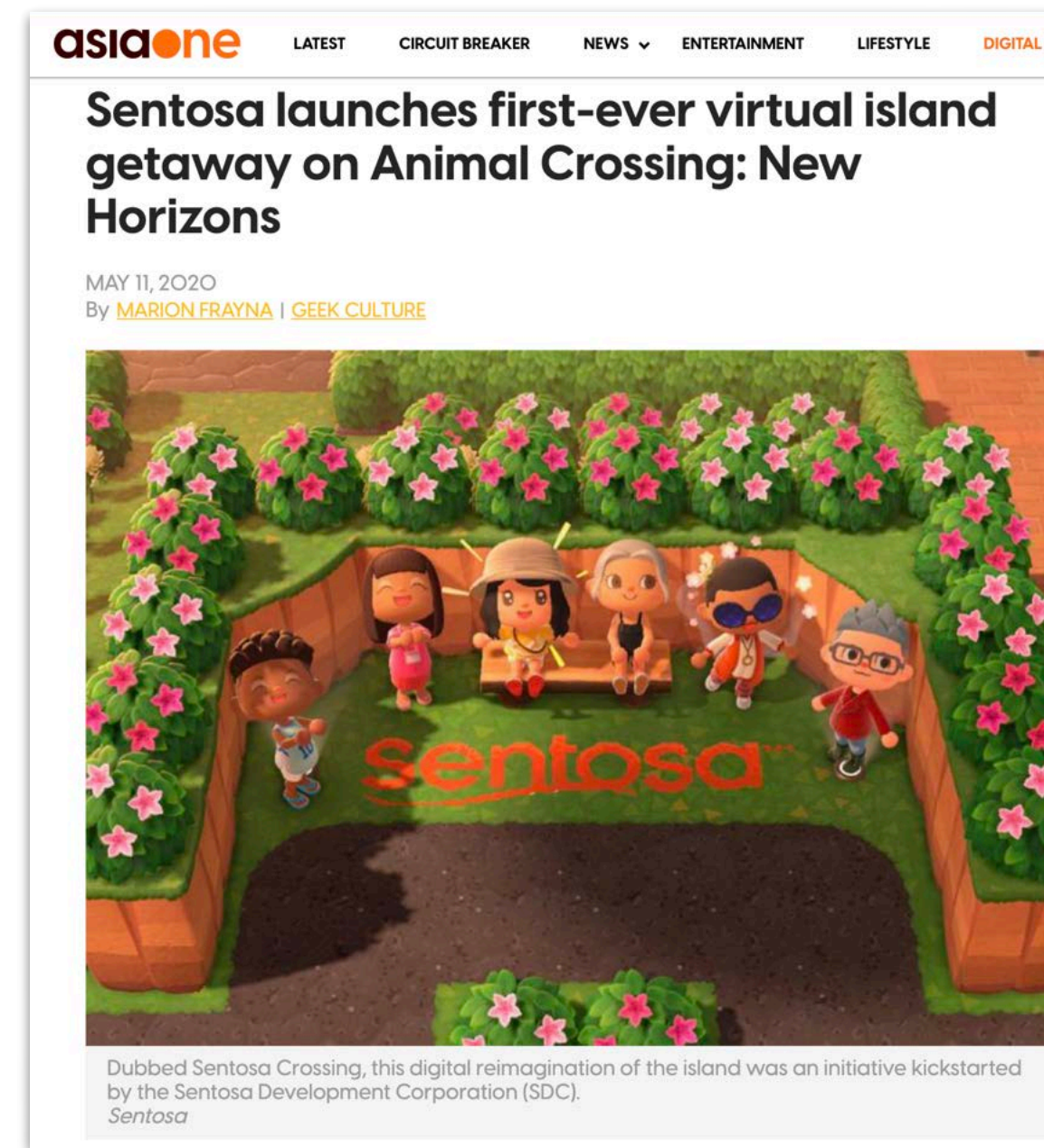
08

Spectator Sport

Silent viewership is the new gossip. From Mukbang to Benkyou Douga to Cleanfluencers, watching others do the mundane—be it eat, study or clean—is the latest lifestyle trend. Mainstream drone and live-cam tech is enabling our voyeurism and fulfilling our nosy, paranoid needs to monitor everything. Loneliness, anxiety and privacy combine in the passive observation of others, rather than expressing ourselves. Today, we can be friends with whomever we want as long as one of us is watching.



Ubermen Malaysia streams free grooming and styling content



Sentosa launches virtual island getaway on Animal Crossing in Singapore



Hennessy streams cocktail-making masterclass with home ingredients in Asia

**STAY
SAFE.
STAY
DISRUPTIVE.**

To stay connected for more COVID-proof insights,
please contact silvia.hellbach@tbwa.com

