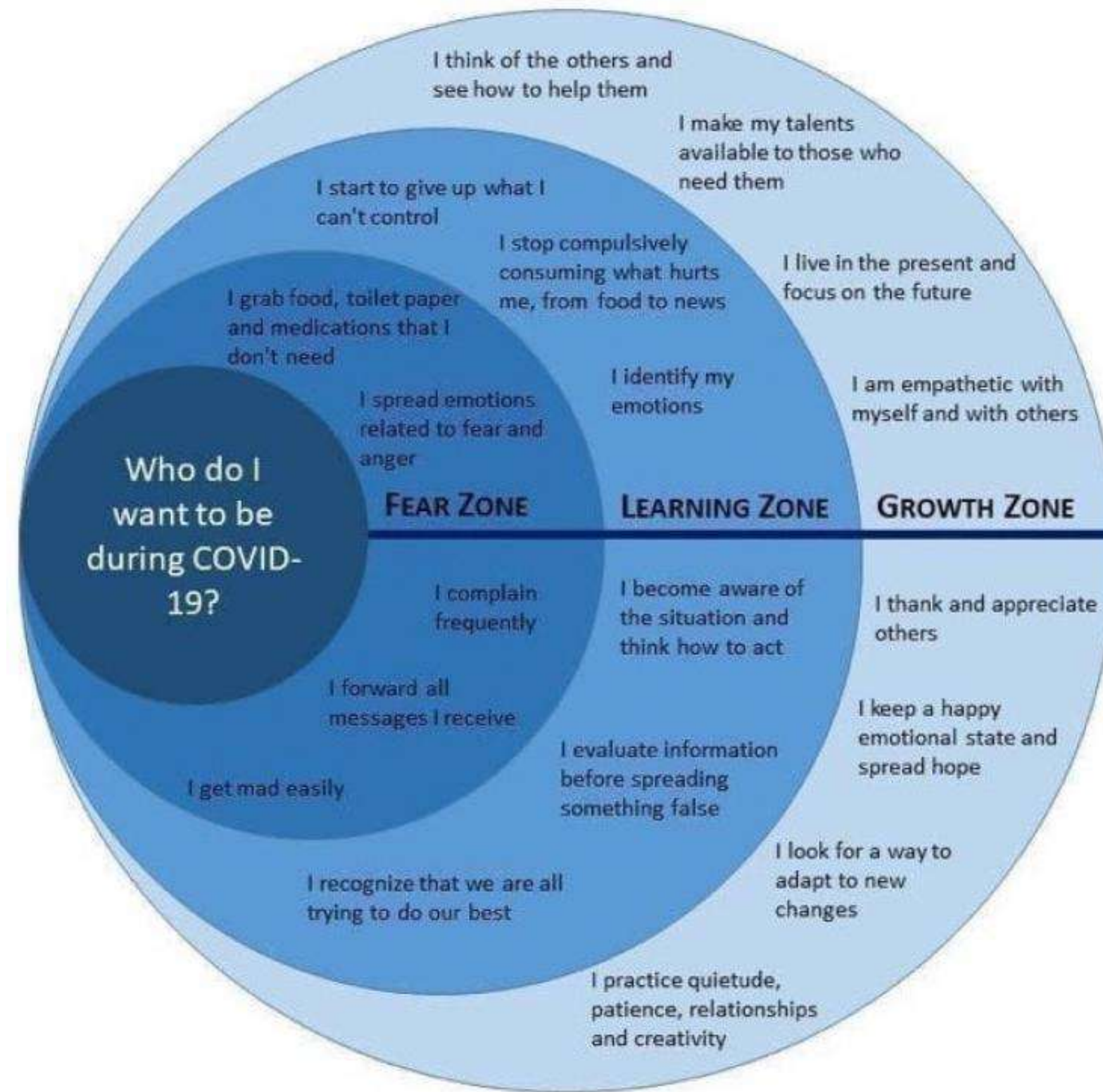


DISRUPTION – BY THE VIRUS

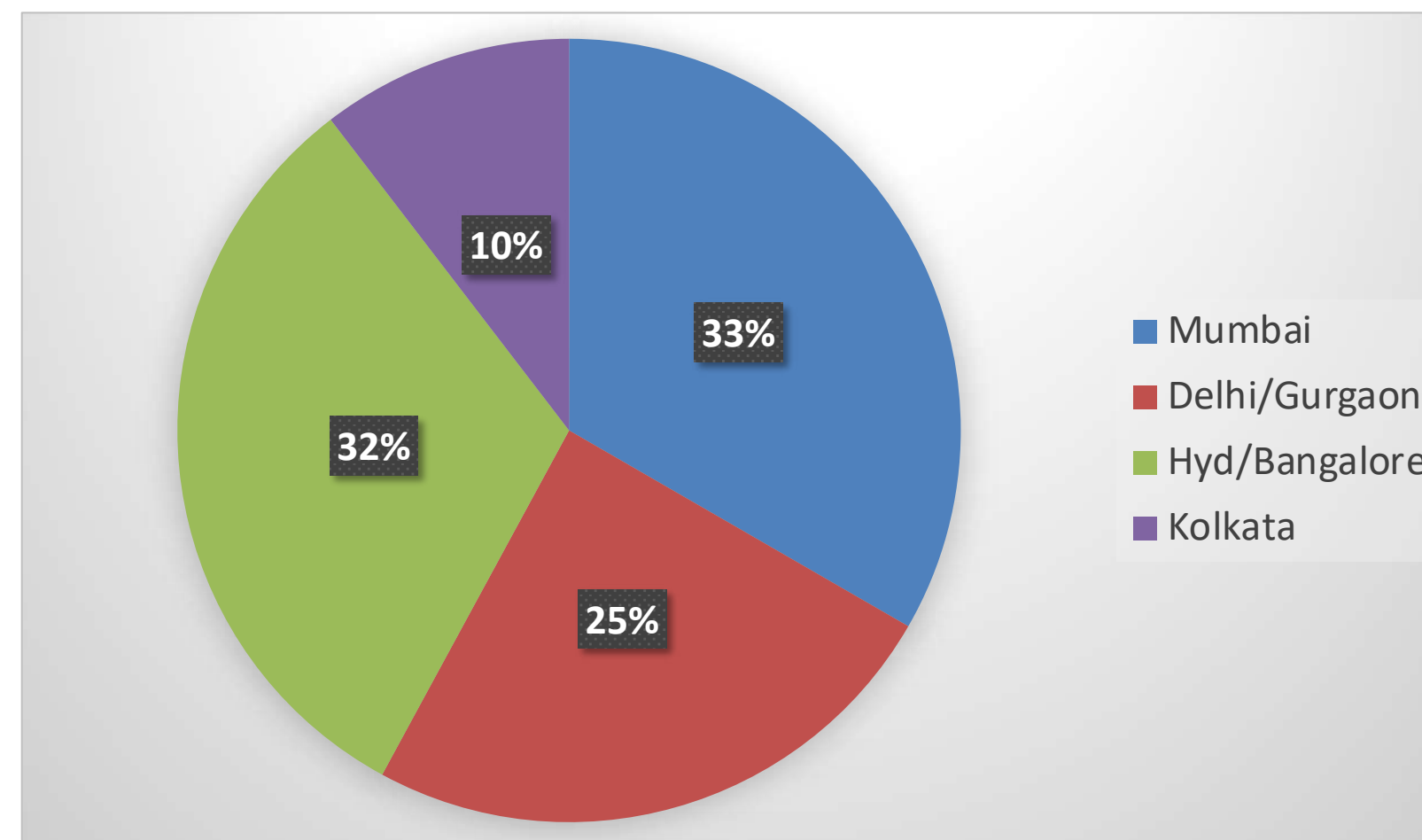
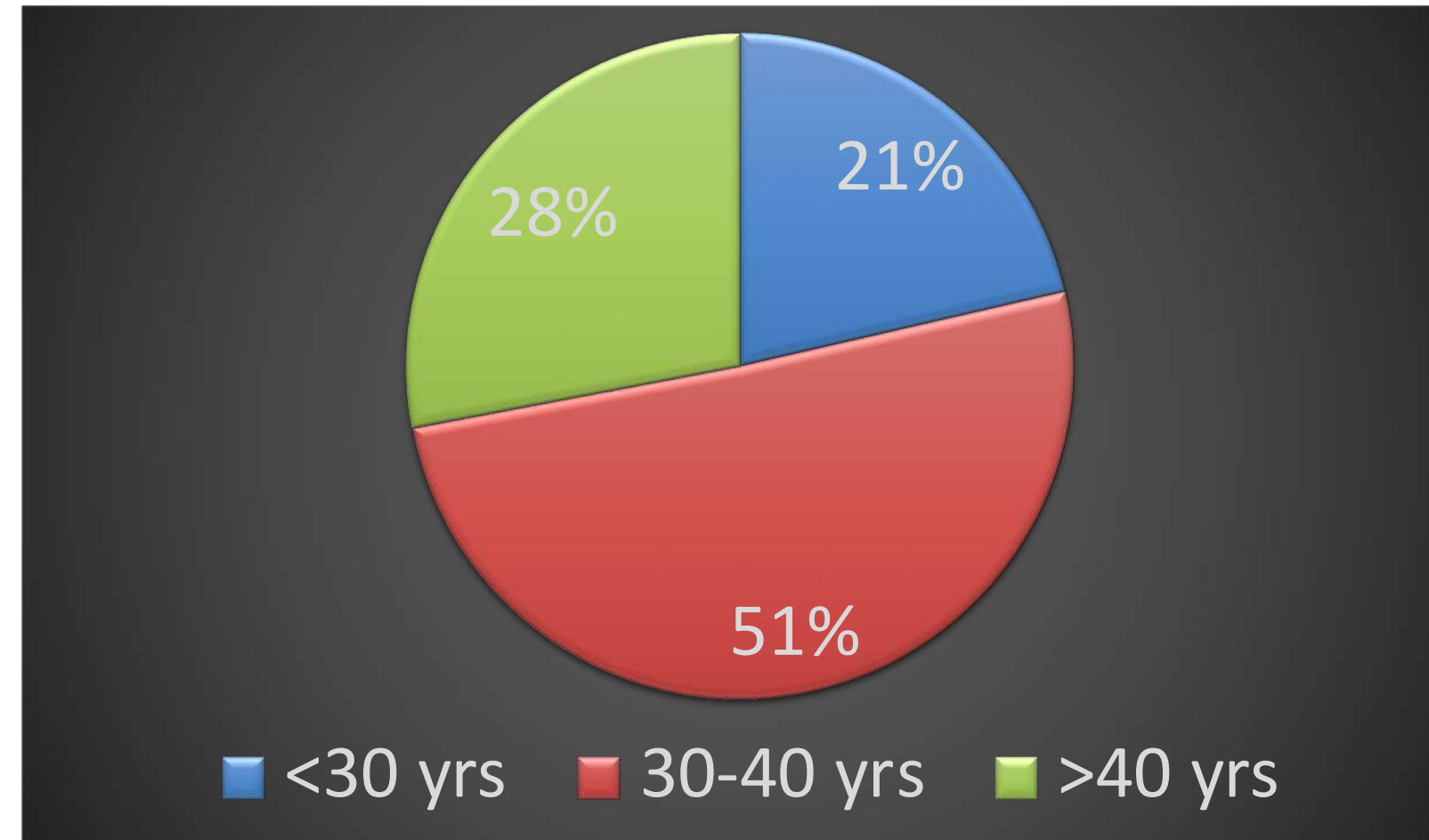
AND WHAT WE CAN DO...

A GREAT
WHATSAPP
FORWARD,
BUT WHERE
ARE WE ON
THIS GRID?

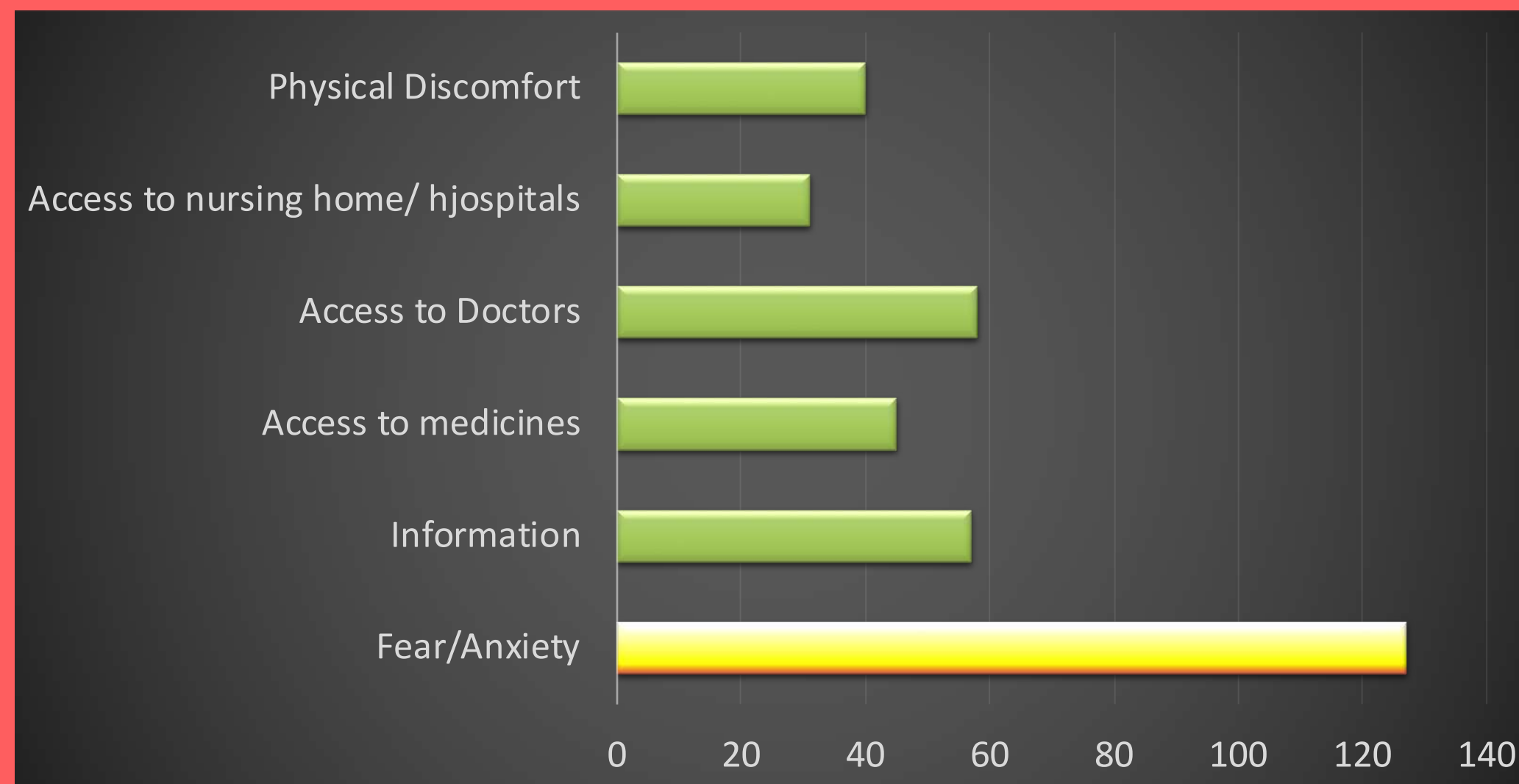


Langeh, Monika [@drmonika_langeh]. (2020, March 29). What You Choose? [Twitter moment]. Retrieved from https://twitter.com/drmonika_langeh/status/12444729066853

242 PEOPLE
ACROSS 6
CITIES SHARED
THEIR HEALTH-
RELATED
FEELINGS



Fear and anxiety are the defining emotions related to this period. This will spill over into the post lockdown period too.



THINGS THAT PEOPLE SAID...

**“EMOTIONAL DISTRESS.
JUST TOO MUCH WORK.”**

**“I AM MORE WORRIED
ABOUT MY KIDS WHO
ARE <5 YEARS”**

**“I STAY WITH MY
PARENTS, THEY ARE
SENIOR CITIZENS AND
I WORRY ABOUT THEIR
HEALTH”**

**“DEPRESSION. I SEE MY
MENTAL HEALTH GETTING
AFFECTED. WORK FROM
HOME, ALONG WITH HOUSE
HOLD CHORES, TAKING
CARE OF EVERYONE,
COMPROMISES YOUR
PERSONAL INTERESTS,
THINGS YOU WOULD DO TO
KEEP YOUR MIND ACTIVE
AND HEALTHY. KEEPING UP
AND STAYING MOTIVATED
IS A CHALLENGE. I AM
DEFINITELY SEEING A
PSYCHOLOGIST AFTER
THIS IS OVER”**

**“LINES BETWEEN
PERSONAL AND
PROFESSIONAL LIFE
HAVE GOT BLURRED.”**

**“ADDED WORK DUE TO
WORK FROM HOME,
BLURRED LINES OF
PERSONAL AND
PRIVATE LIFE.”**

**“CONCERNED DUE
TO PANIC
IN THE
SURROUNDINGS”**

Lack of credible health care information especially about covid19 is also a big concern- too many myths and fake information floating around

**“WHEN PARENTS
READ ANY STUFF
RELATED TO COVID
19 OR ANY NEWS OF
SPREAD THEY GET
ANXIOUS”**

**“TOO MUCH
INFORMATION AND
CAN’T MAKE OUT
FAKE FROM REAL”**

**“FEARMONGERING AND STUPIDITY
OF THE MASSES.
THE GOVT'S
INABILITY TO
DEAL WITH THIS
SCIENTIFICALLY
AND
EFFECTIVELY.”**

There is mental stress of falling ill- **simple cough and colds could be covid19** and if this happens to elders could even be fatal.

AND THE ADDITIONAL FEAR THAT IF
SOME ONE FALLS SERIOUSLY ILL, THERE
IS LACK OF ACCESS TO HOSPITALS.

While this emotion is geography agnostic; adults with children < **5 years** and adults with parents > **60 years** have more pronounced health care needs.

**47% HAD THEIR PARENTS WHO ARE AWAY, AND
THEIR CONCERN LEVELS ARE VERY HIGH**

For adults with **children <5 years**, access to doctors is a big concern; for those with **senior citizen parents with ailments**, access to doctors and access to medicines are key concerns.

“DURING LOCK DOWN PERIODS, IF KIDS HAS FEVER OR OTHER HEALTH ISSUE...NOT ABLE TO GO TO DOCTOR/HOSPITALS.”

“WHAT IF THERE'S AN AREA LOCKDOWN AND I CAN'T TAKE MY FATHER TO HIS REGULAR DIALYSIS SESSIONS”

Parents worry about **vaccination** and paediatrician access for their little kids/infants.

Pregnant women worry about access to gynaecologists.

Adults with old parents worry about their regular **check ups** and doctors advise on **chronic ailments** like bp, diabetes, arthritis etc.

For themselves, adults (30-50 years) are worried about **physical discomfort**- pains and aches- for being home bound with little physical exercise. And at the other end there is **unending work pressure**.

A BIGGER HOUSE REQUIRES LOT MORE WORK WHICH COMBINED WITH EXTENDED WORK HOURS IS TAKING A PHYSICAL TOLL ON MY HEALTH AND LEAVING ME EXTREMELY EXHAUSTED.

LACK OF ACCESS TO FITNESS FACILITIES SUCH AS CLUBS AND GYMS, LACK OF OUTDOOR ACTIVITIES, LACK OF FRESH AIR

INCREASE IN SPONDYLOSIS RELATED PAIN DUE TO LACK OF EXERCISE. NO MOTIVATION TO EXERCISE DUE TO ANXIETY AND FEAR

For senior citizens the absence of their regular walks, exercise outdoors and lack of socialising seem to be a big downers.

For children, parents worry about **device addiction** and restlessness from being home bound

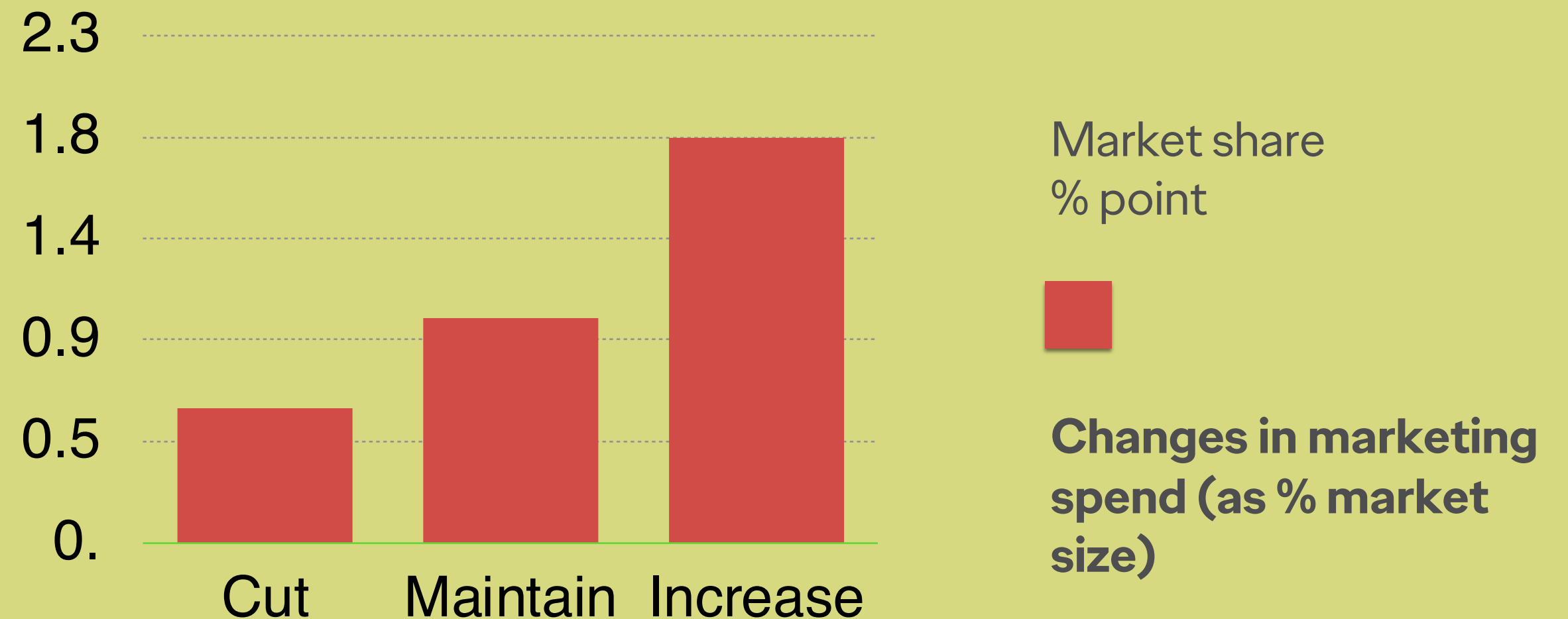
Post lifting of lockdown, fears will persist.

People see life to be different with greater focus on **hygiene**, building **immunity** through nutrition and healthy foods and a general **fear of outdoors** and crowds.

WHAT
BRANDS DO
IN THESE
TIMES ... WILL
MATTER.

Research shows that crises punish the dithering and reward the committed

Brands that get crisis response right are able to capture up to **3x more market share through a downturn**, rebound faster and stronger when good times return, for lasting competitive gains



Could We Consider Going Dark?

Unless we come across as insensitive, opportunistic or profiteering ,**we do not recommend going dark.**

Instead, take this moment to re-evaluate your approach – steer away from hard-sell content that directly promotes product, and shift focus to how your brand can provide value for consumers.

HOW SHOULD WE ACT?

1. LISTEN FIRST.

LISTEN TO WHAT CONSUMERS ARE SAYING THEN RESPOND.

2. BE SENSITIVE.

RE-EVALUATE CONTENT FOR TONE AND MESSAGE.

3. BE TRANSPARENT.

COMMUNICATE OPENLY AND TAKE FEEDBACK.

4. ADAPT YOUR STRATEGY.

ADAPT YOUR STRATEGY BASED ON NEW BEHAVIORS.

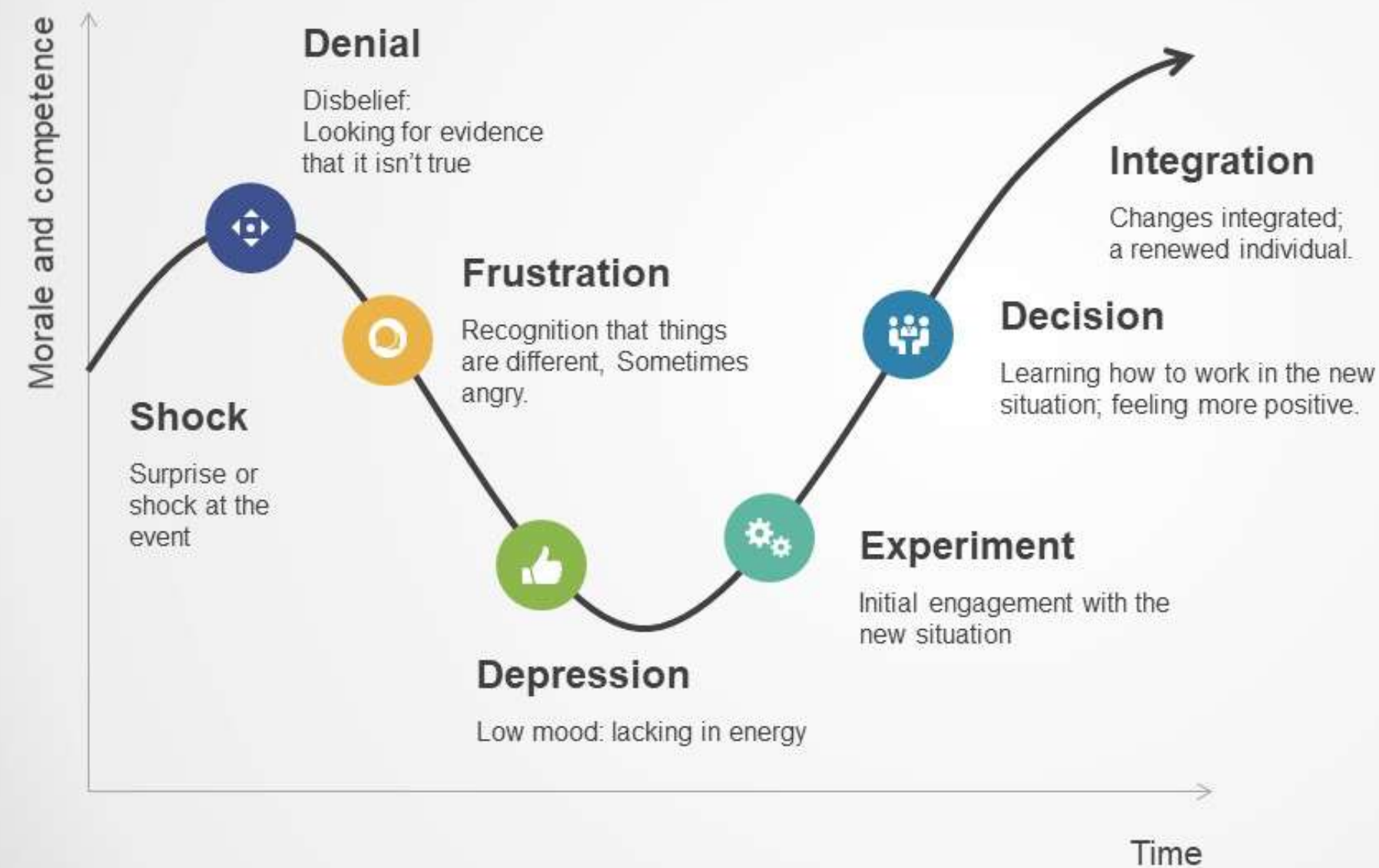
5. RISE TO THE OCCASION. CONSIDER WAYS YOUR BRAND CAN HELP.

FOR FEAR &
ANXIETY

DECIDE AT
WHAT STAGE
AND EMOTION
DO YOU WANT
TO
PARTICIPATE

The Kübler-Ross Change Curve

Emotional Response to Change



Creative Alignment

Maximize Communication

Spark Motivation

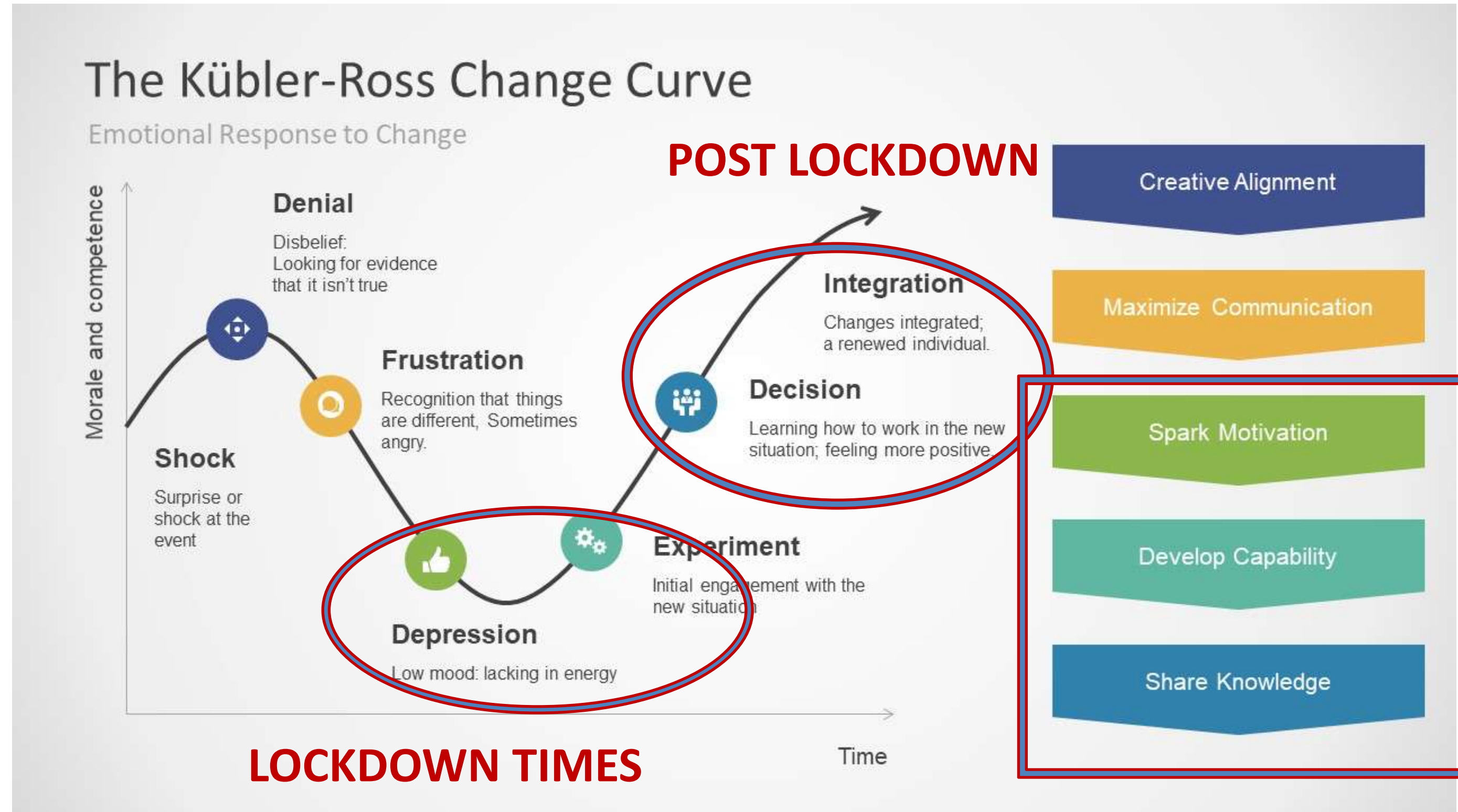
Develop Capability

Share Knowledge

<https://slidemodel.com/templates/kubler-ross-change-curve-powerpoint/>

Ogilvy

Focus on
programs &
platforms that
Help motivate,
learn
New capabilities
and enable
Sharing learning



<https://slidemodel.com/templates/kubler-ross-change-curve-powerpoint/>

What brands are doing in other countries...



Mental health goes mainstream

Mid-pandemic, meditation apps such as Headspace (provided free to 1.2mill NHS health workers in UK) and Simple Habit **opened up their memberships to non-paying customers**. BP launched support to Mind in the UK. Mental health services and apps will form new partnerships to support the mainstreaming of this area.



A swimwear brand transforms its regular customer service channels into a free avenue that **allows people to reach out if they need something to lift their mood**



Headspace partnered with Hyatt to unlock a **free collection of meditations, sleep, and movement exercises** for everyone

SUPER COACH Body Coach Joe Wicks' popularity soars as he adds a million viewers to his YouTube channel following his free PE lessons

EXCLUSIVE

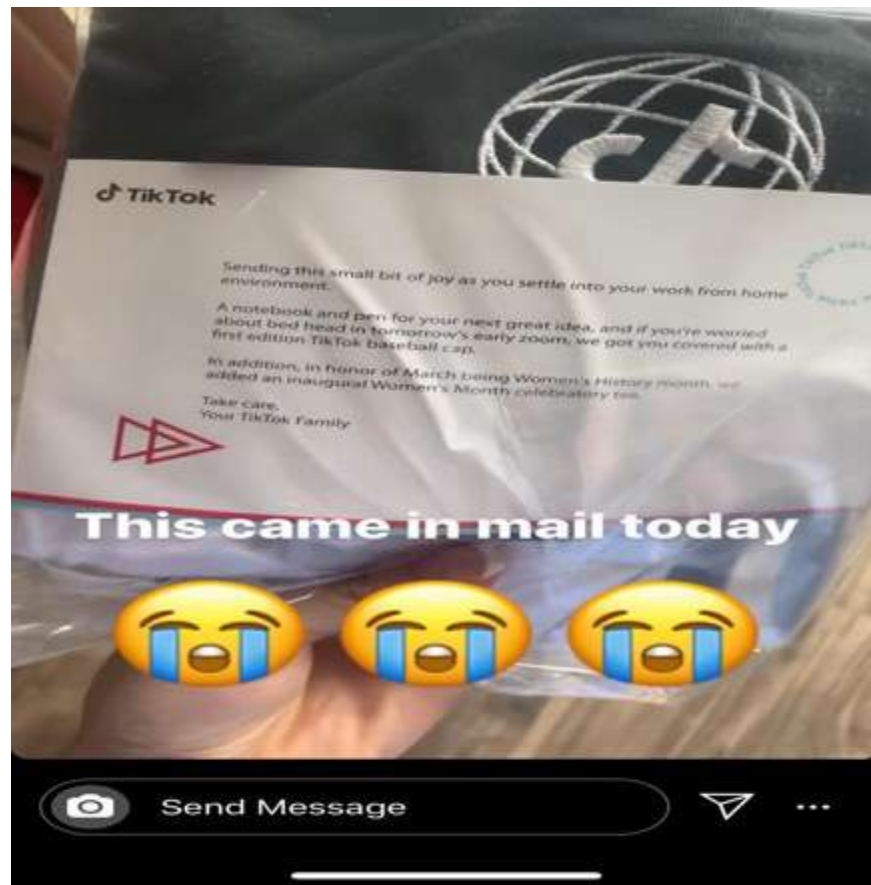
Matt Acton
27 Mar 2020, 12:34 | Updated: 27 Mar 2020, 21:43



Home Fitness

Home workouts and fitness equipment are **booming**. Joe Wicks started his fitness business in UK in 2012. Last months he added 950,000 YouTube followers and has 2 UK TV networks vying to sign him. Sales of indoor fitness equipment, bicycles, dumbbells, yoga mats and skipping ropes have also **seen a significant boost**.

Providing people a platform for care and contact



Employees in companies like TikTok appreciating each other with care packages ---- “This came in the morning; I feel so touched”

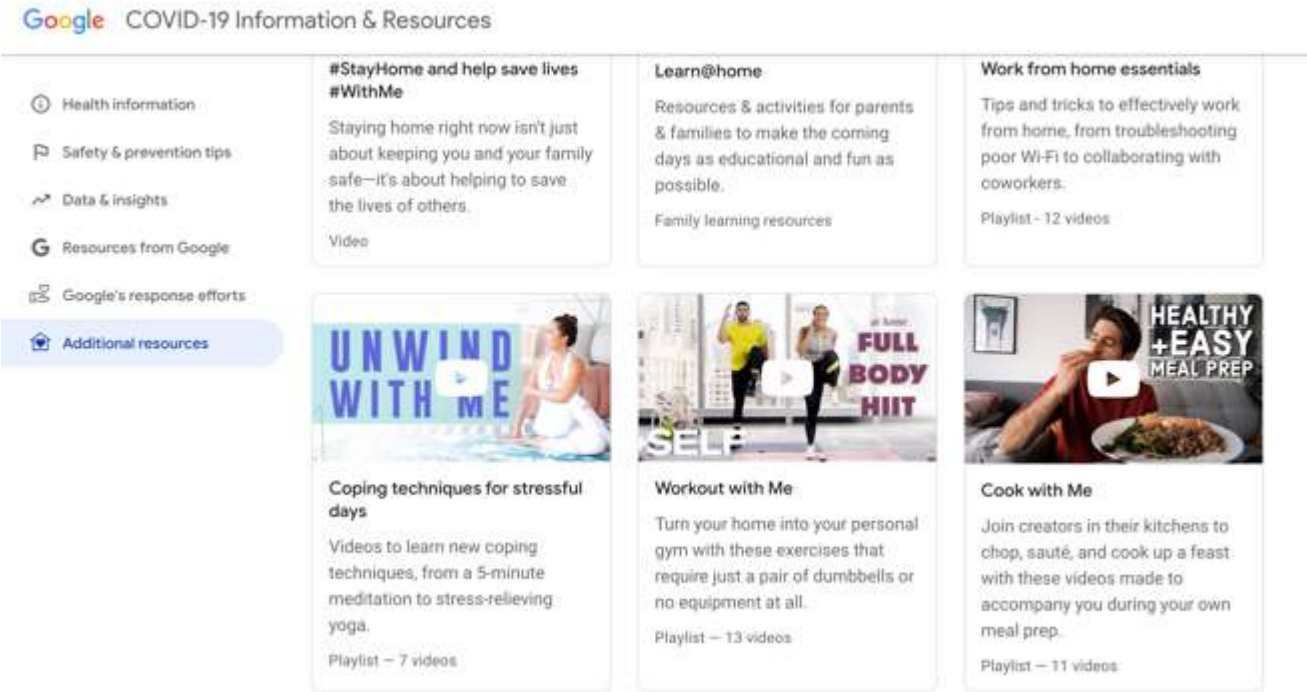


Veeva is making Engage free to new clients to help promote remote meetings with healthcare professionals and to reduce the spread of the virus.

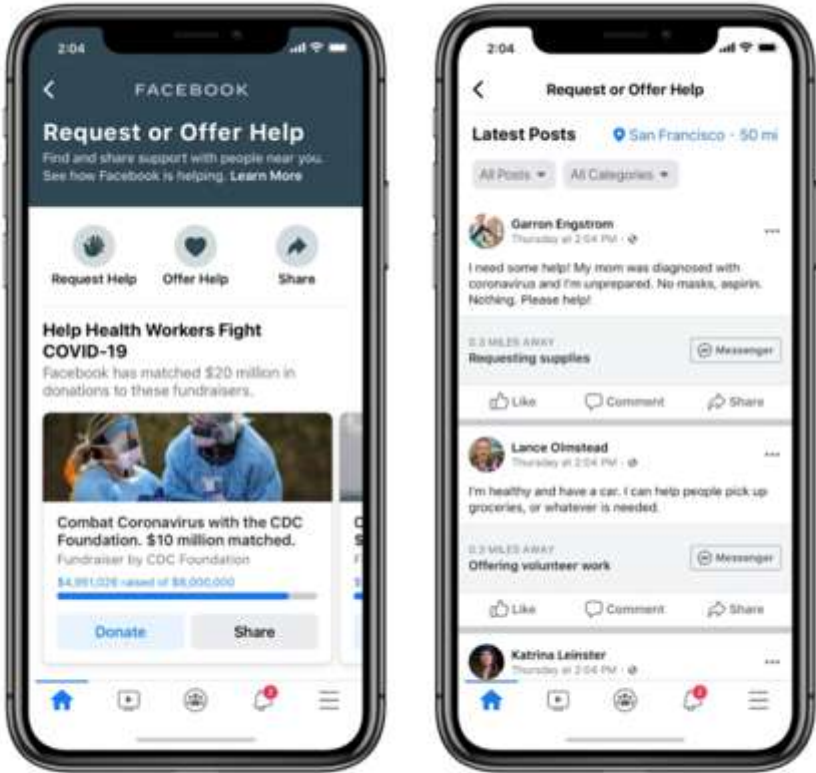


Nike is giving its Nike Training Club Premium workouts free which provides studio style streaming workouts, progressive training programs and expert tips

And technology is helping individuals to better manage their health



GOOGLE’S DEDICATED COVID-19 INFORMATION RESOURCES HELPS USER TO NAVIGATE WITH RIGHT INFORMATION AND ALSO CONNECTS ON SHARED ACTIVITIES



FACEBOOK OFFERING COMMUNITY SUPPORT



MIGRAINE BUDDY ENGAGING USERS ON COVID STORIES AND MIGRAINE MANAGEMENT

WOMEN ARE INTERACTING WITH PEDIATRICIANS AND GETTING ON DEMAND CARE THROUGH TELEMEDICINE APPS SUCH AS HEAL



MORE USING TALKSPACE’S VIRTUAL THERAPIST SOLUTION TO DISCUSS ISSUES AFFECTING THEM

Indian brands too ...



EXPERT WORD OF MOUTH

USV is sponsoring TV sessions with experts from different specialties answering to the medical questions of the community - covid related or otherwise.



EMERGENCY MOBILITY

A whole lot of fleet owners and aggregators are offering their cabs for emergency services. Tie ups with them to cater to your set of patients: heart line / cancer line?



TAKING ON FAKE NEWS

We are all sudden fans of Shekhar Gupta who is trying to cut the disinformation/ over information clutter. Services like this or maybe in partnership with Print – for specific segment of people .

Learn from others and some thoughts for mind and access



The biggest issue is mental health- with most the helplines focused on defined mental issues – depression, suicide etc. **Do people even know that they are suffering from anxiety. And if so what do they do?** Sometimes all they need is to talk to someone.



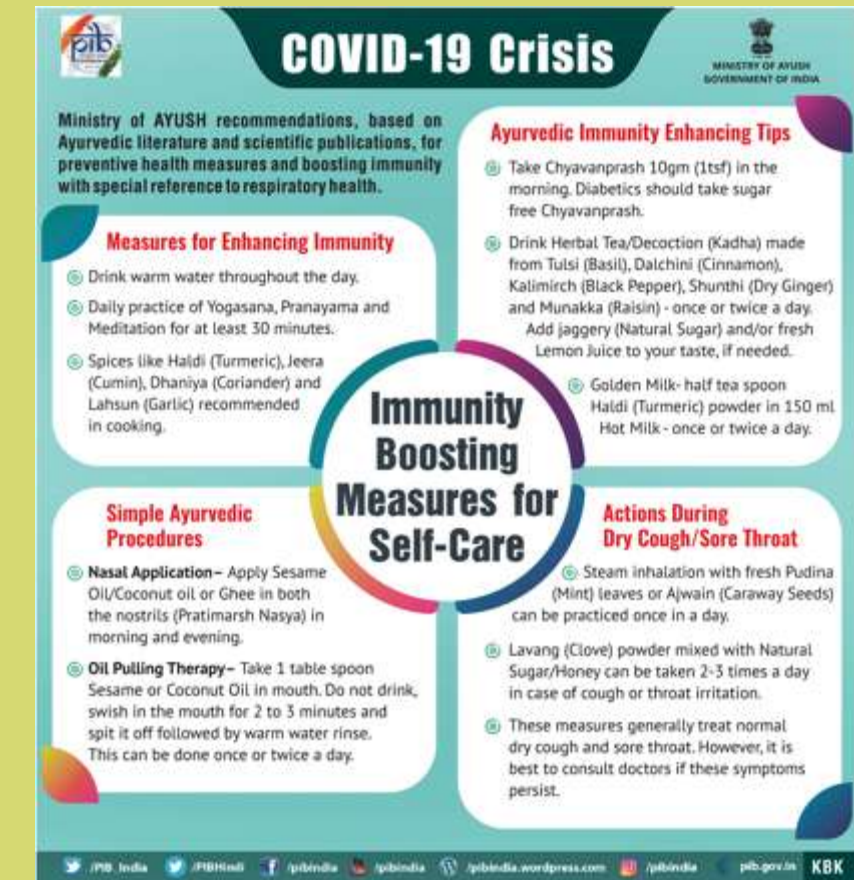
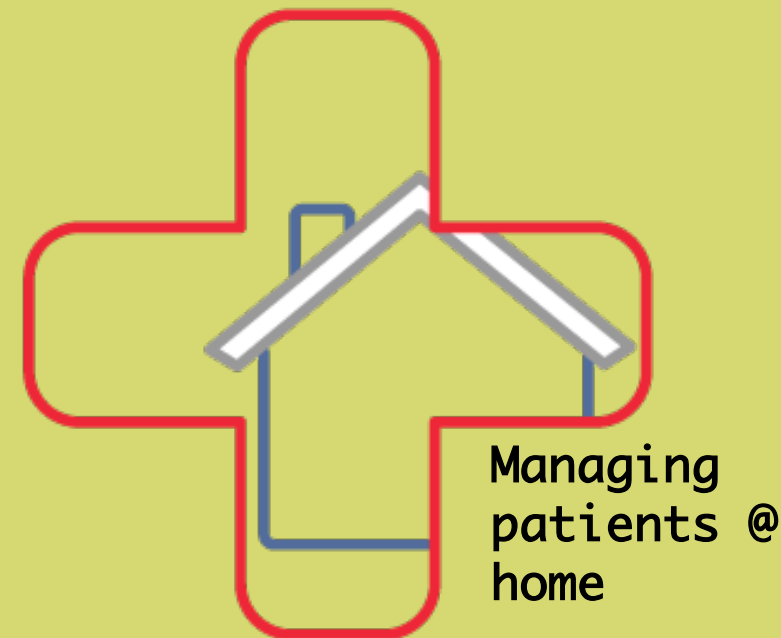
If people cannot come to the doctor, the doctor can come to people. This is more so needed for people who need to access the doctor in person – for childcare issues including vaccination, elderly care and indeed acute care



FreeDoctorHelpline

With Govt hospitals turning away regular patients, **there are a lot of people who are unable to access medical care** – even from a distance. In china this facility has had a huge uptake.

And from home health to immunity



FITNESS FOR ALL AGE GROUPS

Not everyone is like the Bollywood stars having a floor dedicated to a gym. Most people have severely limited spaces.

Developing exercise tips for the limited space, making exercising fun for children, chair exercises for the elderly. There are many ways for brands to participate – with a differentiated offer.

HOME CARE AND CARE GIVER HELP

There are a lot of caregivers who in normal circumstances are stressed while managing their “very ill” loved ones. In these times they are even more stressed as there is no help.
Can we look to help them manage the patient as well as their anxieties?

IMMUNITY IMMUNITY IMMUNITY

The concern with immunity is very high and vitamins, oranges, and surely chawanprash etc are in high demand. The Ministry of Ayush too has given out a recommendation. Can we look to talk about the role of proper sleep or un-stressed mind or even a healthy gut in fostering immunity? **Should we look to partner the AYUSH ministry?**

WE WILL
NEED TO BE
SENSITIVE
TO WHAT
WE PLAN TO
DO AND SAY.

Check List

- ☐ Is there a risk our brand may come across as profiteering or opportunistic?
- ☐ Will this content contribute to a sense of panic?
- ☐ Does this content encourage or depict dangerous social behaviors, like face touching or group gatherings?
- ☐ Does this content make assumptions about my audience's current lifestyle, situation, or access to resources?
- ☐ Will this content impact the reputation of any partner (e.g. an influencer or another agency)? Should the choice to pause or continue marketing efforts be a joint decision?
- ☐ Is the tone of my content appropriate in this context? Does my content make light of a serious subject?
- ☐ Does my content provide value for consumers?
- ☐ Is my brand in a position to contribute to CSR initiatives in a meaningful way?

THANKS

STAY WELL & HEALTHY.