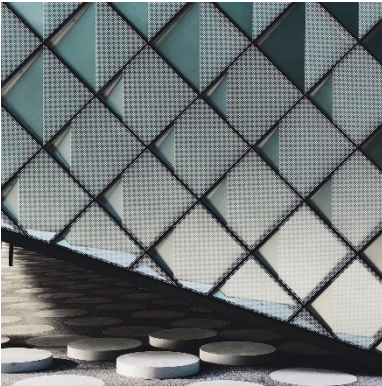


MARCH 27-30

# COVID-19 INSIGHTS

A twice weekly brief exploring traditional media, social media and search trends to help marketers and communicators develop strategy during the COVID-19 pandemic. All insights are based on English language data and strategist insights. Questions to:

[covid19insights@allisonpr.com](mailto:covid19insights@allisonpr.com)



## EXECUTIVE SUMMARY

- Around the globe, the economic conversation has started to move from peripherals to the center stage. In Europe and the U.S., unemployment and overall economic impact remain central while in certain APAC countries, media coverage around an uptick in economic activity and business reorganization start to emerge. As the economy drives the news cycle and a global recession takes hold, organizations should be particularly cautious about their external communications, and should begin to prepare media statements for any economic impact expected.
- Social media volume continues to trend downward and volatile emotions are stable. However, news from government bodies around the world has a moment-by-moment impact on the sentiment of social conversation. Brands should remain cognizant of the entire social conversation and adjust content accordingly.
- Online search volume indicates that people are becoming more nuanced in their searches looking for everything from safety tips to celebrities with the COVID-19.

## WHAT'S TRENDING

### EARNED MEDIA TRENDS

- + Details on cases across the U.S.
- + How business are dealing/responding
- + Positive and inspiring stories
- + Donations from companies and celebrities
- + Economic impact worldwide
- + High death toll increases in U.K. and Spain
- + Impact on sports leagues
- + Effects of COVID-19 on the human body
- + Employer/employee impacts
- + How to protect yourself from the virus

### SOCIAL MEDIA TRENDING PHRASES

- + President Trump
- + Coronavirus outbreak
- + Coronavirus pandemic
- + Rise of U.S. cases in March
- + Stay home
- + New York impact
- + Social distancing
- + Notable figures testing positive for COVID-19
- + Coronavirus response

# EARNED MEDIA INSIGHTS

The earned media landscape remains dynamic as the healthcare crisis continues and governments respond. A looming global recession and economic impacts are moving to the center of the conversation. All media relations efforts should be conducted with caution, and with all perspectives and audiences considered.

## UPDATES FROM THE FIELD

- **Authenticity Required:** Consumers continue to find comfort and leadership in brands that can balance their own brand's authenticity with the realities of the world. External communications needs to be authentic in intent, tone and delivery.
- **The Reintroduction of "Normal":** As brands readjust, product launches and company news begin to reappear in small bursts. These efforts need to be pragmatic and appropriate for audiences and unique business climates. There is no universal solution other than complete situational awareness.
- **Local Support:** The localization of news to geographies or industries remains viable. Organizations that can demonstrate how they are impacting or reacting to their local communities or within their industry have the opportunity to tell compelling stories or become thought leaders.

## MOST MEDIA MENTIONS

England's Chief Medical Officer, Professor Chris Witty, was among the most mentioned individuals due to reports that he has been experiencing mild COVID-19 symptoms and as a result placed himself in isolation. Apple's announcement of a COVID-19 website and app in partnership with the White House and CDC topped news. UK's National Health Services continued to be frequently mentioned due to news of an increase in COVID-19 patients and death tolls in the region.

### INDIVIDUALS

- DONALD TRUMP
- BORIS JOHNSON
- ANDREW CUOMO
- MATT HANCOCK
- ANTHONY FAUCI
- CHRIS WITTY
- MICHAEL GOVE
- GAVIN NEWSOM
- BILL DE BLASIO
- VLADIMIR PUTIN

### ORGANIZATIONS

- TWITTER
- FACEBOOK
- GOOGLE
- AMAZON
- CNN
- INSTAGRAM
- BBC
- YOUTUBE
- APPLE
- MICROSOFT

### INSTITUTIONS

- WHO
- CDC
- NATIONAL HEALTH SERVICES (UK)
- JOHNS HOPKINS UNIVERSITY
- US FEDERAL GOVERNMENT
- FDA
- US HHS
- EUROPEAN UNION
- US CONGRESS
- US SENATE

# EARNED MEDIA INSIGHTS



## MOST SHARED STORIES

Below is a list of the stories that were engaged with (shared, liked, retweeted etc.) via social media. It is a good indicator of the content and types of stories people are finding the most interest in.

- [Joe Diffie, Nineties Country's 'Pickup Man,' Dead at 61 From Coronavirus](#), Rolling Stone
- [Teenage boy whose death was linked to COVID-19 turned away from urgent care for not having insurance](#), Independent
- [101-Year-Old Spanish Flu and World War 2 Survivor Has Now Beat COVID-19 As Well](#), The Science Times
- [Boris Johnson self-isolates after testing positive for COVID-19](#), Sky News
- [Chinese Markets Reopen — And They Still Sell Bats, Dogs And Cats](#), Daily Caller
- [Prime Minister Boris Johnson tests positive](#), BBC
- [Trevor Noah gets 13 minutes with the one guy you want to listen to on COVID-19](#), AVClub
- [Trump extends federal social distancing guidelines to April 30](#), CNN
- [Almost 146,000 people are cured of the new coronavirus in the world](#), JovemPan

## LEADING JOURNALISTS

Below is a list of journalists that generated the most engaged with content about COVID-19.

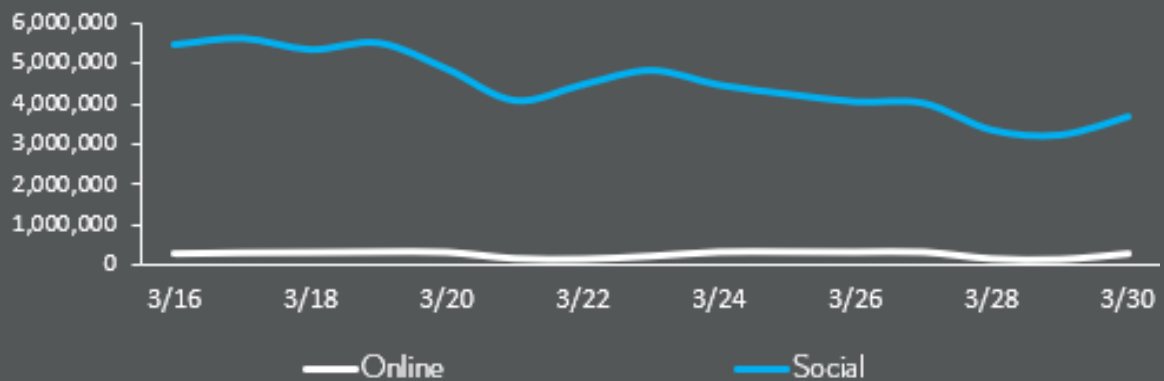
- **Stephen L. Betts**, Rolling Stone
- **Chris Riotta**, Independent
- **Marisse Gulferica**, Kami
- **Ed Pilkington**, The Guardian
- **Paul LeBlanc**, CNN
- **Chris York**, MSN
- **Nick Visser**, Huffington Post
- **Ian Richardson**, USA Today
- **Julia Marsh**, New York Post
- **Giovanni Ruggiero**, Open



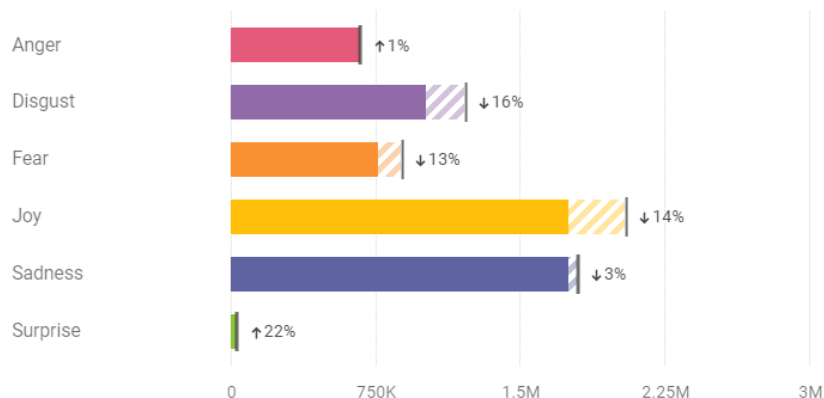
# SOCIAL MEDIA INSIGHTS

- Social media volume has continued to fall overall. Conversations have shifted to focus on COVID-19 cases being reported and measures put in place to help prevent further spreading.
- The emotion of surprise saw the highest increase due to the public reacting to government guidelines continually being updated, seeing how others have stepped up to help and new statistics coming out over the high infection and death rates.
- Conversation in and about New York continues to increase with news about new hospital bed plans, the death toll and a USNS ship arriving to New York.

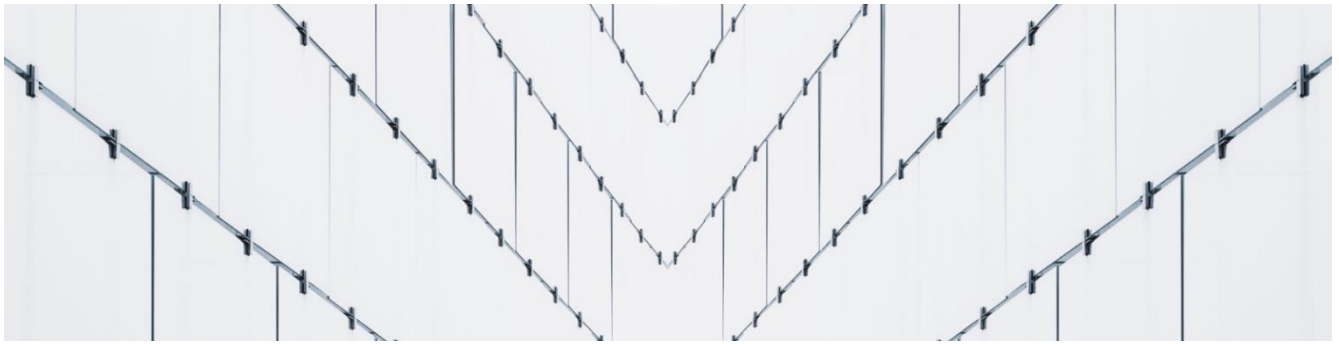
ONLINE EARNED MEDIA PLACEMENTS VS. SOCIAL MENTION VOLUME



SOCIAL MENTIONS BY EMOTION (CHANGE VS PREVIOUS 4 DAYS)







## SOCIAL MEDIA INSIGHTS

### TOP HASHTAGS

- + #Covid19
- + #Coronavirus
- + #covid\_19
- + #stayhomesavelives
- + #stayhome

### MOST MENTIONED TWEETERS

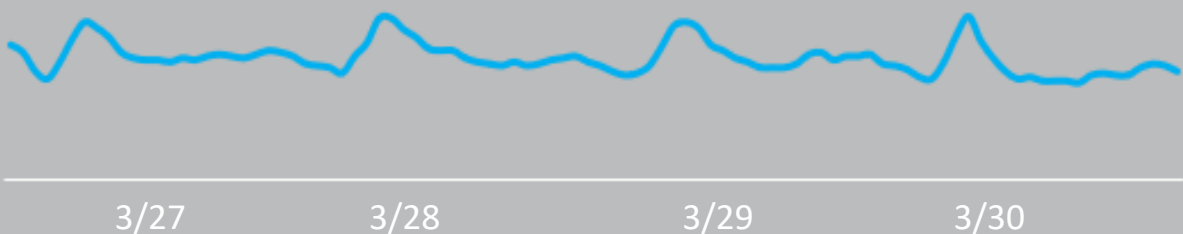
- + @Realdonaldtrump
- + @moreki\_mo
- + @cnn
- + @joe Biden
- + @realcandaceo

### TOP EMOJIS



## SEARCH INSIGHTS

### GOOGLE SEARCH INTEREST IN CORONAVIRUS



### TOP 5 SEARCHED QUESTIONS FOR PAST DAY

- + Who is John Prine?
- + When will stimulus checks be sent out in 2020?
- + What time does stock market open?
- + When will social distancing end?
- + Who gets stimulus checks?

### TOP 5 TRENDING SEARCH QUERIES FOR PAST DAY

- + Families first coronavirus response act
- + Famous people with coronavirus
- + Celebrities with coronavirus
- + Maryland coronavirus update
- + Virginia coronavirus update

# INDUSTRY INSIGHTS

The following insights are provided by Allison+Partners' strategists across multiple practice disciplines and geographies. Email questions to: [covid19insights@allisonpr.com](mailto:covid19insights@allisonpr.com)

## ANALYST RELATIONS INSIGHTS

- Chief Information Security Officers have shifted priorities, postponing big projects indefinitely, focusing their energy on securing remote workers and looking for “quick wins” where they can find and patch holes as quickly as possible. While CISO's budgets have not been cut, they are not able to do a lot of shopping and are looking to trusted partners to get things done quickly. This creates opportunity for vendors that have invested in nurturing client relationships and can partner with their customers to identify new ways to deploy technology to solve problems.

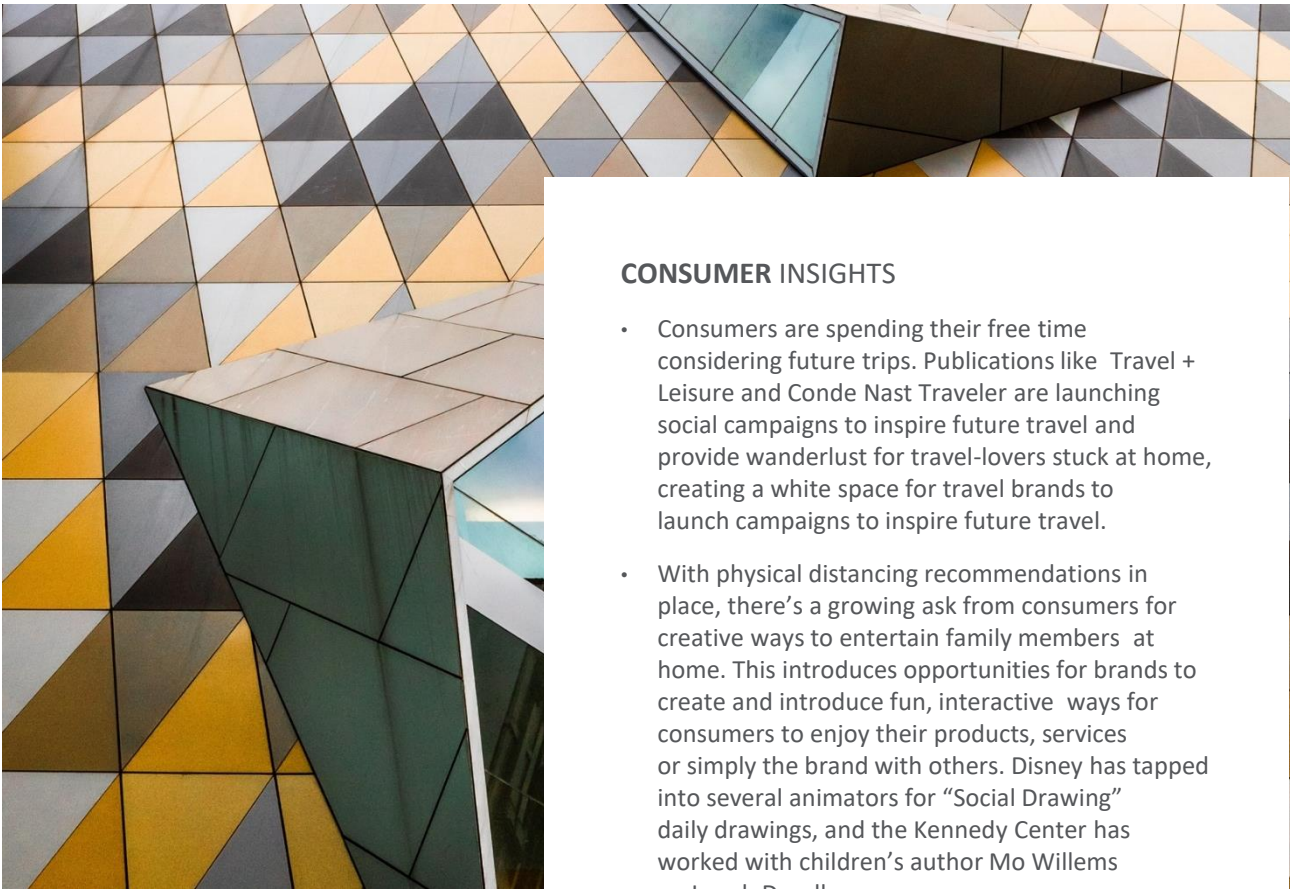
## AUTOMOTIVE INSIGHTS

- Dealerships are tapping into their service departments to create mobile teams to support repairs at customers' homes and increase revenue. GM is testing a new home delivery service for new car orders which helps decrease trips to the car dealership, as brands consider testing new ideas and programs to engage audiences meaningfully and rebuild revenue momentum.
- Recommendations to work and stay at home is a one of the reasons why air quality has improved so dramatically, with millions of cars temporarily off the road. This is an opportunity to educate consumers on the environmental benefits of environment-friendly transportation options.

## B2B INSIGHTS

- Now is the cloud's big moment and cloud providers are expected to emerge as a bright spot in terms of growth during this COVID-19 storm. As the U.S. workforce adjusts to a new, more remote norm, cloud services have thus far proven to successfully handle the exponential increase in demand. Stories and data about impact should be monitored for marketing communications efforts.





## CONSUMER INSIGHTS

- Consumers are spending their free time considering future trips. Publications like Travel + Leisure and Conde Nast Traveler are launching social campaigns to inspire future travel and provide wanderlust for travel-lovers stuck at home, creating a white space for travel brands to launch campaigns to inspire future travel.
- With physical distancing recommendations in place, there's a growing ask from consumers for creative ways to entertain family members at home. This introduces opportunities for brands to create and introduce fun, interactive ways for consumers to enjoy their products, services or simply the brand with others. Disney has tapped into several animators for "Social Drawing" daily drawings, and the Kennedy Center has worked with children's author Mo Willems on Lunch Doodles.
- Consumer print publications are taking on a different process given the current state of the fashion and retail industry. Product and shopping pages will still exist but likely with a charitable spin. Noting that logistics have been altered, retail and fashion brands should consider leveraging current imagery to gain space in editorial while focusing on the good that the brand can bring to consumers.
- In these times of uncertainty, hearing news directly from company leaders, whether good or bad, helps to humanize brands and cement relationships with their customers.

## CONSUMER TECHNOLOGY INSIGHTS

- As consumers prepare for the long-haul and learn to live with a projected period of discomfort, uncertainty reigns. People are looking for good news everywhere, whether that be sidewalk chalk drawings, celebrity missives, or brands truly doing what they can to contribute to relief efforts. It is important to contribute if brands have something authentic to add; but do it for the right reasons, not the recognition.





## CONTENT MARKETING INSIGHTS

- CEOs have increased their video and written communications to stakeholders, and U.S. consumers are responding positively. A majority (61%) of consumers indicate CEOs can demonstrate responsible corporate actions by highlighting benefits to employees during these trying times. Other key messages include efforts to protect consumers, commitment to company mission and efforts to implement healthcare guidelines. In addition to these messages, brands should look at their leadership team to determine who else can reinforce messages to customers, employees and key stakeholder groups.
- Tread lightly with overly promotional or humorous messages. Long-term risks to brand health may outweigh short-term business opportunities. Keep in mind that the healthcare and economic conditions for most consumers will get worse before they get improve. Brands should consider the value their product or service provides to consumers as well as the geography of their customer base when developing messages. Small segmented tests are prudent to test the waters.

## CORPORATE INSIGHTS

- As corporate clients are coming to grips with the effects Coronavirus will have on the US and Europe, they are starting to understand that an even greater potential disaster looms in countries and regions that are less well-equipped to deal with the pandemic than the G-8. Corporations will be pressed to understand what they can and should do in the effort to save the rest of the world even as their own home countries reel from the full effects of the crisis.
- The real estate market in the US and Europe looks set for a post-crisis realignment. The pandemic is demonstrating that value of co-locating employees in knowledge-based industries and professions has fallen in relation to both costs and risks. This hints at a



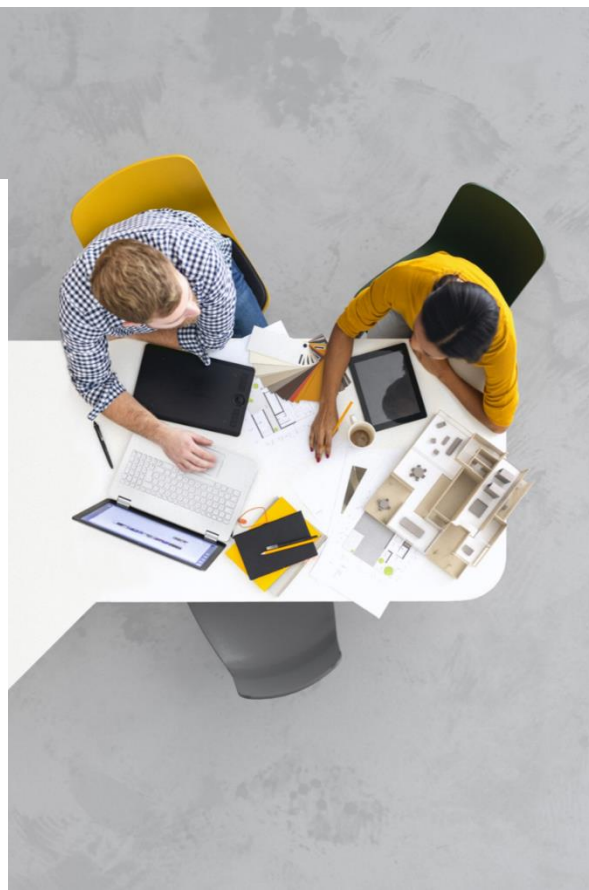


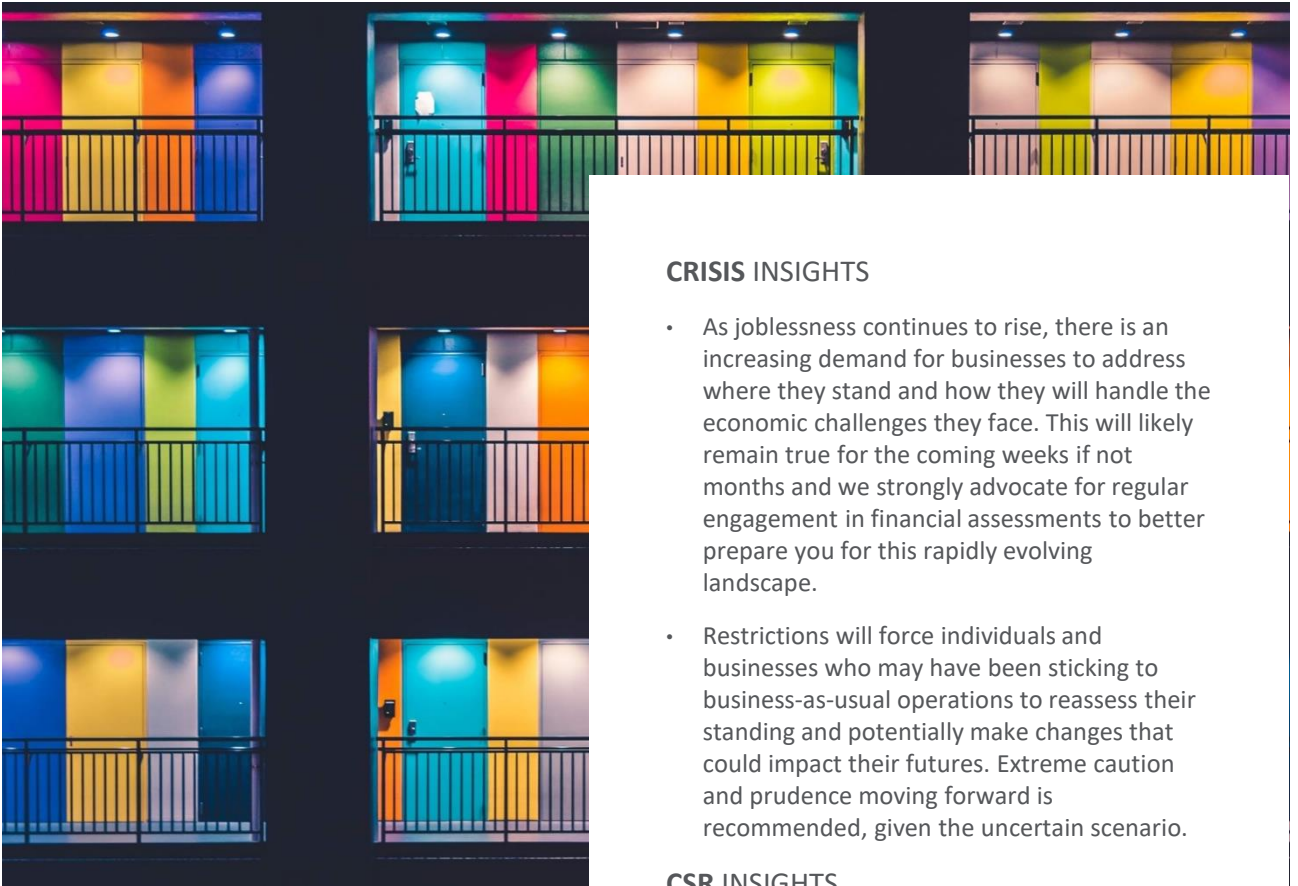
## CORPORATE INSIGHTS CONTINUED

- potential realignment in commercial real estate in favor of more distributed work. This will not mean the end of the office, but it will mean a reevaluation of its value.
- Internal communications is now starting to reach out to a new audience: furloughed employees. As companies deemed non-essential are compelled to send employees home, even putting them on furlough, sustaining their engagement with and commitment to the firm is of abiding importance, especially in skilled trades and professions. Executives are finding themselves on new ground and are seeking assistance in sustaining their corporate “families” and culture during the crisis.
- For all the corporate goodwill that is taking place, as COVID-19’s impact really starts to sink in corporate responses will matter even more, to customers, investors, employees, partners and communities. Corporate leaders will be tested and judged for how they communicate to these audiences.
- Corporations are still trying to understand how big the pandemic will become, when it will end, and how they will recover. It’s recommended there is an ongoing assessment of business and communications to understand the shifting circumstances and how to emerge from this crisis.

## CREATIVE INSIGHTS

- After Jure Tovrljan, a Slovenia-based creative director reimagined a series of the world’s most iconic logos as an experiment for the new age of social distancing, some brands have made actual changes to their logos, creating “social distancing” logos. While these logos can help promote education about physical distancing, brands must be careful that the execution doesn’t diminish the severity of what the world is going through right now.





## CRISIS INSIGHTS

- As joblessness continues to rise, there is an increasing demand for businesses to address where they stand and how they will handle the economic challenges they face. This will likely remain true for the coming weeks if not months and we strongly advocate for regular engagement in financial assessments to better prepare you for this rapidly evolving landscape.
- Restrictions will force individuals and businesses who may have been sticking to business-as-usual operations to reassess their standing and potentially make changes that could impact their futures. Extreme caution and prudence moving forward is recommended, given the uncertain scenario.

## CSR INSIGHTS

- Brands are making strides to reposition themselves to help make a difference, and sensitivity by marketers is more crucial than ever. As companies deliver their messages, it's not about sales or posturing now, it's about helping others and the best ones are using their platform right now. Brands and causes need leaders that are communicating authentically to motivate employees and consumer bases to come together and help those in need.

## DIGITAL/INFLUENCER INSIGHTS

- It is important for companies and influencers to “do the right thing” and stay at home during this global epidemic. Influencers are expected to be leaders in the social distancing movement, as well as the support for the medical staff who are keep people healthy. This is an opportunity for companies and brands to show their support for the medical community and recommended health and safety standards.





## DIGITAL/INFLUENCER INSIGHTS CONTINUED

- As expected, social media usage has skyrocketed, led by messaging and live streaming apps. As usual, it is recommended to be where the audience is, increasing communications through social media and influencer channels.

## EARNED MEDIA INSIGHTS (FOOD)

- Across food-focused outlets, content focused on cooking at home continues to reign supreme. The media is focused on showcasing a variety of recipes and tips for the home chef. Recipes are centered around comfort food, leveraging ingredients that are currently in season, and incorporating products that are shelf stable. Product roundups are focusing on food and beverage items that can be shipped to consumers including meat and coffee.

## REAL ESTATE INSIGHTS

- Commercial real estate media, particularly the trades and business outlets, are increasingly interested in stories about real estate owners offering rent deferments for retailers, small businesses, nonprofits and other tenants.
- Real estate media covering the AEC space are soliciting stories on how architects are working with healthcare organizations to design hospitals of the future in response to the COVID -19 health crisis.

## RESEARCH INSIGHTS

- According to a recent study by Nielsen, 80% of consumers in this market say that they will pay attention to eating healthy even after the pandemic is over. Consumers in Chinese Mainland are viewed as an example of how other consumer responses will play out as the pandemic progresses and this represent an opportunity for manufacturers, retailers, restaurants and food delivery to rethink their health offerings to meet the changing consumer demands.

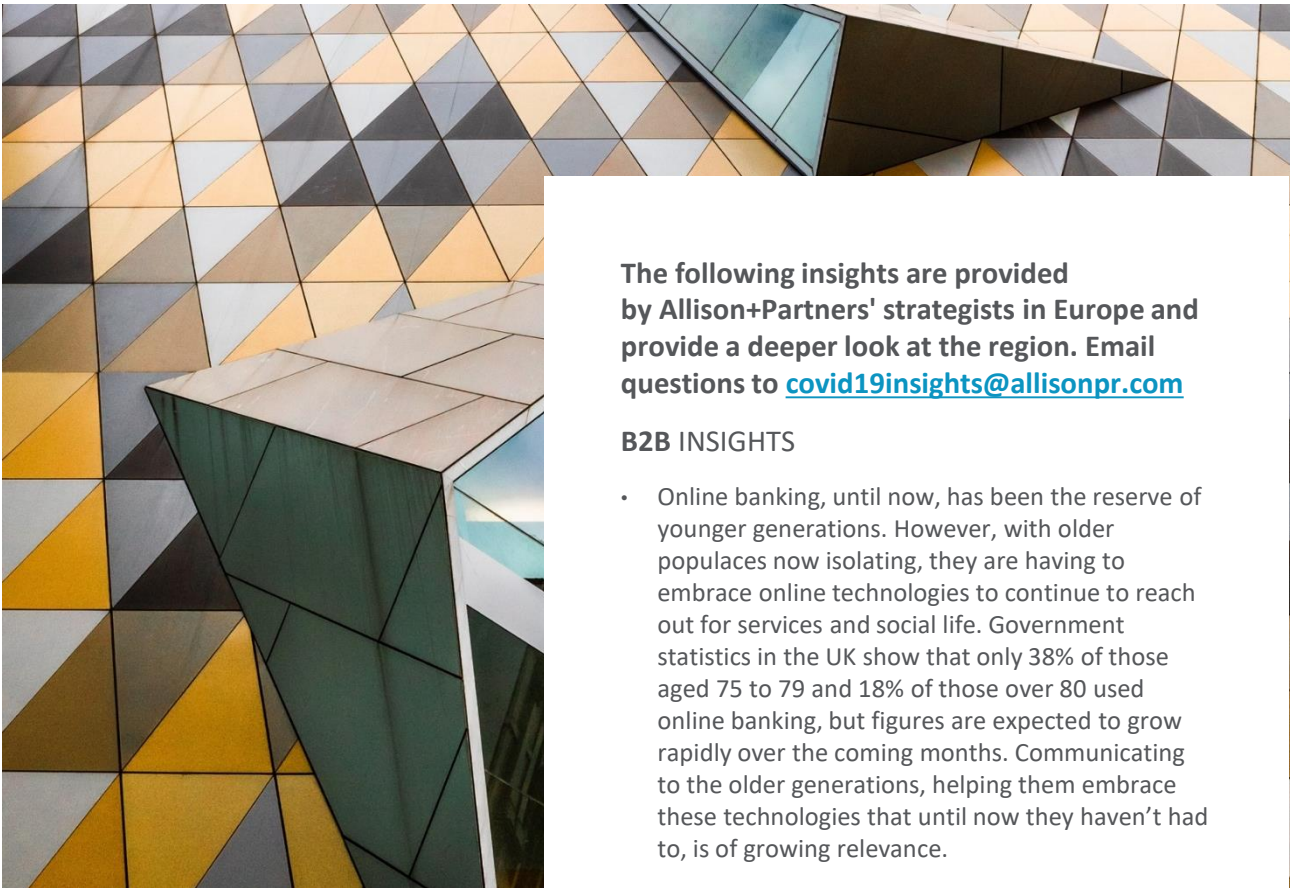




The background of the page is an abstract composition of numerous thin, glowing orange lines. These lines are arranged in a series of concentric, curved patterns that sweep across the frame, creating a sense of depth and movement. The lines are set against a dark, almost black, background, which makes the orange glow stand out prominently. The overall effect is reminiscent of a stylized, futuristic landscape or a complex, organic structure.

# INSIGHTS: EUROPE





The following insights are provided by Allison+Partners' strategists in Europe and provide a deeper look at the region. Email questions to [covid19insights@allisonpr.com](mailto:covid19insights@allisonpr.com)

## B2B INSIGHTS

- Online banking, until now, has been the reserve of younger generations. However, with older populaces now isolating, they are having to embrace online technologies to continue to reach out for services and social life. Government statistics in the UK show that only 38% of those aged 75 to 79 and 18% of those over 80 used online banking, but figures are expected to grow rapidly over the coming months. Communicating to the older generations, helping them embrace these technologies that until now they haven't had to, is of growing relevance.
- The viability of half of London's tech firms is now threatened. A survey of Tech London Advocates' network of 10,000 people showed that 49% believe the coronavirus crisis is a threat to their existence, and 53% are establishing business models for the next quarter focused on survival. Some 32% expect business to stagnate in that period. Larger established tech brands consider providing advice and guidelines on how to manage a business through tough times and which guide on which technologies genuinely has a longer-term future.
- A new role has been recently created within largest French companies, the Chief Coronavirus Officer (CCO). Focusing in the coordination and internal communications, the CCO has also a role to reassure against fake news circulating on social networks.

## CONSUMER INSIGHTS

- From entertaining your kids to meeting your friends online, more publications are running articles on top games you can play while social distancing. As an already popular way to



## CONSUMER INSIGHTS CONTINUED

- ...socialize online, more brands should consider in-game brand opportunities. There's plenty of potential billboard space in games like Fortnite.
- It is important for consumer brands to evaluate their offerings and how they can genuinely make a difference for those impacted by the coronavirus crisis. For example, hotels have been sheltering the homeless and domestic abuse victims and beauty brands donate hand creams to UK hospitals.

## INTEGRATED MARKETING

- As more and more brands react to the change in agenda with pivoted content and community initiatives, brands are moving on from quick turnaround, first reaction activities to a more mid-term campaign that has ongoing to their customers and communities.

## MEDIA INSIGHTS

- While there is still very close monitoring of the situation as it pertains to the virus, we are starting to see more positive stories that help drive morale, both in terms of superlatives, such as Britain's oldest man and woman celebrating their birthdays, as well as creative stories around how people are working from home. Other professionals including chefs, physical therapists and educators are also doing their part.
- Business decisions need to take the sensitivity of the public around "playing fair" into account. Businesses that might appear to be making use of state support or exemptions of commercial rent without an actual need are facing a backlash.
- Ongoing debate is expressed in the media between experts and politicians about loosening up the measures, with the German government under the spotlight to balance between economic interest and health protection.








# INSIGHTS: APAC



The following insights are provided by Allison+Partners' strategists in APAC and provide a deeper look at the region. Email questions to [covid19insights@allisonpr.com](mailto:covid19insights@allisonpr.com)

## B2B INSIGHTS

- Australian businesses are getting a glimpse at what is possible and may reconsider what their business and/or operating models will look like post-COVID-19. For example, some are reconsidering whether they really do need the massive overheads of large commercial office spaces when they can perhaps look at a hybrid, distributed model for the future. There is more certainty around the fact that we are facing a new reality post COVID-19. Adaptation is required to meet new customer demands such as introducing new 'click and collect' and delivery models.
  - Many businesses are using online systems for business collaboration and the most widely used platform include Zoom, Skype, Team, Webex, and Gotomeeting. Tencent's WeChat and Online meeting system are also popular in China. But growing concerns around confidentiality and data security are making some Chinese companies accelerate the development of proprietary platforms to ensure security. This will contribute to the long-term digital transformation, with more remote working even after the pandemic, which will also influence client servicing in the future.
  - India sees the start of a shift in conversation to post-lockdown and post-pandemic. Opinion from business leaders and companies from across sectors are being increasingly requested by editors. With companies in the country being able to shift their mandatory CSR expenditures towards assisting in COVID-19 relief efforts, leading businesses are actively contributing to the Prime Minister's relief funds as well as donating masks, food supplies, among other essentials.
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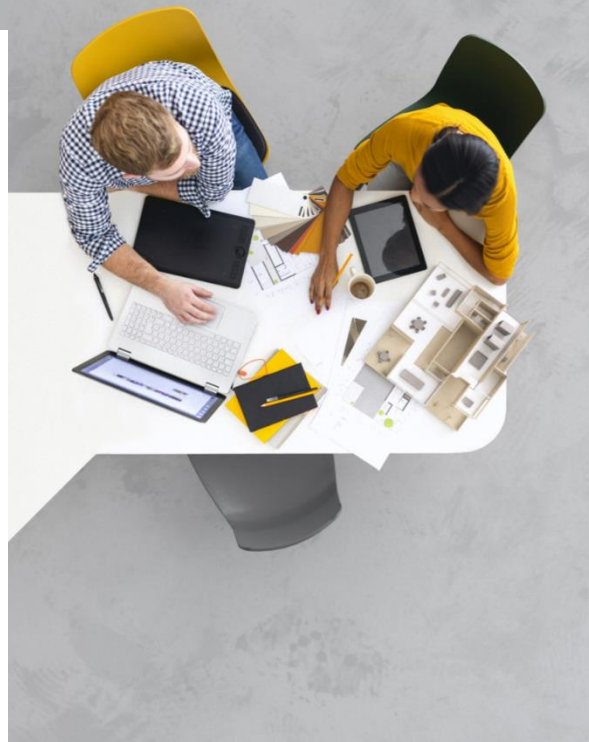


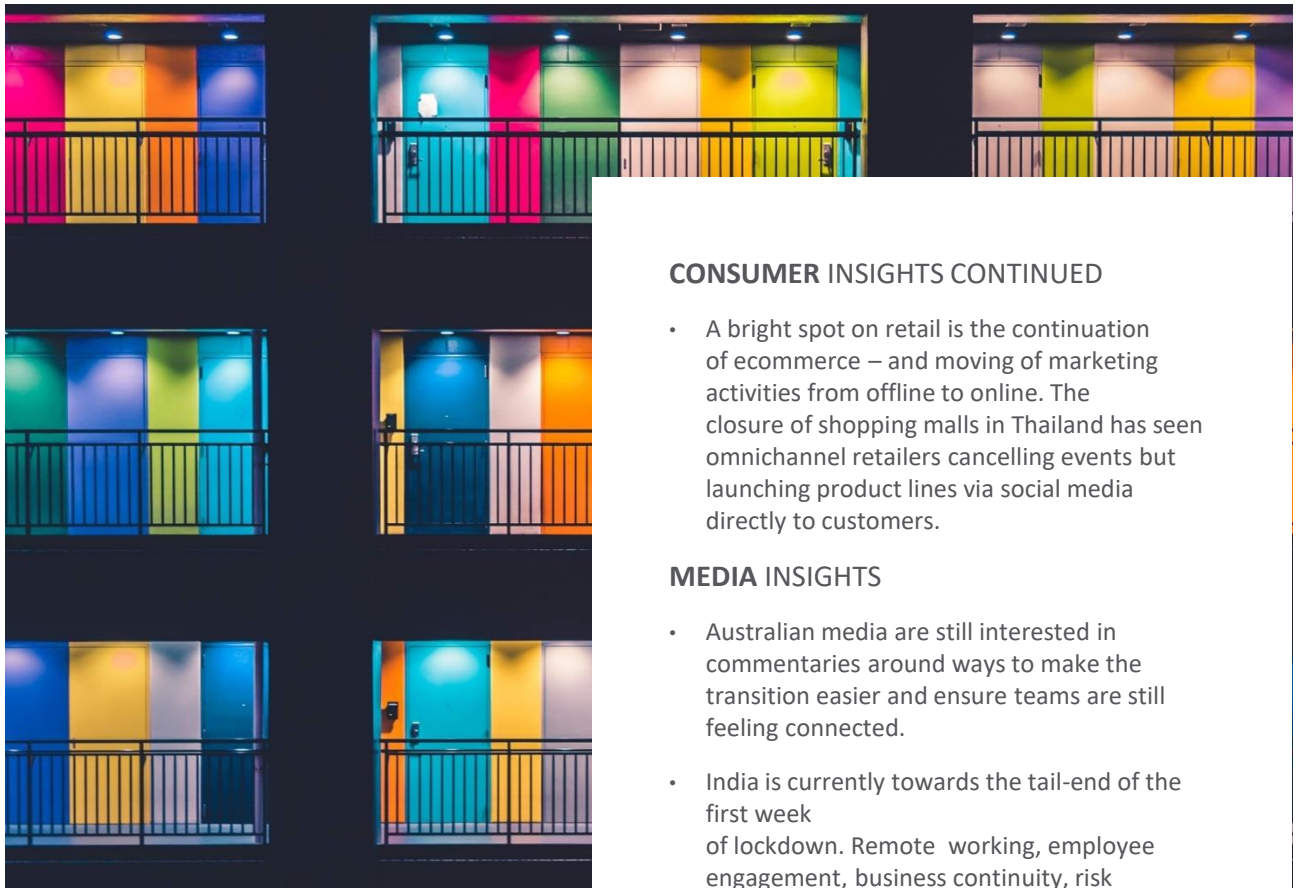
## B2B INSIGHTS CONTINUED

- Japan sees a lot of speculations in social media that the government will be declaring a state of emergency. However, it is business as usual in Japan, but press conferences are mostly held online and one-on-one interviews have been conducted via online meeting tools. There's been a focus on services for teleworking such as VDI, as well as security for teleworking and network. In line with cancellation of events, marketing budget are shifting to advertorials. Business editorial focus is work-from-home, impact on Olympics and economy, how organizations respond to this uncertain situation.
- To preserve jobs, the Singapore government is urging businesses to redeploy people who are now freed up, as some industries come to a standstill in business operations. Some companies have diversified from their core business by doing things such as creating inventions that could significantly extend the lifetime of masks, which are now facing a global shortage, and PC Peripheral Maker, Razer, will be producing surgical masks to fight the pandemic. Other companies can learn from these examples to prevent further job losses.

## CONSUMER INSIGHTS

- Social media platforms have been mandated by the Indian government to check the spread of misinformation, with most making useful content from WHO and other public advisories on their platform available. Stay-at-home campaigns continue to be the focus for many brands.
- With more Singaporeans unsure about travelling overseas, hotels are now enticing people by offering staycations to keep business afloat. Consumer brands are turning to livestreaming content on social media in a bid to keep customers engaged, while social distancing at home.





## CONSUMER INSIGHTS CONTINUED

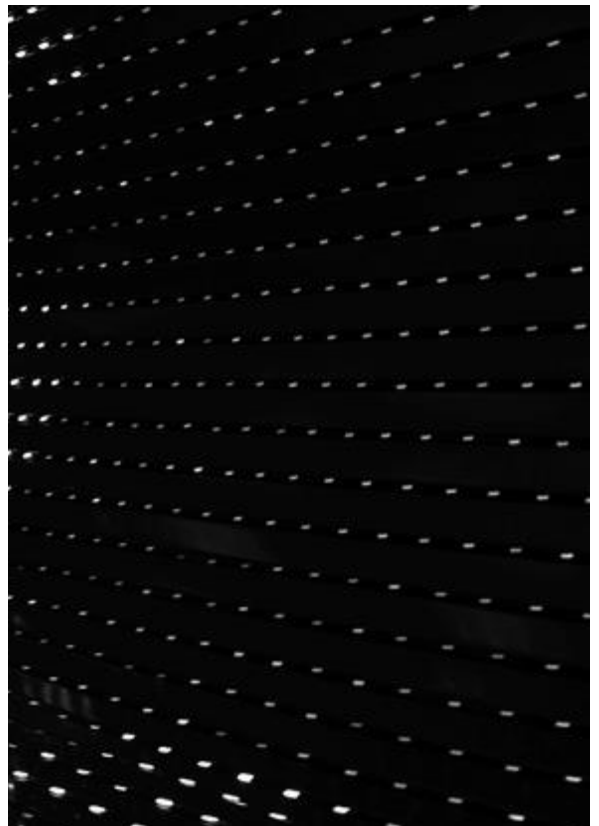
- A bright spot on retail is the continuation of ecommerce – and moving of marketing activities from offline to online. The closure of shopping malls in Thailand has seen omnichannel retailers cancelling events but launching product lines via social media directly to customers.

## MEDIA INSIGHTS

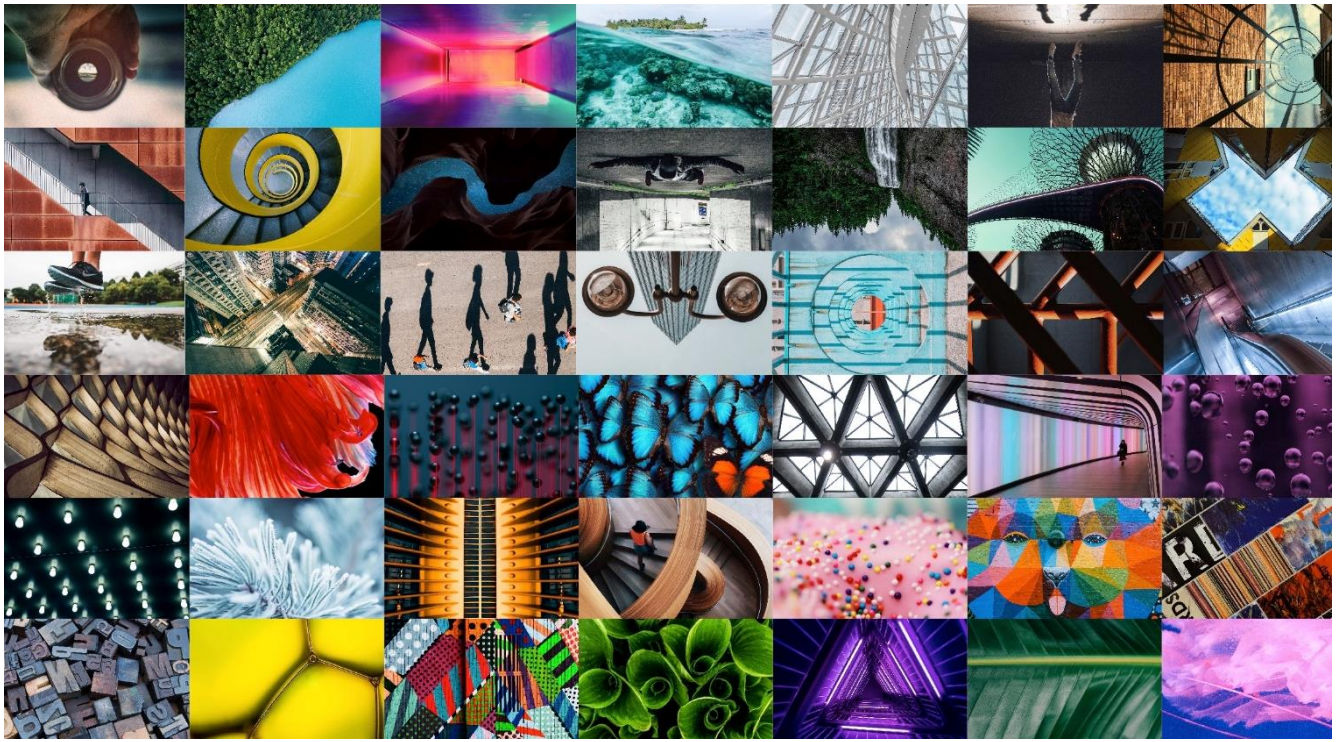
- Australian media are still interested in commentaries around ways to make the transition easier and ensure teams are still feeling connected.
- India is currently towards the tail-end of the first week of lockdown. Remote working, employee engagement, business continuity, risk mitigation and employee safety are some of the top editorial themes emerging. News outlets are looking for how companies are either making resources available from free cloud computing power to availability of productivity apps for remote workers.
- Japanese reporters are having difficulty adjusting their schedules due to Covid-19. Press events have been changed to an online format, and it is recommended that businesses change the format of gatherings to online meetings. Press releases and other distributions are well accepted as long as they remain relevant.
- Top tier news media in Korea have been generally covering global updates related to COVID-19 with the latest local government announcements on emergency disaster assistance for those suffering from economic damage and continued social distancing.
- With the pandemic, a range of important topics have resurfaced in Singapore, such as food security. The media are actively covering sources of food supplies locally and igniting industry conversations around this.

## MEDIA INSIGHTS CONTINUED

- Thai media is still dominated by coverage on Covid-19 and this has created timely opportunities for brands. Organizations who continue to earn media coverage were able to pitch stories relevant for the news agenda, from the launch of digital platforms that support remote working, to cold chain solutions for food safety.







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