RAND EQU



A look at what marketers, agencies and brands are doing in this time of crisis

Marketers have postponed or cancelled regular campaigns and films that would have been inappropriate to run in these times. Imagine scenes

of people in a crowded cafe or bar.

in buses and trains, people hugging,

kissing and feeding each other, in a time when social distance is critical to saving lives. (Now would also be a good time stop sending push SMSes to your customers about holiday offers that don't exist, for instance.)

But brands have launched pandemic themed films on television and digita channels using stock footage/images and user-

generated content, and produced these films from makeshift home-offices, given that many markets are under lockdown. Among the first to bolt out are Vivo, Asian Paints, Dettol, Tata Sky and ITC.

In India, TV consumption continued to spike in the 12th week of the current calendar, as reported

by television viewership measurement agency Broadcast Audience Research Council of India (BARC India). March 21 to 27 saw viewership surge 11% as compared to January 11 to 3. The average daily reach grew 62 million from 560 million to 622 million.

and 'Mahabharat' in the 90s As state-run Doordarshan

An Amul Bitter Chocolate ad that

launched reruns of epic TV shows Ramayan and Mahabharat, should

we also expect to see reruns of epic Indian advertising? Brand Equity asked marketers and adlanders and among their choices of classic ads they'd like to see again on the telly were Fevicol 'Bus', Hajmola 'Masterji', VIP 'Kal Bhi Aaj Bhi'. (Read more on etbrandequity.com.)

Moving Poetry - New York-based agency Droga5 created a film for Facebook that's both heartbreaking and full of hope. It features a spoken word track by British poet Kate Tempest and images of our new world.



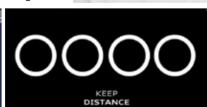
Please S T O P!



Social-distancing themed public service ads began with a Coca-Cola billboard in Times Square. Many brands followed with their own renditions. Some earned Likes, some failed for being too "gimmicky" and lacking originality.

While sportswear brands like Adidas are showing people how to stay fit in their homes, Burger King showed us how to make a quarantine burger

notification on price cap.



LE WHOPPER



LVMH, the world's largest luxury company, was one of the first companies to adapt its production line to make hand sanitizers for local hospitals and communities. Among the big and smaller alcoholic beverage companies producing sanitiser are Diageo, nheuser-Busch, Radico Khaitan, a brewery in Goa called Goa Brewing Co, and former Aussie cricketer Shane Warne's gin distillery, among many others.

FMCG and pharma companies pushed forward plans to launch hygiene products including sanitisers, includes Dabur, CalvinKare (in ₹1 sachets) and Zydus Wellness-owned Nycil. Leading sanitizer makers such as Hindustan Unilever (Lifebuoy). Reckitt Benckiser (Dettol), ITC (Savlon), Godrej and Dabur dropped prices of their brands by up to 70% in response to the government's

Luxury brands

PepsiCo's SVP and global chief design officer, Mauro Porcini shared a post that summed up the response of Italy's luxury brands to the Covid-19 crisis in one of the worst affected countries.

"A fun way to share the fact that most of the luxury Italian brands are converting their production lines to support the country in its most difficult moment since WW2... Oviously the products that they will produce won't be branded or expensive. It goes without saying, but let's just make it 100% clear. They are just making their lines available for the production of whah the country needs.

FIND ANOTHER COUNTRY IN THE WORLD WHERE THE HEALTHCARE DISPOSABLE COATS ARE MADE BY ARMANI AND PRADA, THE MASKS BY FENDI, GUCCI, VALENTINO AND FERRAGAMO, THE VENTILATORS BY FERRARI AND THE HAND SANITIZERS BY BULGARI

WE'RE IN THIS TOGETHER

In a special **Brand Equity** series, industry leaders from across the world share with us their Note of Purpose for colleagues. peers, clients, people and the new world.

By Priyanka Nair & Amit Bapna

t wouldn't be an exaggeration to say that, the virus Covid-19 has thrown everything in our daily lives up in the air. The pandemic is upending peoples' lives, society, companies, industries and countries. As the global calamity unfolds, brand owners are also nervous like never before. Though the biggest challenge is to remain afloat and ensure a secure future, companies have to face newer marketing hurdles too.

Today, marketers have no time to orchestrate carefully composed marketing campaigns. Instead, they are left with no option but to stay in real-time and perhaps for the first time in a long while, understand the true meaning of "purposeful brands".

But, people Brand Equity spoke to also believe that "now or never" is the time for brands to rethink and reimagine their roles in consumers' lives. Empathy is the need of the hour. Acts need to replace ads. Most importantly, pandemic-themed advertising "gimmicks" need to be thrown down the shoot. "Being helpful" is all that businesses need to do.

In this special Brand Equity series called 'We're In This Together', we hear from global marketers about leadership in these



Madonna **BADGER** FOUNDER/CCO, BADGER & WINTERS

This is the perfect time to pause and consider your brand's positioning going forward, to create a fresh vision of the future. But brands should remember to avoid the opportunistic ploy.

Mark READ CEO. WPP GROUP

is one that and the Media

Experts.

DAVID

Our industry understands human behaviour and emotions; we know what makes us tick, and why it does. There's no better time to put that insight and expertise to work via the Innovators, Creative

FOUNDER, FEARLESS

Big ideas require big thinkers. Ad agencies used to be full of them. But not anymore. Thanks to downsizing and ageism, there are as many smart people outside of agencies as there are in them.

Vikas **MEHTA** CEO, OGILVY AFRICA

We could reset a new purpose for humanity that's beyond the industrial revolutions and towards a human revolution in solving other human challenges.

Michael MOSZYNSKI CEO LONDON ADVERTISINO

priyanka.nair@timesgroup.com

Now is the time for audacity and creativity to prepare innovative plans so that when the medics tell the world it is safe to travel, we can help give consumers the confidence to

Jonathan MILDENHALL CEO, TWENTYFIRSTCENTURYBRAND

As we lean into this new world, let us redefine ROI and think not about our return on 'investment' but more about our return on integrity. If we act with absolute integrity, we will be rewarded

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LOCHAN CO-CEO, VMLY&RASIA

Tripti

The brands with the power to make a difference but are staving quiet. those are the brands that can increasingly use their voice for the better. This isn't a time to be afraid of acting.

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At a time like this, it becomes incumbent on the leaders to be like the energiser bunny: still banging the drum long Protect teamafter the others have toppled over. And to do this, it is imperative to look after your own mental health as much as that of your

DONOVAN PRESIDENT TRWA\ASIA

This is not the time for either/ or leadership. but the time to drive the agenda for AND mates physically AND do what's needed to protect their livelihoods. Focus on baseline delivery AND innovation in products and services



KNOW Your role

BE Best

A masterpiece of moment marketing

In a campaign that imparts art education and entertains the public in self-isolation, Getty Museum in LA is inviting people to recreate works of art at home. Responses so far would impress the original creators and artists, and perhaps have them somersaulting in their graves





A GLOBAL BRIEF AND **SCREENSAVER**

In a 19-page document, the UN announced its first-ever "open brief to creatives everywhere" that aims to support the World Health Organization (WHO) with campaigns to raise health and hygiene awareness, to promote social-distancing, to tackle misinformation, and more, in media from print and radio to social media. "You have the power to change the world." the brief states. "We need help translating critical public-health messages - not just into different languages - but into different cultures, communities and platforms reaching everyone, everywhere.

Bizarrely, an online petition that was reportedly started by a group at a large holding company is calling for all major awards to ban COVIDrelated ads. "Because this is not an ad," says the introduction on CannesWeNot.com. "It's not the Super Bowl, or a new holiday." Given the state of the world, and if awards like Cannes Lions do take place next year (2020 events are cancelled) then petitioners should account for a lot of banned ads.

Meanwhile, the famous Palais in Cannes. France where the biggest ad fest is held is currently being used to house the homeless.

A London-based creative team has created Covid-19 screensavers to remind users to wash their hands and disinfect their screens every time they unlock their phone, which is very often.

Morale & Spirits WHAT AGENCIES ARE DOING TO KEEP EMPLOYEES HAPPY AND BATTLE-READY.

Fitness contests, wellness initiatives, informal and interactive Zoom sessions, recreating coffee-break chats and house parties in the virtual world, help people bond and feel connected.

Though these can never replace in-person social interactions, initiatives like these do

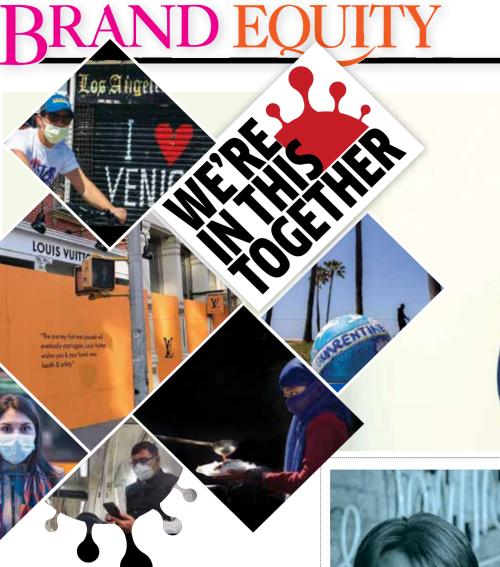
help people feel less isolated. Many agencies like Ogilvy and BBH have also released documents and briefings on marketing in the time of COVID-19. BBH's is on how brands stay trading, stay helpful and

emerge strong.

"David Ogilvy never wrote anything in the office. "Too many distractions," he explained. Eventually he even adopted the practice of working from home permanently. Admittedly the home was

a 50-roomed 12th Century Chateau on the banks of the Vienne, but my point still stands: in an ideas business, location

needn't matter much" Rory Sutherland is Vice-Chairman of Ogilvy in the UK



Jonathan Mildenhall, CEO of TwentyFirstCenturyBrand, who was the former CMO of AirBnB and senior executive at Coca-Cola, urges brands to use the most powerful currency of humankind to remain

he world is bat-shit-crazy right now. We are all terrified for our health. We are all anxious about our financial security. We are all exhausted through inactivity and working from home. We are all lonely, even those who live with others feel isolated and for the people who live on their own, the feelings of disconnection have never been greater. We have all become addicted to the relentless news cycle of doom but we are all distrusting of government leaders who make up the majority of the news we consume. We are all angry, why are countries outside of China taking so long to get this under control?

The feelings I describe are universally felt and this is the first time in a generation that the world feels united in fear and

Listen to real fears and real needs'

connected.



I say all this not to wallow in what's wrong but to paint a picture of the opportunity that we, the marketing, advertising, brand, and creative communities have. We can, and must, lift the world's spirits up through purpose-driven actions that demonstrate broadbased generosity and deep human understanding. As an industry, we know how to use the most powerful currency of humankind. No, I am not talking about the rupee, the dollar or the pound, I am talking about the story. Brands must embrace both the power of purposeful storytelling and responsibility they have to ensure they are actively meeting the real needs of the communities they

Now is not the time to manufacture marketingmade needs promoted through superficial or sensational marketing campaigns. Far from it. now is the time to listen to the real needs and the real fears of our people and evidence our preparedness to respond with both

actions that soothe and stories that inspire. As we lean into this new world let is redefine ROI and think not about our return on 'investment' but more about our return on integrity. If we act with absolute integrity then I have zero doubt that we will be rewarded with absolute lovalty

After all, it is my belief that brands can, and will, in the words of Michael Jackson, heal the world for you and for me and the entire human race.

I cannot believe I'm saying this... In light of the above, the one thing that brands MUST NOT DO is see the pandemic as a marketing opportunity. Although it really pains me to call this out, Coca-Cola's Times Square outdoor ad is riddled with opportunistic gimmickry. After the seven years, I spent crafting the social sensitivity of that iconic brand, believe me. nothing hurts me more than having to write this.

Create a fresh vision of the future

hope and light in this moment of uncertainty. t's terrifying to be in a time that is so unknown and makes a lot of people, including me feel out of control. As we come together as a planet to be of service to

our families and friends, fellow

companies we work for, it is time to take stock of the work we do and the value we create. As brand communicators

employees and

with megaphones that can reach around the world, we must rise to the occasion to offer clear messages of fact, hope and even

light in this moment of uncertainty. Think clearly about what positive

purpose as marketers should

A leading lady of global advertising, Madonna Badger, founder/CCO, Badger & Winters, says that brand communicators must offer clear messages of fact,

> role your brand can play in this uncertain moment More than ever, people are

be to offer hope with a dose of inspiration. But these messages across all media have to recognize the times we are in, and the hope for healing, the hope to rise and overcome the illness itself as well as its many facets of stress, anxiety, loss of income, and worry about the

This is the perfect time to pause and consider your brand's positioning going forward, to create a fresh vision of the future. We must remember that brands are created

by the people that work for them, the marketers and agencies as well. So just as it is hard to connect to someone who is self-centred or overly opinionated or has low selfesteem or seems to blank out on what's happening, so it is for Brands' messaging to the consumers they want to reach

While brands should seek to be realistic and optimistic in tone, they should also avoid the opportunistic ploy. Brands cannot be seen as profiteering in any way. If you are not helping the situation, then wait until life improves to return to business as normal. So too the saccharine approach. Consumers will see through inauthentic, needy, self-centred messaging. Avoid it at

Michael Moszynski. CEO, London Advertising, who has long been working with travel and tourism brands, says it's time to gain consumer confidence.

n the immortal words of Lance Corporal Jones in Dad's Army "Don't panic! Don't panic!! DON'T PANIC!!!'. I am CEO of LONDON Advertising, a global agency which has a large proportion of its clients in the travel and tourism industry. which globally accounts for \$9.5tr (10% of global GDP)

Advertising and travel are the 'perfect storm' as they are the two industries which are hit first and hardest whenever there is a global crisis. But however dark it is before the dawn; we can take solace in having been here

> before. We as an agency have helped travel clients across the globe recover after Lockerbie, The Gulf War, 9/11, Sars and the 2008 financial crash. What is

clear from our experience is that if a business plans well in advance of the recovery they can help not only accelerate the return of business to the sector but also secure a higher market share in the process.

In 1991, after allied forces defeated Saddam, travellers were petrified that Iraq would start blowing up aircraft in retaliation, so overnight the world

stopped flying. I helped my client, British Airways, launch The World's Biggest Offer in total secrecy in 68 countries. Every seat, on every BA plane on one day was given away for free. People stopped worrying about flying and started worrying which destination to enter in the prize draw. Within four months BA's flight numbers were back to normal and the airline secured a 2.8% increase in market share. We also generated a database of

5.7m potential flyers. In 2001, we were commissioned by the US Government to restore visitors to America after 9/11 which, let's be frank, was not the best ad for getting on a plane. My creative partner leveraged existing imagery of Americana people already knew from the movies with a simple and powerful call to action: "You've seen the film, now visit the set." Not only did the campaign help restore visitor numbers, it generated a worldbeating \$80 increased visitor spend per \$1 of ad spend.

So, my message is this: we can sit around and cry in our soup or we can do something about it. Now is the time for audacity and creativity to prepare innovative plans so that when the medics tell the world it is safe to travel, we can help give consumers the confidence to do so.

The right information and right

us through

messages are critical in these challenging

times. Our work matters more than ever.

resilience, expertise and creativity to see

In challenging times like this, how brands

respond is especially significant. This is a

time for companies to demonstrate how

they are working beyond profits to stay

close to their customers and fulfil their

communications and the right actions will

societal roles in a wider community.

The wrong communications and the

wrong actions will be remembered

by consumers, just as the right

be remembered - and rewarded.

and I know I can count on our people's



According to Vikas Mehta, chief executive officer, Ogilvy Africa, now is not the time to be opportunistic and focusing on gaining market share, it is all about building the trust.

usiness as usual (BAU), usually puts the spotlight on the day-to-day. It often gets you lost in the white noise of the urgent and makes one overlook the important. What we are experiencing today, is Business Unusual. These are unique moments of clarity where you can look past the 'how' and the 'what' and go back to thinking about 'why'.

Why we do what we do, is both the most important, and the most ignored aspect of who we are. While a part of every CEO is thinking about ways to keep the lights on for business under the circumstances, there's a part that's pondering over the purpose

Today we face a challenge, not as a business, or an industry, region or nation; but as humanity. It is forcing us to look past the traditional barriers that divide us, and come together as a race, to defeat this pandemic. This ability to come together could set the framework we need to solve so many other challenges that face us. We could reset a new purpose for humanity that's beyond the industrial revolutions and towards a human revolution in solving other human challenges.

To my industry - the persuaders - there will be a time and place to think about mitigating the business impact of this scenario, which is imminent by the way, but now is not that time.

In normal times, we're asked to use our skills to do things like persuading people to choose detergent A over detergent B. This is a great time to remind ourselves about the importance of what we are persuading people for. Let's use our persuasive skills to create positive social impact. Now is the time to use those skills to persuade people to stay safe, stay home, practice precautions, isolate etc. Create ideas that bring about mindset and behaviour change – of a good kind. I'd encourage our industry to look past doing these things just in the awards season and partners governments, NGOs and other social entities help multiply the

social impact through creativity. For marketers – you know this already, but here's a reminder. Now is not the time to be opportunistic and focusing on gaining market share; even if you sell a hand sanitizer. **It's a time to** build trust. It's a time when actions are far more important than words. It's a time to earn empathy and love, by not just saying you care but by showing it. If you commit to serving people even better in times like this, your brand will come out far stronger on the other side. You've always had a brand philosophy on PowerPoint. Now is the time to live that philosophy in the real world. It's a time to champion initiatives that help (the people).

I saw a great example a couple of days ago in Kenya. When an entire nation is trying to work from home, it puts tremendous pressure on the internet connectivity as the demand for bandwidth balloons exponentially. Kenya has solved the problem using balloons. The country has signed an agreement to allow Google Loon balloons to access the Kenyan airspace to enhance 4G network coverage. A simple partnership between the government, a local telco and Alphabet Inc., coming together to help schools, hospitals, businesses and remote areas, all stay connected in these trying times.

'Stay closer to your consumers'

Mark Read, CEO, WPP Group, tells us what he is doing to keep business going in tough times.

'We can sit around and cry in our

soup or we can do

something about it'

o friends, colleagues and peers in the industry,

As the world faces an unprecedented challenge, it is clear that there are many things common to all of us. Each of our lives has been touched by Covid-19 and, as the Indian government takes critical measures to protect people's health, it is important that we remember we are not alone in this.

More than ever, we need to pull together - as colleagues, as agencies and as an industry. As we adapt to a new way of working and living at home, we need to stay connected to our colleagues and inspired to keep doing great work for our clients.

We are all finding new connections and new wavs of connecting. I've been spending as much time as I can speak with colleagues and clients through a multitude of channels, from phone to video calls. teams chats and webcasts.

In India, our country manager Srini (CVL Srinivas) hosted a call with over 50 agency and HR leaders to discuss best approaches to remote working and new ways to work with colleagues and clients. Our teams have spontaneously created office huddles, chat groups and virtual talks.

Looking around, I see countless examples of how our people are pouring their energy and resourcefulness into supporting their clients and doing what they can to assist governments and

international organisations.

Our clients are putting their social responsibilities first, too, whether it's Unilever supporting global and local authorities by donating hygiene products, Google launching an educational website and resources for parents homeschooling their children, LVMH switching to hand sanitiser production, Facebook's \$100 million programme to support small businesses, or Ford easing payments on

new vehicles. As I speak to the chief executives and chief marketing officers of our largest clients. I am ever-more convinced of the value of our industry and the role that we can play, not just in limiting the spread of the virus, but in helping society get back

to work once we are out the other side. Our industry is one that understands human behaviour and emotions; we know what makes us tick, and why it does. There's no better time to put that insight

and expertise to work We have innovators who create new products, technology solutions and new ways of helping customers. Creatives who generate ideas and communications that engage people in the right way with the right tone at a troubled time. Public-relations experts who help CEOs to navigate the crisis, with excellent advice on how to communicate with their people, investors and customers. Media experts who know the best way to reach people, not just on social media, but

Tripti Lochan, co-CEO, VMLY&R Asia, believes, now is the chance for brands to grow and upskill.

he world as we know it is changing. A decade from now, humanity will look back at 2020 as an inflection point, and it's up to us right now to influence which way things go. Over the last few weeks there are a few key ideas and thoughts I remind myself of each day - ways of working and ways of being - to not just cope, but thrive in this new world.

Human connection is important, even in times of social distancing. At the very beginning of this pandemic, we did a virtual brainstorm at VMLY&R focused on how to make remote working more productive, and more human. The outcome of this has led to an internal Remote Working Guide, that includes everything from meeting etiquette to enhancing collaborative outputs, virtual stand-ups and knowledge sharing. There are some things there which

I had to remind myself of initially, like using video calls wherever possible, but over the last few days it has become a habit and I find it avoids so much miscommunication when you can see someone as well as hear them. We also encourage 5 minutes of "watercooler chat" when virtual meetings first begin, to mimic in-person meeting environments, pre-

also through so-called

newspapers and radio –

"legacy" media such as TV,

'It's a pandemic, not a brief'

read agendas so that everyone is on the same page and block short breaks on our calendars through the day to stretch our legs and walk around. Working remotely and staying home are going to be the new normal for the coming

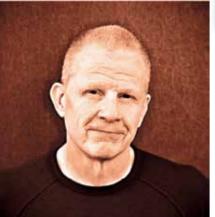
days, and it's best we all learn to adapt now. It's a pandemic, not a brief. I think this one is important for brands to keep in mind. The ones who are successful now and who will survive this economic downturn are the brands who keep their consumers, not their profit, at heart. When the world has come to a standstill and people are missing social interaction, brands can step in to provide that connection with purpose. We've seen numerous examples of brands creating service-driven initiatives from retail outlets converting factories into manufacturing plants for medical uniforms and supplies to online collaborative platforms offering free subscriptions to help remote working - these brands, that connect people with each other, are the ones that will continue to live in their lives long after Covid-19.

We're seeing a lot of stories circulating about brands that haven't taken cultural sensitivities into account over the last few weeks. Influencers posting vacation photos while they should be

staying home, brands promoting luxury product while we're on the brink of economic recession – it goes without saying that humanity comes first and brands should not be opportunistic during However, what I feel enough people aren't

talking about is the brands who aren't doing anything. The brands with the power to make a difference but are staying quiet, those are the brands I'd like to see use their voice for the better. This isn't a time to be afraid of acting, <u>especially if you have earned the right to speak</u> in your arena. Over the last few days, there have been some great examples of marketers not afraid to speak out but for genuine reasons rather than selling gimmicks, and those are the brands we should applaud - Lush, who has turned shop windows in the UK into handwashing stations, Coca Cola with their socially distanced Times Square placement. Nike with their latest "play inside" ad -more influential brands need to take a stand.

RAND EQUI



Find the currency of survival

Ian David, founder of Fearless. the agency that believes in ageless creativity, writes about why big ideas require big not brand purpose - that's doing the right thing. thinkers during

tough times.

onesty is the watchword for me. For years brands have been wittering on about authenticity and brand purpose, yet here we are in the midst of an existential crisis, and almost all of them have come up empty. Yes, the likes of Apple and Levi's have guaranteed wages and benefits, but that's

When the all-clear sounds. there's going to be a lot of brands

with a mountain climb and a reduced budget with which to do it.

The answer? Restore the primacy of the big idea to the creative process. Not second behind data, or third behind analytics, but number one.

Big ideas require big thinkers. Ad agencies used to be full of them. But not anymore. Thanks to downsizing and ageism, there are as many smart people outside of agencies as there are in them.

As the hig shops try to adjust to working remotely for the not inconsiderable future, the big work hack might be to realize that freelance networks afford the savvy CMO with a genuine alternative to the slow-moving multi-national dinosaur.

Impactful ideas are about to become the currency of survival. A creative network of flexible, ageless talent will be a great resource to turn to when the time comes to reset and start anew.

Tips & Tricks of WORK-FROM-HOME

WE'RE IN THIS TOGETHER

TRIPTI LOCHAN: Create a specific, designated workspace, and try not to work from the bed or couch! Your mind recognizes different spaces and associates them with certain activities, so this will help you be productive in your workspace but give your mind a rest when you go to bed!





Stick to a routine - shower in the morning, wear real clothes (not pyjamas!) make your coffee, settle down to work. Take a break at lunch, even take a short walk around your garden or up and down the corridor of your apartment building in the morning and evening to replicate "going" and "coming" from work. It's important to create a routine even if

Get everything you need together in the morning, before you settle down at your workspace. You wouldn't come and go from the office 20 times looking for a charger, then a hair tie, a pen, glass of water, etc. These would all be at your desk, or in your bag, before you start the day. Switching focus between the work you're doing and the glass of water at your bedside makes it harder to concentrate.

MADONNA BADGER: A routine helps me, so I am not in my pyjamas all day. Meditating and prayer help lift my spirits. Staying connected via Facetime, Google Hangouts, Zoom, etc. help with not feeling lonely. I have heard of a dance party every Thursday via Instagram Live which is so fun. Having the technology, we do is such a blessing to stay connected.



you aren't actually leaving the house

VIKAS MEHTA: Being in multi-country roles, working with remote teams has been long normalized for some of us over the years. Isolation, however, is the new one. Given one is unable to socialize physically for some time, it's important to spend time with people, without an agenda. At Ogilvy Africa, we are starting to host virtual get-togethers for our teams over BlueJeans calls. Our social media team recently held a full-blown virtual party with over 50 colleagues from seven countries in attendance, all sitting in their living rooms alone, having a good time together.

'Learn to fly when the weather is bad'

Chris Hirst, global CEO, Havas Creative, says ensuring mental-wellbeing should be a priority in these tough times.

LEARNING TO FLY WHEN THE WEATHER IS BAD

Nobody can see the future; everybody is building on what feels like shifting sands. But the danger this poses to the leader is that the greater the uncertainty, the greater the inertia. It's like becoming a pilot at the end of a runway waiting for the clouds to lift so that you can take-off. Unfortunately for today's leaders, this fog is going to last a while - so we must learn to fly when the weather is bad.

TAKE TIME FOR YOURSELF TOO

At a time like this, it becomes incumbent on us as leaders to be like the energiser bunny; still banging the drum long after the others have toppled over. In order to be able to do this, it is imperative to look after vour own mental health as much as that of your team. After this uncertainty is all over, we are going to need to work harder than ever, to have boundless

energy, commitment and conviction, to get our client's businesses and our industry up and about. To do that, we need to take care of ourselves and each other now, as a family and as a global community.

DEAR MARKETERS, PLEASE DON'T...

The worst thing a brand can do right now is to appear to try and take advantage of this unprecedented crisis. It's so obvious it's hardly worth saving. Which is not to say brands and businesses of all sorts don't have a huge and potentially vital role to play. But they must do so with authenticity and because it is the right thing to do, not for themselves. not even just for their customers, but for society as a whole. What has been

> heartening about the response of business is how many have grasped this and are making a huge impact, from the superb response of supermarkets in keeping the shelves stocked and their employees and customers safe, to brands such as LVMH and Zara producing vital safety equipment. And I'm sure there will be

many more fantastic examples before we are all through this.



According to **Sean Donovan**. president. TBWA\Asia. agencies have a lot to re-plan and should start preparing

hen we talk purpose, right now, our primary purpose as industry leaders is to remember our obligation to our team-mates and our clients. As employers, we provide meaningful employment and a livelihood to thousands and their dependents. We provide hope and we provide the salaries needed to live. Our duty is to try our utmost to protect that in these trying times. We will succeed in doing this only if

for recovery.

unknown be the weapon that paralyses their companies. Their number one priority will be to provide physical safety and security to their team-mates, suppliers and clients. While their second priority will be to provide them with psychological safety and security by being absolutely focused on their clients' business for when this crisis passes.

This is not the time for either/or leadership. This is the time to drive the agenda for AND.

Protect team-mates physically AND do what is needed to protect their livelihoods. Focus on baseline delivery AND innovation in products and services. Plan AND adjust. Help clients with what they are going through right now AND help them prepare them for recovery.

Using Al and Data Scien Combat Health Pandem

NOT HAPPEN

CHALLENGING

TIMES CALL FOR

AND EFFECTIVE

MEASURES WITH

RESPECT TO REGU-

EVERY DAY.

In exclusive piece for Brand Equity, NYU professor and author Anindya Ghose, writes that working together and creating narrow exceptions to data sharing across different datasets is the call of the hour

AS COVID 19 continues the rattle the world, scientists and health officials around the world have been puzzled by at least one issue - the exceedingly high infection and fatality rates in Italy, compared to the rest of the world. Several theories have been floated. Was it due to the disproportionately high percentage of senior citizens in Italy? But then Japan also has a very aging population, and yet the impact of Covid-19 in Japan was not anywhere near as bad as in Italy. Was it the high percentage of smokers in Italy and their lung capacity? But then countries like Greece and Russia rank higher in smoking rates and yet the extent of Covid's penetration in these countries is relatively miniscule compared to Italy. Vodafone recently provided Italian officials with anonymized customer data to track and analyze population movements in Italy, where there is a government-mandated lockdown. A crucial insight from the analyses of telecom data was that up to 40% of residents in Milan still moved every day beyond a 300 to 500 meters range from their home, despite the lockdown. While entirely legal, the tracking had not been previously announced to residents. It was the real time data from telecom carriers that revealed the extent of non-compliance of social distancing measures. This non-compliance of social distancing and self-isolation is likely to be a significant factor in the extent of Covid-19's diffusion in Italy. The use of such data analytics in our understanding of the causes of health pandemic is a result of significant

them using AI algorithms. The pace at which firms have innovated to collect and process real time data is simply astonishing. Tech firms in Asia have developed mobile apps to help people check if they have taken the same flight or train as confirmed virus patients. Government officials

transformation in the ability of firms

to collect massive datasets and harness

have used such data to track down individuals who may have been exposed, screen them, and if necessary, quarantine them. Baidu used infrared and AI-powered facial recognition to screen people at airports and railway stations for fever. Machine-learning pro-

grams have analyzed social media posts and search engine query data to predict the size and speed of the outbreak in different part of China. Chinese firms are using drones and robots to perform contactless delivery and to spray disinfectants in public areas. Google's DeepMind is using deep learning to find new information about the structure of proteins associated with Covid-19, which in turn can provide important clues to the

coronavirus vaccine formula. Thus, today's pandemic response can be different in part due to advances in data collection and harnessing that data

through AI algorithms. It is notable that a small Canadian AI startup BlueDot spotted Covid-19 nine days before the WHO alerted people to the emergence of this coronavirus. Scientists have used real-time maps and sophisticated forecasting algorithms from epidemiology to predict the number of infected people who left Wuhan and track the spread of the novel coronavirus by analyzing air traffic patterns across China.

The World Health Organization (WHO) has urged countries to trace and track every Covid-19 case. Active contact tracing and monitoring of people who have come into contact with any suspected Covid-19 patient is imperative in mitigating the impact and the scale of this pandemic. Successful examples of these data-driven and technology enabled predictive practices have been shown in Taiwan, China, Singapore

Israel, and South Korea Patient 31 is a brilliant case of such data analyt ics. During previous out breaks like SARS, H1N1 and MERS, the penetration of smartphones, the accuracy and granularity of consumers' location data, the diversity **MORE INNOVATIVE** of social media and web data, and sophistication of machine learning algorithms to harness all LATORY THINKING. this information were still in their infancy

Today's smart phones are sophisticated enough to do detailed trajectory mapping of consumer travelling patterns. Consumers are glued to their smartphones, thereby providing telecom providers, digital platforms wearable technology firms, and app developers access to real time data. In Singapore and South Korea, officials have also used CCTV footage and

ATM transaction records to contact trace thousands of citizens. In Hong Kong new arrivals from abroad are required to wear electronic bracelets to enable authorities to track their movements. With such increasing exam-

ples of AI and data science

to track consumer be-

havior, an important

question that has been forced upon us is the trade-off between data privacy and human survival. Skeptics of AI are complaining that access to such atomic consumer data is an infringement of our civil liberties. That may be one way to look at this. The other perspective is that since lives are at stake, it is imperative that we all look at data privacy from a different lens, at least till this pandemic is mitigated and suppressed. We need to enable effective coordination of data sharing between public and private sectors. To facilitate this, governments have to provide assurances to telecom providers, and tech firms that such data sharing will be exempt from any adverse regulatory action or private lawsuits, now or later. These mandatory data sharing exemptions are desperately needed. Working together $and\,creating\,narrow\,exceptions\,to\,data$ sharing across different types of datasets is the call of the hour. Of course, appropriate caveats have to be built into these data sharing practices such that there is zero tolerance for the misuse of data by government authorities that

might violate individual privacy. Pandemics do not happen every day. Challenging times call for more innovative and effective measures with respect to regulatory thinking. Tech platforms, telecom companies and governments need to come together at a time like this to work together towards addressing the balance between protecting individual privacy and data sharing that is critical to the public good. Consumers have to recalibrate what is an acceptable level of privacy and internalize that they can't expect

the same level of personal health privacy during public health emergencies involving infectious diseases The author is the Heinz Riehl

Chair Professor of Technology, Analytics and Marketing at New York University's Leonard N. Stern School of Business. Views expressed are pesonal.

Jonathan Mildenhall's **5 TIPS TO STAY CALM**

BUY FRESH produce once a week and learn how to cook. It's a great and safe source of creative stimulus and meditation

> **BE CONSCIOUS** of the fact that the more news you consume the more anxious you become. **EXERCISE IN** the morning even if it's a simple

as stretching back and forth as soon as you get up. You simply won't get around to it at the end of the day.

DRINK LOTS of water and caffeinefree teas. Being well hydrated reduces anxiety and helps you think clearly.

BE KIND and compassionate to yourself and others. The person opposite you is tired and scared,

How to navigate THE NEW NORMAL

just like you.



break; don't stay in the same chair for more than 60 mins at a time.

You don't have to fill every waking minute! You don't when

Exercise. Imagine it's like being on the longest ever long-haul flight - you know just sitting in your seat eating chocolates and drinking wine isn't a great idea

so get up, walk about, work-out, do yoga, meditate. If you haven't got your 'thing' now is a

really important time to find it - mental health is as important as physical health especially in such difficult times.

Switch off. I've started building model aeroplanes (an SE5a for those who are interested in these things) and my sourdough starter is just coming to the bubble (literally). So, mine are: planes, bread and

history books and each absorb me, work different parts of my brain and give reward in different ways. Make sure you find yours!



Havas' Chris Hirst's tips to remain energized in the challenging times, even as he tries to get used to "the endless rows of video calls that he is finding far more draining than old fashioned(!) face to face meetings.

Keep as close as possible to the structure and order you have when you normally go to work: shower, have breakfast, a cup of tea and get dressed (although it doesn't have to be in a suit!) - and set yourself a clearly defined 'worktime': 9-5 for example.

Do the other things you also do at work: ring a colleague just for a chat; stop for coffee and a biscuit;

BRAND EQUITY MARKETING AWARDS 2020

JURY E-MEET: EXPERTS' TAKE

BRAND EQUITY MARISTING

AWARDS | 2020

TikTok Ads



Prateek Bhardwai

Naravan Devanathan



Santosh Iyer

Kalpana Rangamani

Mercedes-Benz India

After a successful and exciting first round of judging in Mumbai, the Delhi judging round of the Brand Equity Marketing Awards was meant to be a day as full of live and animated inperson debates and discussions as the previous one. However, given the escalations in the Covid-19 crisis here, the entire jury of over 30 industry leaders and experts was moved to the virtual world. Despite the changes and hurdles, all our judges came together to help pick the best-in-class in Indian marketing, the finalists for the Brand Equity Marketing Awards 2020.

Here are key takeaways from the deliberations of the stellar Expert Jury that worked hard to choose the finalists across the remaining four categories -Print, Integrated Marketing,

Mobile and Brand Launch. Also, since the jury members e-met in the first week of WFH (Work from home) we asked the judges to share snapshots of them at their home work-stations. Take a look at some of these spaces that are now doubling up as satellite offices.

Manish Tiwary

Shantanu head of marketing, Uniqlo India



Minoo Phakey



Manoj

Mansukhani

Wundermar

hief transformation

Lulu Raghavan





Vivek Srivastava



Arvind Bhandari director nutrition -



outh Asia region, Nestlé



Mayur Hola

Vasuta Agarwal

marketing side of things. "From

dynamic and interactive creatives to

audiences. It was great to see not just

the innovative work, but the scale and

impact/ROI created for brands, using

the medium of mobile marketing. It was

a tough call choosing and deciding from

so many entries across verticals given the amazing work happening across the

personalization based on data and

director, Asia Pacific. InMobi

There is a wide array of very interesting and

innovative work happening on the mobile

Niche media-targeting (location/ behaviour based) gets numbers for brands on mobile. Releasing a film alone on digital doesn't make it a 'mobile idea'. However, when you add mobile behaviour to it as with the *heart*, which ladders onto today's emoji epidemic and gives it a nice positive spin, it's a winner Some ideas really captured how mobile marketing can be cool, edgy for customers yet engaging for brands. Those were good examples of mobile forward/first

Sunder Madakshira

thinking.

It was a deep learning experience to witness and judge the entries. The elements that also stood out were the use of an integrated platform to ensure that omnichannel

communication is effective and efficient. WHAT I LIKED: 1) the maturity of the campaigns in terms of content, measurement and quick rewiring of the approach to

meet the outcomes, 2) the creativity and innovation that fostered the brands' core messages in an impactful way.

Manisha Lath Gupta

It was nice to see the breadth of entries in the New Launch category. While all of them had interesting multimedia campaigns, what stood out for me were the ones which had a strong consumer insight in the product idea, or at least a strong insight in the creative idea. Irrespective of the budget, the insightful campaigns fared better in the marketplace, and impressed the jury too.

TOP TIP: I would urge marketers submitting entries to put more effort into their submissions. The jury members are seeing some campaigns for the first time, and clarity of thought and objective will only come across through the application. Some entries may have lost out because you didn't work hard enough to explain the context, the idea and the outcomes.

Shashank Srivastava

executive director - marketing and sales,

The diversity of the brands made judging the Brand Equity awards that much more exciting, and at the same time difficult. CSR initiatives, media properties and eWallet brands gave stiff competition to the anticipated entries from FMCGs and automotives. To make the exercise even more challenging, there were ads resonating with their TG on hitherto taboo subjects and at the same time some brilliant work using computer graphics and showcasing grandeur and opulence. A number of CSR initiatives made it to the final round. It was humbling to see how brands today are shouldering their corporate responsibility. And that too in a contemporary and creative

The nominations also had an underlying theme the coming of age of digital advertising. Nearly every entry was backed by an elaborate digital strategy. This was true irrespective of the stature

of the brand. WHAT I LIKED: Small towns are no way behind when it comes to brand building. There were

umpteen stories from upcoming cities and Indian hinterland which made these awards truly representative of the current state of affairs of Indian advertising

Gulbahar Taurani

president, personal health Philips Indian Subcontinent

I was excited to see the work in the print category. There were some great entries focusing not only on business but some amazing social campaigns too. Also, it was a new experience, evaluating

work digitally in the current context. The process was conducted smoothly, although I missed meeting other jury members in person and having more intense discussions. All the entries were a real showcase of how marketing is now evolved to touch all the audiences across the platforms with innovative technologies. I came across so many thrilling ideas

VP marketing, beverages- India, Tata Consumer Products

Print advertising is constantly evolving and

also how you want your brand positioning in front of your audience through humour, emotions and Marketers are not doing campaigns only for

reach and targeting them through frequency, they are more evolved now, they need consu<mark>m</mark> establishment, recall and engagement. I also

realized the power of content in few of the entries, campaign can be created once but the content needs to be stitched across the campaign as per the curiosity need of your consumer for better consumer recall/and engagement.

Karthik Nagarajan

chief content officer. Wavemaker I absolutely loved the diversity of submissions. Two things that styck out for me: 1) The sheer proportion of/human stories as against just brand POVs and 2) the high proportion of ideas that were fundamentally Indian, as against the Indian

version of something else. **WISH-LIST:** One thing I missed was humour. We

need to have more fun with our brands.

<u>Akshay</u> Gurnani

co-founder and CEO, Schbang At the outset, it was quite a tough competition with the myriad of interesting entries I've seen, across so many sectors. It's great to see many campaigns being digital-first with all other mediums and platforms forming a surround around the digital thought. This also enabled a lot of the ROI to be tracked and presented objectively

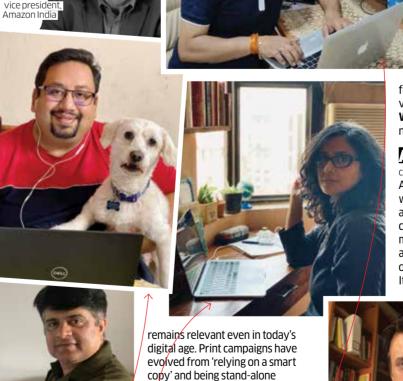
It was also great to see how irrespective of budget (ranging from a few lakhs to over 40 crore), brands were able to pull off such integrated campaigns and deliver a considerable ROI. It was naturally getting a bit difficult to judge every brand on a level playing field because of the scale of budgets, but I was pleasantly surprised to see some of the smaller brands coming out with

more creative solutions, probably because they didn't have the freedom of infinite monies.

Pankai Duhan

chief marketing officer, RB Health South Asia The strongest work had a central powerful

'Idea' that allowed it to run meaningfully across different mediums. In today's alwayson treadmill world - this often gets neglected and activity completion takes precedence over a strong idea holistically leveraged across mediums. But the Strongest brands are usually stronger on account of it.



campaigns, to complementing

innovating in terms of content.

Debarpita Banerjee

innovating in terms of content.

vice president - marketing, Havells India

After evaluating all the entries, I realised

marketing campaigns are not just about

showcasing your product or their features but

Amit Tiwari

Good work always has an 'aha' in it

And while I was judging the print/entries this year,

I did notice a few 'ahas'. Either in the concept, or

in execution and innovation, or in a larger idea,

where print was just a medium to take the 'aha'

idea forward.being stand-alone campaigns, to

complementing the on-air/digital campaigns and

the on-air/digital campaigns and

Srivats TS



Parasuraman



from brands and agencies under one umbrella. **Puneet Das**