



# AS THE HUMAN RACE DEALS WITH THE COVID-19 OUTBREAK

Human behaviour,  
opinions, technology and  
economic systems are  
shifting incredibly fast.

**A HUGE PORTION OF THE POPULATION ARE  
WORKING OR STUDYING FROM HOME**

PHYSICAL SOCIAL INTERACTIONS  
HAVE ALL BUT BEEN BANNED

**RETAIL STORES, PUBS, CLUBS, RESTAURANTS  
AND CINEMAS ARE ALL TEMPORARILY CLOSED**

PUBLIC EVENTS, CONCERTS, SPORTS  
FIXTURES HAVE ALL BEEN CANCELLED

SO, WHAT THE

F\*\*\*

ARE WE ALL  
DOING NOW?

# WE'RE ONLINE

Web content download  
traffic is up 90% in the last  
2 weeks according to  
Virgin Media



**Phil Stamper** ✓  
@stampepk

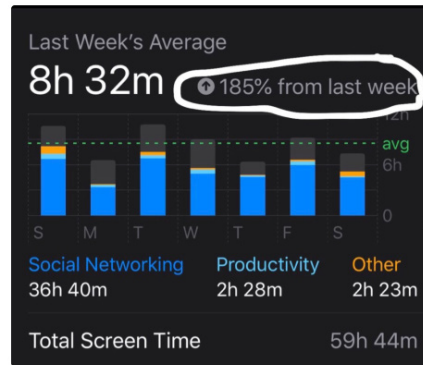
Thoughts and prayers to everyone who just got their weekly  
Screen Time report 🙏

1,148 2:11 PM - Mar 22, 2020



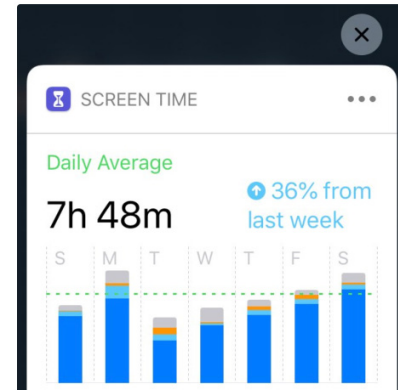
**Eric K. Singhi, MD**  
@esinghimd

Not sure how I feel about this 🙏 #quarantinelif  
#SocialDistancing #screentime #COVID-19



**"Cats" Actor Oona Ruin**  
@OonaRuin

I'll show you mine if you show me yours #screentime



# WE'RE ON SOCIAL

**+70%**

Increase in time spent on  
Facebook, Instagram, Whatsapp

**+76%**

In engagements on #ad posts  
over the last two weeks

Source: Data from 7.5 million Instagram posts and  
2,152 TikTok influencers [Campaign Live - 16/03/20](#), [Facebook](#)

**WE'RE ALL  
KEEPING UP  
TO DATE WITH  
THE NEWS LIKE  
NEVER BEFORE.**

But that's not  
all we're doing.

## COMMUNICATING

Facebook group calls  
**rocketed by more than  
1,000%** in the last month

Houseparty, group video  
chat app, drove **2 million  
downloads in 1 week** to  
become No. 1 in UK

## CREATING

"How to Make a TikTok"  
**Google searches are  
up nearly 400%** since  
1st March

WE'DE  
WE'DE  
WE'DE  
WE'DE  
**WE'RE**  
WE'LE  
WE'LE  
WE'LE  
WE'LE

## CONSUMING

Nielsen state **video  
streaming** services are set  
to increase by at least **60%**  
over the coming weeks

Web content **download  
data is up 90%** compared  
to 2 weeks ago

## LEARNING

Google searches on  
Language Learning and  
Meditation apps are **up  
100%** from this time last year

*Sources: BBC, The Guardian, IBC, The Independent, Nielsen*



# WE'RE

## WORKING HARD

MICROSOFT TEAM IS CLOCKING  
**9,000,000,000**  
MINUTES OF VIDEO MEETINGS EACH WEEK

Apps store data for march shows:

**+221%**  
BUSINESS APP  
DOWNLOADS

**+150%**  
EDUCATION APP  
DOWNLOADS

## PLAYING HARD

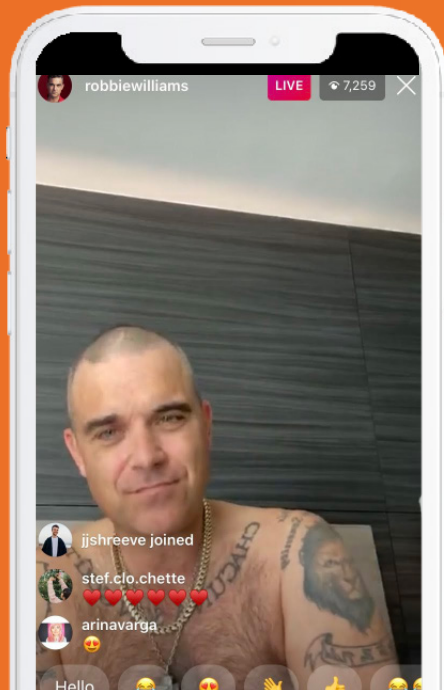
VIDEO GAMES ARE BEING PLAYED  
AT RECORD LEVELS, FOR EXAMPLE:

ALL TIME RECORD OF  
**23,434,674**  
CONCURRENT USERS  
ON STEAM

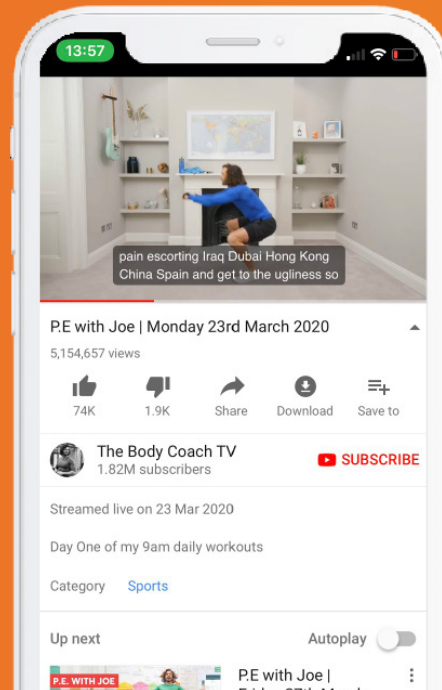
**+775%**  
INCREASE IN MICROSOFT  
CLOUD SERVICES INCLUDING  
**XBOX LIVE**

# WE'RE GOING LIVE. A LOT.

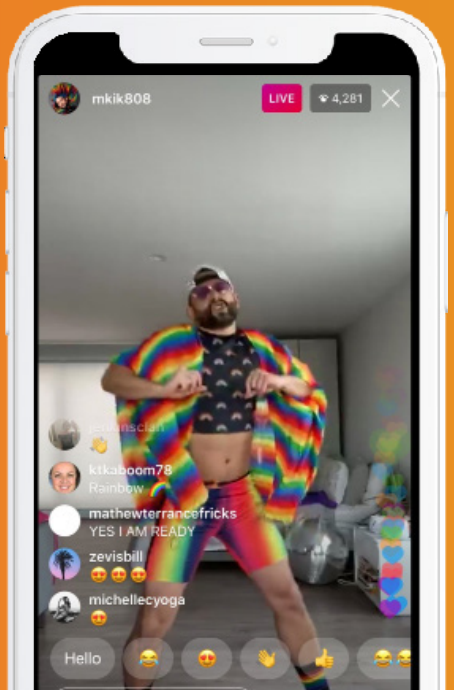
Robbie Williams has been going live on Instagram and taking song requests on a live stream, coining the phrase Coronaoake



Joe Wicks, The Body Coach, is going live on YouTube Monday-Friday for daily PE lessons, this week he totalled 13 million live views in 5 days



Professional backing dancer and influencer Mark Kanemura is hosting daily live dance parties to keep spirits up and keep moving



# HOW ARE PLATFORMS ADAPTING?

→

In such a short space of time, platforms have had to adapt quickly, with some even releasing new features early



Instagram launched Co-Watching, where groups can browse Instagram together through video chat



YouTube updated their YouTube Learning platform education resources to help families at home



Snapchat dedicated COVID-19 News section in at effort to battle misinformation of teens

Location app owned by Snapchat, Zenly created a leaderboard to show who is best at staying at home

## NETFLIX

Although not new, the Netflix Party extension has exploded in popularity over the past few weeks. Where friends can watch Netflix together and chat simultaneously

WHERE DO  
**BRANDS**  
FIT IN?

# THE TRADITIONAL MARKETING MIX

## PRINT

Many print factories are winding down, slowing the speed of production even further at a time when people need new content fast

## EVENTS

With huge impact across the industry, all events for the foreseeable future have been cancelled

## TV

Experiencing short term uplift but without live sports, public events and with production being paused, programming is drying up fast

## RADIO

Has seen an increase thanks to online streaming despite the lack of commuters, factories and offices

## OOH

Temporarily redundant with people stuck at home for a long time

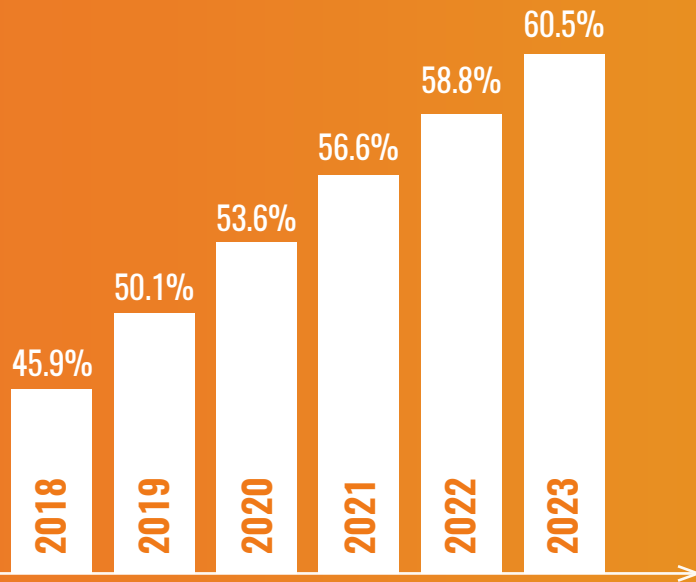
**THESE CHANNELS  
MOVE TOO SLOWLY**

IN THIS NEW  
MARKETING PARADIGM

**THE WORLD IS  
MOVING DIGITAL  
BUT FASTER  
THAN EVEN WE  
EXPECTED**

WHAT WE THOUGHT  
WOULD TAKE 5 YEARS

IS GOING TO TAKE  
CLOSER TO 5 MONTHS



PREDICTED DIGITAL MARKETING SPEND % OF TOTAL AD SPEND WORLDWIDE

SOURCE: STATISTA



A GLOBAL SURVEY  
OF 35,000 GLOBAL  
CONSUMERS  
PUBLISHED  
BY KANTAR THIS  
WEEK FOUND:

92%

THINK BRANDS SHOULD  
KEEP ADVERTISING

78%

BELIEVE BRANDS SHOULD HELP  
THEM IN THEIR DAILY LIVES

75%

SAY BRANDS SHOULD INFORM  
PEOPLE WHAT THEY'RE DOING

74%

THINK COMPANIES SHOULD  
NOT EXPLOIT THE SITUATION

KANTAR 2020

**IN ECONOMIC UNCERTAINTY,  
SOCIETAL CHANGE & EMOTIONAL UNREST**

**IT'S MORE IMPORTANT THAN EVER THAT BRANDS**

**KEEP CONTRIBUTING TO THEIR COMMUNITIES**

**KEEP TALKING TO THEIR CUSTOMERS**

**KEEP DOING GREAT THINGS**

DON'T BE **PARALYSED** BY FEAR  
DON'T **ABANDON** YOUR CUSTOMERS  
DON'T LOSE YOUR **DIGITAL PRESENCE**  
BUT DON'T JUST CARRY ON **DOING THE SAME THING**

**FIND** YOUR WAY **TO HELP**



LVMH to make disinfectant gels to aid ...  
nypost.com



Apple Donating Millions of Masks to ...  
macrumors.com



Tesla's Musk offers to make ventilators ...  
aljazeera.com

# BUT WHAT IF YOU CAN'T PROVIDE MEDICAL SUPPLIES

Brands can contribute in  
more ways than one...



# HOW TO DO GOOD

## **CONNECT**

Can my business bring people together? Does it help connect family, friends & social communities?

## **INFORM**

Can we help share true information, dispel fake news and keep people in the know?

## **SUPPORT**

Can we provide support for individuals, organisations or professions? i.e. mental health advice or support of essential workers

## **TEACH**

Can we help people become better versions of themselves, teach them a new skill, impart some knowledge or lead the way?

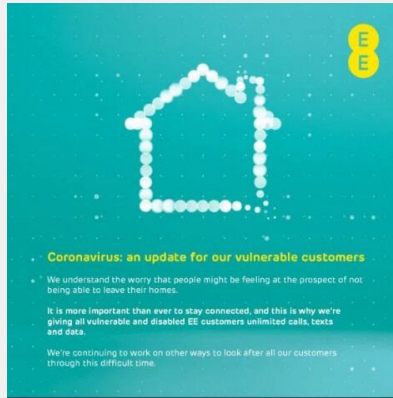
## **ENTERTAIN**

Can we provide light hearted relief from boredom or distress through comedy, drama, music?

## **PROVIDE**

Do our products and services ease the strain on the everyday consumer? Can our product be delivered? Is our service relevant to self-isolating households?

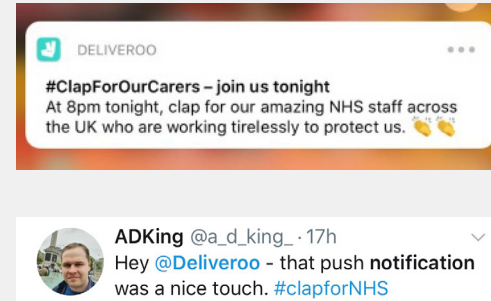
# CONNECT



EE

Giving its vulnerable and disabled customers free calls, texts and data to help them stay in touch with loved ones during the lockdown

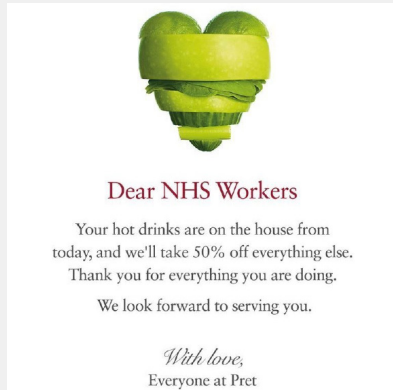
# INFORM



Deliveroo

Using their app push notification allowance not to push offers but instead keep customers informed

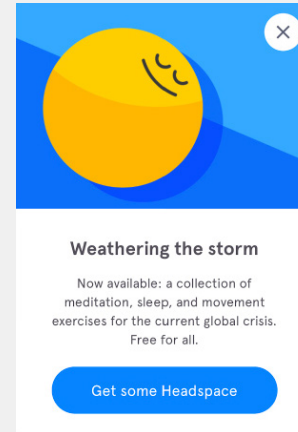
# SUPPORT



## Pret a Manger

Giving away free drinks and discounted food for NHS workers

# TEACH



## Headspace

Offering educational mindfulness content on how to deal with COVID-19 emotions through meditation

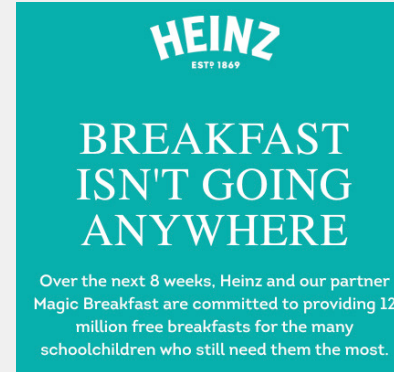
# ENTERTAIN



## Levi's

Hosting a live stream 'Party with Snoop Dogg' to keep customers entertained

# PROVIDE



## Heinz

Donating 12 million free breakfasts for school children in need



**THINGS WILL NEVER GO BACK  
TO NORMAL, NOT QUITE**

**THERE WILL ALWAYS BE THE  
WORLD BEFORE COVID-19  
AND THE WORLD AFTER**

**THE MAJORITY OF STRATEGIES  
CREATED BEFORE HAVE QUICKLY  
BECOME UNFIT FOR PURPOSE**

**SOCIAL IS THE  
ANSWER**

**BUT HOW DO WE MAKE CONTENT?**

**GET THE PEOPLE  
AT HOME TO  
MAKE IT FOR YOU**

## EXPERTS AT CREATING CONTENT REMOTELY

Many self-employed working from home professional content creators

## ABLE TO REACT & CREATE FASTER THAN BRANDS

In such fast moving times, large teams and production houses can be too slow to act

# INFLUENCER CONTENT CREATORS

## FREE TO SAY THE THINGS THAT BRANDS CAN'T

Enabling brands to communicate freely without putting their neck on the line

## LEADERS OF SOCIAL COMMUNITIES

Influencers are a source of comfort and stability for many, another familiar voice to guide them through confusing times

# HOW CAN GOAT HELP

Ultimately, we deliver remote social planning & execution to keep our clients active and thriving through the biggest cultural change of a generation

**EVERY BRAND IS GOING TO NEED  
THEIR OWN BESPOKE STRATEGY**

**TO FIND OUT WHAT YOURS SHOULD BE**  
**GET IN TOUCH**

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goat