

**Now is the time to ask,
what will your brand be
remembered for in 2020?**

**MAKING A
DIFFERENCE**

IS WHAT WE DO BEST

SATELLITE  PR

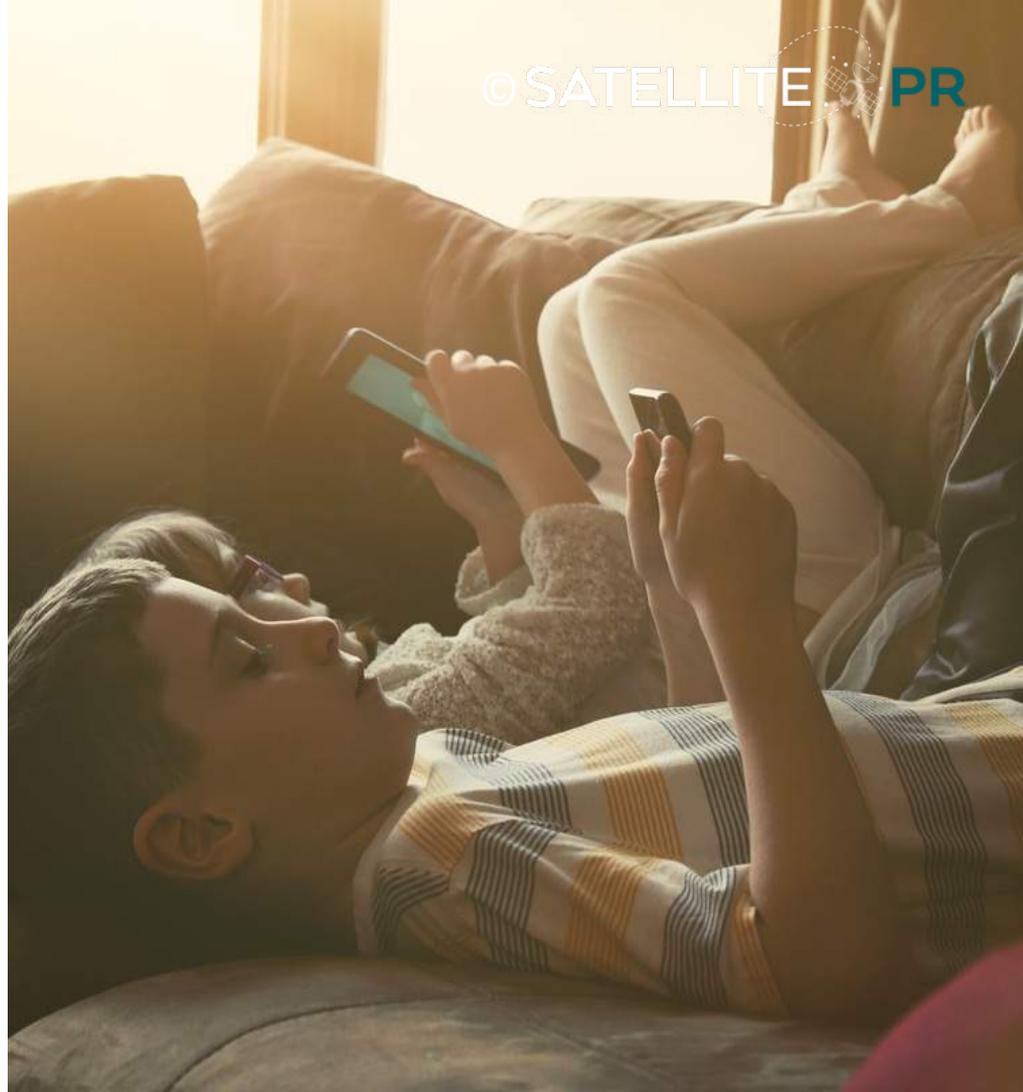
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Responding to Covid-19

The UK is in lock-down: schools are closed, those who can must work from home, the high streets are empty, and the NHS is braced. In the wake of global change, businesses are having to ask themselves how they can respond. And, how they can set an example.

Help comes in all shapes and sizes. Whether it's delivering food to the elderly, dog walking free of charge, or setting up online support groups, local communities are proactively looking to help one another through this difficult period. The BBC has reported millions of individuals flocking to join community support groups all over the UK and the general consensus seems to be one of *let's get through this together*.



Good intention
and kindness

Support



Considered
recipient

When it comes to global brands offering support though, it's not quite so easy as stepping outside the front door and seeing who needs help. Gears take longer to crank into motion and impact can have further reaching consequences, not to mention, longer lasting. Now, more than ever, brands need to show generosity, flexibility and community spirit. Responding in the correct way to what has been dubbed a 'national health crisis' involves thought and consideration, upon a backdrop of good intention and kindness. Which is why it can be helpful to take a look at how some of the others are doing it...

INSIGHT
+ IDEAS
= TIME
TO ACT

The following report has been compiled with the intention to provide insight and ideas to brands about how they can be a force for good in these unprecedented times. **If you consider yourself to be a brand with purpose, then now is the time to act.**

A Global Pandemic

We live in a global world. Even in a state of lock down, it's important to look beyond our own borders and see how others are handling the crisis. We've analysed initiatives and trends from around the world, identified some of the most impactful.

The following slides are case studies that have been split into four categories, all of which are ways in which businesses can act 'with purpose':

Being good to staff
Repurposing skills
Donating what you can
Getting creative



Treating staff with decency and transparency

As always, it's important to get your own house in order, before looking further afield. The easiest way to do this is to make sure your team are taken care of. The pandemic has caused bankruptcies already and no doubt many more businesses, large and small, will go under without government support. The best thing management can do for their team is keep them well informed and treat them with the respect they deserve.

Multinationals like Google are already setting aside pockets of funding for families or temporary staff that won't be able to come into work because of quarantine and Apple has announced it will offer unlimited sick pay for those who show symptoms of the virus. On a smaller scale, directing staff to government resources that could help is a way to make them feel supported.

Treating staff with decency and transparency



From our CEO: We will fight this pandemic together

As the world's biggest soap-making company, we are throwing our weight behind the global effort to protect lives and livelihoods from the Covid-19 pandemic.



ALAN JOPE
CEO, Unilever

Alan Jope has been CEO of Unilever since January 2019, and was formerly President of our Beauty & Personal Care division.

Google tells staff to work at home due to coronavirus



Google: Aside from establishing a COVID-19 fund that enables all temporary staff and vendors, globally, to take paid sick leave if they have potential symptoms of COVID-19, or can't come into work because they're quarantined, Google has also made their video conferencing service, Hangouts Meet, available for all G-suite customers until June 30, 2020. Hangouts Meet allows for up to 250 participants and live streaming to up to 100,000 viewers per domain. You can also record and save meetings.

To avoid laying off his employees, Delta CEO forgoes his own salary for 6 months



Starbucks will pay workers for the next 30 days, even if they stay home.



Starbucks has **committed** to paying its staff for the next 30 days, at least, whether or not they can come into work. "In these times of daily news from friends and family members getting laid off and businesses closing, we need one another more than ever. We need to be a different kind of company," Starbucks president Rossann Williams said in a letter to the entire company. "Together, we have successfully navigated many challenges throughout our history, and managing COVID-19 will be no different. You have my word, we will continue to stay true to Our Mission and Values, making the right decisions even when it's hard, and caring for you and our customers."



Repurposing Production Lines

Those who are able, have stopped production as normal and taken up the production of essentials. Car manufacturers like General Motors and Jaguar Land Rover have begun making the ventilators so desperately needed in intensive care all over the world. Clothing brands like Zara on the other hand, have created and donated millions of face masks and hospital gowns, while alcohol and perfume brands BrewDog and LVMH have used diverted their skills to creating hand sanitiser.

Repurposing Production Lines



BrewDog begins making hand sanitiser amid shortages in UK

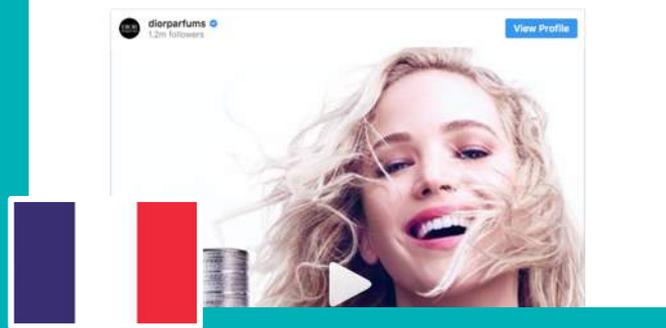
Brewer says product will be given away for free to those in need during coronavirus crisis

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



▲ The 'punk sanitiser' is being produced at BrewDog's distillery in Aberdeenshire. Photograph

LVHM is using its perfume and cosmetics factories to make hand sanitizer.



Zara Owner Inditex Will Donate Masks for Coronavirus Patients and Health Workers in Spain



Donating Product, Time and Money

Businesses large and small have been supporting key workers, shelters and charities by donating what they can and offering discounts on essential goods. Many restaurants and cafes, who've been forced to close their doors, continue to cook for the needy, alongside global brands like BP, who've been offering free fuel to ambulances and emergency services.

Monetary donations are an obvious way to 'do good' in difficult times, yet as hundreds of brands continue to see profits plummet as a result of the crisis, it can be difficult to think in those terms. Nonetheless, the public are more sensitive than ever when it comes to where the money is going, who is being bailed out, and who is helping out. As certain airlines receive millions in government funding to stay afloat, criticism has been voiced by those who need only cite the struggling NHS. In Italy, many luxury fashion brands have donated millions, despite taking a massive financial hit themselves. Gucci, Versace and Prada are just some of the big names who've stepped up.



Donating Product, Time and Money



A Toronto location of The Body Shop store, photographed in 2015. Roberto Machado News/LightRocket via Getty Images.

According to an Instagram post shared by The Body Shop, the brand's UK team delivered cleaning products to shelters and senior care facilities and provided all The Body Shop employee supplies and products to share with the



The Body Shop's US division is donating cleaning products to shelters and senior care facilities and provided all The Body Shop employee supplies and products to share with the



HOTEL AT STAMFORD BRIDGE TO BE USED BY NHS MEDICAL STAFF



Chelsea Football Club is joining the m



Coronavirus: BP launch free fuel for emergency services during Covid19 crisis

BP has pledged free fuel for all emergency services during the Coronavirus outbreak

By Chantelle Symester Senior Content Commercialisation Editor
13:06, 19 MARCH 2020 @SATELLITEPR 13:11, 19 MARCH 2020



Coronavirus: Iceland stores to open early for older shoppers

18 March 2020 943

Coronavirus pandemic



LIVING — March 17, 2020

Walt Disney World and Disneyland Resort donate excess food during coronavirus closure

By Zoe Moore

Video by Faith Bernstein

As the number of confirmed novel coronavirus cases and deaths continue to rise in the United States, Walt Disney World and Disneyland Resort have closed their doors.

Amid the closure, both parks will donate excess food to Second Harvest Food Bank.



Gucci



Prada CEO Patrizio Bertoni and chairman Carlo Macra, have donated two new complete intensive care units to each hospital in MD to a press release sent to Business Insider.

Prada also told Business Insider that on March 18, it has produced 60,000 hospital gowns and 100,000 masks which will be given to healthcare professionals.



As reported by Business of Fashion's M.C. Nannini, Versace will make 1.1 million face masks to aid Italy amid the coronavirus crisis. In addition, the brand will donate 1 million hospital gowns, upon approval from Italian authorities.

Versace — 1 million renminbi (\$143,748)



Artwork by Marcus Barnes/Filippo/Contributor/Getty Images

Versace donated 1 million renminbi (\$143,748) to the Cross Foundation to help bolster the count supplies reports Sandra Salibian from Wom



Building Communities and Creating Positive Content

The quarantine has forced brands to think differently about how they present themselves and how they can redefine the way they operate to suit a world in lock down. Finding ways to provide much-needed support to people who cannot leave the house is a big part of this. With schools, gyms, bars and pretty much every establishment frequented by the public in normal times now closed, free time looms ominously.

It's into this new space that creative brands can prove themselves agile and up for the challenge of reinvention. Already, businesses associated with the outdoors are taking themselves indoors, sports companies have begun creating work out videos, Time Out is now Time In and theatres and music venues have set up streaming services so that fans can continue to enjoy gigs and shows from the comfort of their own home.



Building Communities and Creating Positive Content

The Royal Opera House will stream opera and ballet for free during the coronavirus outbreak

By Andrzej Lukowak
Posted: Friday March 20 2020, 4:36pm



Nike offers workout app for free as COVID-19 keeps people indoors



Defected Records announces virtual music festival in wake of coronavirus outbreak

House lovers can tune into the live show from Ministry of Sound this Friday

Nick Barry · 5 days ago



Why we've changed our logo to Time In – for now

How we're still going to bring you the best of London, even while you're at home



L'Oréal launches European 'solidarity plan' amid COVID-19 outbreak

By Kacey Culliney

18-Mar-2020 · Last updated on 18-Mar-2020 at 13:47 GMT



BRAND WITH PURPOSE

In easier times, acting responsibly and behaving like a ‘brand with purpose’ didn’t have the same weight. Now though, with the economy on the brink of collapse and millions of lives at risk, everyone has the opportunity to ‘make good’.

Life as we know it will probably never be the same again, so think not only about the brand you want to be today, but also in a year’s time, or ten years’ time. The good news is, when the rulebook has been thrown out, it’s up to forward thinkers to rewrite it.

At Satellite PR we have been working with forward thinkers for over ten years. We've developed purpose driven communication campaigns that deliver more than column inches. From regenerating playgrounds for Sudocrem to getting students into cooking with Safeway, from helping to recruit hundreds of ambulance crew with an advertising campaign and social media support, which involved donating time and creative resource, our ideas produce content, build communities and win awards. Making a difference is what we do best.

If you want to be remembered for doing good stuff in 2020 then we're here to help and we're offering our advice for FREE.

Contact Pauline Kent
 Pauline@satellitepr.com
 07809 195871

Mirror

Lack of outdoor play is making kids clueless about the food we grow in gardens

Most of the children surveyed, aged between five and eight, could not name a single variety of apple.



Unlike this boy, many children aren't spending enough time outside to grow their own.

CRISIS HELPLINE 08451 228 669
 1 and 2nd line 24 hours a day 7 days a week

CRYSLIFE WHO WE ARE NEWS HOW WE CAN HELP HOW YOU CAN HELP



We are us

In 1981 a small group of parents, who were experiencing problems with their crying and sleepless babies, set up a support group. They discovered how important support is and how reassuring it can be to talk to someone. Today that support group has become CRY, the only UK charity offering help and support to parents with babies who cry excessively or have sleeping problems. From 'rescued babies' CRY has become a well-respected national charity advice.

Helpline 24-hour support for parents with crying and sleepless babies	Advice Free professional advice and support for parents with crying and sleepless babies	Awareness Raising awareness of crying and sleepless babies
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PLAY MORE – NOMINATE YOUR NURSERY FOR A £500 REGENERATION GRANT
 written by @BAMELAB 16th July 2017



loveit!

love it! magazine @loveitmagazine 11th Jun 2016 at 10:00

As part of the Sudocrem Play More Campaign which offers support for nursery playground regeneration, Sudocrem are giving away 100 Little Adventure Packs worth £40 each to encourage children to get outside and explore the natural world around them. Each pack includes a Play Store 10-pack, bug net, magnifying glass and mesh insect.

Sudocrem Play More Giveaway Box



Last chance to nominate your school to #win a gardening kit for your school or nursery with Sudocrem's Get Out and Grow campaign



12th Jun 2016

Buttercups, Bumble Bees and Beetles. New Research by Sudocrem Reveals Our Children Are Out of Touch With Nature

LONDON, June 07, 2016 (PRNewswire) – People's obsession with screens has meant that children are missing out on the natural world around them, according to new research by Sudocrem.



As a member of the @sudocrem team I am proud to have won the Guts & Glory Award for my contribution to the community.





**Will you be a
force for good?**