

CORONAVIRUS in Asia: Impact on Communications & Key Takeaways

**Margaret Key, MSL CEO APAC, MEA
MSL Insights Session
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PERSPECTIVE



HEALTH NEWS DECEMBER 31, 2019 / 4:55 PM / 3 MONTHS AGO

Chinese officials investigate cause of pneumonia outbreak in Wuhan

2 MIN READ



BEIJING (Reuters) - Chinese health authorities said they are investigating 27 cases of viral pneumonia in the central city of Wuhan, after rumors on social media suggested the outbreak could be linked to Severe Acute Respiratory Syndrome (SARS).

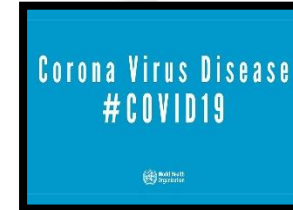
Of the people infected, seven were in critical condition and 18 were in stable condition, the Wuhan Municipal Health Commission said on Tuesday on its Weibo social media account. The condition of two other patients had improved to the point where they would be discharged soon, it said.

COVID 19: Global Timeline



JAN. 30
WHO declares a global health emergency

FEB. 7
Chinese doctor who tried to raise the alarm, dies.



FEB. 14
France announces the first coronavirus death in Europe.



JAN. 11
China announces first death from the virus

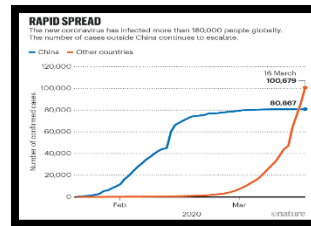
JAN. 23
Wuhan cut off by the Chinese authorities.

FEB. 4
First coronavirus death reported out of China



FEB. 11
Official name for the disease the virus causes: COVID-19

FEB. 20
A secretive church is linked to the outbreak in South Korea.



FEB. 24
The Trump administration asks Congress for \$1.25 billion for coronavirus response.

FEB. 24
Iran emerges as a second focus point of the virus.

FEB. 26
Latin America reports its first case.

CONTINUED SPREAD ACROSS EUROPE, MIDDLE EAST AND AFRICA

FEB. 29
The United States records its first coronavirus death and announces travel restrictions.

MARCH 17
The E.U. bars most travelers from outside the bloc for 30 days.

COVID 19: Asia Timeline



JAN. 11
China announces first death from the virus

JAN. 17
2nd death reported. A Chinese expert on infectious diseases confirmed human to human transmission to CCTV

JAN. 24
26 deaths, over 800 infections

FEB. 9
Death toll surpasses that of the 2002-03 SARS. WHO departs for China.

FEB. 18
China's daily infection figures drops below 2,000 for the first time since January with country's health commission reporting 72,436 infections on the mainland and 1,868 deaths.

FEB. 21
Death toll reached 2,236 as the confirmed cases of the infection rose above 75,400.

MAR. 7
China Health Commission reports 99 new cases, down from 143 cases the day before, with a total of 80,651 cases nationwide.

MAR. 12
China reported 15 new cases, its lowest number since the daily reporting on infections began seven weeks ago.

MARCH 19
For the first time, China reports zero local infections.



FEB. 20
A secretive church is linked to the outbreak in South Korea. Report of first death from the coronavirus.

FEB. 21
Report of second death and 100 new confirmed cases of the coronavirus, bringing the total to 204.

FEB. 22
South Korea saw its largest spike in a single day with 229 new cases of the virus

FEB. 29
South Korea reports highest daily number of confirmed cases (813) bringing the country's total to 3,150 with 17 deaths.

ONE WEEK LATER
New cases halved

MARCH 22
Only 64 new cases, the fewest in nearly a month. Italy records several hundred deaths daily; South Korea has not had more than eight in a day. (1.3% fatality rate)

Case Study: Korea and Government

Lesson 1: Experience

Sars swept through Asia in 2003, and then in 2015, Mers killed 38 people in South Korea, changing the way the authorities handled epidemics. Current measures now include a centre dedicated to overseeing laboratory control of infectious diseases.

Lesson 2: Intervention

Just one week after the country's first case was diagnosed in late January, government officials met with representatives from several medical companies. They urged the companies to begin immediately developing coronavirus test kits for mass production, promising emergency approval. Within two weeks, thousands of test kits were shipping daily, now being distributed globally.

Lesson 3: Test Early, Often and Safely

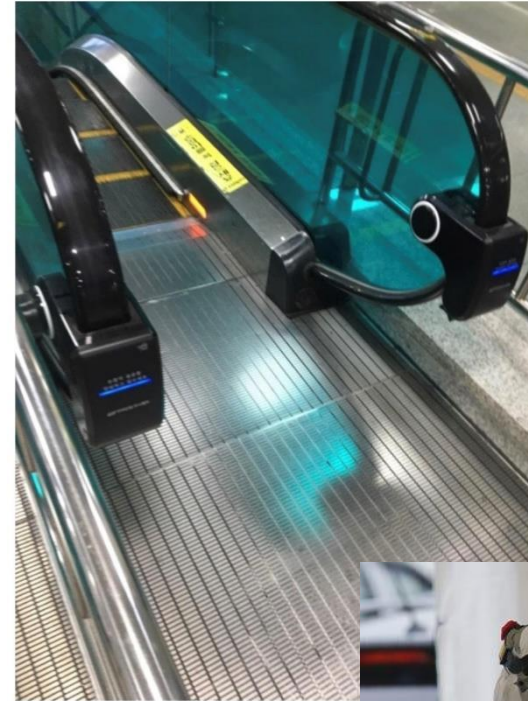
South Korea has tested far more people for the coronavirus than any other country, enabling it to isolate and treat many people soon after they are infected. The country has conducted over 300,000 tests, for a per-capita rate more than 40 times that of the United States. Currently, 600 testing centers operating across the country

Lesson 4: Contact Tracing, Isolation and Surveillance

When someone tests positive, health workers retrace the patient's recent movements to find, test — and, if necessary, isolate — anyone the person may have had contact with, a process known as contact tracing.

Lesson 5: Enlist The Public's Help

Healthcare industry and workers cannot do everything during a pandemic. Television broadcasts, subway station announcements and smartphone alerts provide endless reminders to wear face masks, pointers on social distancing and the day's transmission data. The messaging instills a **near-wartime sense of common purpose**.



Source: Business Insider, "See the drive-thru clinics South Korea is using to test patients for coronavirus," March 14, 2020

Source: New York Times, "How South Korea Flattened the Curve," March 23, 2020



Case Study: Korea and Information Privacy



EMERGENCY ALERTS

Sun 3:25 PM

Emergency Alert

[영등포구청]코로나 두 번째 구민 확진자 발생(대림3동).
자세한 사항은 영등포구청 홈페이지 확인바랍니다.



EMERGENCY ALERTS

Sun 1:37 PM

Emergency Alert

[고양시청]3.1.코로나19 확진자1명 발생(주교동6통거
주), 자가격리 중, 격리병원 이송예정, 주변소독완료,상세
내용은 홈페이지,카카오톡 고양시 채널에 게시 예정

Emergency Alert, Sun 3:325pm:

(Youngdongpo) Second infected citizen confirmed. Specific details of citizen's whereabouts can be found on our district website.

Emergency Alert, Sun 1:37pm:

(Koyang) Citizen confirmed as infected. Currently, living at XXX address under self quarantine. Will be moved to local hospital. Specific details related to patient's travel path can be found at district website.

The New Normal



The world's biggest work-from-home experiment has been triggered by coronavirus



By [Jessie Yeung](#), CNN

Updated 0809 GMT (1609 HKT) February 15, 2020



The New Normal

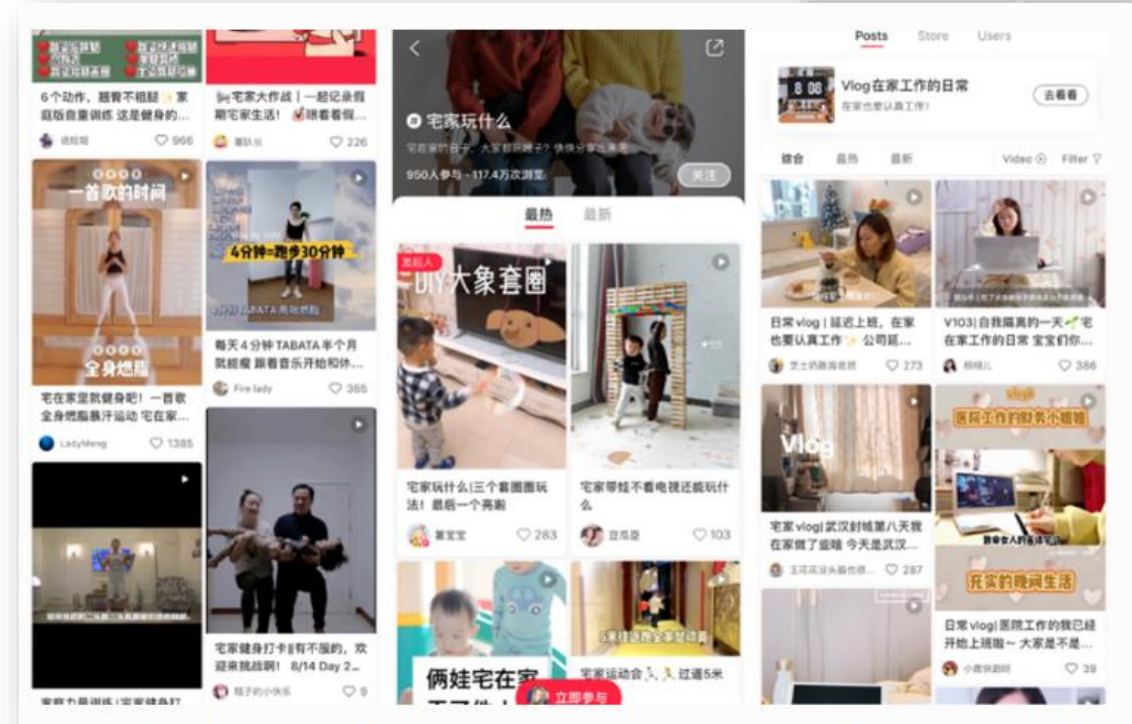
“I consider the ‘new normal’ to be the ‘smart normal,” Curtis said of infrared temperature checks, masks catalogued with QR codes, staggered attendance to limit potential transmission, and other new measures.

– Leo Curtis, Product Manager, Lenovo



A Look at China

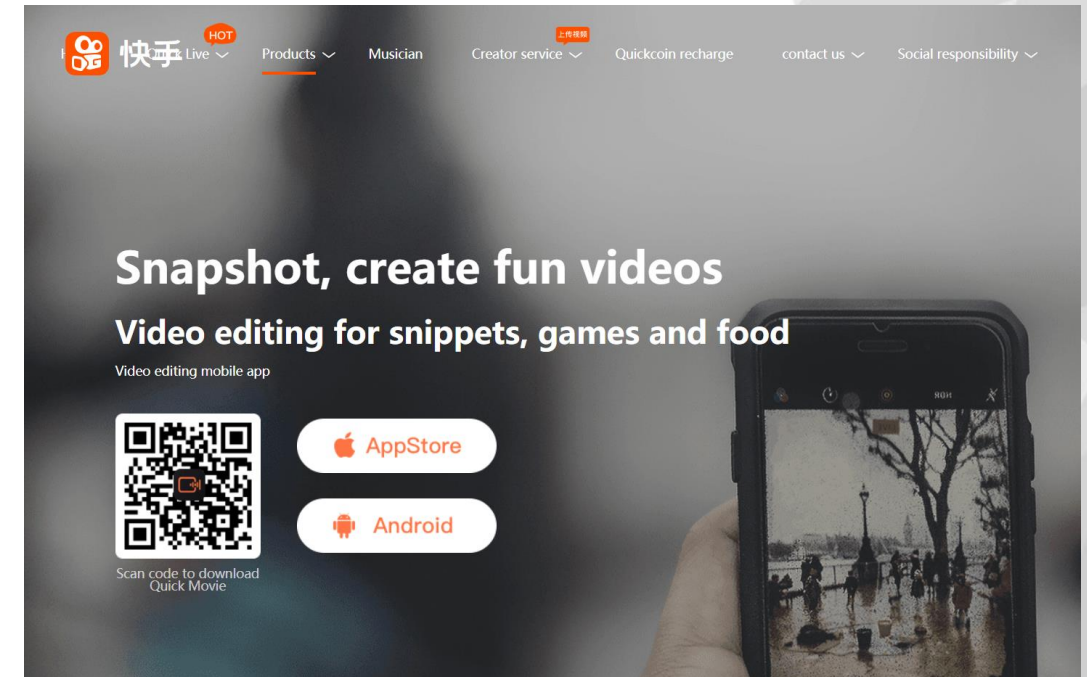
- WFH has been in effect for close to 2 months and a new way of communication has emerged.
- With so much time online, this is a time to consider **how to build brand equity in a meaningful manner** by engaging with consumers, sharing quality content.
- Online/live-streaming will continue as a means of engagement.
- Most popular topics emerging on social platforms : **entertainment, education, and compassion.**
- Most popular content: **health**, children's games and crafts, working from home
- Demand for certain industries has increased: **online education, telecommuting, and health & fitness.**



Source: Forbes, "How To Adapt Your China Marketing Efforts During The Coronavirus Crisis," Feb 2020

China: In-Demand Industries

- While the crisis in China has impacted all sectors to some extent, at a more granular level, **demand has increased** in many specific areas.
 - B2C e-commerce (especially door-to-door models), remote meeting services, social media, hygiene products, health insurance.
- **Some Chinese players mobilized rapidly** to address these needs.
 - Ex) Kuaishou (largest video share platform) has promoted online education offerings to compensate for school and university closures. Partnered with the Ministry of Education to open a national online cloud classroom to serve students.



China: Labor Allocation

Reallocate labor to different activities.

In hard-hit businesses, such as restaurants, employees were unable to carry on their regular activities.

Rather than layoffs, Chinese enterprises actively became creative and reallocated employees to new and valuable activities, like recovery planning, or even loans to other companies.

- ✓ More than 40 restaurants, hotels, and cinema chains optimized their staffing thru 'shares' with Hema, a "new retail" supermarket chain owned by Alibaba, which was in urgent need of labor for delivery services due to the sudden increase in online purchases.



China: Innovation

New Needs and Innovation:

New customer needs also create opportunities for innovation.

Most companies move to a reactive, defensive mode during a crisis but we can learn from Chinese companies especially in bold innovations.

Ant Financial added free coronavirus-related coverage to its products. The action served a customer need, while promoting awareness of the company's online offerings and improving customer loyalty.

✓ 30% increase in health insurance income in February 2020

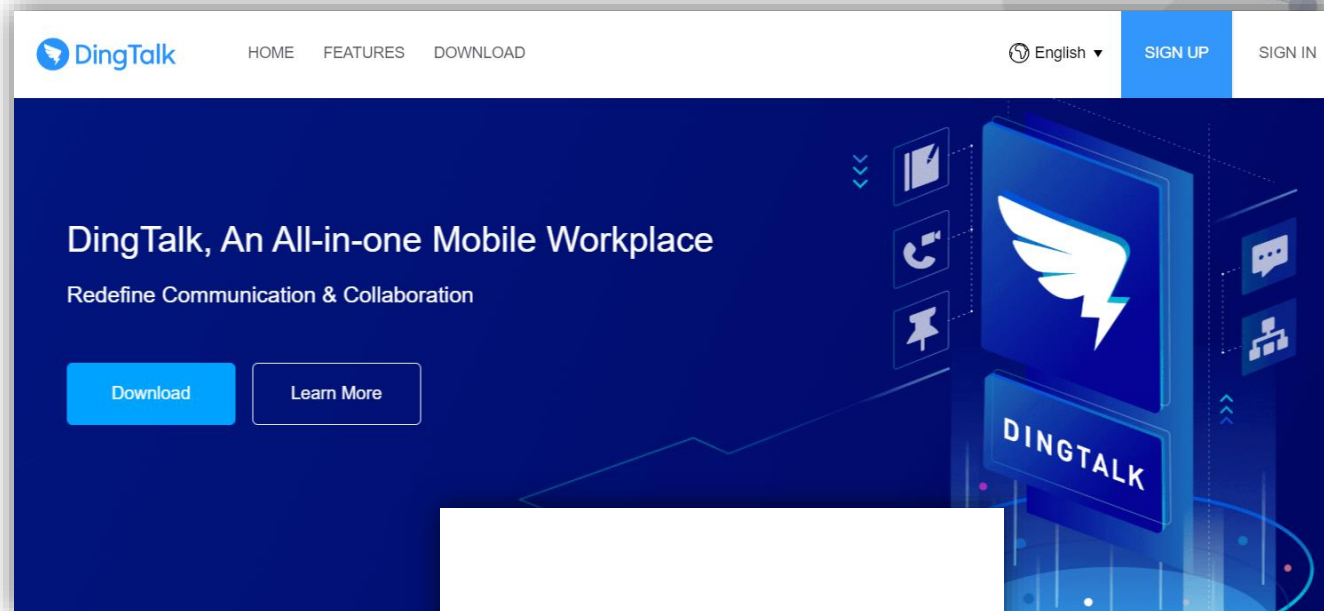


China: Offline-Online

Cosmetics company Lin Qingxuan was forced to close 40% of its stores during the crisis, including all of its locations in Wuhan.

However, the company redeployed its 100+ beauty advisors from those stores to become online influencers who leveraged digital tools, such as WeChat and DingTalk, to engage customers virtually and drive online sales.

- ✓ On the eve of February 14th, CEO Lin Qingxuan launched a large-scale live stream shopping event with more than a hundred of Lin Qingxuan's shopping advisors.
- ✓ More than 60,000 people watched the live stream and they sold more than 400,000 bottles of the camellia oil.



CORONAVIRUS: Adversity to Opportunity



COVID-19
MUSIC RELIEF



mercado
libre



mercado
libre

Communications: What matters

1. Inside – Out

If there was ever a time to focus on internal communications, it is now. (Ex Korea – twice a day via conference as well as text messages) Address employees' concerns (travel ban-WFH-free masks. Inform employees about the level of risk as the epidemic spreads.

2. Proactive, transparent and open communication

Regardless of whether they are currently impacted, companies should stay actively abreast of the evolving COVID-19 situation, engage and communicate regularly with all their staff, internal and external stakeholders and be prepared to act swiftly.

3. Show compassion

Be authentic. Remain connected to values and culture. (Hope and solidarity, local heroes)

4. Activate the SMT

Rely on a small group to align on 5Ws – who-what-when-why-where messaging. Meet regularly, communicate even more.

5. Leveraging data and intelligence during times of crisis

Using apps such as Coronavirus App on Eikon+Reuters to provide targeted and up-to-date intelligence on the impact of COVID-19. Other clients share global monitoring reports that look at media, search and social trends across key markets.

6. Accelerating digitalization

This is a timely opportunity for companies to evaluate their technological capabilities and accelerate their digitalization plans in order to be better prepared for the next potential crisis.

6. Business Continuity Plan

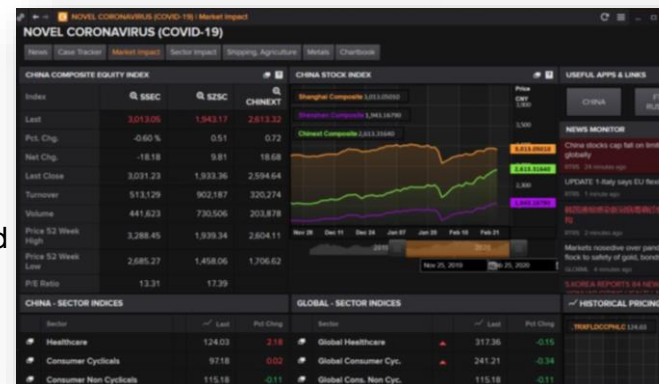
The BCP should be well-rehearsed and communicated within the company and with other key stakeholders. Assemble a preliminary crisis plan based on recommendations of public health organizations in anticipation that the spread of the disease reaches any part of your organization.

7. Look at CSR – Acts not Ads

Consider how to boost what is already in place. A number of companies across Asia have extended financial support to organizations such as the Red Cross, hospitals, etc. Where relevant, companies have also donated products (food items, water, masks, etc) Industry coalitions

8. Scenario Planning

We are looking at communications program/campaign and how it potentially needs to pivot and adjust given the situation. Ex if event heavy, look at way to manage online; adjust owned channels or digital content to be more appropriate given the situation, etc



March 27, 2020

A Message to Our UNIQLO Community

Our priority during these challenging times is the health and safety of our customers, employees and communities around the world.

To help combat the spread of COVID-19, UNIQLO parent company Fast Retailing has enlisted the support of its manufacturing partners to procure 10 million masks that will be donated to high-priority medical facilities worldwide. And our aim is to provide more assistance as specific needs become clear.

At this time, we share our deep respect for the many people who are providing care for those affected.

We wish you and your family to stay healthy and well.

UNIQLO

THANK YOU!

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