

COVID – 19 EFFECTS AND IMPLICATIONS PHASE-2



"Currently we can't think about protesting on the streets," said 16-year-old Fridays for Future activist Ariadne Papatheodorou from Athens. "We know we are in a crisis, as well as our health systems around Europe. We don't want people to die, that's why we are staying at home." –dw.com



AGENDA FOR TODAY'S SESSION

1

Executive Summary

2

Covid-19 Status

3

Consumer Reaction to Outbreak

4

Daily Life and Emerging Behaviours & Attitudes

5

Covid-19's Impact on Purchase Patterns

6

Media & Content

7

The Role of Brand & Communication During the Outbreak

8

Covid- 19 Personas & Data Driven Targeting

9

Key Takeouts

A photograph of two giant pandas in an enclosure. One panda is sitting upright on the left, and the other is leaning against its back on the right. They are surrounded by green foliage and a rocky background. A metal bucket sits on a rock in the foreground. A white text box with a black border is overlaid on the left side of the image.

1. EXECUTIVE SUMMARY

A baby panda may have been conceived at Ocean Park in Hong Kong while the zoo is in lockdown due to coronavirus

BEHAVIOURAL ANALYSIS

1

Perception

How we perceive a general topic. This is a fully conscious process where we take a decision or a stance on a particular topic or point of view.

2

Intent

How we intent to behave when faced with a situation while perception is static, intent is environmental.

3

Action

What we end up doing when the situation arises.

ADAPTING TO RAPID CHANGE & UNCERTAINTY

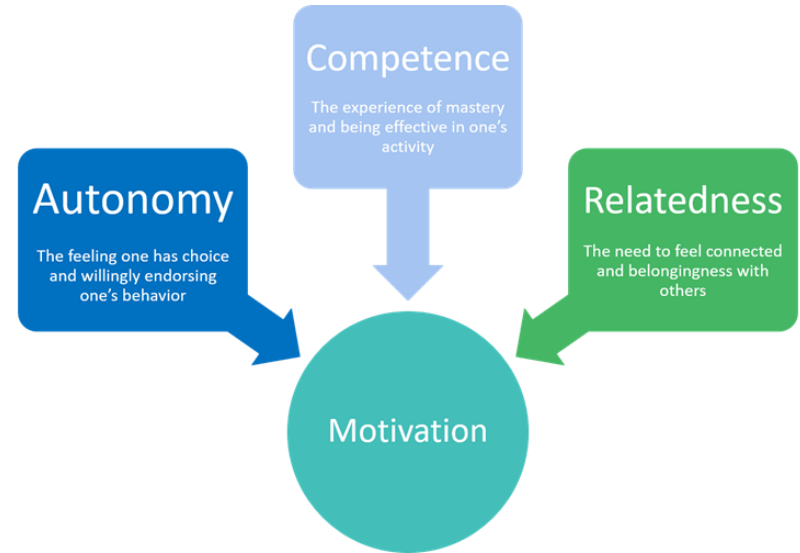
- The situation is rapidly changing. The amount of people deemed safe to gather in a single place has dwindled from thousands, to hundreds, to ten. Restaurants, bars, movie theaters, and gyms in many major cities are shutting down. Meanwhile many office workers are facing new challenges of working remotely full time.
- Essentially, people are coming to terms with the realities of our interconnected world and how difficult it is to temporarily separate those connections to others. To say that we are living in unprecedented times feels like an understatement.
- One of the responses we've seen to how people are approaching this period of isolation and uncertainty is in huge overnight changes to their lifestyle and shopping behaviors. From bulk-buying to online shopping, rising of digital platforms, emerging indoor activities and going back to basics, people are changing their behaviours in terms of buying, consuming and doing. When and how are also changing.
- Isolated at homes and limiting shopping for all but necessary essentials are becoming a new normal. Brands are having to adapt and be flexible to meet changing needs and environment.

WHEN FACED WITH AN UNCERTAIN, RISKY SITUATION OVER WHICH WE HAVE NO CONTROL, WE TEND TO TRY WHATEVER WE CAN TO FEEL LIKE **WE HAVE SOME CONTROL**

Paul Marsden, a consumer psychologist at the University of the Arts London was quoted by CNBC as saying: “Panic buying can be understood as playing to our three fundamental psychology needs.” These needs are autonomy (or the need to feel in control of your actions), relatedness (the need to feel that we are doing something to benefit our families), and competence (the need to feel like smart shoppers making the correct choice).

Global spread of COVID-19 has been accompanied by a lot of uncertainty and at times contradictory information. When people are hearing differing advice from multiple sources, they have a greater instinct to over-, rather than under-, prepare.

Secondly, there is the crowd mentality. Seeing other people buying up the shelves and then seeing a scarcity of necessary products validates the decision to stock up. No one wants to be left behind without any resources.



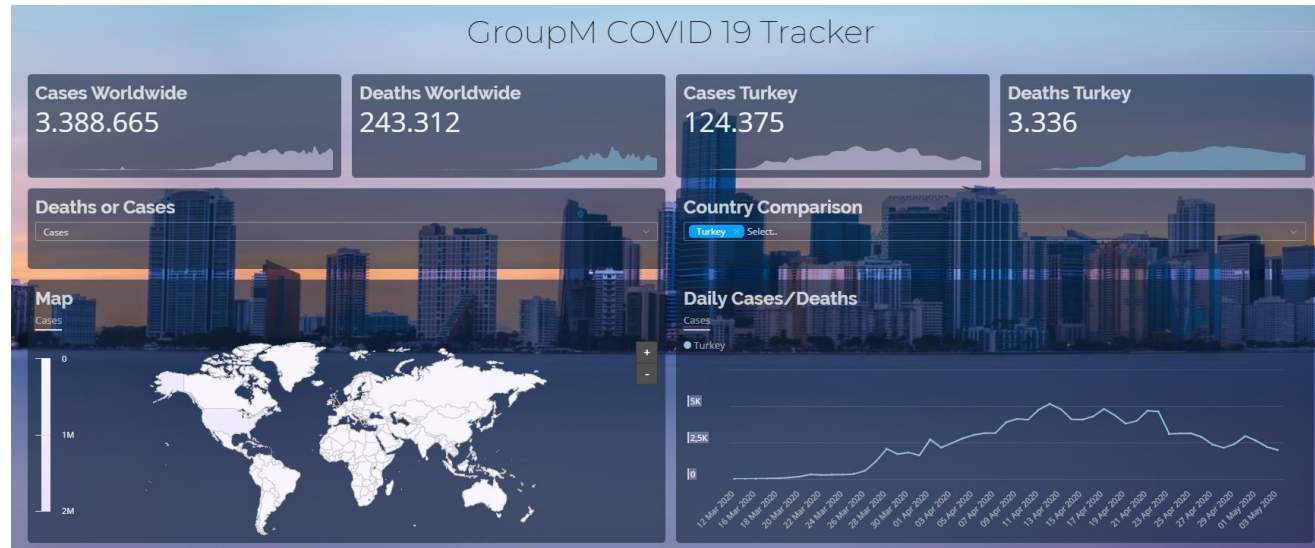


2.COVID-19 STATUS

As the normally bustling canals of Venice became deserted amid pandemic quarantines, viral social media posts claimed swans and dolphins were returning to the waters. It wasn't true. The canal water, nonetheless, is clearer because of the decrease in boat activity. – National Geographic

CORONAVIRUS HAS BEEN SPREADING RAPIDLY ACROSS THE WORLD, AFFECTING MORE THAN 185 COUNTRIES AND CLAIMING MORE THAN 3 MIO LIVES

Globally, more than 4.5 million people - half the world's population - have been living under social distancing measures, according to the AFP news agency's estimates. While more than 3 million people are known to have been infected worldwide, the true figure is thought to be much higher as many of those with milder symptoms have not been tested and counted.



Those restrictions have had a big impact on the global economy, with the International Monetary Fund saying the world faces the worst recession since the Great Depression of the 1930s.

The UN World Food Programme has also warned that the pandemic could almost double the number of people suffering acute hunger.

SOURCE:

<https://platform.datorama.com/external/dashboard?embedpage=0619c6f7-3fec-4f20-b09e-7820b541f122>,
<https://www.bbc.com/news/world-51235105>

groupm

STILL ISOLATED AT HOMES, TURKEY'S CASE TREND STARTED TO DECREASE IN THE LAST TWO WEEKS

In Turkey there are 126.045 cases, 1.135, 367 tested people, 1.424 intensive care patient, 3.397 deaths and 63.151 recovered patient.

According to Health Minister Fahrettin Koca, peak period is over and since March 11, for the first time, on May 3, the number of healed patients exceeded the number of existing Covid-19 patients.

Social isolation restrictions are expected to be cancelled step by step.



HOW TURKEY DEALS WITH COVID-19 TIMELINE



Acute Outbreak

11 March

The Minister of Health announced the first case of corona virus.

12 March

Schools were vacationed due to the corona virus.

15 March

Umrah passengers (10K passanger) quarantined in Ankara.

16 March

Entertainment places and cafes have been temporarily closed. Restrictions were applied to mosques, as well.

18 March

First person, 86 years old man died because of Covid-19.

21 March

Lockdown was declared on people over the age of 65.

25 March

Schools were vacationed until April 30.

27 March

Intercity transportation is restricted.

29 March

Total death number passed 100 people.

Adapting to New Normal

3 April

Covid-19 city breakdowns were announced. 8.852 people were confirmed as Covid-19 positive in Istanbul.

6 April

President Recep Tayyip Erdoğan banned sales of masks, government would give free masks to everyone for support.

10 April

Lockdown was declared for the weekend for the first time.

12 April

Süleyman Soylu resigned after the reactions to the management of the lockdown but resignation wasn't accepted by President Erdoğan.

16 April

Layoffs were banned for 3 months. Government support for workers taking unpaid leave.

20 April

4 days of lockdown was declared. 23th to 26th of April were curfewed. This is the longest lockdown of Covid-19.

29 April

Ziya Selçuk announced that remote education is extended until 31 May.

3 May

For the first time, number of healed patients exceeded the number of existing Covid-19 patients.

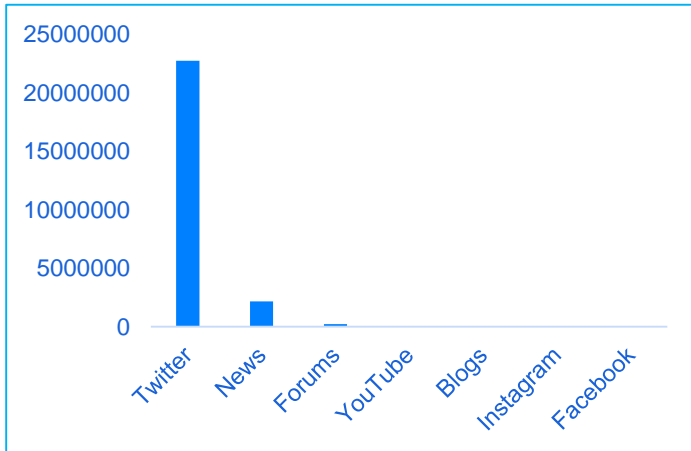
PEOPLE TURN TO SOCIAL MEDIA FOR ITS IMMEDIACY AND UNIFYING NATURE

25 Million mentions were shared on Coronavirus. Twitter is the main source to express feelings and opinions and also getting information.

Admiration is the main emotion in social media. Consumers who find health minister's actions successful shared admiring posts. We keep our hopes high-«expectation» is the second highest emotion in social media.

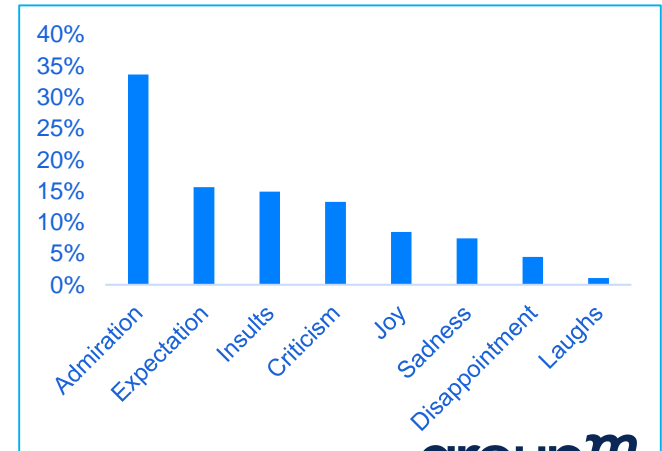
Total Mentions

25M



Unique Authors

8M

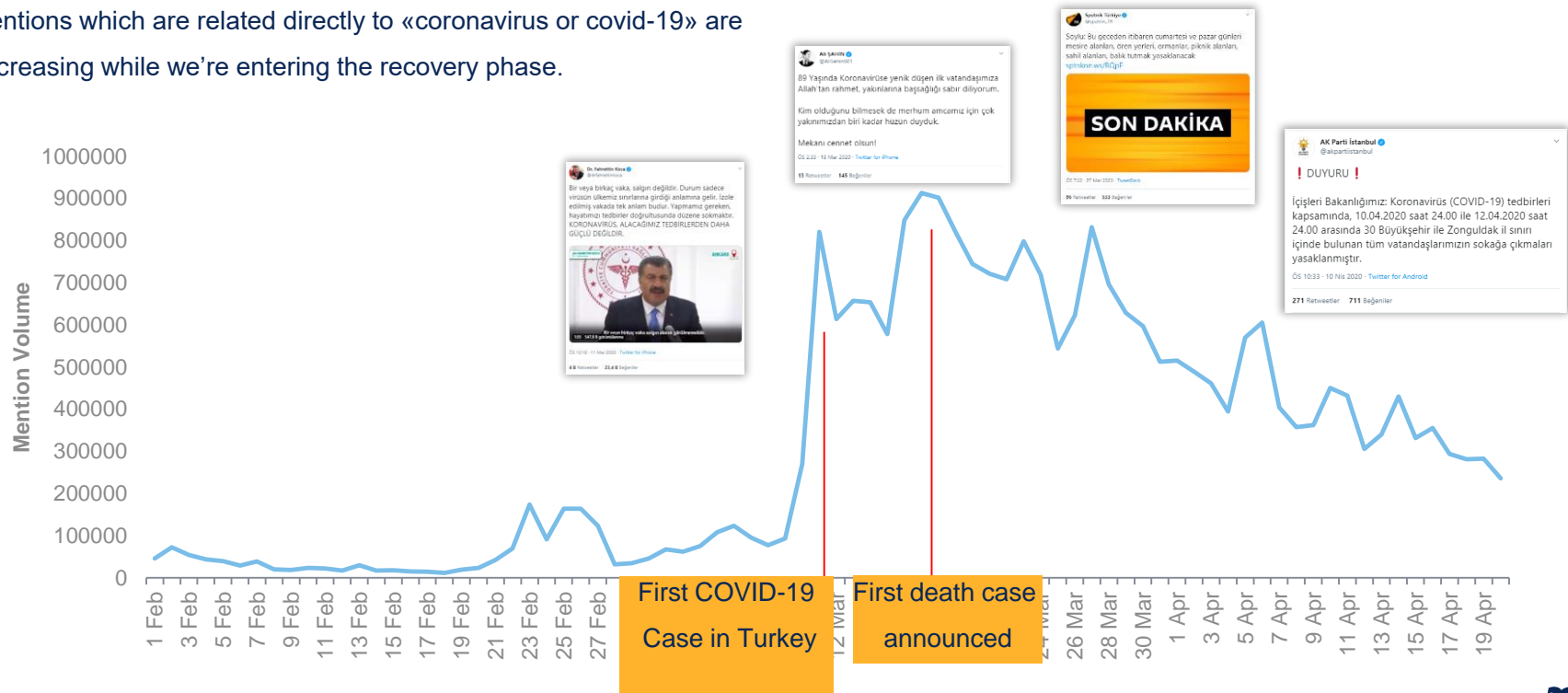


Hashtags	Mentions
#coronavirus	976400
#corona	922400
#koronavirüs	633300
#covid19	382400
#birliktebaşaracağız	111900
#hayatevesiğar	100300
#evdehayatvar	89400
#birlikteyeneceğiz	88800
#evdekaltürkiye	60400
#sokağacıkmayas aği	60200
#bizbizeyeriz	58900
#ciddiyealın	52500

¹SOURCE: Brandwatch, Instar Social

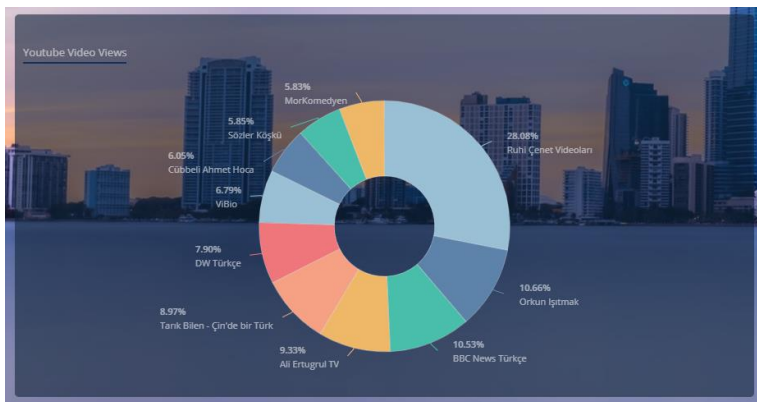
PEAKED DURING THE ACUTE OUTBREAK, THE CONVERSATION STARTED TO DECREASE.

Mentions which are related directly to «coronavirus or covid-19» are decreasing while we're entering the recovery phase.



YOUTUBE IS ONE OF THE POPULAR PLATFORMS TO CREATE AND FOLLOW CONTENT ABOUT COVID-19

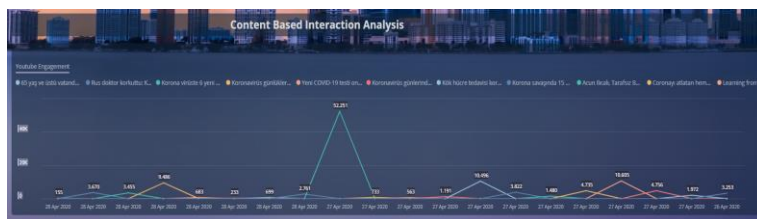
Consumers are following informative content created by influencers and news authorities about Covid-19 through Youtube.



Consumers mostly watch «**Ruhi Çenet**» and «**Orkun Işıttmak**»s COVID-19 videos.

In top contents it's mostly seen «**how people caught coronavirus and how they overcome it, experience sharing**» and «**COVID-19 test**» videos.

The video with the highest interaction rate is «**Acun Ilıcalı, Tarafsız Bölge'de Koronavirüsle İlgili Dominik'teki durumu anlattı**» shared on April 26th.



Content	Competitive Page Content Name	Competitive Page Content	Youtube Video Views	Youtube Video Comments	Youtube Video Likes	Youtube Video
Ruhi Çenet Videoları	Koronavirüsün bir de SİYENEN DİNİNGER ENGİZANESİ Gibisi, Başarıları Kim...	https://www.youtube.com/...	4,800,049	22,022	286,530	
Orkun Işıttmak	SOMATA KIRKINA WİDİSİ TESTİ	https://www.youtube.com/...	2,646,914	9,905	112,516	
BBC News Türkiye	Türkiye'de koronavirüsün Coronayla da bir gün...	https://www.youtube.com/...	2,612,491	4,395	98,783	
Ali Ertugrul TV	Koronavirüsün SİYENEN DİNİNGER ENGİZANESİ Gibisi, Başarıları Kim...	https://www.youtube.com/...	2,216,709	9,781	18,083	
Tank Bilen - Çin'de bir Türk	Çin'de (En Son Durum) KORONAVİRÜSün Koronavirüsün Durumu...	https://www.youtube.com/...	2,225,988	12,034	48,881	
Ruhi Çenet Videoları	Koronavirüsün bir de SİYENEN DİNİNGER ENGİZANESİ Gibisi, Başarıları Kim...	https://www.youtube.com/...	2,139,455	18,846	108,797	
Orkun Işıttmak	KORONAVİRÜSÜN SİYENEN DİNİNGER ENGİZANESİ Gibisi, Başarıları Kim...	https://www.youtube.com/...	2,053,261	5,437	94,523	



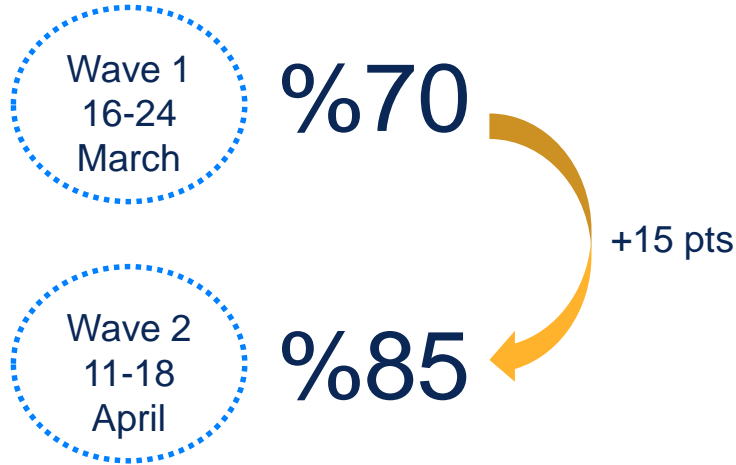
CONSUMER REACTION

- Covid's effect will remain long after lockdown ease
- People are scared of catching coronavirus
 - Meticulous hygiene
 - Crowd avoidance could continue
- Economic concerns and household impact will shape daily life and purchasing ways

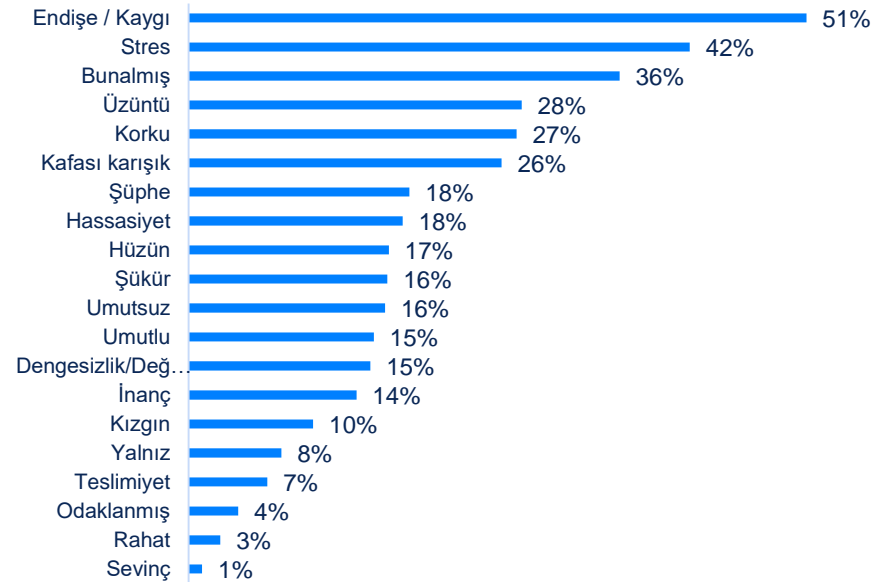
With much of the world driven indoors to quarantine during the coronavirus pandemic lockdown, some species not often seen — or, at least, rarely in such large numbers, and certainly not against such empty backdrops are exploring cities, the Guardian reports.

FEAR AND ANXIETY ARE GROWING

Comparing the highest levels of anxiety rates, while consumers are %70 worried about the virus in wave 1, it increases to %85 in wave 2.



Where negative emotions are felt heavily, they need emotional support more than ever in this period. We need to remember positive feeling again.



IN A CRISIS ENVIRONMENT, WE WORRY MORE ABOUT OUR LOVED ONES THAN OURSELVES

Besides all of the health and hygiene issues consumers also worried for economy, will they be unemployed, how will they survive from this, and what waits for countries economy... *38% are much worried about losing their job*

High Concerns

%51

Close one's catching virus

%51

Virus spread speed

%43

Deterioration of the economic situation

%36

No treatment

%31

Person itself getting the virus

%26

Health workers being in thread

Medium Concerns

%22

Losing revenue

%22

Can't going out

%20

Inability to meet basic needs

%20

Education process of children

%18

Elderly people at risk for their current illness

%18

Distruption of psychology

Low Concerns

%17

Potential patiens not be detected

%15

Information pollution about virus

%14

Not enough equipment and staff in hospitals

%11

Inability to socialize

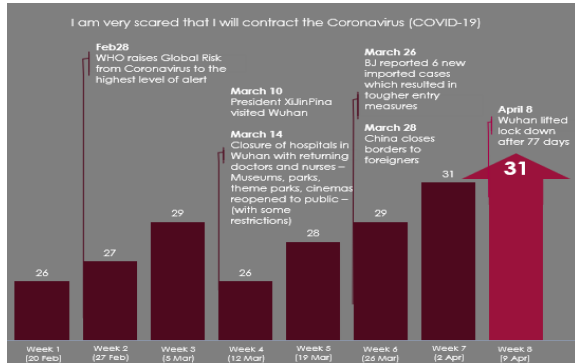
%11

Not be able to find food

%3

Less source for information

METICULOUS HYGIENE AND CROWD AVOIDANCE COULD EMERGE IN THE LONG TERM



In China, as the Wuhan lockdown begins to be lifted, several weeks after the recovery phase began, people are **more scared of catching coronavirus than they have been at any point since the lockdown started.**

meticulous hygiene

85% of Chinese consumers are wearing face masks (source: MediaCom China Weekly Sentiment Tracker, 9th April), frequent handwashing continues whilst 71% avoid touching public surfaces

crowd avoidance.

82% of Chinese people want to avoid crowds right now

In Turkey;

%71 consumers are wearing face masks and frequent handwashing is **%80.**

%64 of Turkish people want to avoid crowds right now.

WHILE WOMEN ARE MORE WORRIED OVERALL, MEN ARE MORE WORRIED ABOUT DECREASING INCOME AND LOSING THEIR JOB

While women tend to be more society oriented, it's more on a personal level for men.

Overall Worry

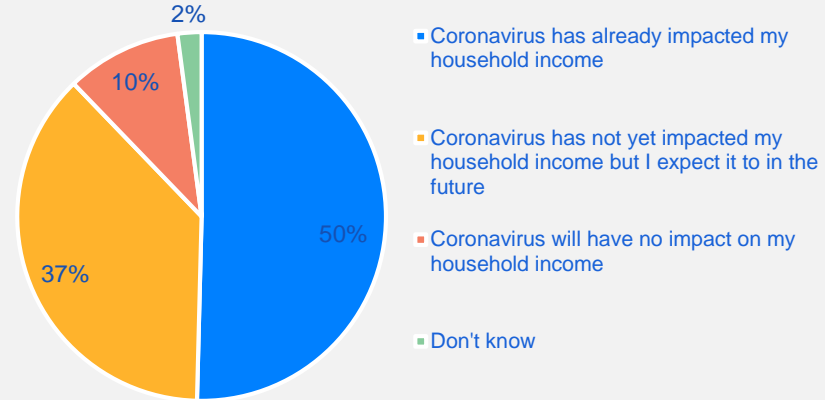
%79 

%91 



IMPACT ON THE HOUSEHOLD INCOME IS NOW MORE OBVIOUS

%50 of consumers thinking that COVID-19 has already impacted their household income. We can see this from their economical anxiety levels and their fear of losing job. Also %37 hasn't been impacted yet but for the future they expect it to impact their household income. Sooner or later, consumers think they will be affected in some way.



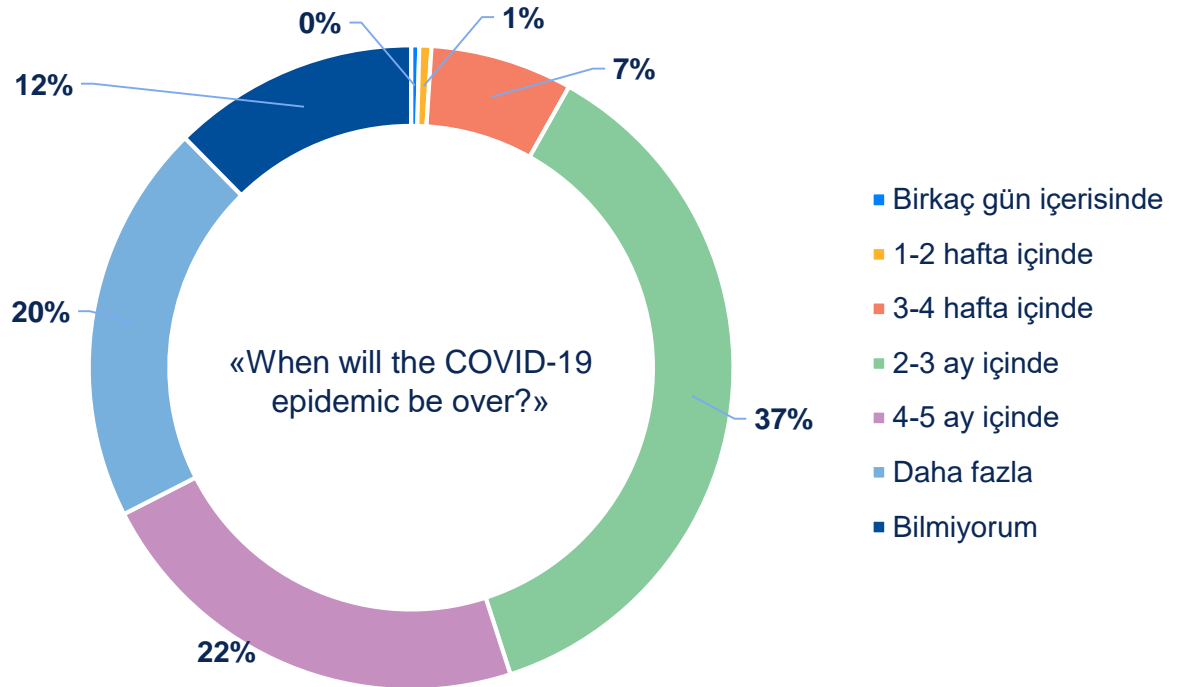
Household Income Impact in other countries: SA (58%), Spain (45%) and Italy (43%) Germany and France have the lowest concern.

Thinking about your household income, that is the income of everyone in your household, which one of these statements comes closest to your current situation?

THE END OF THE TUNNEL IS STILL FAR AWAY AND PEOPLE BELIEVE THAT THEY WILL SEE THE LIGHT AFTER SUMMER

We're embracing the new normal.

The uncertainty about when the outbreak will end forces us to adapt to the situation we are in. Therefore, 12% does not even comment on when it will end.





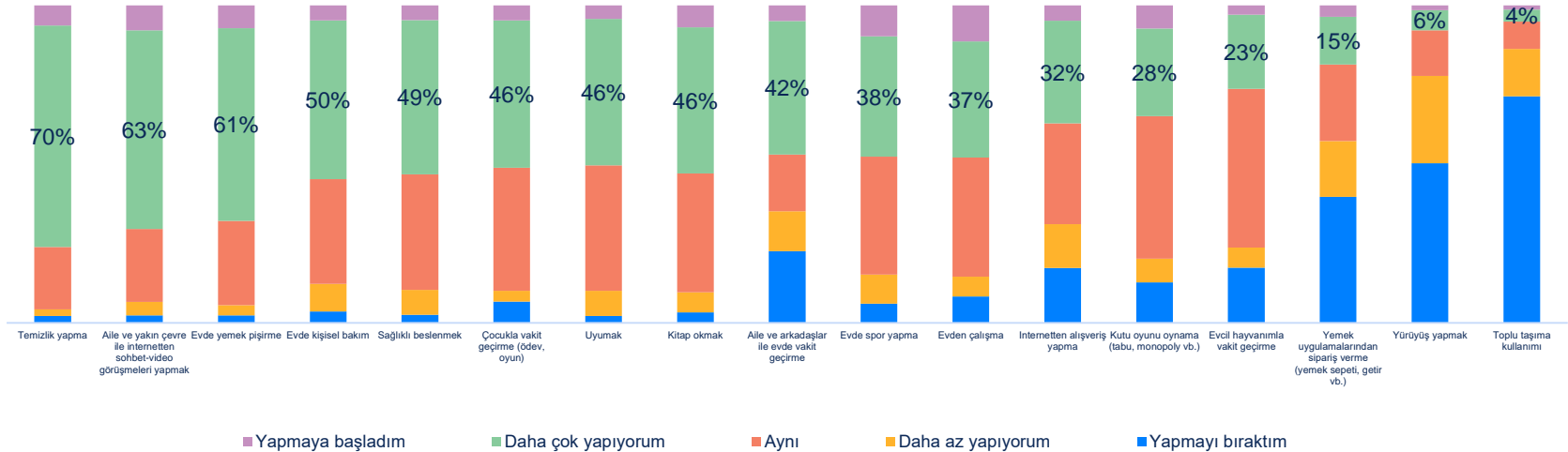
4. DAILY LIFE & EMERGING TRENDS

- Home is the new playground
 - Cooking & Recipes
 - Home workout
 - Hobbies & leisure
- Digital life accelerating
 - Rise of live broadcasts
 - Challenge of everything
 - We miss coming together: Virtual gatherings
 - Work life re-balanced: Cloud based business

The world of Asian elephant tourism is wracked with jumbo divisions. Animal rights groups want to stop the sale of elephant rides and other forms of touching due to cruelty. But vets and other experts who work with the Asian industry say what's needed is not a boycott but a reform of elephant training techniques and camp management. -skift.com

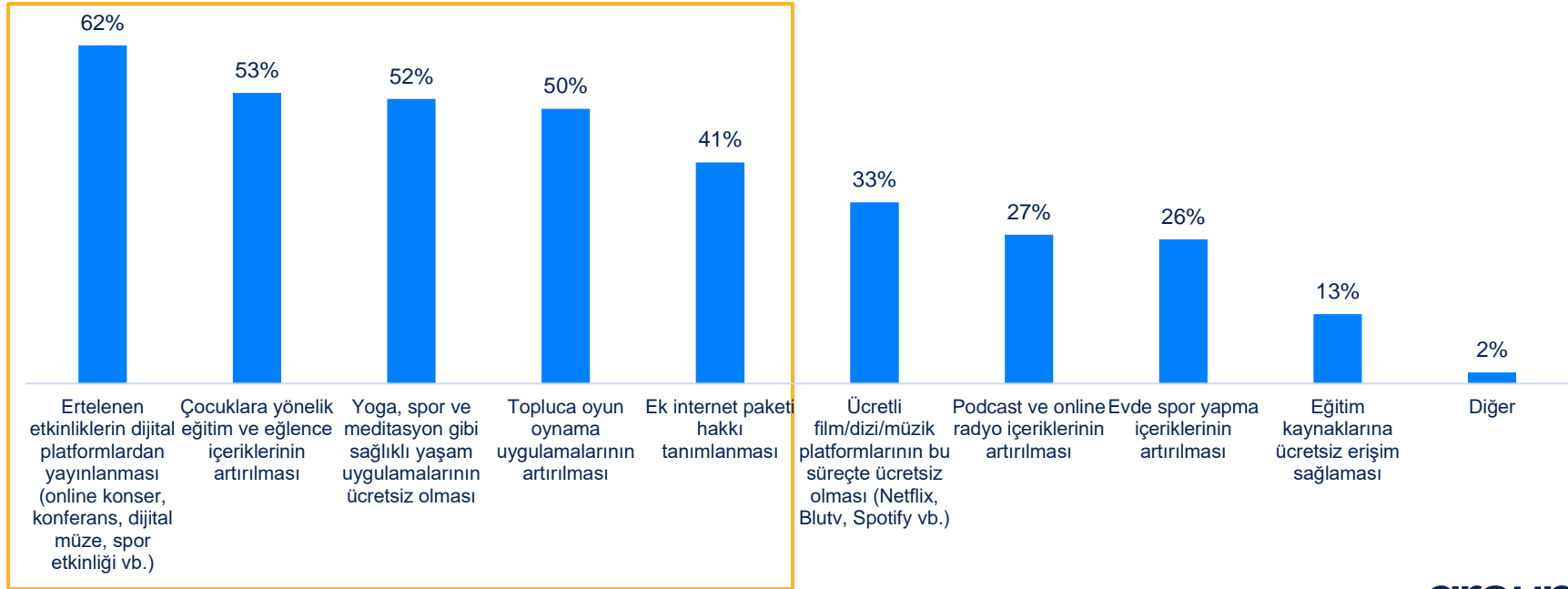
NEEDS CHANGING FROM SAFETY TO SOCIALISING.

%98 of consumers are already spending more time at home so the part of the «trust and safety» is a bit more taken care, what they really need right now is to socialize. *In wave 1, we can clearly see they're prioritizing cleaning, cooking, healthy eating but now, they are missing their loved one's so %63 of them do more video calls, live chatting with groups to fill the gap that social isolation cause.* After that %61 home cooking and %50 personal care comes. We began to do our own self-care, as we couldn't go out for a long time. Being at home doesn't mean self-neglect. On the contrary, we are at a time when we need to take care of our body much better than before.



CONSUMERS WANT TO FEED THEIR SOUL WITH ARTS & CULTURAL EVENTS AND MEDITATIVE CONTENT.

As we go through a period when the understanding of socialization is rewritten, consumers mostly (%62) wants to participate events from a different level; digital. Because being at home doesn't mean that socialization should stop. The same activities can continue with a little bit of perspective change. %52 asks for free services of sports and meditative contents like Yoga to keep themselves sane and reduce anxiety. We want to be entertained and feel good.

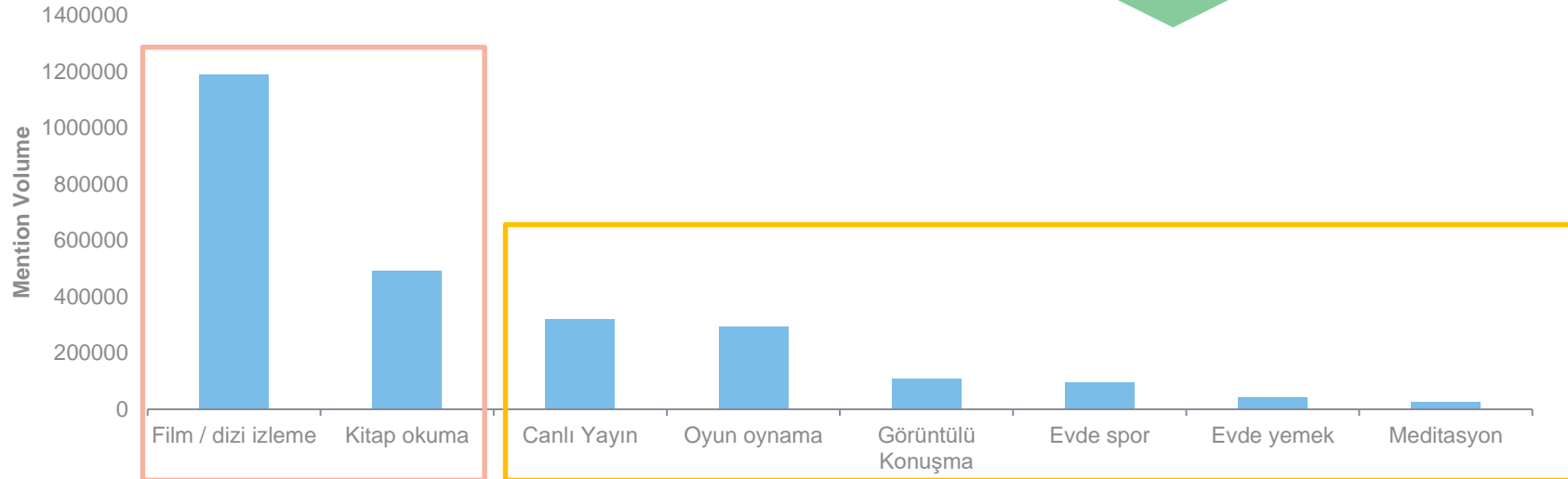


COVID-19 CREATES NEW TOPICS:

During quarantine times, while consumers have increased their existing habits like watching movie or reading books, they have also gained new habits such as participating live concerts, playing box games, making video chats, etc..

What are the motivations behind it?

- Boredem
- Relieving Stress
- Longing



HOME IS THE NEW PLAYGROUND

130% Watch time
growth in Fitness

100% Watch time
growth in
Cooking & Recipes

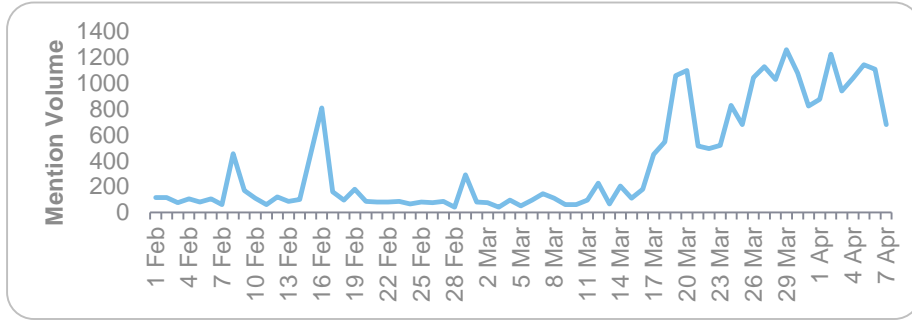
80% Watch time growth
in TV Programs & Shows

70%
Watch time growth in Hobbies &
Leisure

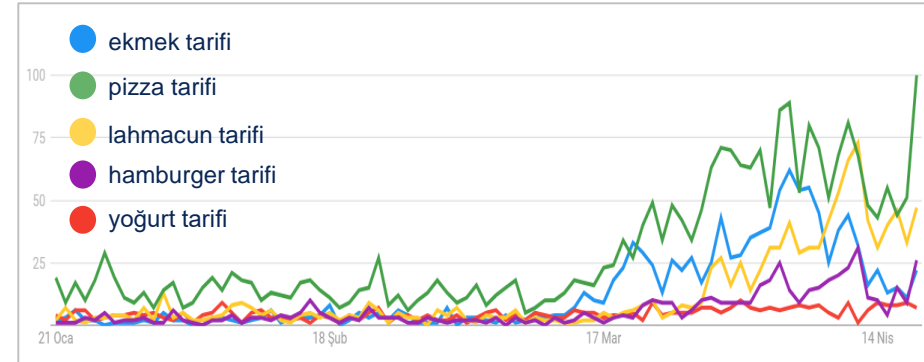
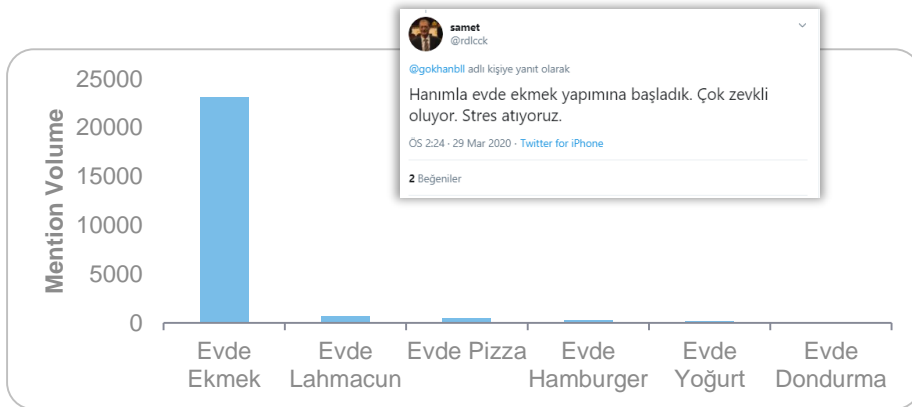
SOURCE: 2020 March vs 2019 March YouTube Internal Data



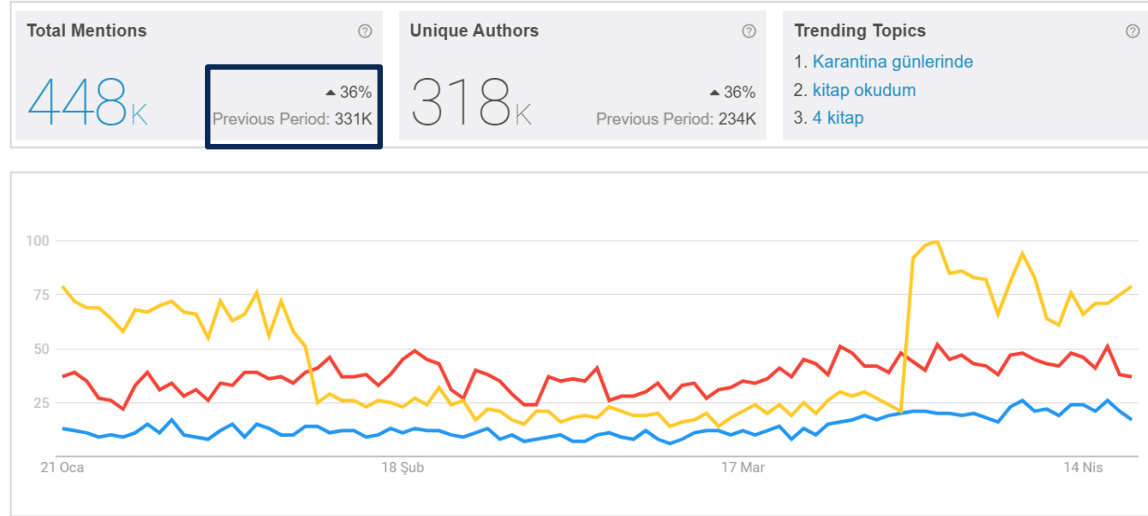
COOKING & RECIPES IS ONE OF THE ROUTINES THAT KEEP US SANE.



Besides being a stress relief method, the craving for the meals which are eaten outside and hygiene concerns have increased the trend of cooking at home.



«READING BOOK» MENTIONS HAVE INCREASED %36 DURING THE QUARENTINE, POPULAR ONLINE BOOK SELLER WEB SITES SEARCH TRENDS HAVE ALSO INCREASED.



%32 increase in book purchases
Average basket amount 80 TL.

STAY HOME, STAY ACTIVE!



Doing sports at home during this time has become much more important. **Reducing stress, keeping immune system strong and fit appearance** increased interest in sports.

55% year-over-year increase in average daily uploads of “work out at home” videos in YouTube.

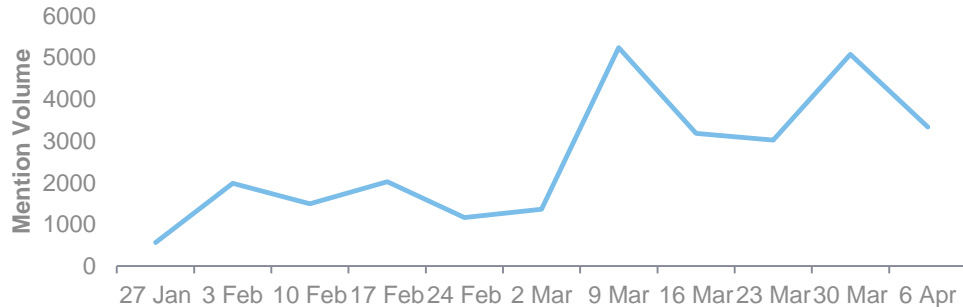


1	evde yapılacak spor hareketleri	Büyük Çıkış
2	evde spor uygulamaları	Büyük Çıkış
3	evde spor videoları	Büyük Çıkış
4	evde spor malzemeleri	Büyük Çıkış
5	evde spor egzersizleri	+% 300

SOURCE: Brandwatch & Google Trends, YouTube Data, Global, average daily uploads of videos with “work out at home” in the title since March 10, 2020, Jan 1, 2020–March 18, 2020

EVERYONE HAS THEIR OWN STRESS MANAGEMENT METHOD AND MEDITATION IS ONE OF THEM.

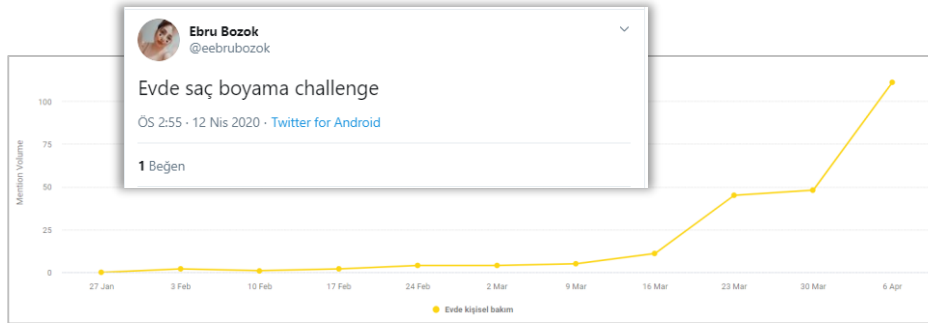
35% year-over-year increase in views for meditation-related videos in YouTube.



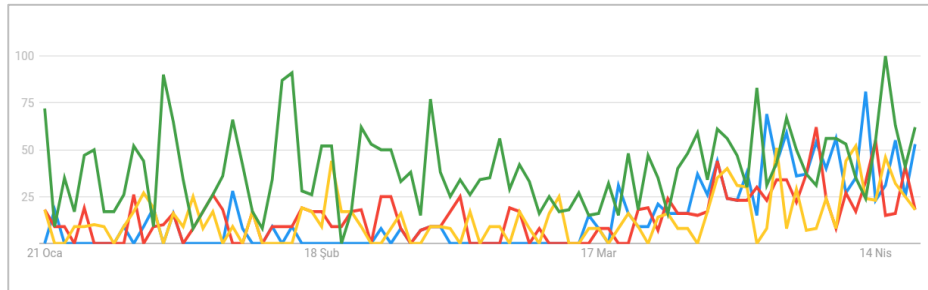
Regular sleep and stress-free life is a must for a healthy life. According to some people, meditation is a way to achieve it!



WHEN IT COMES TO CHALLENGE, PERSONAL CARE HAS BECOME ONE THE MOST CHALLENGING SUBJECTS.



The need for «personal-care at home» increased as the «staying at home» time increased. Dying and cutting hair are the most searched ones related to personal care.



CONSUMERS ACTIVELY YEARN FOR THE RETURN OF SOCIAL SPACES AND ACTIVITIES

%36 will be spending time outside doing anything, %33 will be on vacation.

The important part here is seeing our loved ones and spending time outside takes priority over our personal care needs.

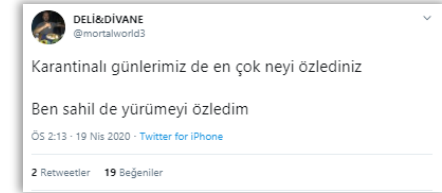
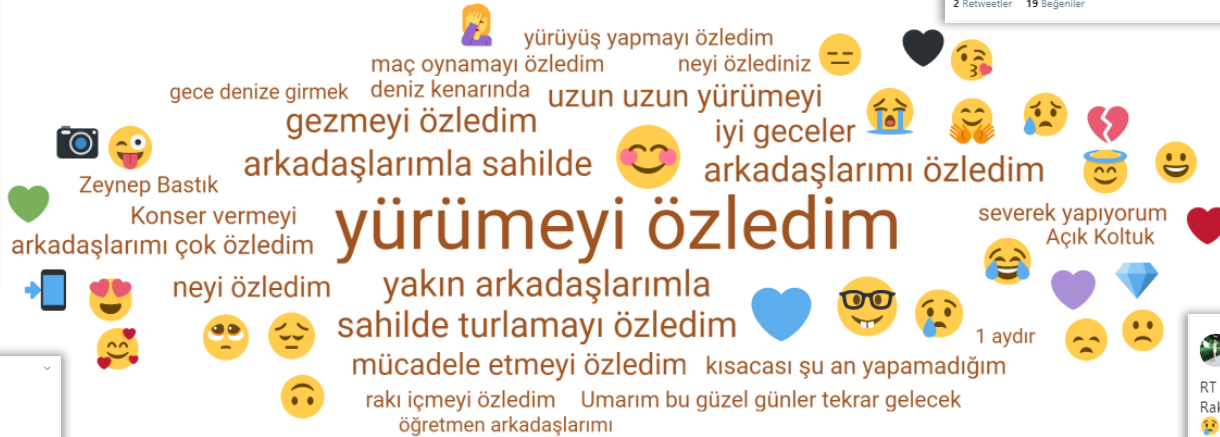
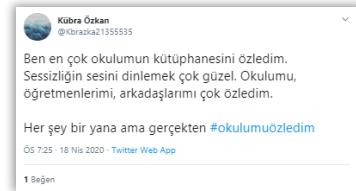
Can the brand be an accessory to social fun at home, and take advantage of a relaxing of rules for social gatherings but a lack of bars and restaurants and travel?



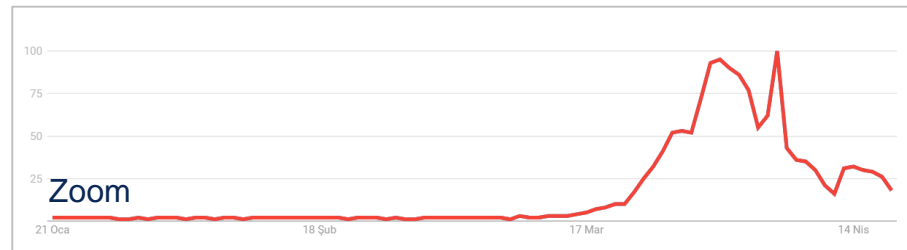
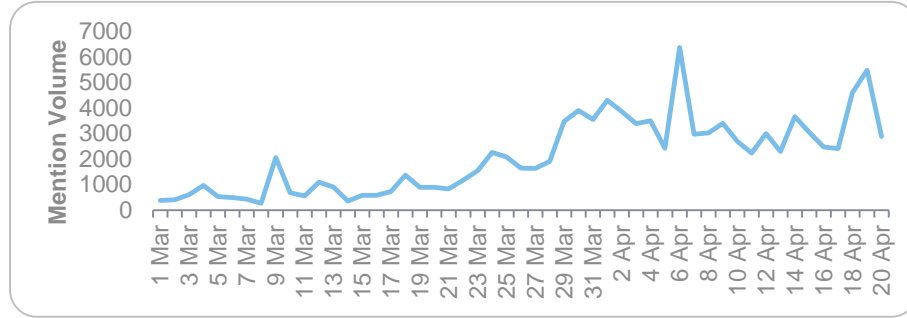
WE ARE MISSING WHAT WE CAN'T DO!

The longing emotion of consumers have been increasing every passing day.

Friends, traveling, walking by the sea are the ones that missed the most.



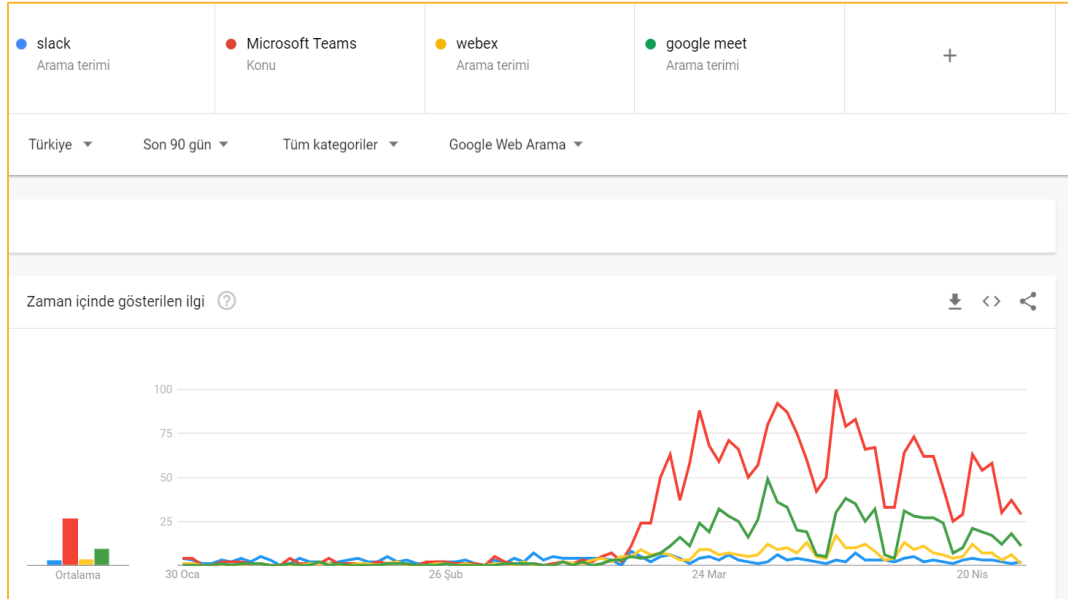
MEANWHILE, VIRTUAL GATHERINGS TO OVERCOME DISTANCE



Eventhough consumers have found bunch of things to distract themselves; missing friends and families are tough feelings to overcome. Yet, there are video chat apps, better than nothing! Because of whatsapp's participant restrictions; Houseparty and Zoom mentions came to the fore!



WORK LIFE RE-BALANCED : SEARCH PATTERNS SHOW US THE POPULARITY OF REMOTE WORKING TOOLS



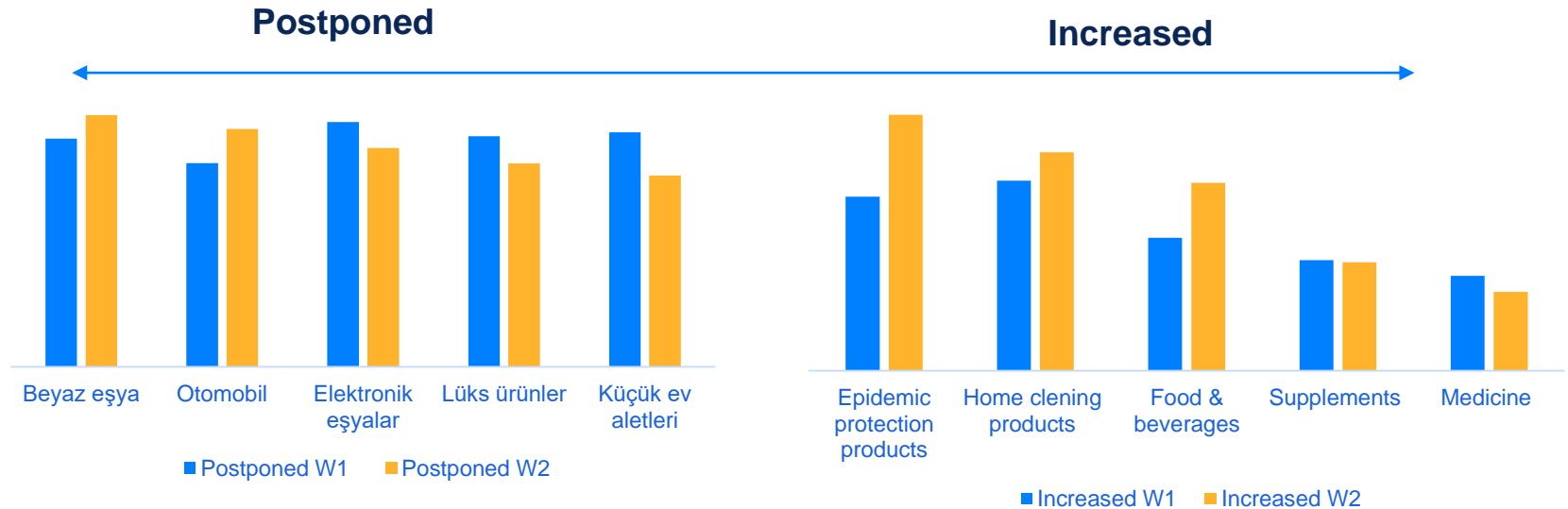
People are getting used to work from home and they have many choices to connect for business or communication purposes since there is a major increasing trend in search patterns.

5. COVID-19'S IMPACT ON PURCHASE PATTERNS

- Some non-essentials pick up, whilst most big-ticket purchases remain delayed
- Shoppers could make a tentative return
- Shopping behaviours are changing
- Besides essentials, we see a rising trend of indulgent and snacking products
- Weekend lockdowns and ramadan increase the trend of stocking up
- Social isolation brings forward personal care (mental & physical), hobbies and indoor investment

*The goats of the Welsh(UK) seaside spot, Llandudno, normally live on the rocky Great Orme but, on 31st March, the herd was drawn into the quiet town.-
countryliving.com*

SOME NON-ESSENTIALS PICK UP, WHILST MOST BIG-TICKET PURCHASES REMAIN DELAYED



SHOPPERS COULD MAKE A TENTATIVE RETURN

Retail & recreation

-91%

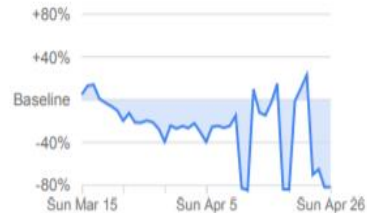
compared to baseline



Grocery & pharmacy

-82%

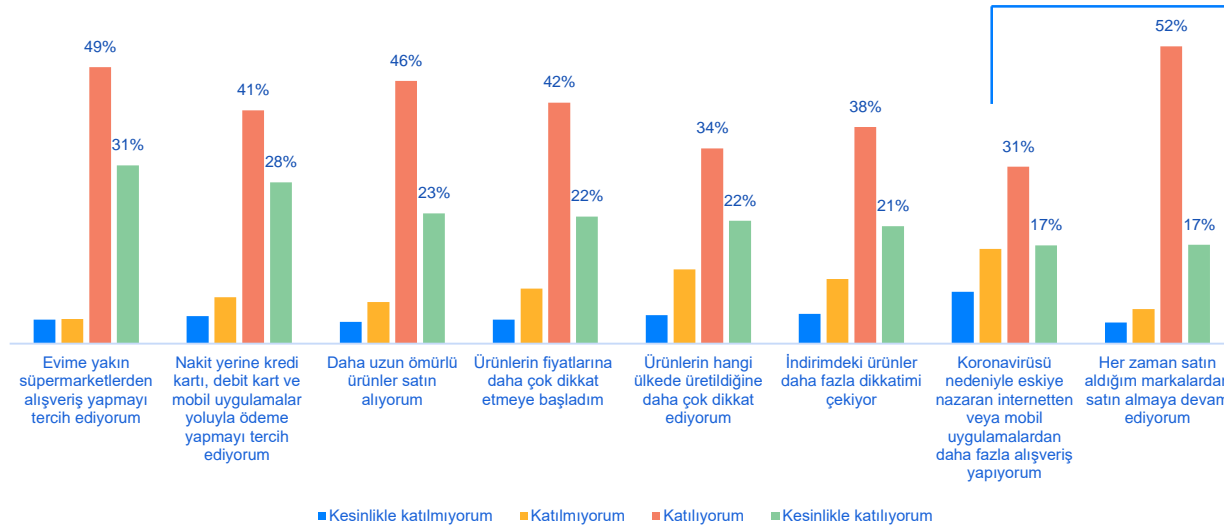
compared to baseline



While some expected that post lockdown consumers would immediately leave the house en masse to enjoy their new-found freedoms, early indicators tell a different story. **Footfall into grocery stores takes at least a week from lockdown removal to start increasing, followed by a steady upward trend. Early findings indicate that going back to normal can take a little time.**

OUR SHOPPING HABITS ARE CHANGING: PROXIMITY, ELECTRONIC PAYMENTS AND E-COMMERCE EMERGE.

%69 PREFER TO USE CREDIT & DEBIT CARD MORE INSTEAD OF CASH AND %48 INCREASED ONLINE SHOPPING TO AVOID INTERACTION WITH OTHER PEOPLE.



They started to buy more:

- %44 home cleaning products,
- %37 pandemic products,
- %36 food and beverage products,
- %32 paper products (toilet paper, paper towel etc)
- %27 fresh fruit & vegetables,
- %26 personal care products,
- %25 snacking products (chocolate, chips etc),
- %25 clothing and accessories,
- %22 supplements,
- %20 Games

Online purchase- Food & Grocery Increasing in other countries: France 11%, UK 20%, Spain 12%

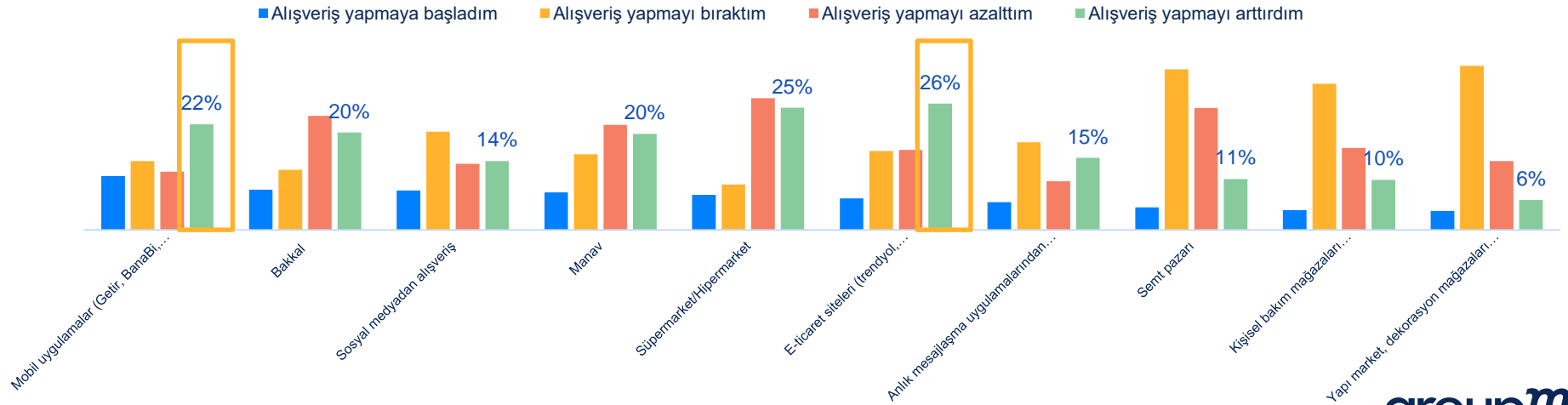
Online purchase- Clothing Decreasing in other countries UK 10%, SA 7%, Italy 8% France 13% and Germany 5%

«THE CLOSER THE BETTER» SHOPPING CHANNELS ARE NEEDED TO BE EITHER NEARBY OR WELL KNOWN & TRUSTABLE

Shopping channels are also being reshaped in this period because we are going through a very volatile period. We can observe clearly the preferences of consumers between wave 1 and 2 in shopping channels.

With the increase in the time spent at home, unlike the wave 1, consumers start to shop more from e-commerce sites. But the important thing in shopping channels is to understand consumers' different needs and integrate them into the channel which drives the sales. They either choose their neighborhood grocer for being near and well-known or they choose the high way with digital channels to avoid going out.

In the long run, consumers will choose channels that are clean & safe with 7/24 quick acces.



«PANIC BUYING» PEAKS DID NOT REMAIN IN E-COMMERCE SITES, BUT INCREASING TREND CONTINUES DUE TO ESSENTIALS BUYING & WINDOW SHOPPERS

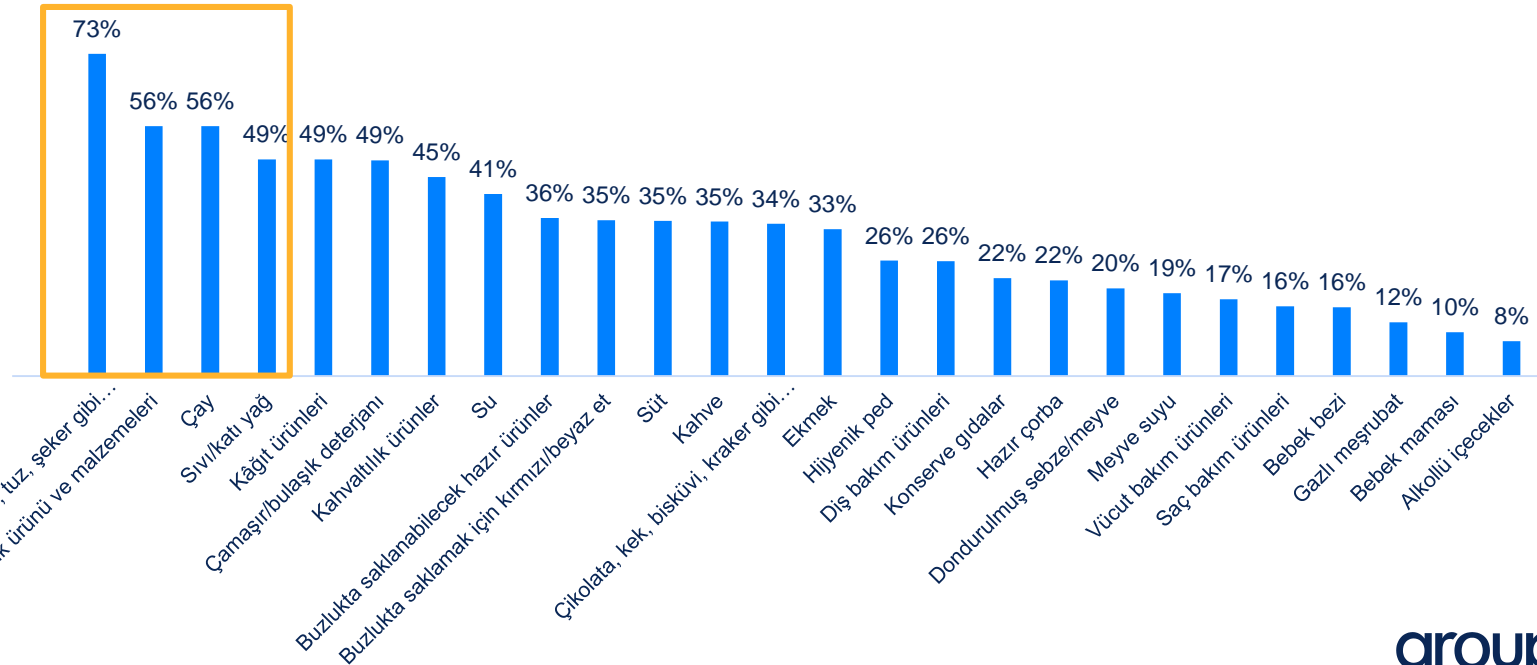


Hepsiburada, trendyol, n11, gittigidiyor, morhipo (tüm kategoriler)

SOURCE: Similarweb, PC & Mobile

%54 OF CONSUMERS ARE STOCKING, ESSENTIALS SUCH AS PASTA, LEGUMES & FLOUR, HOME CLEANING PRODUCTS AND TEA ARE THE MOST BOUGHT PRODUCTS

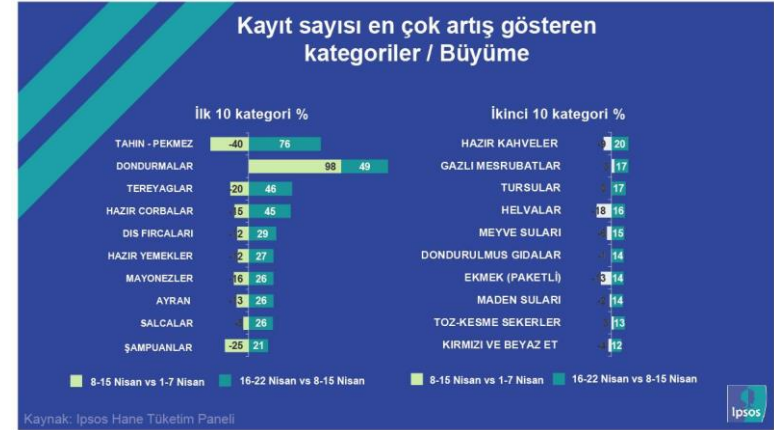
Increasing time spent at home, and the lockdown on weekends, increase bulk buying. Apart from essentials and home cleaning products, snacks and indulgent food are also preferred. Tea symbolizes the family, unity and togetherness. It may actually provide an emotional support while spending time at home.



OTHER THAN BASIC NEEDS,
WE PREFER TO BUY MORE
JUNK FOOD AND WE WANT TO
ENJOY MEAL PERIODS

%60

I snack more
throughout the day



SOCIAL ISOLATION BRINGS FORWARD PERSONAL GROWTH, HOBBIES AND INDOOR INVESTMENT



%32 increase in book purchases
Average basket amount 80 TL



%46 increase in hobby & gaming product purchases
Average basket amount 75 TL



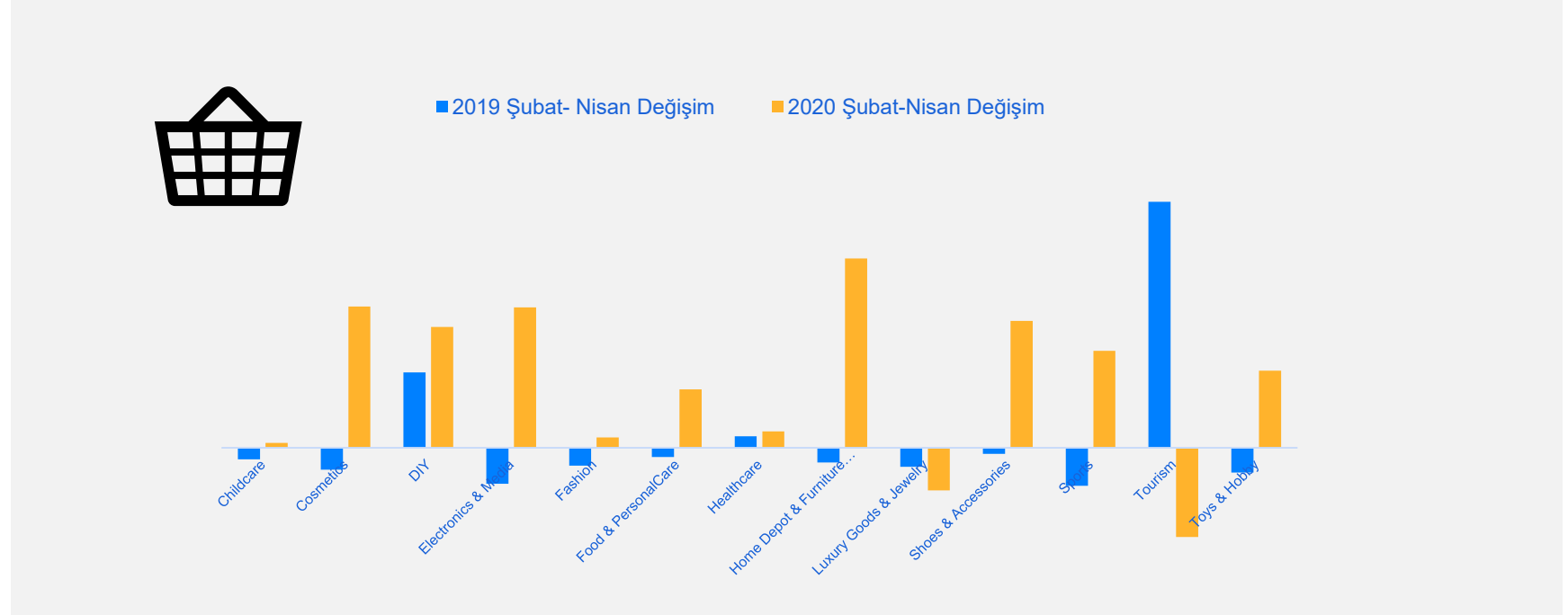
%165 increase home products transaction volume
and %117 increase in number of transaction



%56 decrease in car rent transactions, %39
decrease in travel spendings



HOME GOODS, ELECTRONICS & MEDIA AND DIY CATEGORIES HAVE INCREASED TREMENDOUSLY COMPARED TO PREVIOUS YEAR



NUMBERS ARE INCREASING IN MOBILE TRAFFIC CONSUMPTION & ALSO SIGNIFICANT CHANGE IN GROCERY APP DOWNLOAD NUMBERS

Rank	App Name	Android		IOS	IOS	
		Value	Change (%)		Value	Change (%)
1	Trendyol	1.433.737	-6.52%	Migros Sanal Market	256.728	237.99%
2	letgo	788.034	-6.95%	Trendyol	226.401	-5.54%
3	Hepsiburada	781.434	40.58%	getir	207.007	61.78%
4	n11.com	576.205	11.91%	letgo	190.587	73.37%
5	sahibinden.com	493.717	-16.44%	Hepsiburada	174.398	-12.09%
6	GittiGidiyor	382.412	-19.12%	Cepte Şok	148.419	1234.34%
7	FLO	365.121	279.39%	n11.com	128.760	16.84%
8	getir	346.979	12.7%	sahibinden.com	128.559	-22.53%
9	Migros Sanal Market	329.967	135.92%	GittiGidiyor	107.724	-21.9%
10	Cepte Şok	329.262	1238.46%	Dolap	101.058	-19.24%
11	Dolap	294.784	-24.28%	FLO	99.751	267.8%
12	Amazon	288.703	0.28%	CarrefourSA	99.168	444.97%
13	KazandıRio	286.733	26.17%	Cicek Sepeti	98.899	-40.53%
14	DeFacto	223.907	60.4%	Boyner	78.848	-9.27%
15	Cicek Sepeti	222.065	-32.66%	istegelsin	77.668	122.33%
16	AliExpress	210.499	-35.02%	DeFacto	75.837	48.24%
17	Alibaba.com	201.044	22.26%	Migros Hemen	63.966	201.2%
18	CarrefourSA	160.381	183.43%	A101	58.745	329.27%
19	HFA-Bildirimi	141.952	3830.01%	Hfa Bildirim	57.909	2252.11%
20	Hopi	139.142	22.96%	KazandıRio	57.301	58.06%



+19,8% increase in mobile traffic in all time periods** (Prime Time, Early Morning, Day Time)



+14,1% increase in Unique Users**



+18,9% increase in early morning hour traffic

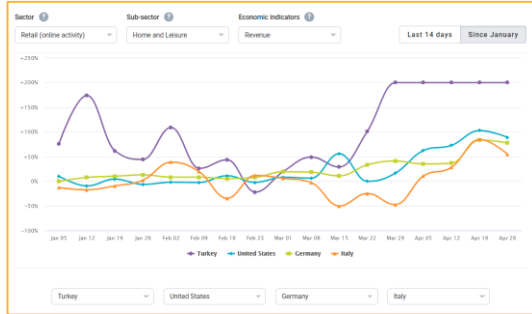
SOURCE: Appannie Turkey Shopping Category Download Numbers, 01 March – 06 April

AdColony Inventory, Q1 2020 AdColony Inventory, Nielsen Certified Questionnaire, Q1 2020

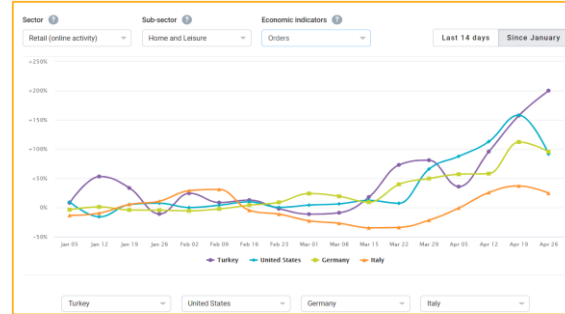
** 24 Feb – 05 April

DUE TO ISOLATION, DEMAND FOR HOMECARE AND LEISURE PRODUCTS INCREASED AS WELL AS FOOD & BEVERAGE

Home & Leisure



Revenue



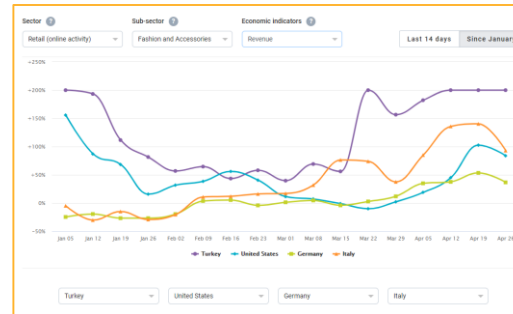
Order

In Turkey consumers increased their basket value and buy in bulk due to lagged delivery durations and lock down in Ramadan.

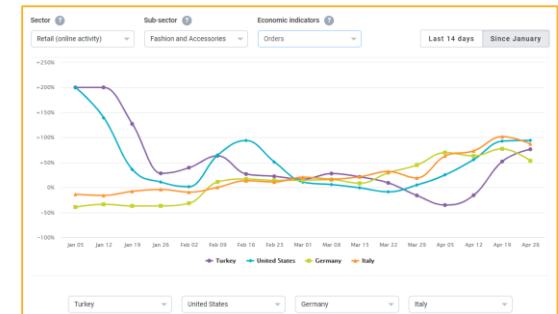
Home & leisure orders increased %200 in the last 7 days compared to the same period last year.

Fashion & Accessories

In Fashion & Accessories category, purchase frequency is relatively low



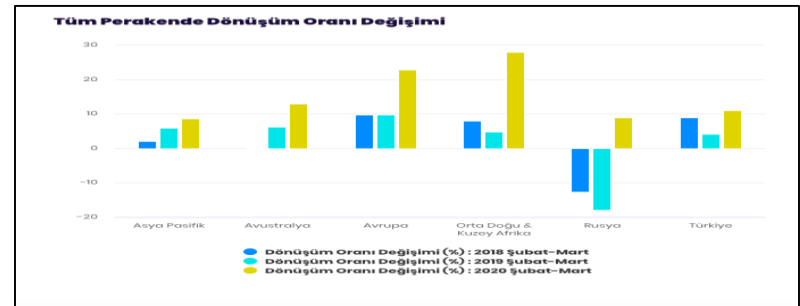
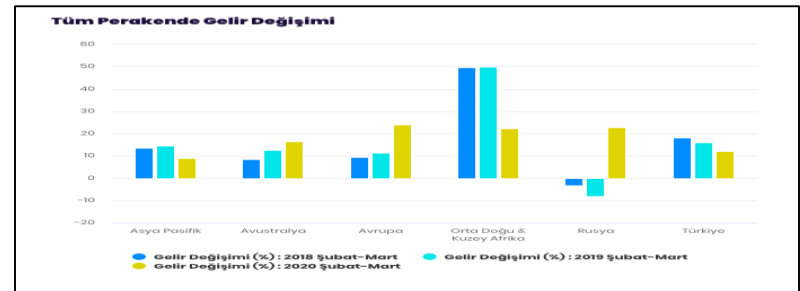
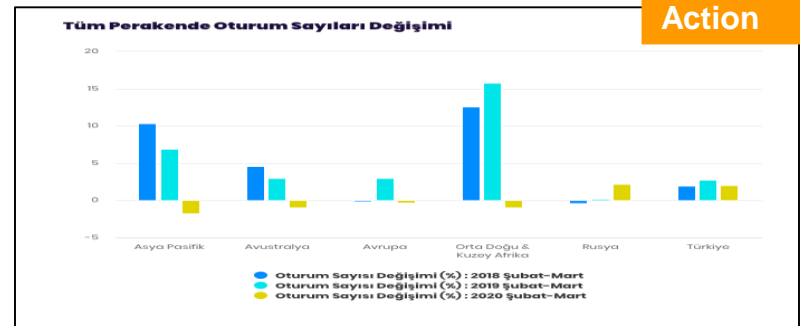
Revenue



Order

IT IS SEEN THAT CONVERSATION RATES ARE NOT IN LINE WITH INCREASING SESSIONS IN TURKEY

In Turkey there's a negative correlation between sessions & conversion rates. Increasing sessions are not turning into conversion rates in the same way. Consequently, it is important to bear in mind that increasing sessions does not necessarily mean higher revenue.



GLOBAL OVERVIEW: THE ESSENTIALS, COMMUNICATION, SELF-CARE AND WELLBEING PURCHASES ARE UP

The immediate response to lock-down saw huge jumps in site traffic to **grocery stores**; 200% on average for top retailers in the UK and France (SimilarWeb 2020).

Additionally, general online searches focused on store opening hours, getting information about the virus itself and practical steps like **handwashing** - up **450%** post lock-down (Mavens, March 2020).

However, as lockdown moved past week 1 and consumers 'settled in', self-care and well-being started to grow in importance. Searches for **Hair Clippers** were up **930%** in the UK in the 1st week April compared to Jan and Feb.

Yoga searches were up **36%** and **Headphones** up **7%** (Mavens, March 2020), as people realised what they needed to survive the new life and work-at-home environment. This occurred at the expense of searches for clothing, restaurants and football.

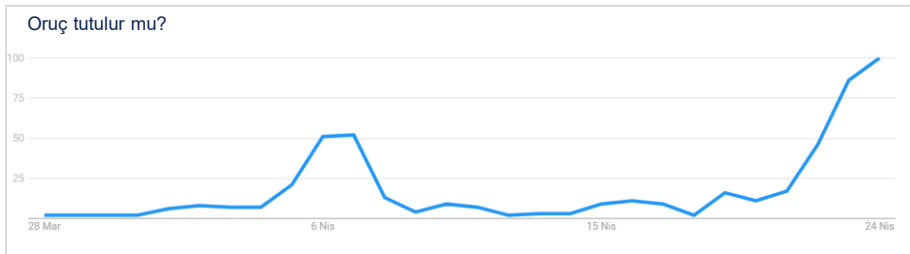
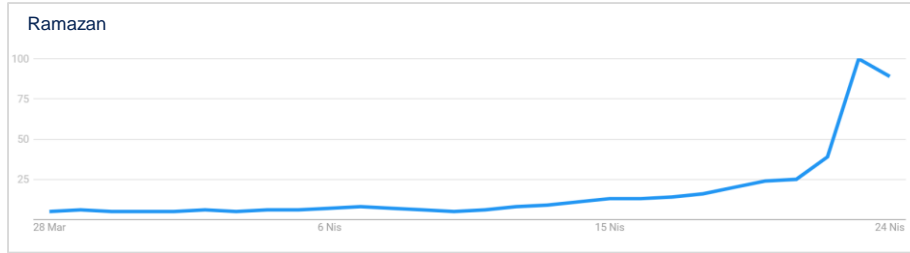
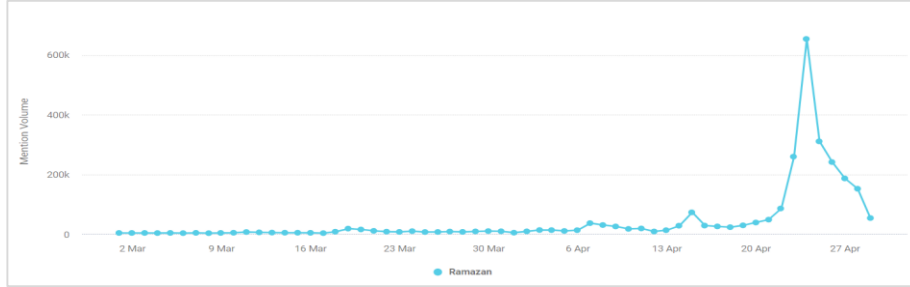
App downloads were similarly dominated by practical needs – business apps were in the top 5 app store downloads in several countries, particularly in Europe with increases of **349%** in Italy and **175%** in Spain (SensorTower April 2020). With news, health and fitness, social networking also all showing significant increases.



An aerial photograph of the Hagia Sophia in Istanbul, Turkey, during a major renovation project. The central dome and surrounding structures are partially covered in scaffolding and blue protective tarps. The minarets stand tall against the sky. In the background, the Bosphorus Strait is visible, with the modern skyline of Istanbul on the opposite shore under a clear blue sky. The text "RAMADAN & STAYING HEALTHY" is overlaid in white, bold, sans-serif font across the middle of the image.

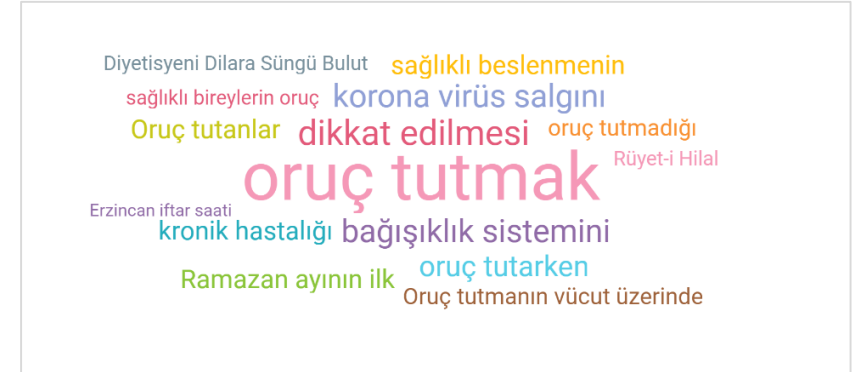
RAMADAN & STAYING HEALTHY

«HOW FASTING AFFECTS OUR IMMUNE SYSTEM?» MENTIONS AND «ORUÇ TUTULUR MU?» SEARCH VOLUME STARTED TO INCREASE WITH THE ARRIVAL OF RAMADAN



We now clearly much more aware of how important immune system is. Ramadan mentions and searches made peak on 24th of April. Among Ramadan «How fasting affect our immune system?» mentions come to the fore. In this sense, «Oruç tutulur mu?» searches increased.

«Points to be considered while fasting, warnings made to those with chronic diseases» come to the fore. Healthy diet recommendations of dietitians gain much more importance during Ramadan 2020.



HOW «SHOPPING FOR RAMADAN» IS AFFECTED? MAKING PITA IS THE NEW HOBBY.

In this year, «Shopping for Ramadan» is affected by epidemic and lockdown as well. The warning of experts and people stocking up food stand out. Rising cooking & recipes trend could be an opportunity in this period. Also, pita, which is indispensable for Ramadan, is made at home this year.



6. MEDIA & CONTENT

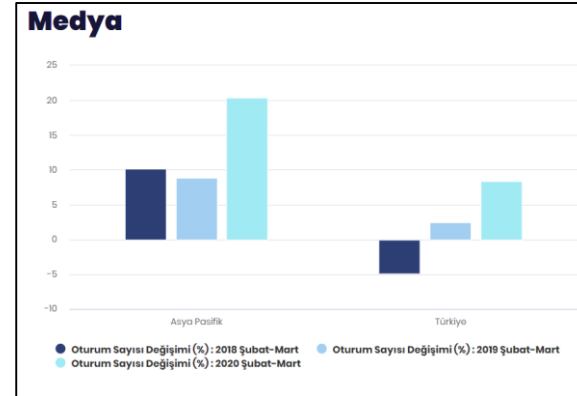
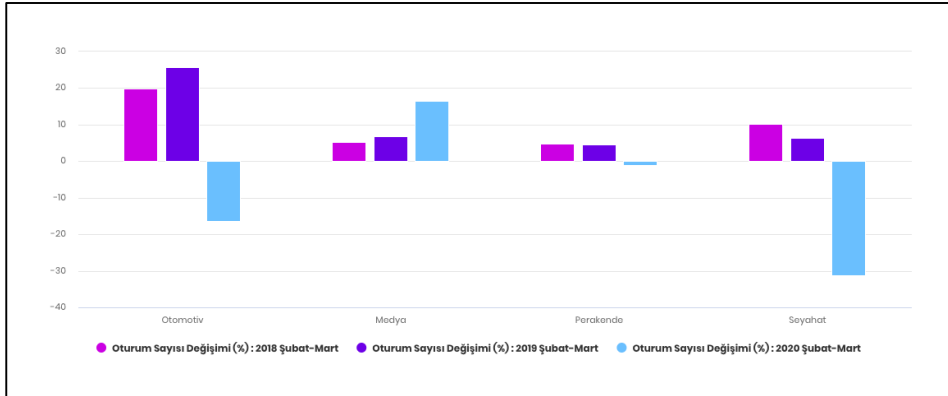
- Media Consumption is rising
- Shift from news content to entertainment content in TV
- Entertaining content to adapt into the situation and to stay positive in digital platforms
 - More streamers and gamers during & post lockdown
 - Nostalgia is one the important themes in content consumption
 - Old Turkish TV series in TV
 - Old TV shows in Netflix and Social media conversation

A couple of ducks took to Paris' Rue de Sevres as people watched with intrigue. The wandering creatures crossed the road in the French capital on 30th March. – [countryliving.com](https://www.countryliving.com)

LAST YEAR, THE INCREASE IN THE NUMBER OF SESSIONS, WAS %2; THIS YEAR THIS RATE IS %8

In 2020, automotive and travel industry have decreased dramatically.

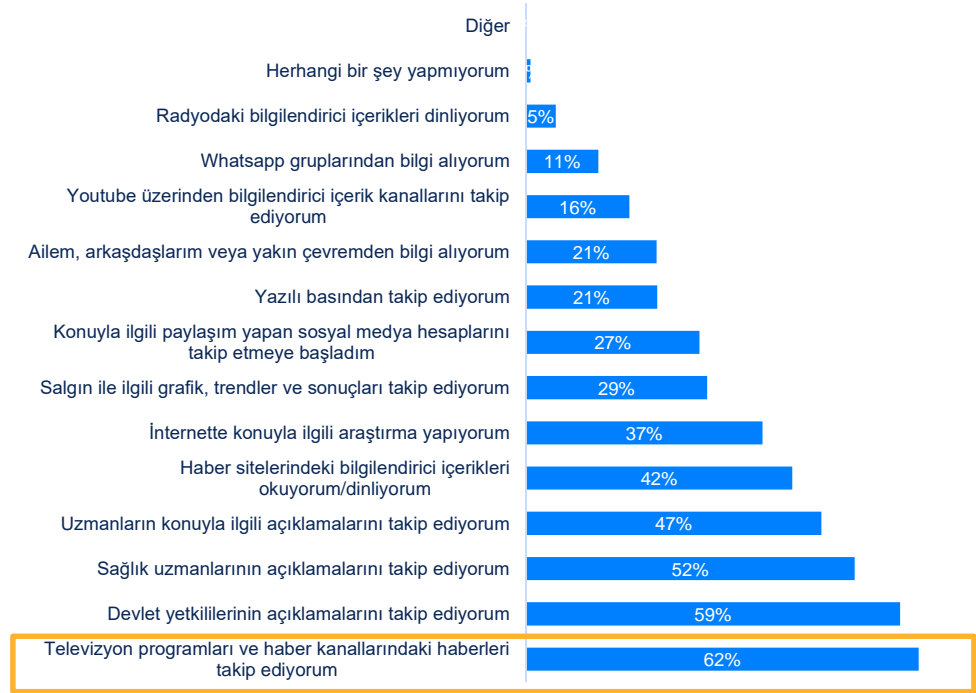
There is no change in the retail industry, media industry has been facing with 3x increasing trend compared to the last 2 years.



TV AND NEWS CHANNELS ARE STILL ON TOP TO GET INFORMATION ABOUT COVID-19



For source on information consumers follow people instead of channel. Regardless of the platform & channel, they prefer to follow wherever government officials first make a statement to give news. Government officials make announcement every night on TV so its the first preference. Health experts are the third choice with %52. After these, consumers choose to follow informative content on the news sites.



MEDIA IS CONSUMED MORE THAN EVER.

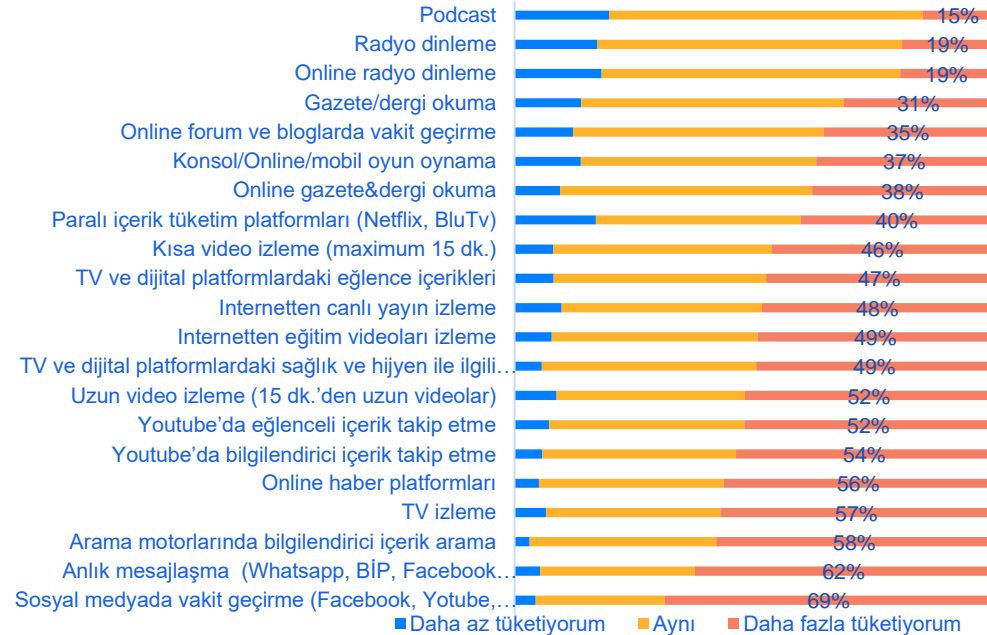
CONSUMERS MOSTLY USE DIGITAL, LOOKING AT CHANNEL SHIFTING; SOCIAL MEDIA USAGE INCREASES 10 POINTS COMPARED TO WAVE 1. YOUTUBE'S ENTERTAINING CONTENTS ARE RISING.

Besides informative content, we see a rising trend of entertainment and socialising contents. Also comparing to wave 1, TV remains the same. Now that we're all at homes, interesting & fun contents that help us to have fun attract more attention.

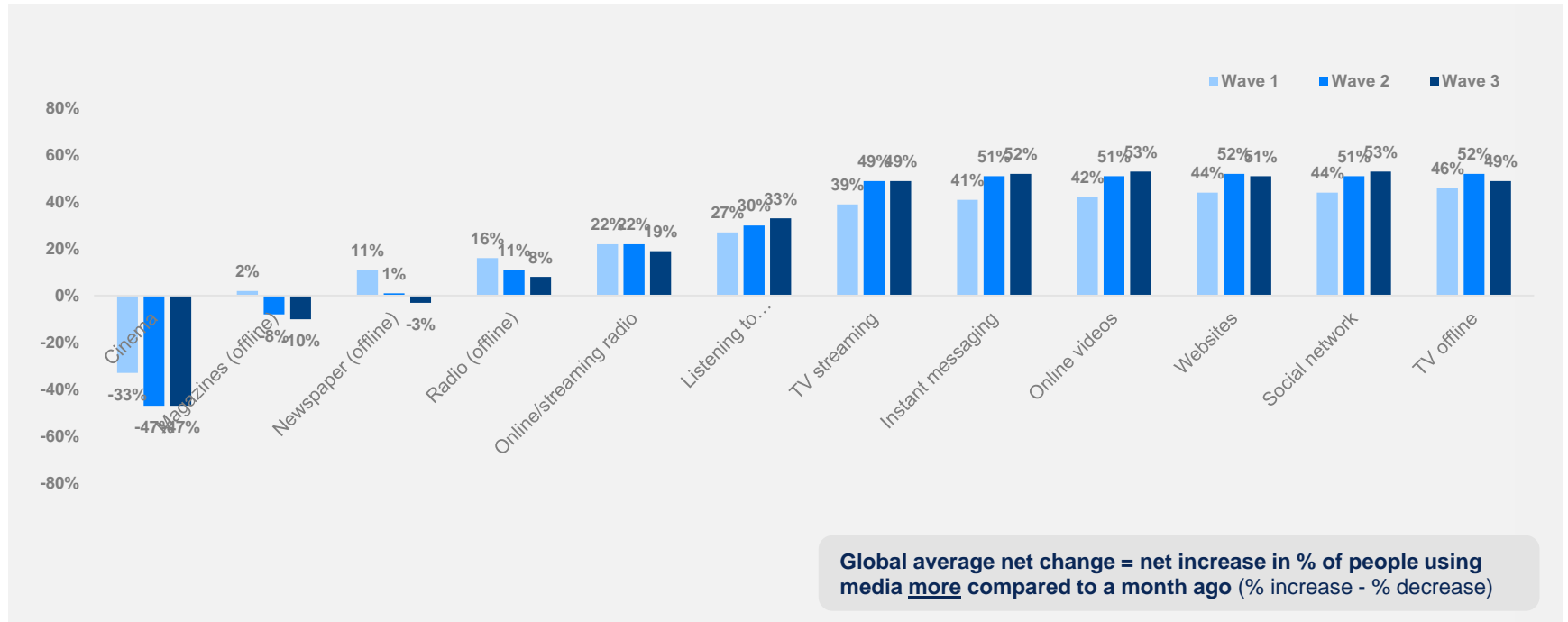


YouTube Watch Time, for the week ending April 5 is up 31% in the last 28 days

Watch Time on TV Screens for the week ending April 5 is up 42% in the last 28 days

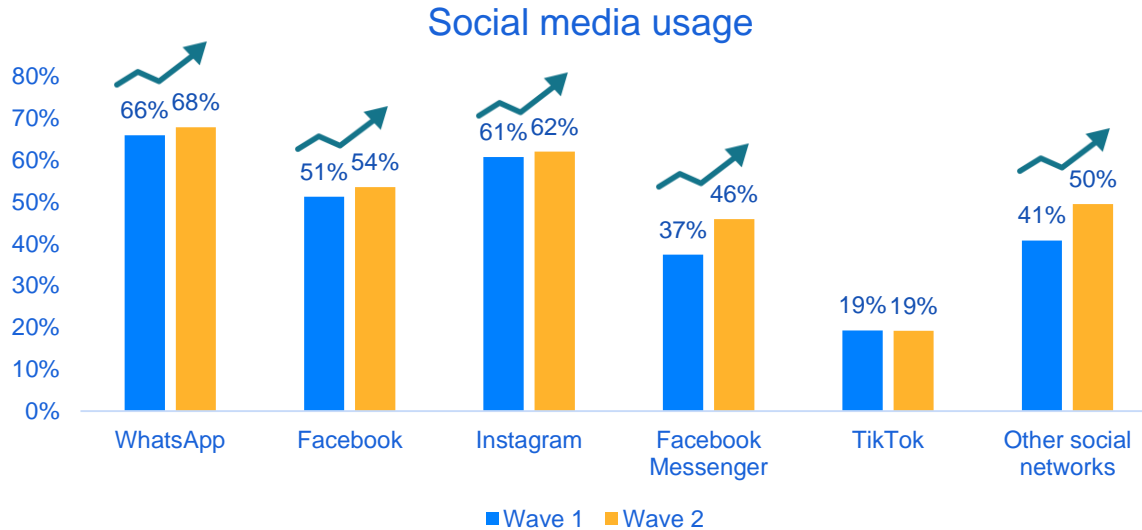


INCREASED MEDIA CONSUMPTION IS DRIVEN BY THE NEED FOR INFORMATION AND COMMUNICATION



Source: Kantar COVID-19 Barometer, waves 1,2,3 (13th March to 15th April 2020); Q10: With reference to last month are you using the following media significantly more or significantly less? (5pt scale)

SOCIAL DISTANCE HAS INCREASED OUR VIRTUAL COMMUNICATION ABILITIES



Our usage of social media channels has been increasing as social isolation continues.

Legend is back:

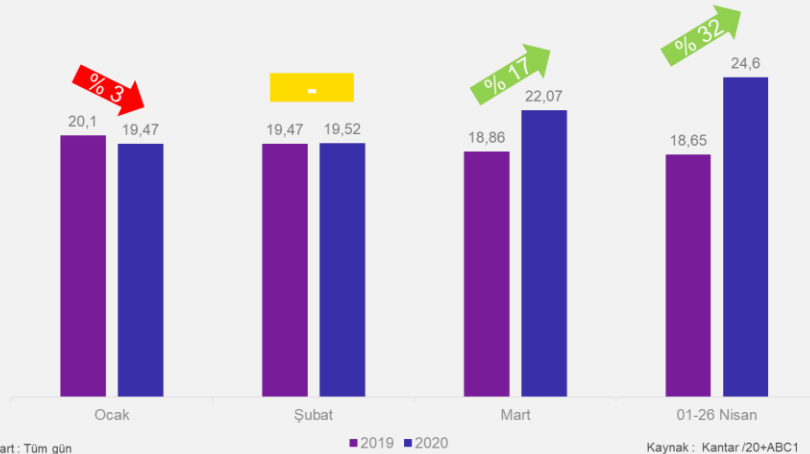
The increase in Facebook Messenger is quite interesting. Since almost everyone has a Facebook account and can easily connect with it and the fact that there is no participant limitation in the platform, increased interest to Facebook again.

Source: Kantar COVID-19 Barometer Turkey Data, wave 1,2- Q11: Thinking about social networks and instant messaging systems, how has your use changed, in comparison to last month?

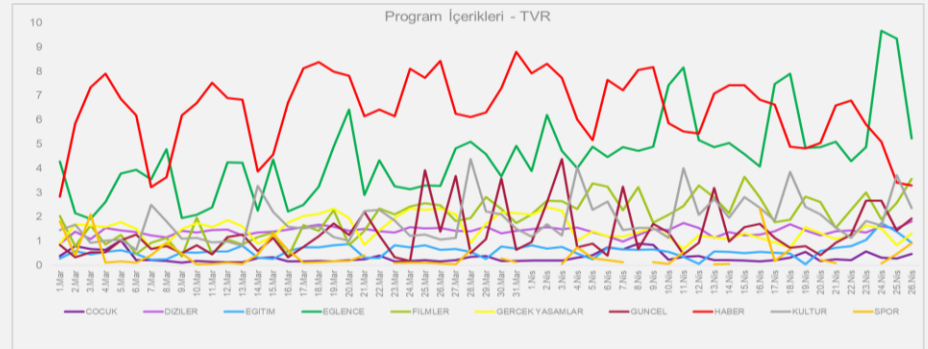
TV CONTENT SHIFTING FROM NEWS TO ENTERTAINMENT

Average 7,5 hours tv viewing!

TVR

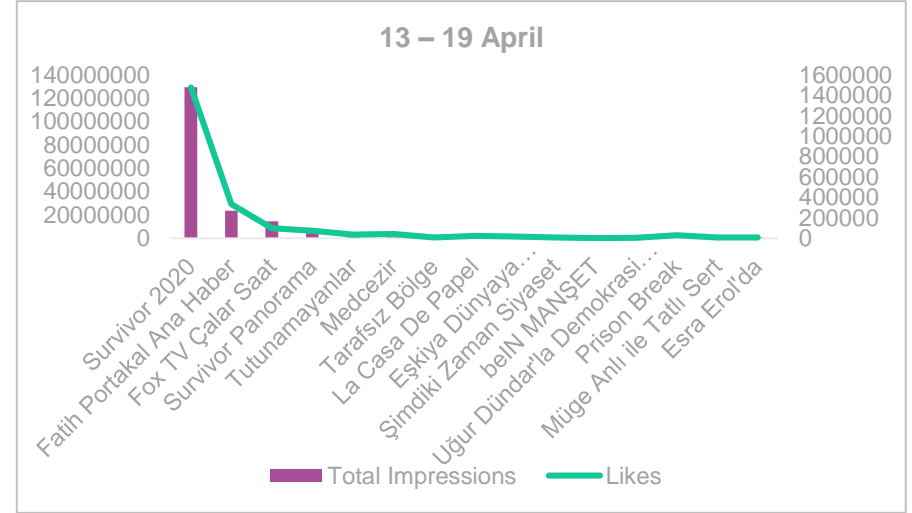
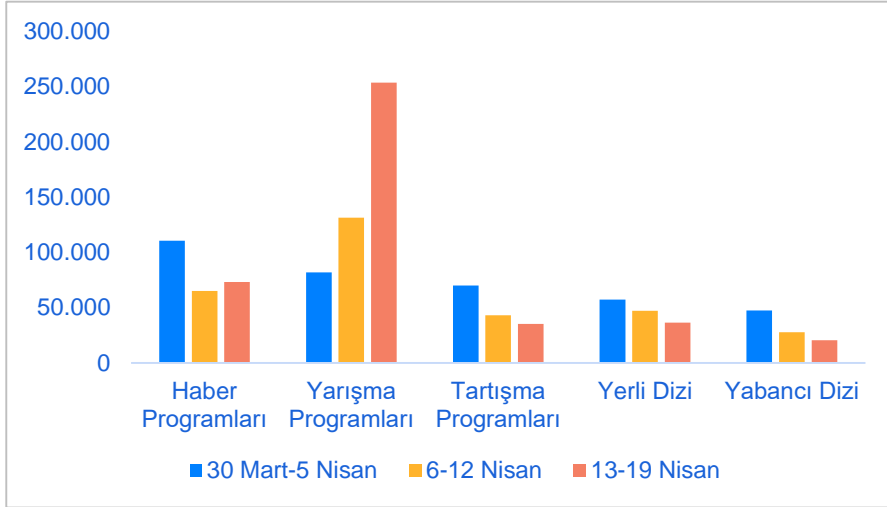


NEWS CONTENTS CONSUMPTION DECREASE WHILE ENTERTAINMENT CONTENTS INCREASE

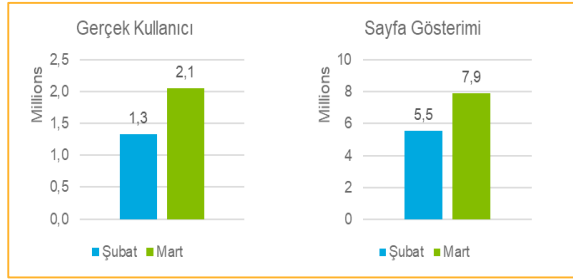


Tam zamanlı kanallar : Atv, Fox, KanalD, Show, Star, TRT1, TV8, 360, A2, Beyaz, D-Max, Kanal7, Teve2, Tlc, Tv8,5, Cartoon Net, Disney Chan. ve Minika Çocuk

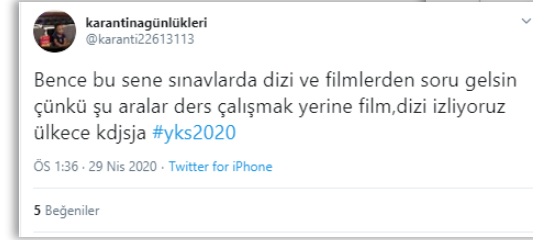
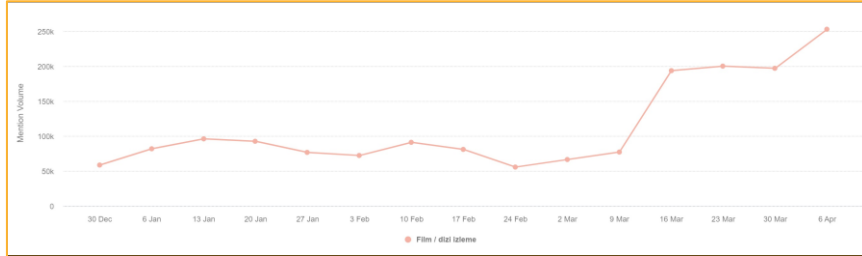
ADAPTING NEW NORMAL: COMPETITION PROGRAMS COMES FORWARD



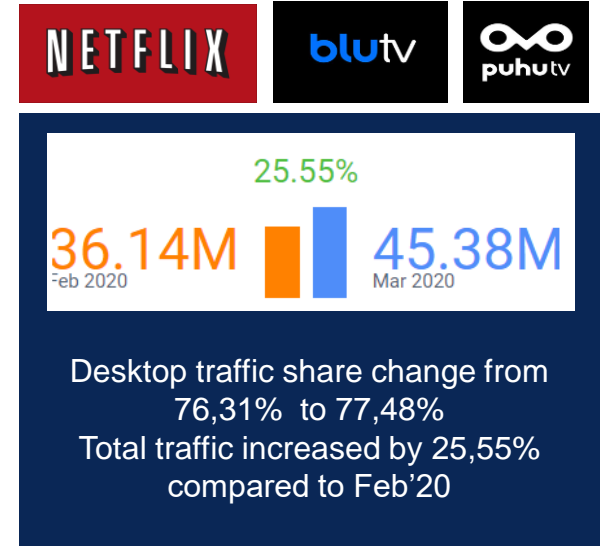
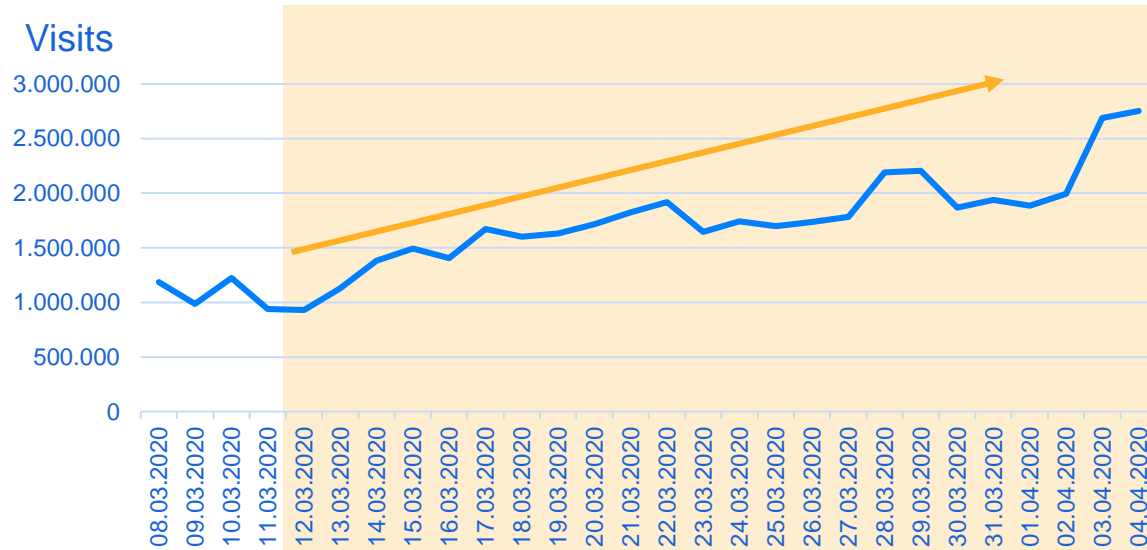
MOVIE CONTENT SITES VISITS INCREASED BY 54% IN MARCH. REMARKABLE INCREASE WAS OBSERVED IN THE NUMBER OF VISITORS OF BEYAZPERDE.COM AND IMDB.COM



Mentions regarding watching TV series & movies have increased as well.



MEANWHILE, SVOD SERVICES SEE A BOOM AS PEOPLE STAY AT HOME

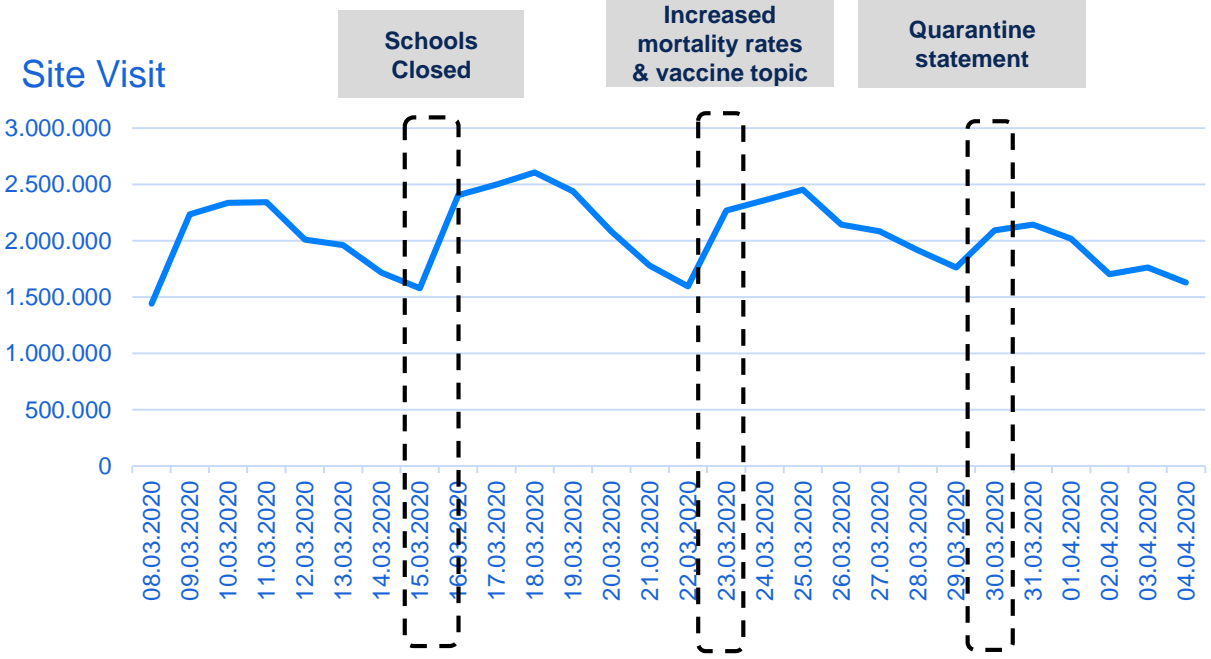


Yoy Searches* for «streaming services» increased by **+284%**

group^m

SOURCE: Similarweb, PC & Mobile Category:
Google Data, Turkey (15-21 March 2020 vs 15-21 March 2019)

PEOPLE ARE MORE RELATED TO THE VOD TV PLATFORMS, WITH THE EFFECT OF QUARANTINE STATEMENT (MOBILE+WEB)



62.22M Feb 2020

2.92%

64.04M Mar 2020

Increased by ~3% compare to Feb 20

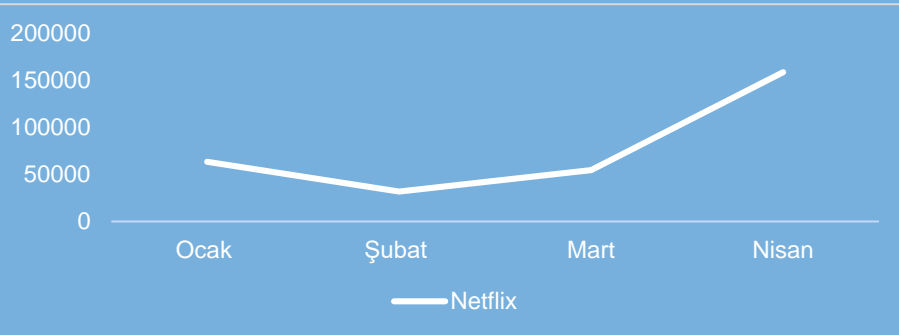
Fox, ATV, KanalD, Showtv, TV8, StarTV

«Nostalgia is an extremely powerful force linked to memory,” he noted. “But it has a way of putting a rosier view on our memory. When we smell those chocolate chip cookies, it’s a link to memory that brings us back to a more stable, comfortable place in our lives. We can inhabit it in our minds and feel a level of support that most of us aren’t feeling right now because there is so much instability.»

- **David DiSalvo**

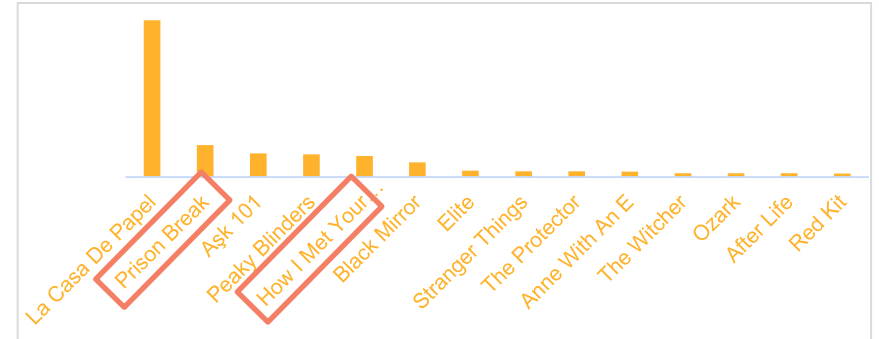
NETFLIX

STREAMING THE PAST ON DEMAND: PRISON BREAK IS THE SECOND MOST MENTIONED TV SERIES & HOW I MET YOUR MOTHER IS IN THE FIFTH PLACE.

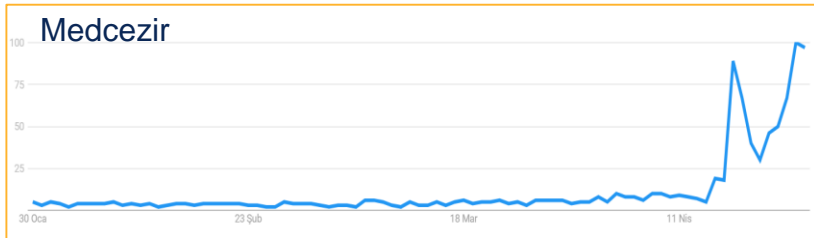
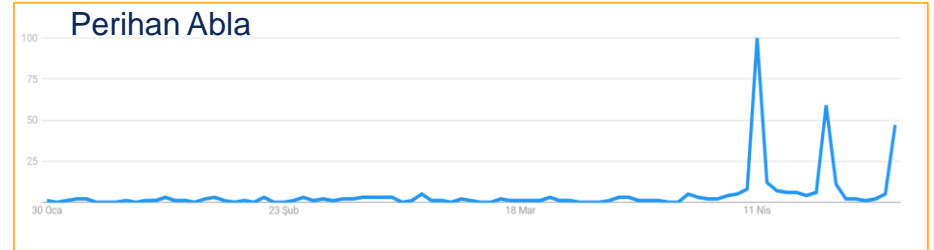


When we compare the most mentioned **top 10** Netflix content, with last month, we see approximately 3x increase in mentions.

March		April	
La Casa De Papel	11275	La Casa De Papel	53913
How I Met Your Mother	7041	Aşk 101	50888
Peaky Blinders	5276	Prison Break	10979
The Protector	5225	How I Met Your Mother	6459
Prison Break	4903	Peaky Blinders	5469
Black Mirror	4638	Behzat Ç.	5123
Elite	1737	After Life	3836
Stranger Things	1655	The Last Dance	2872
Red Kit	1641	Black Mirror	2542
The Witcher	1176	Anne With An E	2109
		The Protector	2037



THE TREND OF «BACK TO THE PAST» RISES ON TV AND DIGITAL. SEARCH VOLUMES OF CULT TV SERIES SUCH AS AŞKI-I MEMNU, 7 NUMARA, PERIHAN ABLA AND MEDCEZIR INCREASED.



SPOTIFY LISTENERS ARE GETTING NOSTALGIC

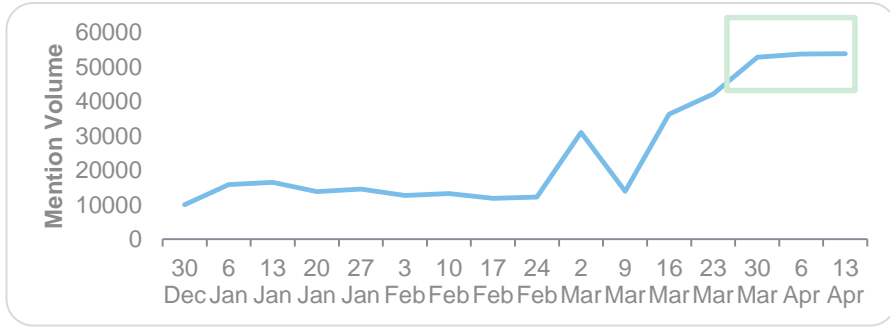
- With all the uncertainties of our current climate, music from decades past is striking a particularly strong chord. From April 1–7, there's a 54% increase in listeners making nostalgic-themed playlists, as well as an uptick in the share of listening to music from the '50s, '60s, '70s, and '80s (with '50s music listening increasing the most).



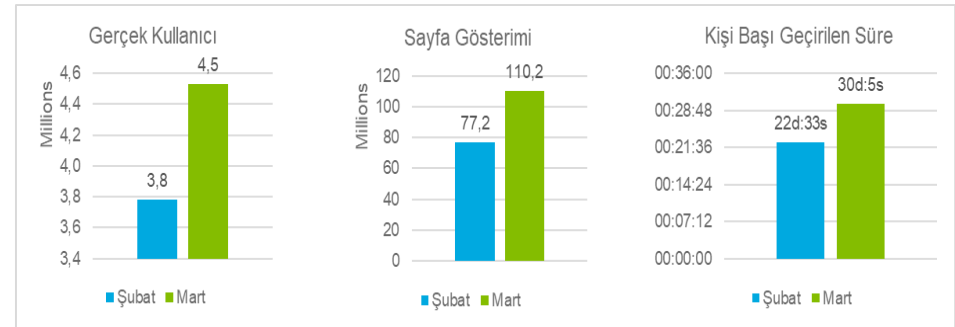
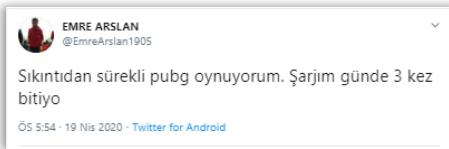
- '50s: ["Jailhouse Rock" – Elvis Presley](#)
- '60s: ["At Last" – Etta James](#)
- '70s: ["Ain't No Sunshine" – Bill Withers](#)
- '80s: ["Take on Me" – a-ha](#)
- '90s: ["Mambo No. 5 \(a Little Bit of...\)" – Lou Bega](#)
- '00s: ["I Gotta Feeling" – Black Eyed Peas](#)
- '10s: ["Danza Kuduro" – Don Omar, Lucenzo](#)

SOURCE: <https://newsroom.spotify.com/2020-04-14/spotify-listeners-are-getting-nostalgic-behavioral-science-writer-david-disalvo-and-cyndi-lauper-share-why/>

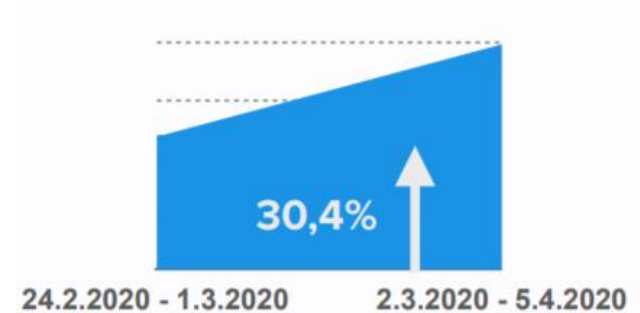
GAMING IS ONE OF THE WAYS OF ESCAPING THE REALITY AND GETTING RID OF BOREDOM.



During the quarantine times, gaming mentions have increased %171. In addition to social data, In March, the number of visitors to online gaming sites increased by 20% and the time spent per person on these sites increased by 33%.



30,4% INCREASE IN TIME SPEND IN MOBILE GAMES



Also in-app purchase is increased by x2
Android has the biggest share in this increase.
Compare to the highest in-app purchase period ever, Covid-19 period has x6 higher rates.

SOURCE: AdColony Inventory, Q1 2020

AdColony Inventory, Nielsen Certified Questionnaire, Q1 2020

** 24 Feb – 05 April

Apptopia Data 15 Jan– 5 April

BEHAVIOR CHANGES IN APP PURCHASES

In general genre, we see that hypercasual and casual games are on the rise.

The increase of install and daily active users is higher than all games.

Top game genre lists:

- **In terms of session:** Action and casual games are at the top.
- **In terms of both install and in app purchase rates:**
 1. Action
 2. Arcade
 3. Simulation
 4. Role play
 5. Puzzle games



TURKEY'S MOST PREFERRED ONLINE MUSIC PLATFORMS HAVE SOME CHANGES DUE TO COVID-19



Daily active users: Since the beginning of March, it has increased by **+10%**.

Audiences: While the users 18-24y.o, which is 43% in the normal period, has decreased to 40.5%, the rate of users between the 25-34y.o, who started working in their homes, has increased from 24% to 27%. IT shows us that they listen to more Spotify at home.

- **Devices & Location Changes:** Listening from the computer, game console, TV and speakers increases while **listening from the car decreases**.
- **Playlists:**
 - **Houseworks increased** and it is seen that the **group celebrations and teamwork etc. playlists are decreasing** and chill, gaming, cooking, housework playlists are increased by 15-20%.
 - Parents have started to use Spotify to make their children listen to children's song lists.
- **Podcasts:** Preferences reveal listeners' attitudes towards the world they live in. Listeners listen **personal development and entertainment** podcasts during this period mostly.



Traffic & Video Views: From 23 March; there is a **30% increase in Fizy traffic and an 80% increase in video views**.

- **In genre-based listening**, we see that the **Rap category**, by far, constitutes 28% of all listening, followed by the **Pop category**.
- **Content changes:** With the #Evdehayatvar concept which is created for isolation period by Fizy, consumers have the chance to **watch home concerts from their homes**.

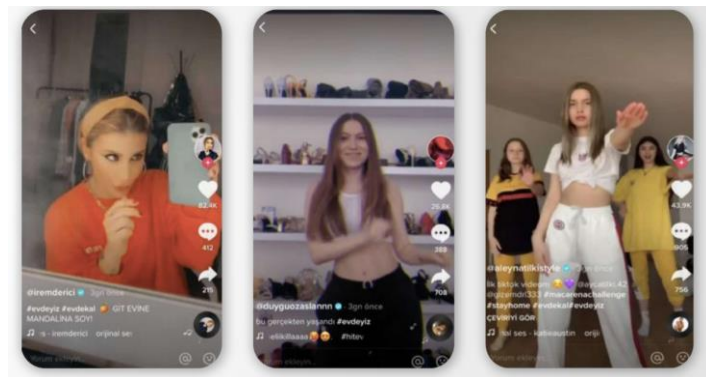
TIKTOK CONTINUES TO GROW AT A PHENOMENAL PACE GLOBALLY AND LOCALLY

- **CONTENT:** Bored users in countries impacted by the virus are logging daily life under quarantine and social distancing, holding "**cloud raves**" on the app to replace partying; spreading **coronavirus memes**, and sharing **health advice**.

In the last 15 days, celebrities, influencers, and others users are reportedly posting videos with the effect to show support for patients and medical professionals. They pose with a thumbs up, smiling, while the audio plays.

- **# of USERS:** According to the February data in Turkey, the number of **monthly active users reached 15 million** and the **download number reached 30 million**.

With the increase in time spent at home from the beginning of March , the number of **TikTok TR daily active users** are between 7 and 9 million and **rose 30%** above the average of January and February. The time spent by users increased by 35% to 52 minutes.



7. THE ROLE OF BRAND & COMMUNICATION DURING THE OUTBREAK

- China & Italy Current Status Analysis & Emerging Trends
- Expectations from Brands & Tone of Voice
- Unity & Solidarity Rising

A dolphin swims in the straits of the Bosphorus where sea traffic has nearly come to a halt on April 25, 2020, as Turkey announced a four-day curfew to prevent the spread of the epidemic Covid-19. (AFP) –trtworld.com

LAST WEEK CHINA PREPARED THE LAST REPORT ABOUT COVID-19

- **An acceleration of personal self reflection and fulfilment.** Do more, save more, earn more, learn more. Fear of losing job forced people to have a second job or skill
- **The HYGIENE phenomenon** will mean lesser contact with people and objects: contactless world; payment, delivery, face & sound recognition and many more.
 - Media considerations:
 - Contactless
 - Crowd control
 - Facial & voice recognition
- **%13 of people in China say** they spend more on overall personal expenditure ONLINE.
 - Shared car
 - Grocery shopping
 - Clothing
 - Online medical consultancy
 - Online education/ courses
- **TRAVEL ITCH** means people are highly anticipating the opportunity & new ways to see and experience the world in which they have not experience before - are brands ready to offer these new appreciation & experiences when our consumers are ready to travel?
- The **VIRTUAL GROCERY** phenomenon will mean faster, fresher, cheaper, more variety available to everyone, everywhere – we will see more brands and ecommerce stores collaborate to enhance better experiences riding on the homebound ('in home') economy.

ITALY:

CASES ARE DECREASING BUT THE FEAR IS STILL INCREASING

- **Fear is still growing %75** The extension of the quarantine keeps high the levels of fear among consumers The most common feelings among Italians: Instability and resignation %51
- **The lengthening of the quarantine is increasingly difficult to manage** The relationships with people i live, are getting worse %24 (+3pp vs. previous week)
- **The biggest concerns: the economy and the business**
I won't be able to pay taxes, mortgage, rentals and other fixed costs %41 I am forced to ask for a loan %28
- **The end of summer is becoming the new watershed** People think the crisis will end after summer %33
- **Recipes and Cooking** It is rising as it is in Turkey. Cake, Pizza and bread recipes are the most searched keywords in google search trends.
- **6 Italians out of 10** are willing to adopt mobile app movements tracker to accelerate the crisis resolution Not only a mobile app movements tracker: people would also accept the use of advanced control technologies:
 - Drone
 - Electronic Bracelet: this will bring forward the privacy of personal data
 - Allertalom , the new app for covid-19 rises the ranking
- Covid-19 impacted both online and offline shopping habits. Now, because of the lockdown and COVID19 regulation, people are obliged to buy products online but at the same time experience is not optimal: long delivery times, lack of products availability, big players showing ecommerce weakness.
- Opportunity for Smart TVs Increasing consumption of OTT platforms bring froward the need for Smart TV – people use smart TV features more

TURKISH CONSUMER'S EXPECTATIONS FROM BRANDS

As an employer



Job and salary guarantee



Remote working opportunity

Direct to consumer



Hygiene control on delivery



Free of charge services



Flexible payment conditions



Offering services for the ones who can't go out

In wider community



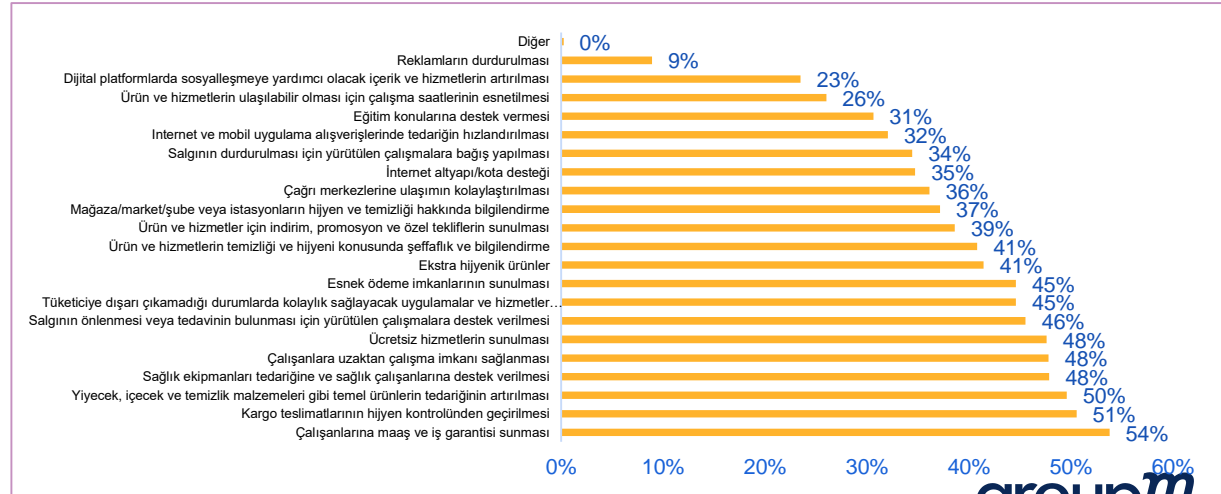
Support healthcare workers and government



Support scientific researches



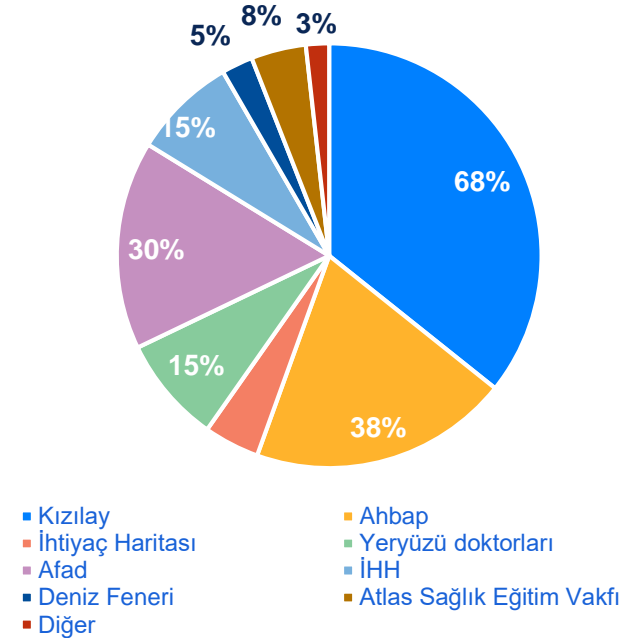
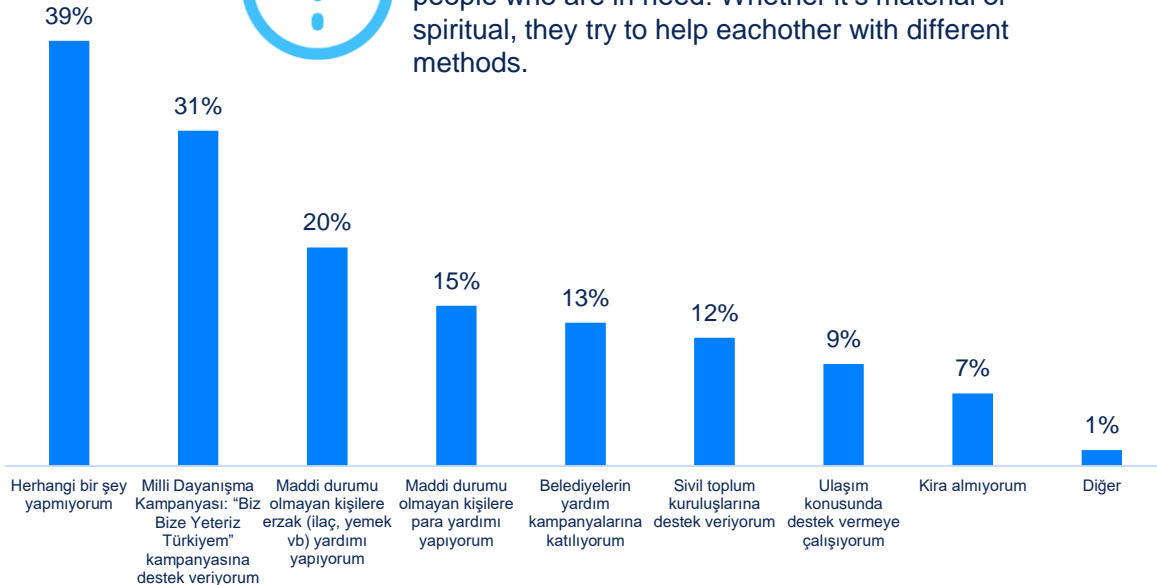
Provide supply chain



UNITY & SOLIDARITY: WE NEVER NEGLECT OTHERS TO GIVE THE SUPPORT AND HELP WE EXPECT FOR OURSELVES. HELPING EACH OTHER IS OUR DUTY IN THIS PERIOD.

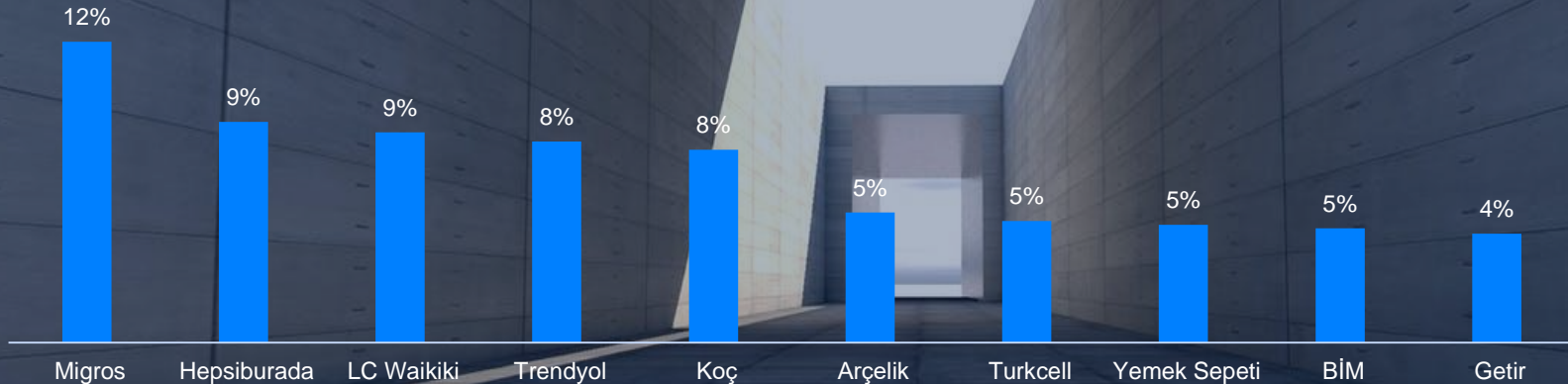


%31 of consumers are helping national solidarity campaign and %20 provides food or medical aid to people who are in need. Whether it's material or spiritual, they try to help each other with different methods.



CUSTOMERS ACTIVELY SEEK OUT BRANDS THAT DO THE RIGHT THING IN TIMES OF CRISIS

Consumers feel more connected to brands that support and help during hard times. Top 3 brands that take action on the issue and affect the consumer the most are; Migros, Hepsiburada and LC Waikiki.



Also %21 of consumers knows that brands are in cooperation with non-governmental organizations. Most known brands are: Koç Grubu, LC Waikiki, Arçelik and the most known NGO's are: Kızılay, Ahabap and Afad.

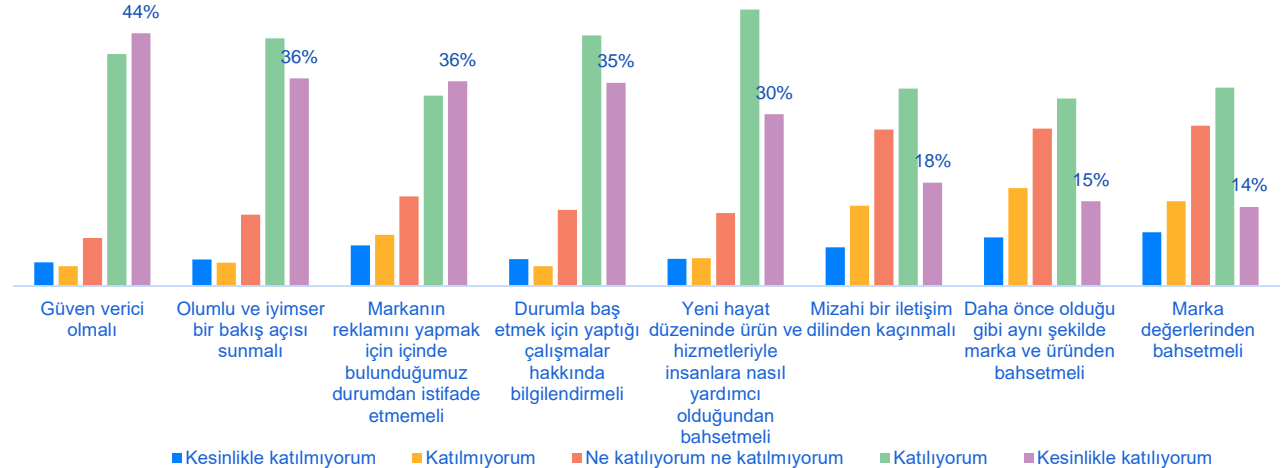
IT IS EVEN CLEARER THAT COMPANIES SHOULD BE ADVERTISING NOW AND NOT PULLING THEIR SPEND

%9

Stop advertising

While giving them confidence with optimistic perspective, its important not to exaggerate and taking advantage of the situation. Informing consumers about what's been done to help & support for COVID-19 pandemic is another key to the heart. Let them know that they're not alone and you're sharing this grief, you're taking actions to make society better again. So that they can feel when it's all over, they'll be stronger than before.

Tone of voice shaping the future, brands must reassure consumers, need for trust is also the fundamental element here.

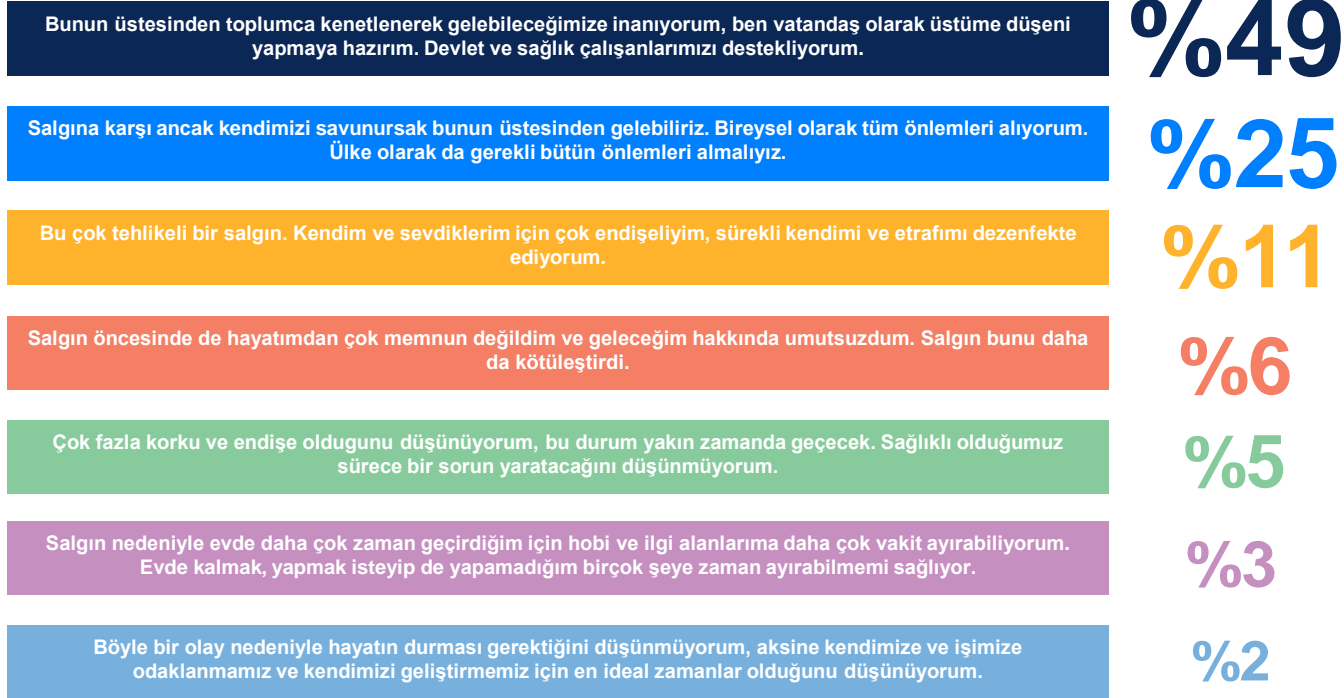




8. COVID- 19 PERSONAS & DATA DRIVEN TARGETING

- Emerging Personas and Communication
- Data-Driven Marketing

COVID-19 PERSONAS: THE COMMUNITARIAN WINS FOR ALL, SENSE OF «UNITY» AND «SOLIDARITY» ALWAYS COMES FORWARD.



LOOKING AT THE TWO MAIN ATTITUDES IN TURKEY TOWARDS THE OUTBREAK:

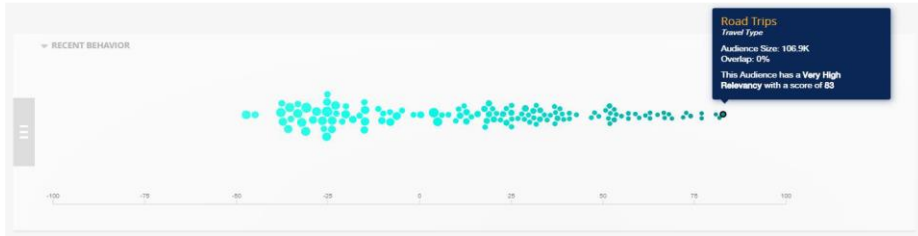
INNOVATIVE SOLUTIONS CENTERED
AROUND ACTS OF **SOLIDARITY** AND
PROBLEM SOLVING DAILY SOLUTIONS
MUST BE THE LEADING WAYS OF
COMMUNICATION TO THE PERSONAS
EMERGING DURING THE PANDEMIC.

BY CREATING THE SEGMENTS ON DIGITAL, WE TRACK THEIR FOOTPRINTS AND ANALYZE THEIR INTERESTS

We re-create the segments with look-a-like modelling, to be able to target them. Lookalike Audiences are a form of audience extension where an existing limited data set (e.g., converted customers) is extended using a predictive model to identify others who might exhibit similar behaviors.

The Communitarian

«Bunun üstesinden toplumca kenetlenerek gelebileceğimize inanıyorum, ben vatandaş olarak üstüme düşeni yapmaya hazırım. Devlet ve sağlık çalışanlarımızı destekliyorum.»



The most relevant segments are Baby Shower, Bars and Restaurants, **Road Trips**, **Video Production**, **Telecommuting**, **Cigars**, **Men's Fashion**, **Women's Fashion** and more.

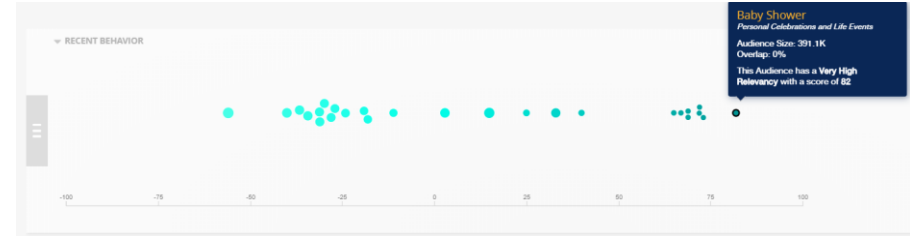
We can consider **targeting** these most relevant segments during our digital campaigns.

The least relevant segments are **Science**, **Career**, **Pop Culture**, **Television**, **Beauty** and more.

The least relevant segments are also discovered and we can consider **excluding** them during our digital campaigns.

The Defender

«Salgına karşı ancak kendimizi savunursak bunun üstesinden gelebiliriz. Bireysel olarak tüm önlemleri alıyorum. Ülke olarak da gerekli bütün önlemleri almalyız.»



The most relevant segments are Baby Shower, Bars and Restaurants, **Equine Sports**, **Women's Intimates & Sleepwears**, **Romance Movies** and more.

We can consider **targeting** these most relevant segments during our digital campaigns.

The least relevant segments are **Technology & Computing**, **Healthy Living**, **Soccer**, **News & Politics** and more.

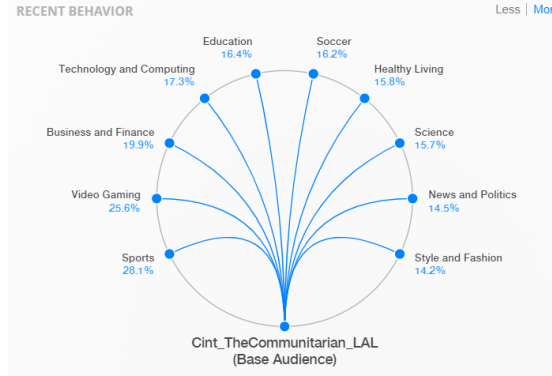
The least relevant segments are also discovered and we can consider **excluding** them during our digital campaigns.

groupm

BY CREATING THE SEGMENTS ON DIGITAL, WE TRACK THEIR FOOTPRINTS AND ANALYZE THEIR INTERESTS

The Communitarian

«Bunun üstesinden toplumca kenetlenerek gelebileceğimize inanıyorum, ben vatandaş olarak üstüme düşeni yapmaya hazırım. Devlet ve sağlık çalışanlarımızı destekliyorum.»

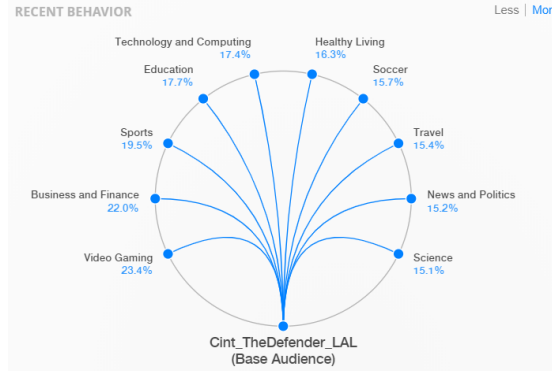


The graph shows the outcomes for TheCommunitarian LAL.

- The most overlapped segment is **Sports**.
- We can say that **28.1%** of the Communitarian audience is included both in **Sports** and **TheCommunitarian**.
- We can consider **targeting** these segments.

The Defender

«Salgına karşı ancak kendimizi savunursak bunun üstesinden gelebiliriz. Bireysel olarak tüm önlemleri alıyorum. Ülke olarak da gerekli bütün önlemleri almamız.»



The graph shows the outcomes for The Defender LAL.

- The most overlapped segment is **Video Gaming**.
- We can say that **23.4%** of TheDefender audience is included both in **Video Gaming** and **TheDefender**.
- We can consider **targeting** these segments.

9. KEY TAKEOUTS

+ Sports

+ Technology & Cloud Living

+ Unity

+ Emotions

+ Gaming

+ Commerce

+ Media and Content

+ Data Driven Targeting

+ Ramadan

The sight of ibex strolling down the beachfront promenade in Israel's city of Eilat recently shocked the locals; as humans retreat to their homes in wake of pandemic, wildlife steps out of the shadows and returns to the habitats it once ruled –yteneews.com

CONSUMERS ARE LOOKING FOR PUBLIC SERVICE, PRAGMATISM, INFORMATION AND EXPERIENCE FROM BRANDS AND BUSINESSES

It's very clear that customers don't want brands to stop advertising but it's very important that this is not seen as exploitative or insensitive. Purpose driven brands will win. But with a slight difference; right now, purpose isn't about brand health – it's about public health.

So striking the right tone is crucial: what you say now must be relevant to customers, true to the brand DNA and backed up by concrete actions.

Migration to a Fully Digital Life

Video calls, virtual parties, live streaming, cloud-based working.

Changing Business Models

Manufacturing new products, free of charge services and subscriptions, contactless payment, ecommerce transition.

«Stay-at-Home» Experience & DIY Activities

Self-care, cooking & recipes, home workout, meditation content and DIYs.

Humanity & Safety

Donations & charity. Demonstrations of hygiene measures are in place, transparent messaging.

STAY SAFE AND HEALTHY!

