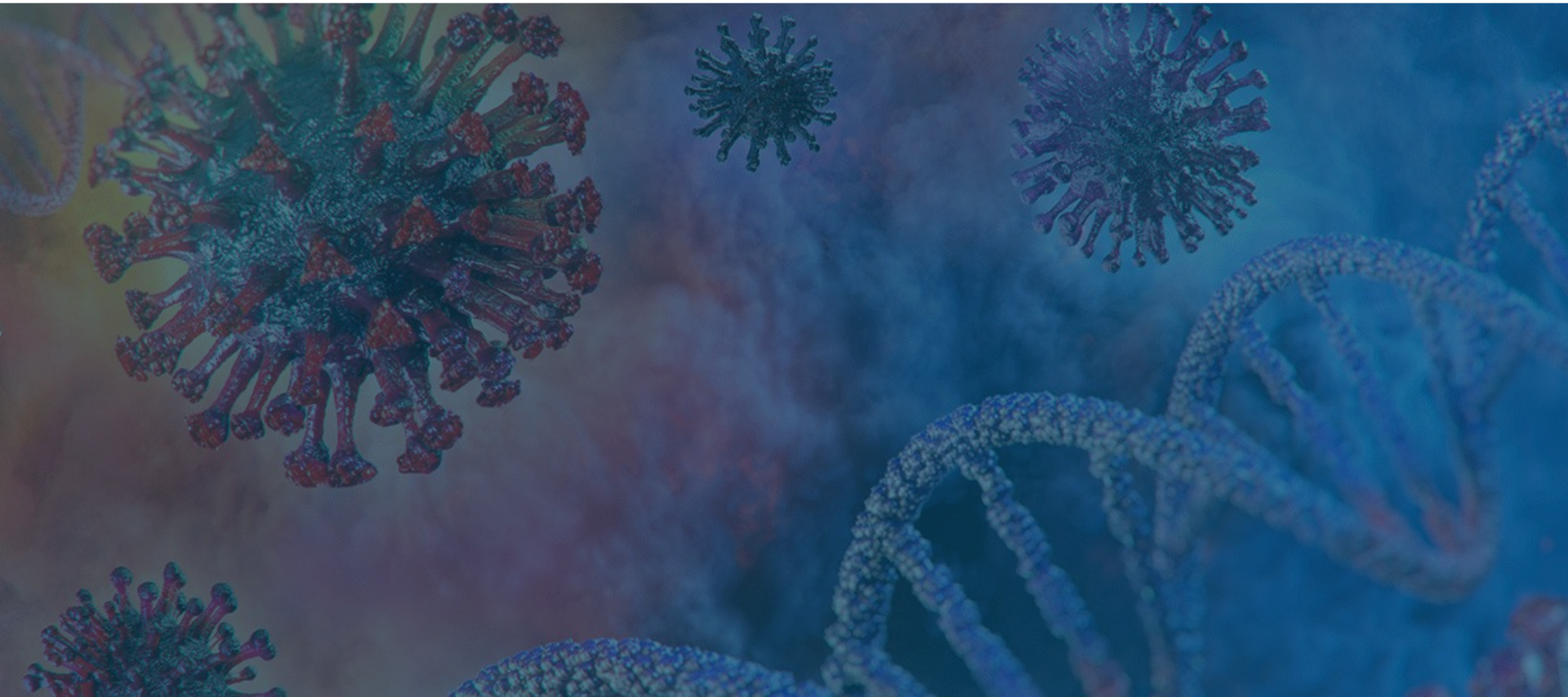


CISION GLOBAL MEDIA INSIGHTS

# COVID-19 | NOW WHAT?

MARCH 23<sup>RD</sup>, 2020

**CISION**<sup>®</sup>  
Insights



## WHEREAS:

- China is 7-8 weeks ahead of the western world in terms of its epidemic stage
- China has “flattened the curve” of the pandemic’s growth while other parts of the world continue to experience a pandemic surge; and
- Traditional and social media simultaneously and uniquely *reflect* and *shape* public opinion in China and around the world

## THEREFORE:

- Traditional and social media are useful gauges of what’s happening now and the patterns that will continue to emerge in the future
- We must apply rigorous analysis against global and national journalistic and social media content to uncover insights into the pandemic and revelations upon which to plan and execute business/communications decisions going forward
- As the volume and velocity of Covid-19 news, commentary and conversations in the media subside, the vacuum presents possibilities for alternative topics, some of which may be fulfilled with proactive – even *fun* – content which may seem inappropriate in the current environment



THIS IS AN ANALYSIS FOCUSED ON CHINA



MEDIA SCOPE

20.000+  
TRADITIONAL PRINT, ONLINE & TV MEDIA.  
+ MAIN SOCIAL CHANNELS:  
WECHAT & BAIDU



METRICS / EARNED MEDIA VISIBILITY

**MEDIA VISIBILITY** = GROSS REACH  
POTENTIAL THAT INDIVIDUALS ARE EXPOSED TO AN  
EARNED MEDIA MESSAGE (NOT UNIQUE)



CORONAVIRUS COVID-19 GLOBAL CASES BY THE  
CENTER FOR SYSTEMS SCIENCE AND ENGINEERING  
(CSSE) AT JOHNS HOPKINS UNIVERSITY (JHU)



## 1. COVID-19 INFECTION DECLINE = **TURNING POINT** & DECLINE OF COVID-19 COVERAGE

- AS THE PANDEMIC COMES UNDER CONTROL THE FOCUS OF TRADITIONAL AND SOCIAL MEDIA MOVES AWAY FROM COVID-19 THUS CREATING A VACUUM FOR ALTERNATIVE THEMES

## 2. WESTERN COUNTRIES ARE ~ 10 DAYS AWAY FROM THE **TURNING POINT**

- PREPARE NOW: THE MEDIA AGENDA WILL OPEN UP WHEN NEW INFECTIONS DECLINE. ORGANIZATIONS, BRANDS AND THE PROFESSIONAL COMMUNICATORS WHO REPRESENT THEM SHOULD PLAN FOR A RETURN TO NORMALCY AS SOON AS INFECTIONS DECELERATE, INCLUDING ENTERTAINING, DIGITAL COMMUNICATION FORMATS THAT MAY SEEM INAPPROPRIATE NOW

## 3. USE PHASE AFTER THE **TURNING POINT** TO FIGHT THE VIRUS AND SPREAD YOUR (POSITIVE) MESSAGES

- IN CHINA, WE OBSERVE FOUR PHASES, THE FOURTH OF WHICH LIES AHEAD. IN PHASE III, A 6+ WEEKS WINDOW OF OPPORTUNITY CREATES AN OPENING TO TEST NEW THEMES AND DIGITAL FORMATS
- RECOMMENDATION: PROVIDE YOUR CUSTOMERS WITH OPPORTUNITIES TO EXPLORE CONTACTLESS BUSINESS WITH YOU

## 4. NO “BACK TO NORMAL” – COVID-19 ENFORCES NEW FORMS OF COMMUNICATION FOR AT LEAST THE NEXT 12 MONTHS

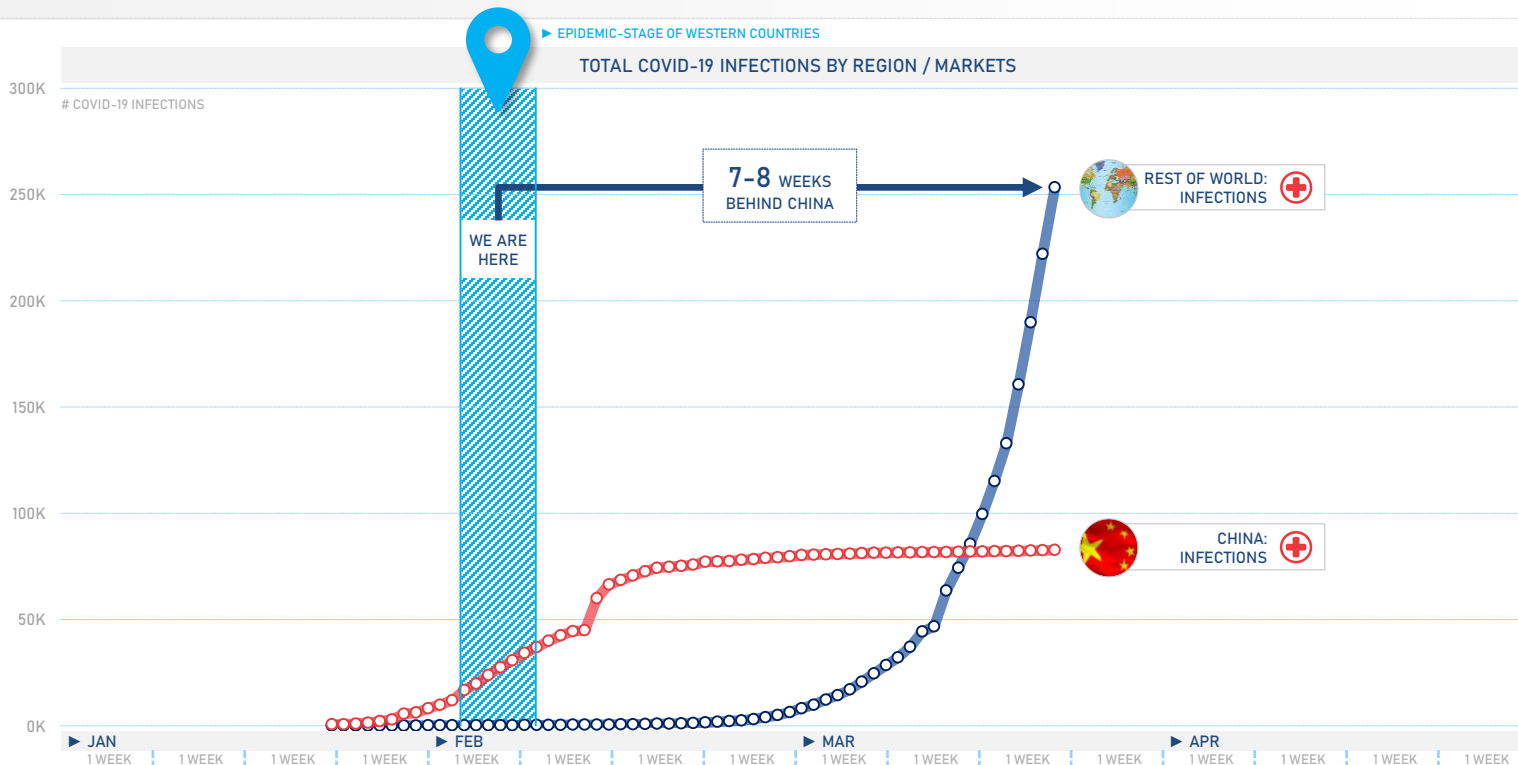
- CORPORATE CITIZENSHIP TOPICS APPRECIATED BY READERS AND MEDIA
- REDUCE CLASSICAL CORPORATE TOPICS TO MINIMUM
- IMPORTANT: USE TIME TO CREATE NEW, DIGITAL COMMUNICATIONS FORMATS FOR PHASE AFTER THE TURNING POINT (PHASE III)

# GLOBAL COVID-19 INFECTIONS

## CHINA IS 7-8 WEEKS AHEAD OF WESTERN WORLD

- ITALY: 4-6 WEEKS BEHIND CHINA
- GERMANY AND USA: 6-8 WEEKS BEHIND CHINA

MEDIA REACTION/PATTERNS FROM CHINA CAN BE USED TO [POTENTIALLY] FORECAST RESPONSE IN WESTERN MARKETS



MARKETS  
CHINA VS.  
REST OF WORLD

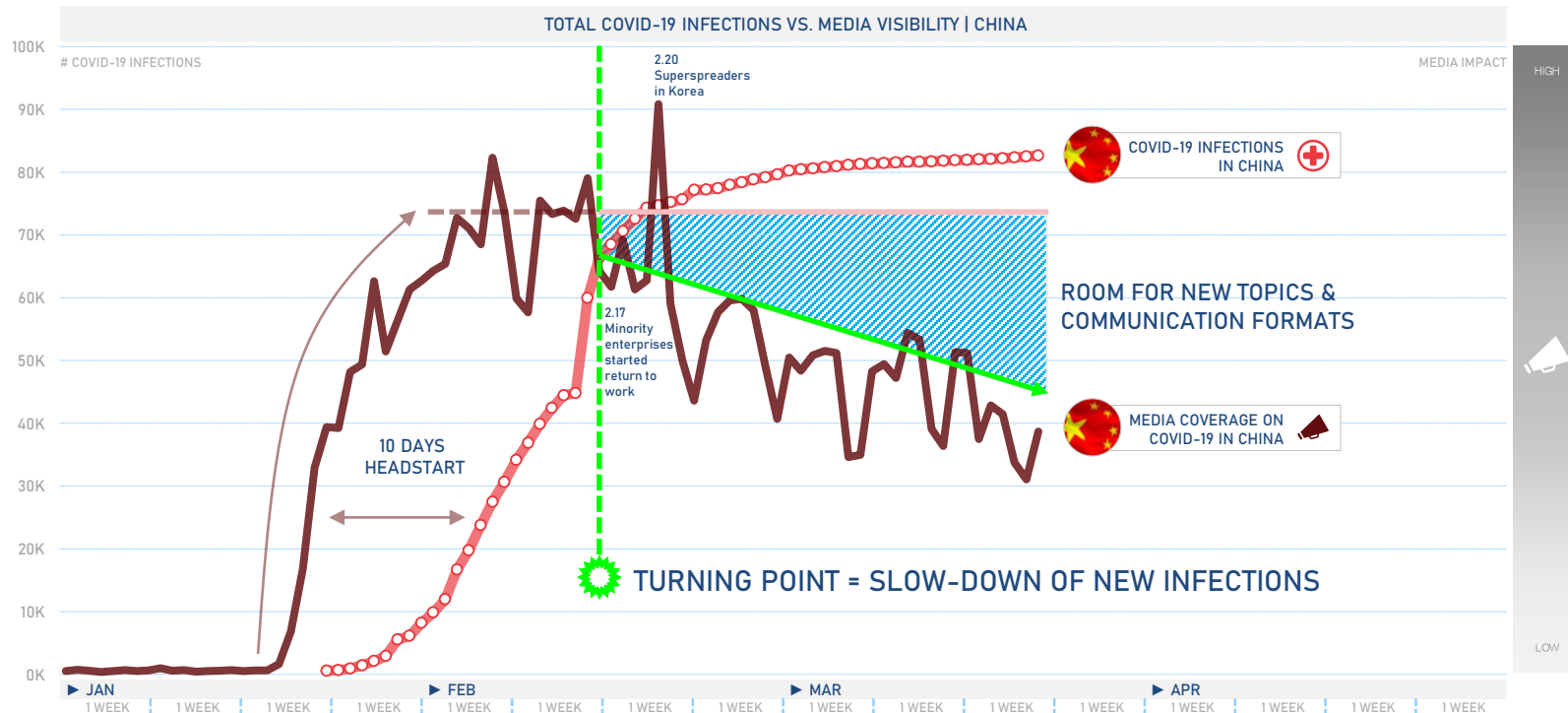
UNIVERSE  
ALL COVID-19 TRACKED  
INFECTIONS

PERIOD  
JAN 1<sup>ST</sup>, 2020  
- MARCH 23<sup>RD</sup>, 2020

DATA  
NUMBER OF TRACKED  
INFECTIONS

# INFECTION DECLINE = TURNING POINT & DECLINE OF COVID-19 COVERAGE

AS THE PANDEMIC COMES UNDER CONTROL THE FOCUS OF TRADITIONAL AND SOCIAL MEDIA MOVES AWAY FROM COVID-19 THUS CREATING A VACUUM FOR ALTERNATIVE THEMES



MARKETS

CHINA

UNIVERSE

ALL COVID-19 TRACKED INFECTIONS

ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD

JAN 1<sup>ST</sup>, 2020 - MARCH 23<sup>RD</sup>, 2020

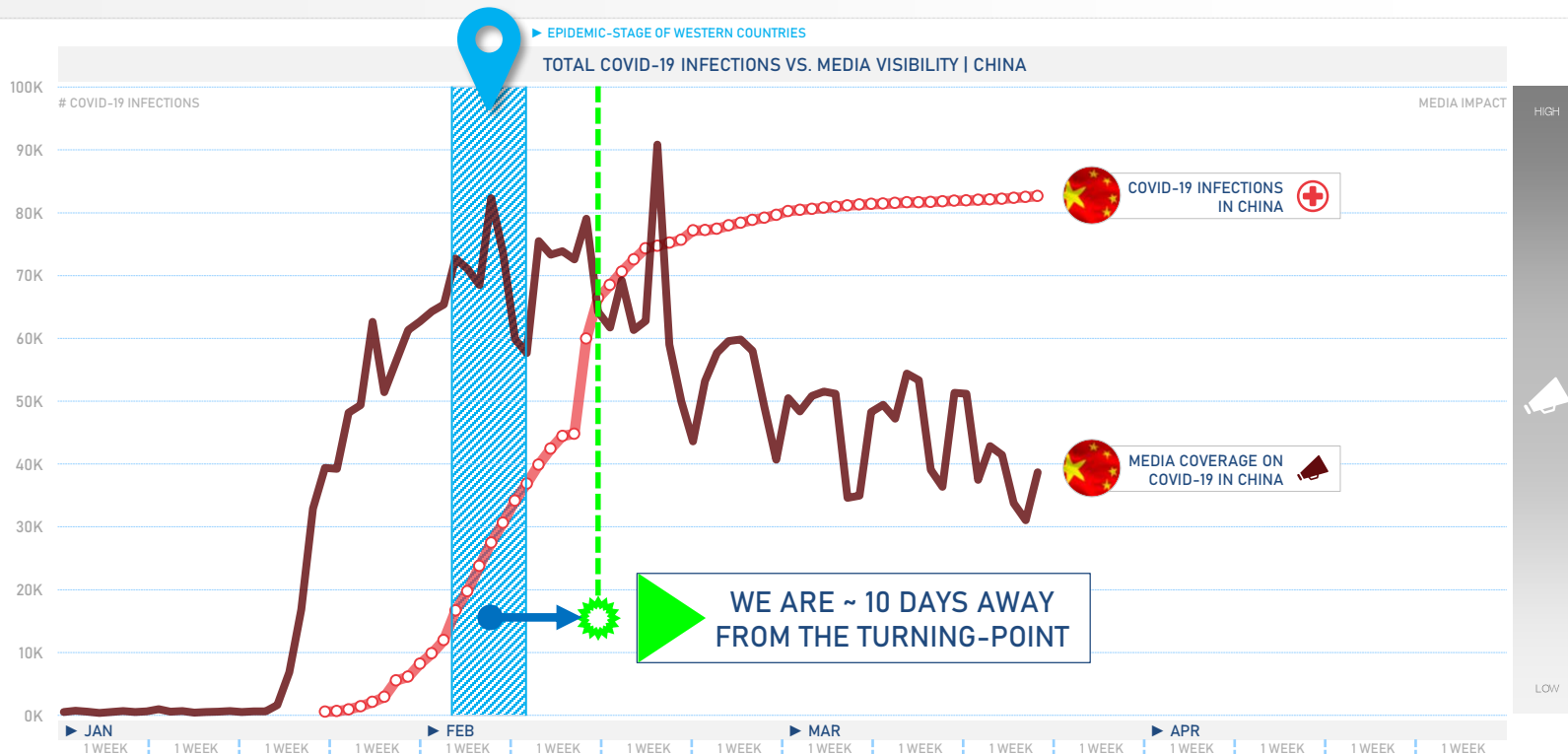
DATA

NUMBER OF TRACKED INFECTIONS

MEDIA VISIBILITY (GROSS REACH)

# WESTERN COUNTRIES ARE ~ 10 DAYS AWAY FROM THE TURNING POINT

- PREPARE NOW: THE MEDIA AGENDA WILL OPEN UP WHEN NEW INFECTIONS DECLINE. ORGANIZATIONS, BRANDS AND THE PROFESSIONAL COMMUNICATORS WHO REPRESENT THEM SHOULD PLAN FOR A RETURN TO NORMALCY AS SOON AS INFECTIONS DECELERATE, INCLUDING ENTERTAINING, DIGITAL COMMUNICATION FORMATS THAT MAY SEEM INAPPROPRIATE NOW



MARKETS  
CHINA

UNIVERSE

ALL COVID-19 TRACKED INFECTIONS

ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD

JAN 1<sup>ST</sup>, 2020  
- MARCH 23<sup>RD</sup>, 2020

DATA

NUMBER OF TRACKED INFECTIONS

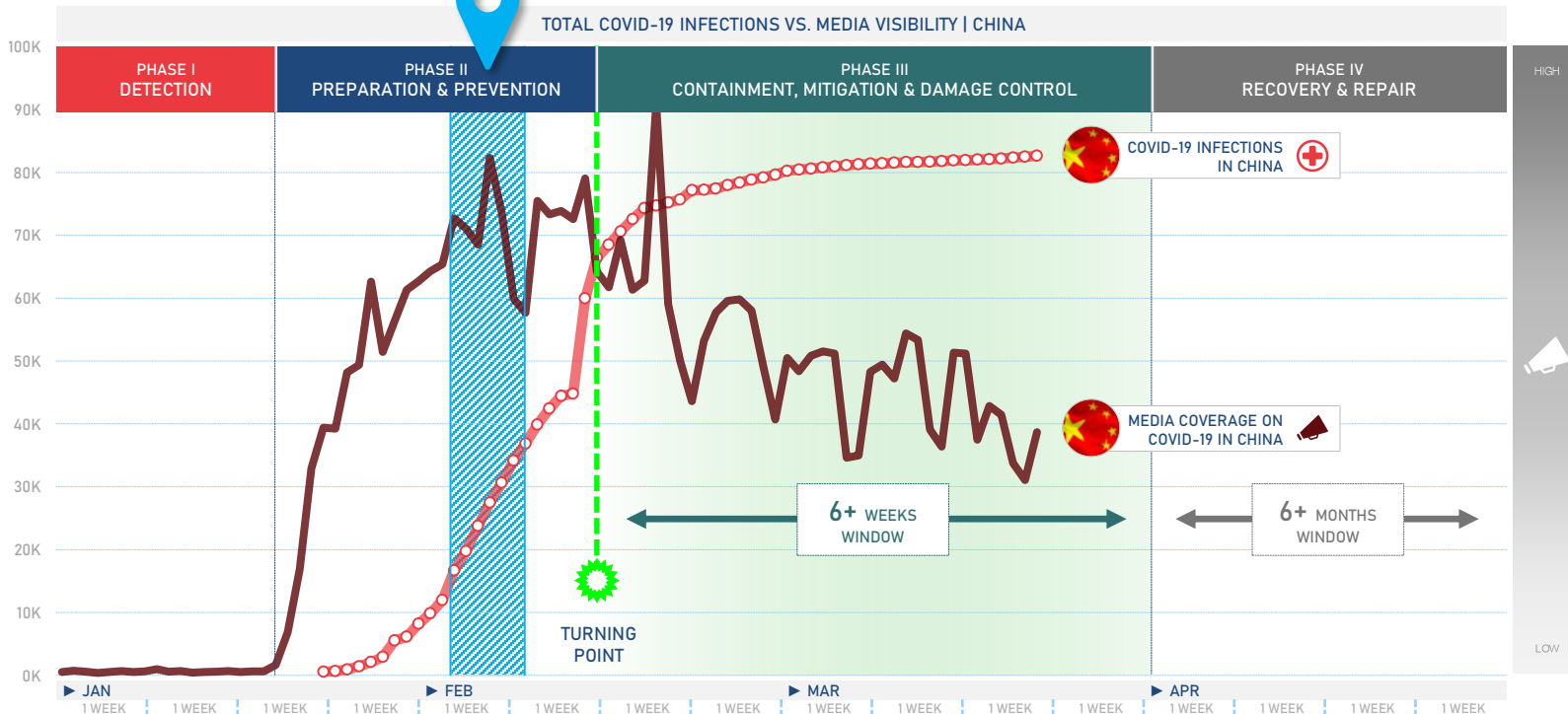
MEDIA VISIBILITY (GROSS REACH)

# USE PHASE III TO FIGHT THE VIRUS AND SPREAD YOUR (POSITIVE!) MESSAGES

- IN CHINA, WE OBSERVE FOUR PHASES, THE FOURTH OF WHICH LIES AHEAD. IN PHASE III, A 6+ WEEKS WINDOW OF OPPORTUNITY CREATES AN OPENING TO TEST NEW THEMES AND DIGITAL FORMATS
- RECOMMENDATION: PROVIDE YOUR CUSTOMERS WITH OPPORTUNITIES TO EXPLORE CONTACTLESS BUSINESS WITH YOU



▶ EPIDEMIC-STAGE OF WESTERN COUNTRIES



MARKETS  
CHINA

UNIVERSE

ALL COVID-19 TRACKED INFECTIONS

ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD

JAN 1<sup>ST</sup>, 2020  
- MARCH 23<sup>RD</sup>, 2020

DATA

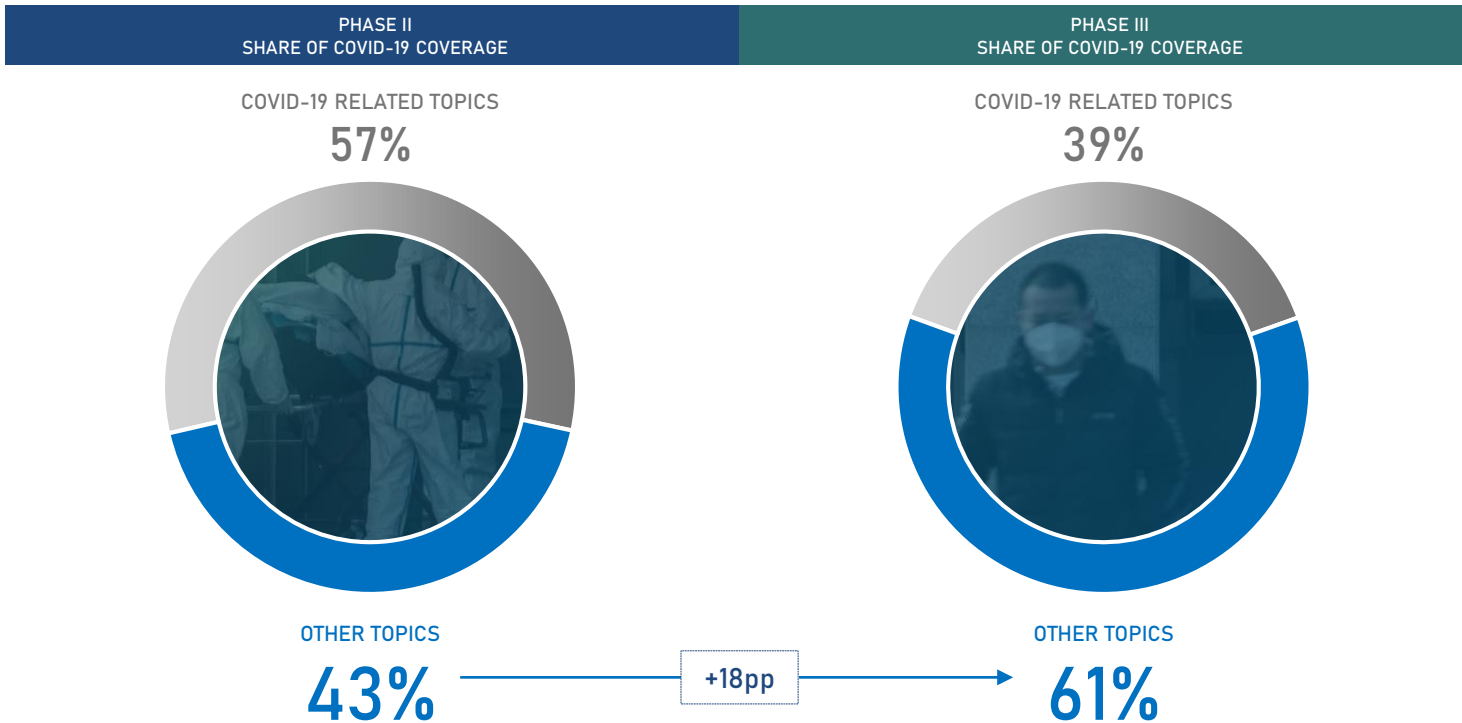
NUMBER OF TRACKED INFECTIONS

MEDIA VISIBILITY (GROSS REACH)



# PHASE III SEEKS POSITIVE, ENTERTAINING CONTENT [BEYOND VIRUS DISCUSSION]

- PHASE II: ONLY TOPICS AROUND COVID-19 WILL BREAK-THROUGH
- PHASE III: A LOT OF ROOM FOR NEW TOPICS



MARKETS  
CHINA

UNIVERSE  
ALL MEDIA COVERAGE IN  
CHINA

PERIOD  
FEB 17<sup>TH</sup>, 2020  
-  
MARCH 23<sup>RD</sup>, 2020

DATA  
MEDIA IMPACT

# NO "BACK TO NORMAL" – COVID-19 ENFORCES NEW FORMS OF COMMUNICATION

PHASES	MEDIA & AUDIENCE	CORPORATE COMMUNICATIONS		MANAGEMENT COMMUNICATIONS		PRODUCT COMMUNICATIONS			
PHASE I: DETECTION				NO CHANGES					
PHASE II PREPARATION & PREVENTION	<ul style="list-style-type: none"> <li>MEDIA AND READERS IN CRISIS-MODE</li> <li>MAJORITY OF TOPICS COVID-RELATED</li> </ul>	<ul style="list-style-type: none"> <li>CORPORATE CITIZENSHIP TOPICS APPRECIATED BY READERS AND MEDIA</li> <li>REDUCE CLASSICAL CORPORATE TOPICS TO MINIMUM</li> <li>IMPORTANT: USE TIME TO CREATE NEW, DIGITAL COMMUNICATIONS FORMATS FOR PHASE III</li> </ul>		<p>MANAGEMENT PLATFORMS:</p> <ul style="list-style-type: none"> <li>LEADERSHIP</li> <li>TRANSPARENCY, REASSURANCE AND AFFIRMATION</li> <li>CORPORATE CITIZENSHIP</li> </ul>		<p>IMPORTANT:</p> <ul style="list-style-type: none"> <li>ALL PRODUCT COVERAGE SHOULD BE MOVED TO PHASE III</li> <li>CHANNEL-LOAD PHASE III</li> <li>CREATE NEW, DIGITAL COMMS FORMATS FOR PHASE III</li> </ul>			
PHASE III CONTAINMENT, MITIGATION & DAMAGE CONTROL	<ul style="list-style-type: none"> <li>INCREASING ALLOWANCE FOR NON-CORONA COVERAGE</li> <li>PEOPLE IN QUARANTINE WITH TIME FOR NEWS CONSUMPTION</li> </ul>	<ul style="list-style-type: none"> <li>CONTINUE TO FOCUS ON CORPORATE CITIZENSHIP TOPICS</li> </ul>		<p>MANAGEMENT PLATFORMS:</p> <ul style="list-style-type: none"> <li>LEADERSHIP</li> <li>TRANSPARENCY, REASSURANCE AND AFFIRMATION</li> <li>CORPORATE CITIZENSHIP</li> </ul>		<ul style="list-style-type: none"> <li>RUN NEW, DIGITAL FORMATS</li> <li>PROVIDE YOUR CUSTOMERS WITH ALTERNATIVE, NEW FORMATS</li> <li>PROMOTE DIGITAL CAR SALES: CONTACTLESS BUSINESS WILL BE TRENDING</li> </ul>			
PHASE III RECOVERY & REPAIR	<ul style="list-style-type: none"> <li>LESS TIME FOR NEWS CONSUMPTION</li> <li>BACK TO WORK</li> </ul>	<ul style="list-style-type: none"> <li>"RESTART / REBOOT" TOPICS: START OF PRODUCTION, SALES, ETC.</li> <li>FOCUS ON THE POSITIVE OUTCOMES OF THE CRISIS</li> </ul>		<p>MANAGEMENT PLATFORMS:</p> <ul style="list-style-type: none"> <li>STRONGER OUT OF THE CRISIS</li> </ul>		<p>IMPORTANT: THERE IS NO BACK TO NORMAL FOR PRODUCT COMMUNICATIONS!</p> <ul style="list-style-type: none"> <li>CLASSICAL DRIVE EVENTS, SHOWS &amp; BRAND EVENTS LIMITED FOR NEXT 12 MONTHS.</li> <li>INDIVIDUAL TEST-DRIVE OPPORTUNITIES ON THE FOREFRONT</li> </ul>			