

How Brands Are Responding to COVID-19

PAULSEN

Moving Rural America



Paulsen's Leadership Team



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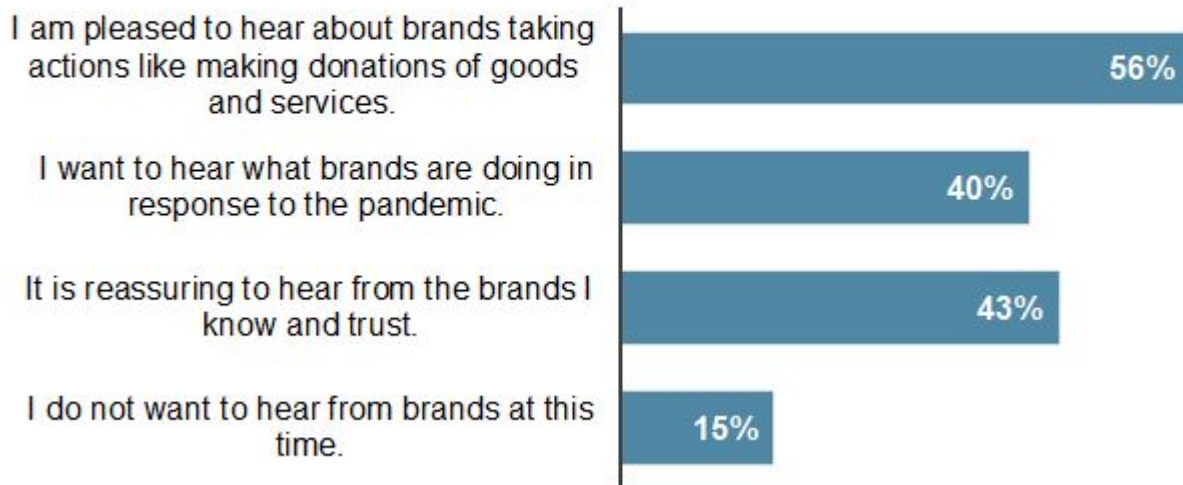
Marcus Squier
VP, Client Services | Principal

Our team is closely monitoring how high-profile brands are responding to the COVID-19 crisis. We think you might be just as interested, so we are sharing what we are learning with you.

In this deck you will see AAAA's research on why this matters and several examples of how brands are responding. Finally, we are including a chart indicating where we are at in the phases of navigating the pandemic. We sincerely hope you find this information helpful in your own situation.

- 1,000 consumers
- March 18, 2020

Consumer sentiment on brand communications during the COVID-19 pandemic



Amazon

- Separate efforts for employees, customers and communities
- Product focus on household staples, streaming services
- Commitment to hiring 100,000 new roles, raising wages
- Laptop donations, teaching resources
- Multiple funds for charities, grants and other resources

The Amazon blog
dayone

Amazon's COVID-19 blog // Prioritizing health and safety // Our Positions

Company news

Amazon's COVID-19 blog: daily updates on how we're responding to the crisis

How we're supporting our employees, customers, and communities

By Day One Staff on April 08, 2020

f t in e

[Click here to jump to daily updates below](#)

Highlights

1. What we are doing for employees

- Our top concern is ensuring the **health and safety** of our employees.
- We've made over **150 process updates** to help protect employees; have implemented enhanced cleaning and distancing measures; and we're piloting new efforts like using disinfectant fog in our New York fulfillment centers.
- We're adding **100,000 jobs** to help meet customer demand and assist existing employees fulfilling orders.

2. What we are doing for customers

- We are **increasing capacity for grocery delivery** from Amazon Fresh and Whole Foods Market as quickly as possible.
- We've rolled out **enhanced cleaning protocols** at all Whole Foods Market stores.
- We're **prioritizing high-priority items** to ensure the fastest delivery of household staples, medical supplies, and demand products coming into our fulfillment centers.
- We're vigorously **combating price gouging** to help protect customers, help ensure fair pricing, and prevent Amazon from profiting off the COVID-19 crisis.
- Customers ordering delivery from Prime Now, Amazon Fresh, and **Whole Foods Market** can select items for delivery during checkout if they prefer not to come into contact with others.
- All Whole Foods Market stores **open one hour early** for customers who are 60+ years old in the U.S., Canada, and the U.K.
- Amazon and Alexa devices help keep customers **connected and informed** to check your risk level and receive updates on local COVID-19 cases.

3. What we are doing for communities around the globe

- We've launched the **\$20 million AWS Diagnostic Initiative** to accelerate COVID-19 research.
- In Europe, we committed **€21 million (almost \$23 million USD)** to support those most affected by the crisis.
- Amazon CEO and Founder Jeff Bezos donated **\$100 million to Feeding America**.
- We are **hiring 100,000 full and part-time positions**, and **looking for talent** in every community we serve.
- We created a **\$5 million grant fund** to support small businesses in Seattle.
- AWS is **supporting the White House's COVID-19 High Performance Computing Consortium**, providing access to high-performance computing resources to advance research on diagnosis, treatment, and vaccine development.
- We're supporting virtual classrooms with no-cost resources from **AWS and Amazon Future Engage**.
- We're **donating 8,200 laptops** to Seattle Public Schools students who do not have access to a computer at home.

4. What we are doing for communities around the globe

- We're **donating 8,200 laptops** to Seattle Public Schools students who do not have access to a computer at home.

Root for your favorite games

twitch prime

Make free video calls with Alexa

Amazon's response to COVID-19

Ford

- Finance offers and delayed payment schedules
- Ad with stronger visuals better received
- \$500,000 for nonprofit groups in southeast Michigan
- Ford Resource and Engagement Centers in Detroit become drive-up food pantries
- Employee volunteers helping staff nonprofits

MAR 16, 2020 | DEARBORN, MICH.



- Ford focusing on health, peace of mind of customers during developing outbreak of new coronavirus, or COVID-19
- Ford Credit is encouraging customers in the U.S. impacted by COVID-19 to contact the company to discuss potential delay of payments to provide relief. Additionally, Ford Credit is offering a program giving customers who buy new vehicles the option to delay their first payment for 90 days.
- The Ford Motor Company Fund, Ford's philanthropic arm, is immediately directing more than \$500,000 to nonprofit groups in southeast Michigan and will support delivery of food to senior citizens and to thousands of children who do not have access to school meals



Built to Lend a Hand...

Mar 16, 2020

Built for Right Now |...

Mar 16, 2020

Media Contact

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BUILT THROUGH WORLD WARS AND NATURAL DISASTERS

#Ford

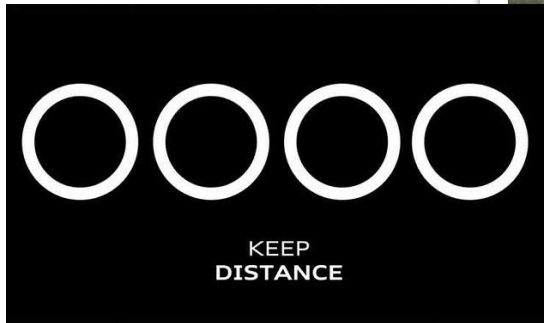
Built for Right Now | FORD

51,584 views • Mar 16, 2020

423 21 SHARE SAVE ...

Audi Australia

- 4-hour film journey across Australia
- #AudiTogether
- Corporate campaign broke brand standards to produce a “social distance” logo and campaign



Perdue Chicken

- Paused current marketing campaign
- Creating series of videos from Jim Perdue shot on an iPhone
- Thanking farmers and food chain workers
- Discussing food safety



To the people who help feed America.

Panera Bread

- Selling groceries as restaurant sales plummet
- Customers are able to order breads, bagels, milk, yogurt, cream cheese and fresh produce
- Donating 8,000 cases of soup and fresh produce through supply chain in addition to normal excess inventory
- Free soup and bread daily to laid-off employees



Lowe's

- DIYers encouraged to create and display thank you messages to first responders
- Landing page for instructions
- Social: post photos on April 6 #BuildThanks
- Lowe's spending \$100 million to support associates, customers and communities

COVID-19 UPDATE: LOWE'S INCREASES APRIL HOURLY

Lowe's Find a Store near me

Shop Ideas Savings Services

Home > DIY Projects & Ideas > Ideas & Inspiration > Crafts

How-Tos Buying Guides Inspi

#BuildThanks: DIY a Thank-You Front-Line Heroes

By Lowe's Editorial Team
Date Updated: March 31, 2020

#BuildThanks

Lowe's Home Improvement @lowes

Like Follow Share

Create Post

Write a post...

Photo/Video Tag Friends Get Messages

Photos

Community

See All

Invite your friends to like this Page

4,572,704 people like this

4,486,480 people follow this

Beth Mriden Ormseth and 28 other friends like this

About

(800) 441-6937

Send Message

www.lowes.com

Home Improvement - Retail Company

Suggest Edit

Page Transparency

Facebook is showing information to help you better understand the purpose of a Page's content and how it may be used.

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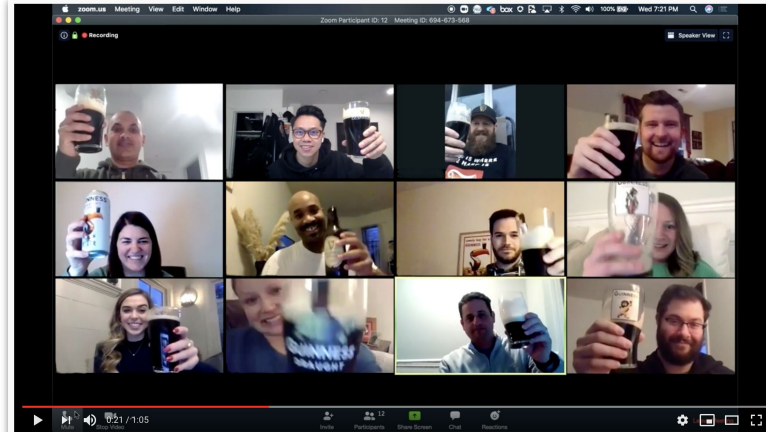
Guinness

- St. Patrick's Day message was appropriate for social distancing of March 17
- Commitment to \$500,000 in support of U.S. organizations
- Message evolved as social distancing standards evolved
- Initial commitment doubled to \$1,000,000 in support of U.S. organizations



A St. Patrick's Day Message From Guinness | Guinness Beer

2.5K 49 SHARE SAVE ...



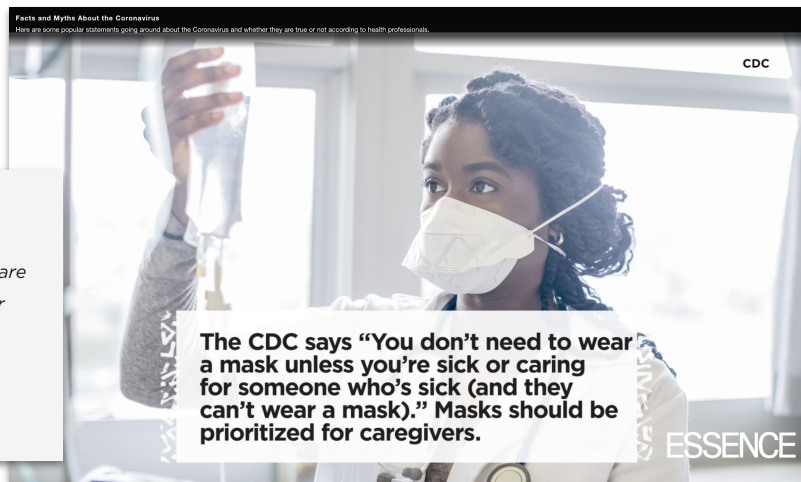
#WeWillMarchAgain #WeWillToastAgain
A Message From Guinness: We Will Toast Again | Guinness Beer
8,336 views · Mar 25, 2020

188 2 SHARE SAVE ...

ESSENCE

- Produced educational video using CDC guidelines
- CDC guidelines for use of facemasks changed but video was not updated
- We caution brands against providing medical advice

*ESSENCE is committed to bringing our audience the latest facts about COVID-19 (coronavirus). Our content team is closely monitoring the developing details surrounding the virus via official sources and health care experts, including the World Health Organization (WHO), the Centers for Disease Control and Prevention (CDC) and the Occupational Safety and Health Administration (OSHA). Please continue to refresh **ESSENCE's** [informational hub for updates on COVID-19](#), as well as for tips on taking care of yourselves, your families and your communities.*

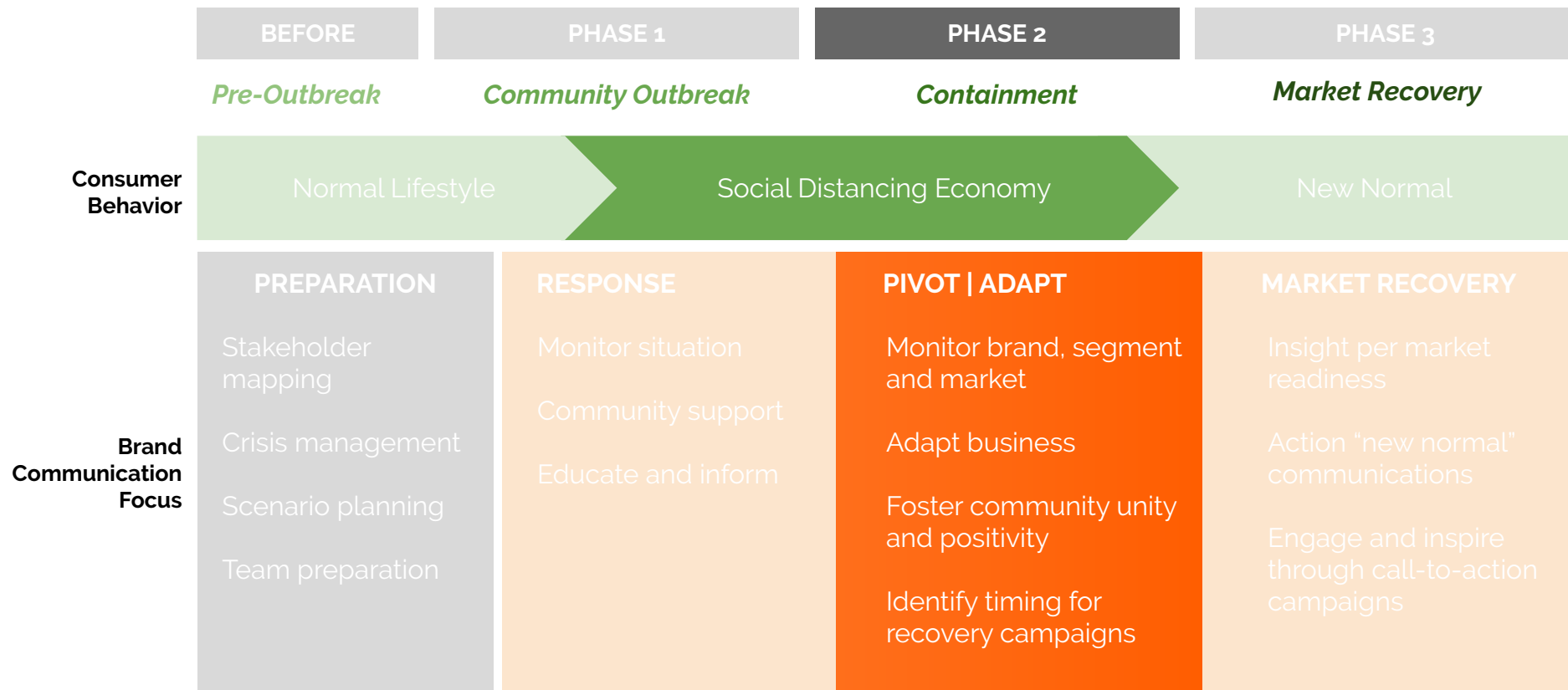




Brand Roadmap

Pandemic has moved from the Community Outbreak phase to the Pivot and Adapt phase. The Market Recovery phase has not begun.

Brand Roadmap Through COVID-19



If you are interested in learning how to navigate both Phase 2 – Pivot and Adapt and Phase 3 – Market Recovery, please let us know.

Brands with a plan for each phase can emerge from this with a stronger future.

We are here to help.



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