

# Coronavirus Tactical Opportunities



# Why Print, Why LOCAL Print

- Best medium to do “EDUCATION Campaigns”
  - Include all relevant information/ explain multiple topics
  - If ever there was a time to educate...
- LOCAL... mobilisation for best results/ biggest impact
  - The only way to effectively implement campaigns such as the Covid-19 protocol is to ensure buy-in @ community level
  - Unless the information is transferred effectively at a local level, there is little chance of a high % of co-operation
  - Local papers are effective and relevant in penetrating entire communities each week

# LOCAL PAPERS CAN EFFECTIVELY COMMUNICATE

1. How to avoid spreading the Coronavirus
2. Symptoms of the virus
3. What to do if you have symptoms
4. Testing stations
5. Why BULK buying is unnecessary
6. What retailers/ brands are doing to slow the bulk buying frenzie
7. What you can do to help fragile community members

All **CRITICAL**  
topics over  
this period



**SPONSORED  
EDITORIAL  
OPPERTUNITIES  
FOR BRANDS**

# Why Retailers/Brands need to keep advertising

*“And I am not overstating. The wheels of industry need to keep turning so workers are paid and families are fed. Those wheels are best greased by effective marketing. We need to drive demand like never before. We should not be doing the job of the government or the chief medical officer, we should be doing our own – like mad – for the good of the country.”*

*Mark Ritson, Marketing week, 17 March*

## **PLEASE READ THE ARTICLE**

[https://www.marketingweek.com/mark-ritson-marketing-covid-19/?cmpid=em~newsletter~breaking\\_news~n~n&utm\\_medium=em&utm\\_source=newsletter&utm\\_campaign=breaking\\_news&eid=12522068&sid=MW0001&adg=33C87F37-6C09-4515-B7A3-1DB217536993](https://www.marketingweek.com/mark-ritson-marketing-covid-19/?cmpid=em~newsletter~breaking_news~n~n&utm_medium=em&utm_source=newsletter&utm_campaign=breaking_news&eid=12522068&sid=MW0001&adg=33C87F37-6C09-4515-B7A3-1DB217536993)

**NB:** Brands/ Retailors should NOT be seen as being opportunistic in their advertising re: Covid19.

Communication should be educational and beneficial to the SA public.

Angle... brands “doing their part to help”

*You will see in the Mark Ritson article how this worked for brands in the past*

# Category opportunities RETAIL

- **Retailers - food**

- No Bulk buying rules
- Hours dedicated
- Procedures in place to keep the store sanitised
- Stock announcements

- **Retailers – fashion etc**

- These guys are desperate to keep people coming into their stores ... they need to communicate the procedures in place to keep the store sanitised
- Promote their online shopping (if they have)

# Category opportunities OTHER

- **Government**

- Dept of Health – announcements
- Dept of transport – what is been done to ensure safety of commuters/ Precautions commuters should take when using public transport

- **Networks and data suppliers**

- You can do a stunning campaign on how “a network”/ “fibre brand” can help you stay connected over this period

# Category opportunities OTHER

- **Soap/ Hygiene brands**

- Hand washing educational
- How to practice proper hygiene in general

- **Paid TV**

- Dtsv/ Netflix ect
- Special sign up deals
- Safest entertainment available

- **Hospital Networks**

- Netcare/ Life
- Educational: when to go to a hospital

- **Labs**

- Lancet etc
- CURRENTLY under huge pressure
- Need to educate people about when they need to get tested
- List testing stations in each area



# Category opportunities OTHER

- **Medical Aids / retirement policies (eg. Old Mutual)**

- Educational – how to practice precaution with the vulnerable public

- **Financial Institutions**

- How they can assist you through this period
- Practical financial advise to help people through this trying time
- SUPPORT LOCAL business campaigns – tips on why and how

# Some existing creative

**Protect yourself and others from getting sick**

**Wash your hands**


- after coughing or sneezing
- when caring for the sick
- before and after you prepare food
- before eating
- after toilet use
- when hands are visibly dirty
- after touching cuts, blisters or any open sores
- you can use alcohol hand rub, if hands are not visibly dirty



**RESIST** [www.hse.ie/handhygiene](http://www.hse.ie/handhygiene)

**REDUCE YOUR RISK OF CORONAVIRUS INFECTION**

- Clean hands** with soap and water or alcohol-based hand rub
- Cover nose and mouth** when coughing with tissue or flexed elbow
- Avoid close contact** with anyone with cold or flu-like symptoms
- Thoroughly cook** meat and eggs
- Avoid contact** with wild or live farm animals




888-ONE-LOVE(663-5663) | [www.moh.gov.jm](http://www.moh.gov.jm)



#ProtectYourselfFromCoronavirus  
#StayCoronavirusFree #KeepHealthy



**COVID 19** CORONAVIRUS DISEASE 2019

**SYMPTOMS OF CORONAVIRUS DISEASE 2019**

Patients with COVID-19 have experienced mild to severe respiratory illness.

**Symptoms can include**

- FEVER**
- COUGH**
- SHORTNESS OF BREATH**

\*Symptoms may appear 2-14 days after exposure.

If you have been in China or in close contact with someone with confirmed COVID-19 in the past 2 weeks and develop symptoms, call your doctor.

For more information: [www.cdc.gov/COVID19](http://www.cdc.gov/COVID19)




**COVID 19 STOP THE SPREAD OF GERMS**

Help prevent the spread of respiratory diseases like COVID-19.

- Avoid close contact with people who are sick.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
- Clean and disinfect frequently touched objects and surfaces.
- Wash your hands often with soap and water.
- Stay home when you are sick to get medical care.
- Wash your hands often with soap and water for at least 20 seconds.

For more information: [www.cdc.gov/COVID19](http://www.cdc.gov/COVID19)




Republic of Jamaica



HEALTH DEPARTMENT

Remember ...

“The Power is in YOUR HANDS”