
Kandigest
BULLETIN- 04
SURVIVAL MODE
=WINNER

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Farah Dilla Syofiana
Founder & CEO

Hello Peeps!

Back in our previous newsletter, we proudly welcoming 2020 and wishing it to be joyful year, but unfortunately an unfortunate event happens, as we know it's a plague called Covid-19. This plague wreaks havoc through almost any sector especially business and economy. Before we go any further, we hope that all this pandemic gone soon and we pray, that all of our family, friends and close relatives stay healthy and survive this horrible plague.

With this pandemic still at large like a 'loose canon', government has decided to apply Large Scale Social Restrictions or known as PSBB, purposely to slow down and control the spread of Covid-19 while the experts handle existing cases. While PSBB enabled, automatically affect economical sector as people forced to stay home which limiting their activities.

At this point, Covid-19 has turned the world upside down, people start to move their activity from offline to digital, this move count as a precaution to minimize contact both people or crowd. In this situation, it's pretty much chaos, and people think on how to survive. In this newsletter, we would like to share ways, tips, and ideas on possible way how to embrace this plague and survive it, but being able to survive isn't going to be enough, is it? We have to win as well, so we appreciate the meaning of being prepared, struggle, and of course, a victory.

There's more than just tips, or ideas in this newsletter, find out more and let yourself immeresed more into it and happy reading people!



SPOTLIGHT

THE IMPORTANCE OF BRAND NARRATIVES IN MAINTAINING CORPORATE IMAGE DURING PANDEMIC COVID-19

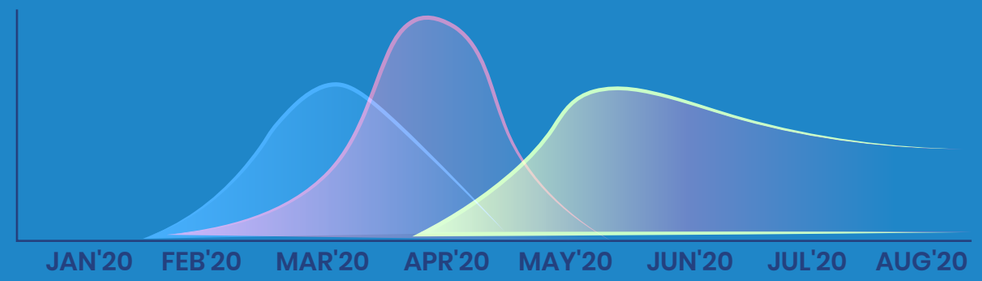
For the past couple of months during this COVID-19 outbreak, the world has seen an unprecedented shift in the way people live, interact and carry on their daily activities. The change has been sudden, leaving many anxious and confused. The situation is made worse by the lack of certainty regarding the time frame or magnitude of this crisis.

Business sector has been impacted directly, with most of the business has become seriously hard-pressed, yet at the same time, some business on digital based has been picking up drastically. Given the unpredictability and speed with which the situation is changing, it has become really tricky for the brands to communicate.

How have some of the top brands across the world coped up with this crisis so far to stay relevant yet sensitive to their consumers? And, more importantly, has it worked? What should be the brand narrative going forward? How can they ensure they maintain the top of mind recall without sounding brash?

A deep dive into campaigns executed by many global brands during this time reveals that there have been 3 distinct phases in which the brand narrative evolved during the COVID times. This article captures these phases in detail and also tries to address the question of what approach should brands follow to build long term salience in the mind of the consumer.

Global Brand Narrative Evolution During COVID-19 Outbreak



The Education Phase
- Awareness & Hygiene
- Social Distancing
- Stay Home, Stay Safe

The Solidarity Phase
- Together we can fight corona
- Hail the Heroes
- Routine in Quarantine
- Actions Beyond Campaigns

The New Normal
- Restating Brand Purpose
- Real-time Marketing
- Addressing new social issues that have emerged

Hi-fi to Hygiene

On 30th of January this year, when many people in countries apart from China just knew Corona as the name of the beer brand, WHO declared Coronavirus as a global health emergency. Just one day after that, Lifebuoy released the print ad in India with a simple guide that FIGHTS the coronavirus and soon after that it released 'Six step Hand Washing Dance' in Vietnam. Though it was one of the first ads released on this topic and very timely, it wasn't sufficient enough to generate conversations around the deadly virus.

However, turned out those earlier released ads as the quick action from notable brand were quite beneficial. Vietnam, which was one of the first countries to impose localized lockdown, released public information video which soon became a globally viral Tik Tok handwash dance challenge.

By early March, people in other parts of the world also started realizing that something strange is happening around and it can get serious. Cold and flu medicine brand Mucinex released multiple print ads regarding do's and don'ts and urged people to 'Spread facts. Not fear'. Of late, Spotify tweaked part of its logo and made it look like a mask conveying a message 'Wear your essentials'.

In India, Amul released another topical ad focusing on basic hygiene which said 'Better Saaf than Sorry' ('Stay clean than sorry'). Few other agile brands like Dettol, in partnership with Tik Tok, launched another viral #HandWash-Challenge and Zomato with its microscopic text post on social media, were quick to respond and played their role in spreading the hygiene related awareness messages.

Stay Apart but stay connected

Around mid-March, we were introduced to a completely new concept of 'Social Distancing' and we saw many major brands distancing parts of their logo to help spread the message – stay apart but stay connected.

There were brands which used outdoor medium like McDonald's which separated its gold arches in one of its store in Brazil and Coca Cola which distanced its letters on several billboards in US. Also there were brands which took the message on social media like Audi, Volkswagen, Mercedes-Benz, etc.

Thus, even though social distancing was popularized, many brands across the world has managed to keep their campaign intact and solid, and more importantly stay relevant to current situation.

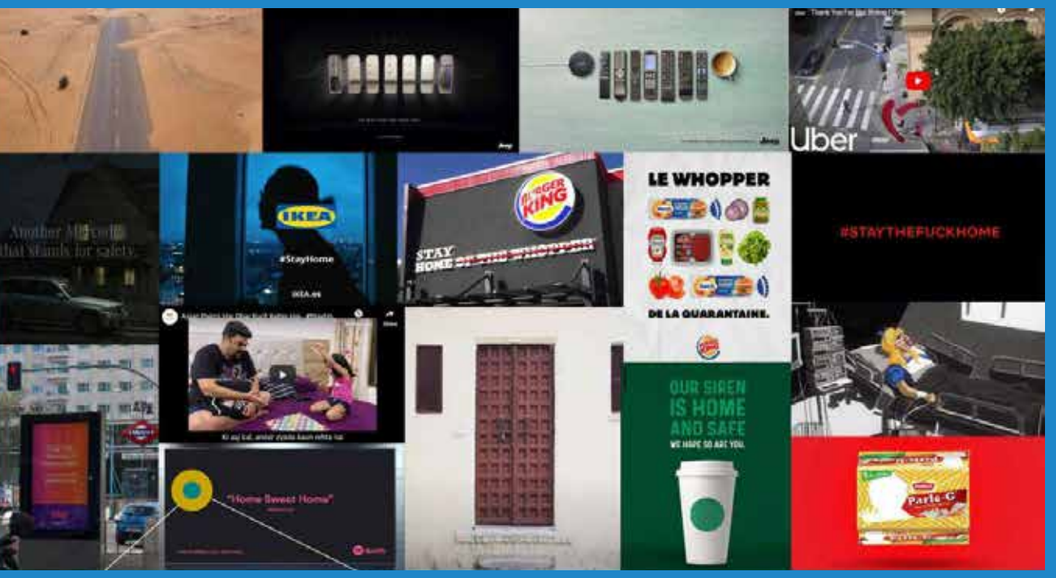
THE EDUCATION PHASE 1



Stay Home. Stay Safe

As the virus start to spread, some parts of the world start to experience devastating effects of COVID-19, but it was not a global warning until Italy had to be entirely lockdown due to rapid victims. Just then, it brings the sudden realization for the whole world to take this pandemic seriously, and how it is going to be an abnormal situation. The world also witnessed major on-ground events around the world getting cancelled/postponed and brands could no longer latch on to their pre-planned marketing calendar. Learning from the previous crisis, brands had now realized that it is better to be quiet than say what is not appropriate.

However, there were many brands that quickly back up again and came forward to motivate people to stay indoors. Even though businesses were badly hit, brands like Nissan Middle East ("Ode to empty roads"), Jeep with print ad in Australia ("It's time to explore the great indoors") and Peru ("Off Road, In House"), Uber ("Thank You for not riding"), Mercedes-Benz ("Another Mercedes that stands for safety") and Ikea Spain ("Stay Home") continued to spread the message.



PHASE 2



THE SOLIDARITY PHASE

By end March 2020, people grew extremely apprehensive as they saw increasing number of COVID-19 cases in their countries and effects of what it can do if it goes out of control. At the same time, many were struck with the new way of life — people globally had to adapt to a new work-from-home culture, many got laid off and the world was now the only way people were suddenly had no source of income and no certainty of their next meal.

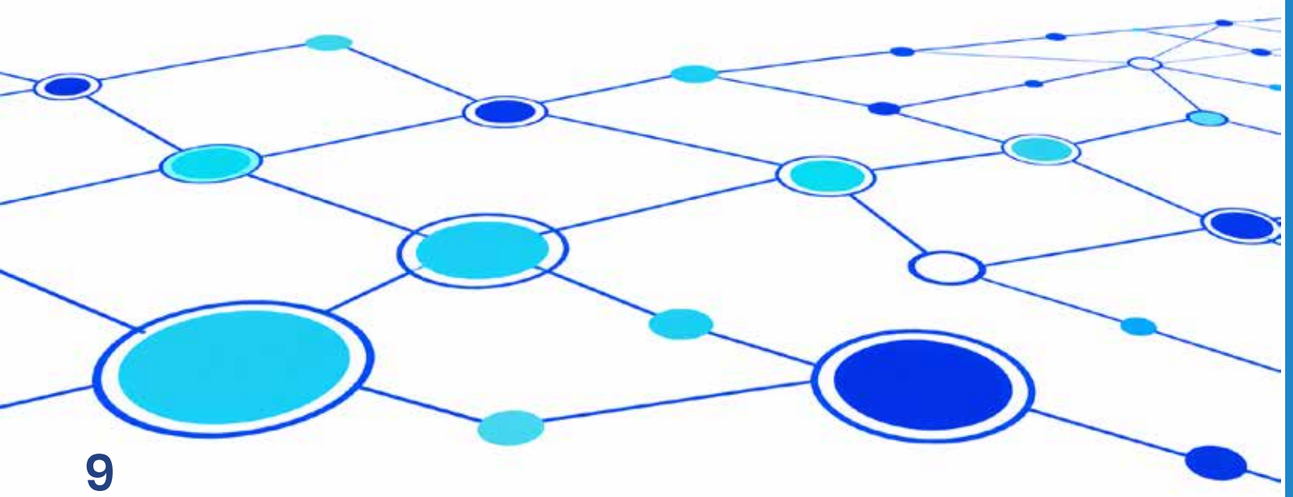
During this time, when there was havoc all around, what was required was solidarity. The world had to be brought together to be a part of a movement. What was needed more than ever was inspiration, hope and being grateful and helpful to others.

Together we can fight corona

There were tons of messages around social distancing along with the needs to stay at home, hoping it was sufficient to make people stay indoors. It was working for a while, but apparently it was not enough. People need assurance and motivation. Everyone should be in this together, and each one of us needs to contribute in order for us to win the war against this deadly virus.

Budweiser told us we are 'One Team'. Marvel told that we don't need Spiderman, Iron man, Thor or Captain to save the world. Just stay home. Nike said if you ever dreamed of playing for millions, here is the chance. Just 'Play inside, play for the world'. Google ('Where there's help, there's hope') told us that more than ever before, the world searched 'How to help?'. Bajaj Allianz General Insurance India ('Care will overcome') reminded us Mahatma Gandhi's quote that 'future depends on what you do today'.

Brands inspired us. They urged us to do whatever we can in light of this pandemic – follow the home quarantine rules if we had to, volunteer if possible, help the elderly, spend time with our kids, contribute to family work, or just do our bit by staying indoors and spreading positivity.



Hail The Heroes

During the same time, brands also persuaded us to be grateful. While we are safe inside in the comfort of our homes, there are people like doctors, nurses, hospital staff, scientists, security guards, truck drivers, shop keepers, food delivery guys, sanitation workers, journalists, etc. who are working tirelessly to make sure we are safe and have all what is required during these times.

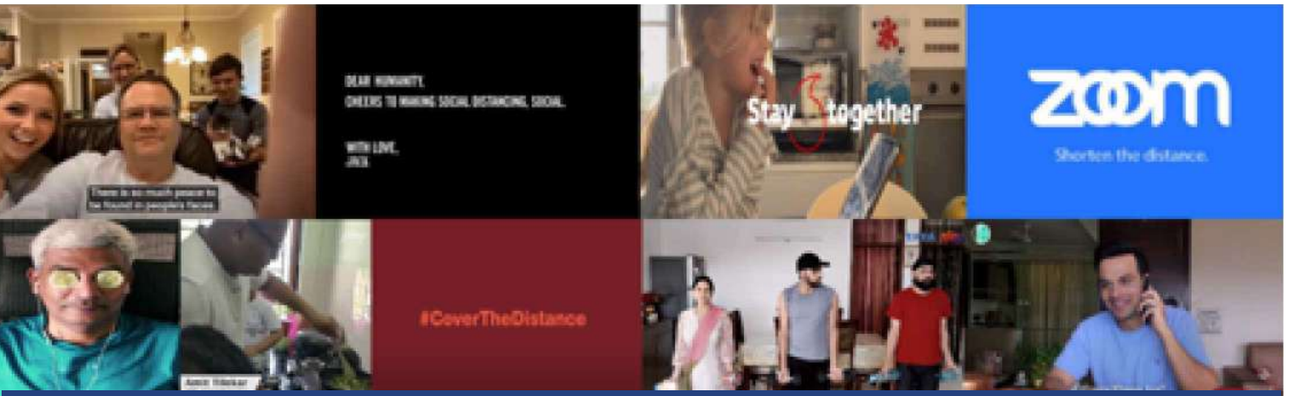
World over, we saw Volkswagen which told us to 'Respect' the people working out there for us. Dove thanked these frontline workers and said their 'courage is beautiful'. Barilla, Italian multinational food company, through #ResilientItaly campaign expressed special gratitude to all those who were contributing to keep the country running in times of difficulty. SulAmérica, Brazil's life and health insurance company, thanked the doctors and nurses. Coca Cola launched a beautiful film thanking the human race for filling the glass with kindness and hope.

Among the earliest ad seen in India was Mankind pharma which paid tribute to the medical fraternity. Other brands followed – Tide thanked the 'Angels in White', Vivo India released a beautiful film with poem which said heroes do wear capes – white, blue and green. Mahindra and Mahindra acknowledged the 'warriors on wheels' and said 'ye desh abhi ruka nahi hai' (which means 'This nation hasn't stopped yet'). Castrol Activ saluted those who are doing their bit while staying at home with #HangYourKeys and Paisabazaar.com saluted the India's entrepreneurs.

Routine in Quarantine

Lockdown brought a complete change in lifestyles for people staying at or working from home. Some found that they had more time in hand while others found themselves hard-pressed on time since work stretched far beyond the office hours. Most of us found that home responsibilities increase suddenly since there was no house help now. It was uneasy for people who loved to hang out and troubled for the athletes or fitness lovers since gyms had closed.

What people needed was routine. And brands narrative steered in this direction. Facebook mentioned 'We are not lost, if we can find each other'. Jack Daniel's whisky brand urged people to 'Make social distancing, social' and Ikea Singapore said that it has never been more important to 'Make home count'. Vodafone Italy in a TVC highlighted 'even when we can't be close, we can be Together'. Zoom in its print ad did a logo play like other brands previously did 'Shorten the Distance'.

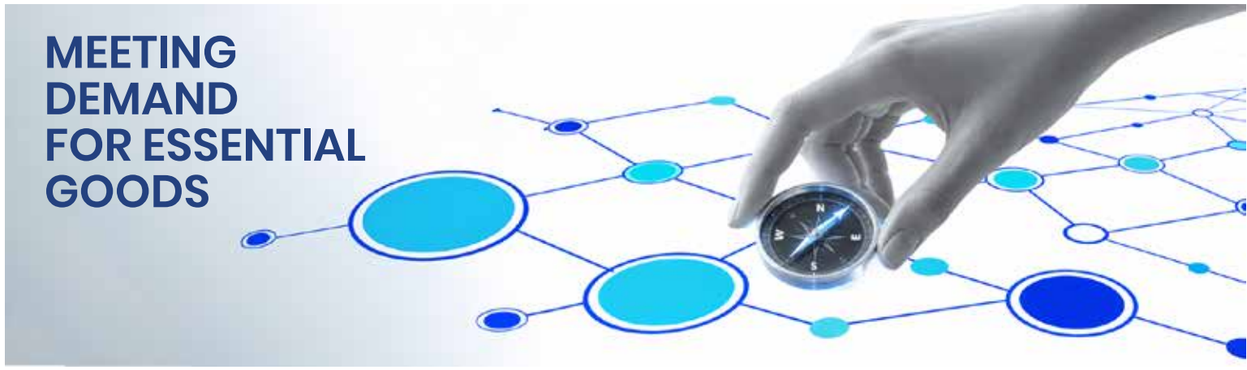


In India, Titan asked citizens to 'Make every moment' count by utilizing the time in things that often got missed in our previously fast paced lives. Godrej appliances featured its male employees at senior positions helping out in family work with a tagline 'Hum sab homemakers' ('We all are homemakers'). Tata Sky said 'Ghar Baithe baithe kuchh Seekhein' ('Learn something while at home'), Future Generali urged Indians to 'Cover the Distance' with our loved ones in this time, ID Fresh Foods encouraged us to reach out to our elderly neighbours and ask them 'Khaana khaya kya?' ('Did you eat anything?').

Sadly, even during this time when most of the world was talking about essential services, there were brands like One Plus which launched highly non-contextual Hypetasks and introducing One Plus 8 series. Since country was in lockdown and there was no way to purchase it, brand brought itself some negative reactions.

Beyond Campaigns to Action

Brands also showed their solidarity by moving beyond campaigns and directly contributing to the cause. Most of the organisation's PR and media stories revolved around these. Some examples in which brands contributed include:



Many companies leveraged their production to manufacture and supply essential products like hand sanitizers, masks, personal protective equipment (PPE) and ventilators.

Emami, L'Oréal, Nivea, Cipla, Health, Dabur, Estee Lauder made new forays in hand sanitizer segment. ITC and LVMH transformed their perfume plant to a sanitizer manufacturing plant. Alcobev firms like Pernod-Ricard (with brands — Absolut Vodka and Jameson Whiskey), Bacardi Limited, AB InBev (brand — Budweiser), Diageo (with brands Smirnoff, Johnnie Walker, etc.), Brew Dog, etc. made a quick move from spirits to sanitizers.

At the same time, fashion, sports-wear and apparel brands stepped up to answer the call for increased demand for masks and PPEs. Gap, H&M, Zara, Ralph Lauren, Gucci, Eddie Bauer, Nike, Uniqlo, Louis Vuitton, Christian Dior, Prada, Brooks Brothers, Carhartt, New Balance and many others adapted their production lines and supply chains to meet the demand–supply gap. 3M doubled its production of N95 respirator masks and Crocs pledged to donate footwear to healthcare professionals.

As hospitals dealt with influx of patients, many medical device and electronic devices manufacturers (Medtronic, Philips, Siemens, GE, Dyson, etc.) and automobile giants (Rolls-Royce, Ford, GM, Mercedes Benz, Volkswagen, Ferrari, Nissan Motor, Tesla, Toyota, Fiat Chrysler, Maruti Suzuki, etc.) tried to fill the void through collaborations, increased production or donation of ventilators.

Delivering Essential Goods

In US, major food delivery apps including DoorDash, Postmates, Grubhub, Uber Eats initiated contactless deliveries. Lyft donated tens of thousands of rides to serve with essential transportation needs. In India, ITC Foods partnering with Domino's Pizza and Uber partnered with Big Basket to provide a last-mile delivery option of essential services. Also, Swiggy launched its new service 'Genie' in some cities to pick and drop any product from one place to another while Zomato on-boarded local vendors and started delivery of groceries.

Free Services / Fee-Waivers

Many hospitality brands like The Four Seasons in New York and Tata Group Hotels in India and Claridge's Hotel in London opened its doors for medical fraternity offering them free stay and meals. Oyo Rooms offered its hotels and Airbnb requested hosts to convert rooms into quarantine centers. Starbucks offered free coffee for healthcare workers. ITC Hotels supported distribution of food across cities in India.

As gyms across the world closed down, many sports and fitness brands made their services free during lockdown to encourage people to work-out-from-home. This included Nike Training Club, Decathlon coach, PUMATRAC, ClassPass and MyFitnessPal in New York, Curefit in India, among many others.

Many e-learning platforms like Coursera, LinkedIn, Skillshare, Upgrad, Udemy, etc. made some of their courses free while some Indian online ed-tech firms (like Byju's, Unacademy, Vedantu, etc.) started live classes to enable learning from home. Loom made its video recording and sharing services free for teachers and students. Audible made a collection of educational kids' books free to listen and Scribd opened up access to its digital library for 30 days. Many museums in Europe offered free virtual visits. Cambridge Publishing UK offered online reading editions of some of its books while Broadway in US offered free online operas.

Many brands like Salesforce and Adobe not only made their largest events virtual but also free to attend regardless of location or budget. Cisco Webex, Google G Suite and Microsoft Teams made their videoconferencing products free to ensure business continuity during crisis.

Phase 3

The New Normal

Over past two months, COVID-19 has drastically altered the way we operate. Now it is a known fact that this situation will continue for a while now and this is 'The New Normal' — be it social distancing, avoiding mass gatherings, steering clear of handshakes, video conferencing, working from home, online learning, increased usage of digital platforms, etc.

Brands have started incorporating these nuances in the way they communicate. We are seeing prevalence of communication around the following two themes:

Real-time marketing in these seemingly unreal times

There are few brands which excused themselves when loads of other brands were focusing on situational messages. Two recent campaigns — Surf Excel Ramzan 2020 and Cadbury Dairy Milk 'Every Home tells a sweet story' are the ads made for this new normal world. They are not directly related to COVID-19 but use storytelling to restate their brand purpose. They used real time marketing to remind users of their higher order association with the brand — Surf Excel's 'Daag ache hai' ('Dirt is good') and Dairy Milk's 'Kuch acha ho jaye, kuch meetha ho jaye' ('If something good happens, have some sweet).



New Times, **New Challanges**

The nation-wide and region-wise lockdown in many countries, brought in some good and some bad news from social perspective.

Good news was that nature could breathe again, Dish TV leveraged this in its campaign 'Desh recharge ho raha hai' (Nation is getting recharged) giving users extension if they aren't able to recharge their connection because of some reason.

However, there are also multiple issues that this lockdown brought. Below mentioned are some of the issues and how some brands are helping to spread the message.

- Fake news is spreading faster than the virus itself: Nigeria Center for Disease Control warned people that fake news can put their friends and danger, hence, 'Don't Spread It!' Miami Ad School, Germany started the 'Spread The Truth Project' by which they used fake news to redirect them to actual news. UN released print ads on 'Disinformation is Contagious'.

- Domestic violence cases have increased drastically: An Association in Romania started #IsolateViolence initiative by twisting the COVID-19 imagery to reflect the increased domestic violence. UN Women released a digital post mentioning Staying Home is not equal to Giving consent. In India, famous personalities were roped in to convey #Lockdown-OnDomesticViolence.

- Water is being wasted while washing hands: Tata Steel in India urged people to Save Water through its campaign 'The Washout'.

- People are hoarding stuff: Pick n Pay, second largest supermarket chain store in South Africa, created a song encouraging people to shop thoughtfully.

- Pets are being abandoned: Fresh Pet US encouraged people to take good care of their pets. Senim-Mirim in Kazakhstan rearranged logos of some global brands to signify 'Keep distance with Humans, not pets'. Nisu, pet food company in Venezuela, insisted people to adopt the pets.

- Small and medium businesses are being shut down: Postmates US urged people to 'Order local' so that their businesses are sustained.

- Kids are getting bored since they couldn't go out and play: Ikea Israel launched 'Stay Home' catalog – playful boredom solution. Nature Bakery in US created Snack Sized Adventure with 100+ activities that they can do with kids

HOW TO CREATE **RELEVANT BRAND** NARRATIVE IN ORDER TO BUILD A LONG-TERM SALIENCE IN THE **NEW NORMAL WORLD?**

As we have seen in the detailed analysis of brand messaging so far, many brands have been agile and have quickly tweaked their narrative to communicate what was the need of the hour. They played their part to spread the awareness, brought in the positive message and helped us cope up with the difficult times.

However, as seen in examples above, albeit few the brand narrative has been more or less the same of each other.

The big question that arises is that are the brands getting lost in sea of sameness? Would the consumers be able to differentiate one ad piece from other or even recall which brand was the campaign for?

To avoid getting lost, how should the brands communicate in the New Normal world so that it is not just meaningful but effective as well?

BELOW ARE 5 GUIDING PRINCIPLES FOR BRANDS TO COMMUNICATE IN THE TIMES TO COME:

Don't go into hibernation mode:

COVID-19 outbreak has definitely overthrown all the marketing plans out of window. Many businesses have been hit. But we know that situation will slowly improve and we will be back to our regular activities. If brands don't want themselves to go down the consumer's top-of-mind recall and start afresh, they need to keep the engagement going. Let's learn from the automobile brands, which were among the worst impacted but still encouraged the consumers to follow the rules.

Sense Plan Act:

For the next few months, restrictions will be pulled on and off, new guidelines will be imposed and market will be dynamic. As has been seen in past few weeks, media consumption habits will also change drastically according to the situation. Brands need to be agile and quick to sense the changing market uncertainties. Also, brands might need to do geography-wise planning since situation in one city might not be same as other. A single creative approach might not work anymore. What is needed is to pre-empt rather than react. Let's learn from the disaster which happened when KFC London released extension of "Finger Licking Good" without thinking through the implications during these times.

Creative strategy:

Since social distancing will be there for some time, brands need to innovate in ways in which they can execute the campaign and tell the story. Visuals should be contextual and should incorporate the new normal way of life. From using old footage to shutterstock/getty image, brands have moved to shot-from-home videos. But brands need to be creative in what else can be done. Let's learn from Tata Pravesh's campaign which created entire film through internet crowdsourced pictures of locked doors or Netflix 'The Spoiler Billboard' campaign which involved creative use of outdoor media.

Bring Brand Purpose to life:

As seen in many examples above, every brand is communicating on similar lines. Now, more than ever before, brands need to restate and marry their brand purpose with their day to day communication. This is what will differentiate them from their competitors and make them stand-out. But just restating brand purpose through a video won't do any good. Brands need to make the purpose come alive through its brand assets/properties. Nike's brand purpose is 'to bring inspiration and innovation to every athlete in the world'. Nike didn't just say 'Play Inside, play for the world', they made premium programming on Nike Training Club App accessible to users free of charge during this time.

Generate solutions, not just campaigns:

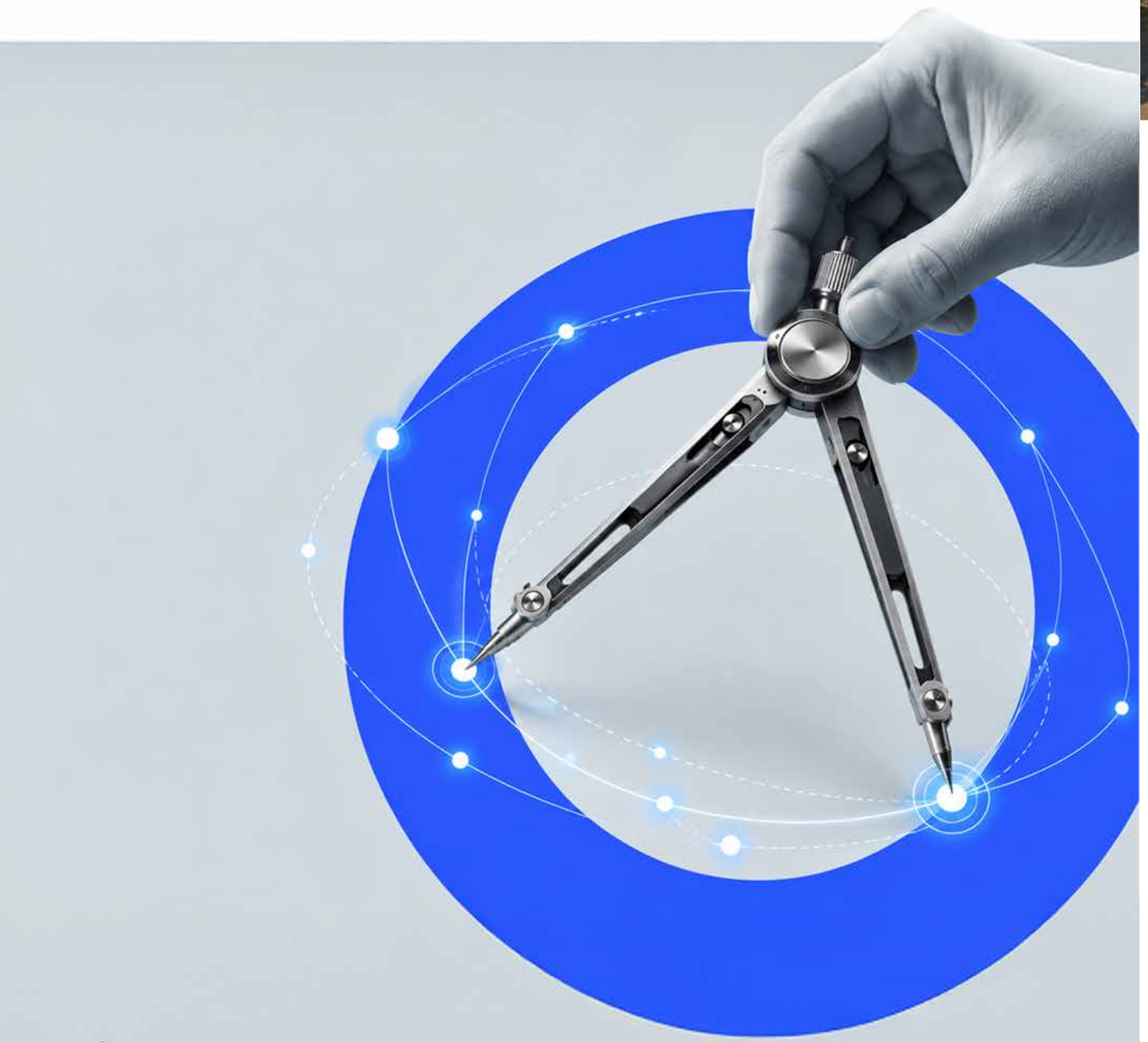
In the last two months' brands have been quick to empathize and inspire us in times of crisis. But that will not be enough anymore. It is easy to do campaigns but unless they bring solutions to consumer's problems in these changed times, they would be lost in a whiff. Zomato in India said 'Stay Home' but they tied it just into delivery of groceries and it will soon launch contactless dining in light of the scenario.



In coming times, we will witness forms of creativity like never before. What will matter is how brands stick to their values which are so deeply ingrained in them and live upto their core purpose. If done right, brands will have an opportunity to come alive and gain consumer salience and loyalty like never before.

References: Business Insider, FORBES, Business 2 Community

OUR
PRSPECTIVE





CORONA VIRUS EFFECT ON PR INDUSTRY

COVID-19 is changing our life already, its changed people's life order. Moreover, people changed the way how they communicate with each other. Since this corona time, people have learnt to inhabit these new present. Everybody constructs of new rhythms of their life and try to be adaptive with this current condition.

In this quarantine time, every government in every country enforce to stay-at-home, public gatherings of any kind are banned. Still, numerous festivals have been postponed and restaurants and bars in many city have shuttered their doors, only allowing for pick up or delivery. In Indonesia, even we entered the phase of large scale social restrictions (PSBB) to limit our movement in the capital city in anticipation of shortage of hospital beds.

Of course this Jakarta Governor decision comes with pro and cons. Imagine how the new normal, only to be once again going back to lockdown phase and redefine this condition. Following this pandemic age, we, in all industry are required to be adaptive and extra creative to survive in this time.

Marketing and communications industry also requires to fast move and adaptive with consumers demand and need which is going dynamic. As quoted from Provoka, public relations finally has leading role in this kind of "immediate creativity" that requires real time cultural insight into multiple stakeholders groups.

While this pandemic era is still going, it can be both an opportunity and also challenge to communications industry, especially to public relations role. Like Provoke said in their article title, "PR moments to shine: creativity in the Covid-19, so is it true?"

From Conventional to Digital

When pandemic change the way people live, from conventional to digital, it means public relations people should dive right into people communication habit. We need to understand the changing needs of consumers and their emotional state of mind and must take that into consideration when supporting every marketing strategy.

Rob Lowe, co-founder of Australia's Down said that consumers want the latest news nowadays and to be digitally entertained 24/7. For that you need rapid, reactive thinking to ensure communications is relevant, relatable and respectful, and the bravery to pivot without hesitation. Qualities that come naturally to PRs — second nature — because that's how working was part of our everyday before Covid-19 took hold.

So, relate with Lowe, PR people needs to craft the right, relatable, and respectful content and message to communicate their message. Besides PR also should change their strategies. Before corona time, press conference was a routine agenda from PR agencies or PR personnels, and it has not actually changed. Press conference is still relevant to communicate our message to public through media. But now, online press conference has become new formula for brands and PR Agency to update their information to public.

Fortunately, media and journalist welcome this new way. As news seekers, journalist still needs to get pitch story or content feeding for their writings but also keep themselves safe and healthy. They also feel that this is a safe step in the current conditions, besides it also more flexible and time-efficient. Although there are things that cannot be equated during offline press conference, like door stop interview, live interactions, or build relations with new people. Public relations activities have now turned into live events, press release distribution, online press conference, webinar, live talk show via Instagram or Youtube, media group interview, and podcast.

Pandemic era could be time of adaptation for PR to evaluate activities and explore various alternative communication strategies in order to maintain the existence of the organization in the eyes of the public. Not only making adjustments on strategy and messages, PR also needs to maximize the existing relationship into some collaboration. Through this collaborations, PR can expand network, promotions, and even innovations that can produce something new.

Source:
provokemedia.com





FRAME
OF MIND

WATCH OUT!

DURING A PANDEMIC IT IS NOT ONLY PHYSICAL HEALTH THAT IS THREATENED BUT ALSO MENTAL HEALTH.

HERE'S HOW TO MAINTAIN IT!

It has almost been 6 months since us, human being all over the world have been fighting the current global pandemic, Covid-19. It is still fresh in our memories that this pandemic, which started in China at the beginning of the year, spread all over the world, including to our country. Ultimately on March 2nd, 2020, Indonesian government announced that there were two cases of positive Covid-19 patients, and up until now, the number is still growing and so forbid us to return to our pre-pandemic normal life.

It is undeniable that this pandemic situation makes all of us fragile and hot in head. The economic-business impact is certain. The worst decline occurred in the processing industry sector, trading sector, and also the services sector. Apart from all that, what we don't realize is that this pandemic has also undermined our mental health.
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Covid-19 and mental health are closely related because all publication in media, whether it is on TV, radio or internet, are displaying how horrible our current situation is right now. So it triggers our mind to have horrendous picture and irrational beliefs that eventually will affect our mental health. The effect caused is various, such as psychomatic disorders, emotional disorders (depression), obsessive collective disorder (OCD), and even narcotic abuse on some cases.



WHAT IS MENTAL HEALTH?

Mental health is defined as the condition of individuals who are in a prosperous state, are able to recognize their potential, are able to deal with daily pressures, and are able to contribute to their social environment.

Mental health is a condition in which individuals are free from all forms of mental symptoms. Mentally healthy individuals can function normally in carrying out their lives, especially when adjusting to dealing with problems that will be encountered throughout one's life by using stress processing abilities.

Mental health is an important thing that must be considered as well as physical health. It is known that mental health and physical stability influence each other. Mental health problems are not genetically inherited, and stressful life is what mostly lead to mental health disorders.

Now, how to maintain mental health

According to WHO data (2016), there are about 35 million people affected by depression, 60 million people affected by bipolar disorder, 21 million affected by schizophrenia, and 47.5 million affected by dementia. In Indonesia, with various biological, psychological and social factors with population diversity; hence the number of cases of mental disorders continues to grow which has an impact on increasing the country's burden and decreasing human productivity for the long term. Riskesdas 2018 data shows the prevalence of mental emotional disorders as indicated by symptoms of depression and anxiety for ages 15 and older reaching around 6.1% of the population of Indonesia. While the prevalence of severe mental disorders, such as schizophrenia reaches around 400,000 people or as much as 1.7 per 1,000 population.

It shows that there are a lot of mental health disorders in Indonesia, so this should also be a top concern of the government by providing appropriate treatment or medication. Below are some easy ways for all of us to maintain mental health:

Let's take a look at the current condition of our country. We are required to be able to stay 'sane' through this pandemic which we all know is not the easiest thing to do right now. We are required to have strong body immune system and self-control in order to keep maximize our full potential to survive through this crisis. There are no examples or role models that we can imitate. Due to all the crises, the space for movement is limited. Unconsciously, we become very fragile, sensitive, constantly insecure and this leads us to various types of mental disorders. Then, this condition furtherly undermines our physical health that it is nearly impossible to have a quality and fulfilling life. Whereas, being mentally healthy is the key for us to quickly adapt, make peace with any situation and be the winner in every battle of our life, especially to fight this unfortunate pandemic situation.

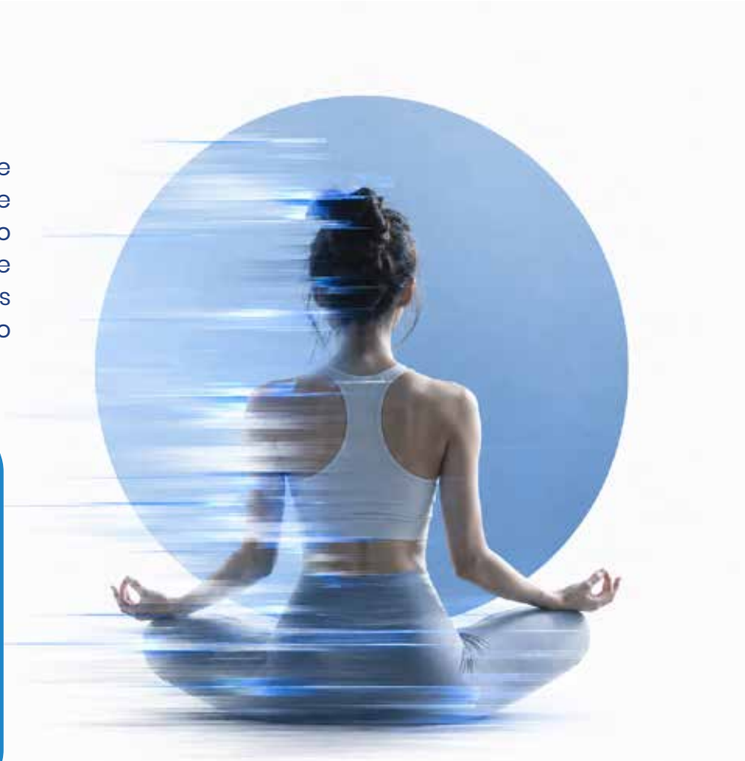
Self-healing

Self-healing is a process of recovery that generally occurs due to psychological disorders, trauma, due to past emotional wounds caused by oneself or others. Most people have experienced emotional exhaustion in some form. Such as sadness because of the departure of a parent, anxious about the future, failing to achieve something, experiencing an unwanted event, angry at one's own mistakes, and so on. There are several ways we can do this in this self-healing process, including:

Mindfulness	Focusing the mind and all energy on the present and present, not mixing thoughts with the past or imagining the future.
Guided imagery	Close your eyes and then I magine something fun with various visual, auditory and kinesthetic modalities to help increase imagination. This method can be a psychological first aid in overcoming forms of excessive anxiety.
Self Talk	Talk to yourself in positive sentences. Because positive thoughts will improve the quality of emotions and feelings.
Expressive writing	Pouring all the contents of thoughts and feelings into writing can help us to feel relaxed and focus again on the main goals to be achieved.

Spiritual Approach

Understanding that there are things we can control and some things we cannot control. Letting go and surrendering things that we cannot control to the Creator is actually one of the best ways to have inner peace.



Sources

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- unesa.ac.id
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Be wise in filtering all forms of information or news about Covid-19

- **Reliable information:** Make sure that we only follow valid, trusted and reliable sources of information. For example, we can rely on WHO as the information source related to Covid-19.
- **Limiting news reading time:** Set the rules on how many times a day we allow to access the news. For example, once in the morning or evening or even every other day. We don't have to know all the information so that the time we have is up only for the latest news updates.
- **Filter information before sharing:** Be wise in providing information to others so as not to create another collective panic.

Applying a hygiene and healthy life

Exercise regularly according to individual needs. Music activity can reduce cortisol hormone, which triggers stress in the body. By exercising, the endorphins will increase so your good mood is well-maintained.

Always think positively but still realistic

How to? By always cultivating a positive mind that all Covid-19 procedures declared by the government are the best way to reduce the rate of spread of the virus, and by being decisive and follow the protocols. it is the form of love we can give outself, our community and the environment.



Stay connected to social support

Humans are social creatures, and it is our basic needs to stay connected to each other. Make sure we keep in touch to friends and family even though not in physical way. Don't hesitate to co-profesional help such as a psycologist, count or psyciatrist if it's needed.

Try to always be productive and care about the surrounding environment

How to? By always cultivating a positive mind that all Covid-19 procedures declared by the government are the best way to reduce the rate of spread of the virus, by being disciplined and follow the protocols. it is the form of love we can give outself, our community and the environment.

KATARSA

The COVID-19 pandemic are causing major impacts on economic, include the way every brands operate their marketing strategy. Limited movement of people around the world, including lockdown, physical distancing, and fear, has affecting the transition of business marketing.

All events and roundtables that had been planned, and even prepared, had to be canceled. No surprise, content marketing then become a powerful strategy to stay engaged with audience or customers. As Dave Gerhardt said, “content is the most important marketing asset during a crisis and in a struggling economy”.

However, it should be remembered that since the outbreak of COVID-19, consumer behavior, people needs and intentions also got shifted. Therefore, every brand need to be conscious of these changes to be able to create a content marketing strategy which is in line with current situation.



CONTENT MARKETING ASPECTS

DURING COVID-19 TO MAINTAIN PUBLIC INTEREST POST PANDEMIC

Kantar's COVID-19 Barometer uncovers that what consumers want brands to do during the crisis is to help them. The top three communication strategies among consumers include:

77%
Talking about how the brand is helpful in the new everyday.

75%
Keeping them informed about the brand's reaction to the new situation.

70%
Offering a reassuring tone

Meanwhile, 75% of respondents agreed brand should not exploit the COVID-19 situation to promote the brand while 40% of the sample believes brands should avoid humor. Based on these information, every business need to start implementing revised content strategies which address both what has happened and the new normal that awaits the market post COVID-19. Here is a couple of area that every brand should focus on.

Engage customers with empathy

As businesses step away from the physical activities into a digital space, it's never been so important to manage a meaningful and personal interaction with consumers and audiences. However, this current situation has changed customers in some way and as a brand we need to change with them.



As Matt West, Feefo's CEO, said that, “Without the means to keep an eye on the changes that are happening, you run the risk of losing touch with your customers. Companies who can get their hands on the right insight can use it to adapt their customer experience, better support their customers through this time, and make the changes they need to strengthen those relationships once this is all over.”

To implement this, cover and check your social media, customer review, survey response, and find out the answer of some questions as:
- What are you doing that's getting a positive reaction?
- What is less successful that it was before COVID-19?
- What can you see changing?

Social Responsibility

During COVID-19, one of a significant shifting behavior is a spotlight on social responsibility of brands. Basically, this crisis situation demands response and reaction of the brands, or risk appearing tone deaf. In sum, audiences expect brands to take more time to respond to crises in a more meaningful and measurable way as and when is appropriate. At the same time, societal issues and response nowadays also become a branding and marketing efforts.

On the other hand, this social responsibility scope is also including the business fundamentals as staff's wellbeing. Not only beneficial for business operation, this can also demonstrate a core purpose and build trust to audiences. Remember that trust is a crucial thing and brands will be trusted, validated, or invalidated during the time of crisis.

By knowing these things, brands will have a perspective on a real-time data to identify where customers need more support, what changes brand should make to improve customer experience, and how to take the steps to build relationships that will stand strong long post-pandemic.

After all, COVID-19 is here to stay and the impact may be felt for years to come. But, there's a lot we can do as brand and marketer to ensure our customer needs and overall business operation. Remember that content that provides value and help audience will never go out of style.

Source
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PR STRATEGY TIPS DURING **NEW NORMAL**

Think before you act

The way people process information has changed due to the evolving panic. It is important to re-evaluate before spreading message.



Postpone or reschedule certain discussions

If you assume that a discussion will be deemed unrelated or not fit to discuss regarding the situation, then postpone it. So, avoid having discussions that are insensitive to the current situation (pandemic).



Story telling and using alternative channels

Create content that is factual and relatable from the customer's point of view. How you wrap the storytelling and use platform may vary according to the target market.

Collaborate, communicate with compassion & empathy.

Based on the Edelman Trust Barometer 2020 survey, 71% of respondents will forget brands that do not show concern and only think about profits during a pandemic. Any form of information delivered by the company must show empathy regarding current issues and create promotional content that tends to be more soft-selling.

Connect with the Media and Journalists

Today's society believes more in conventional media. Build your relationship with journalists instead of sending out promotions that may not be relevant to them during the pandemic. Spare some time to discuss with journalists to discover information about what they need and what the company is able to provide.

Develop a long term public relations crisis management plan

The public responds positively to companies that react to the crisis calmly and efficiently. Conduct research about potential crises that may be faced by companies in the future, and also arrange a plan in terms of solution towards those potential crises.

Source
Verasolve — verasolve.com
PR Indonesia — www.prindonesia.co

Our Clients

This 2020 is a historical year for everyone. The existence of Covid-19 pandemic is very impactful to the human life, including to business industries especially Kandimaji. In early 2020, before Jakarta government implement PSBB, we were required to execute Product Review and Launching Event for one of Vivo Mobile Indonesia products, Vivo V19, by implementing the health protocol. The existence of this pandemic had our fellow journalists and tech reviewers worried. However, overall the event was carried out well and the participants from journalists and fellow tech reviewers met the invitation target.



Kandi Maji is also proud to be part of vivo Mobile Indonesia for their achievement in occupying the first position of Indonesia smartphone market by numbers of shipment. Kandi Maji also handled Corporate Social Responsibility (CSR) program from vivo Mobile Indonesia through “Bersama Bagi Indonesia” distributing masks, Personal Protective Equipment (APD) and more. This event is a collaboration with ACT, Kitabisa.com, BNPB and PMI.

Entering the month of July, Kandi Maji was challenged to be able to run a Virtual Product Review and Press Conference Event for the new product from Vivo Mobile Indonesia, Vivo X50 Series, which is vivo’s first photography smartphone flagship launched in Indonesia.

We are proud to have successfully completed all of these challenges so well.

By August 2020, Kandi Maji selected as the PR lead for Diplomat Success Challenge XI (DSC XI), one of the biggest entrepreneur competition in Indonesia. Together with other collaborators, we successfully hold a virtual press conference, followed by road-show activity and the competition will be continue until the end of 2020.

Our Internal

The existence of the Covid-19 pandemic affect significant elements towards Kandi Maji, especially our internal working environments. Starting from a change in work patterns previously in the office (WFO) to home (WFH), internal meetings with clients to virtual, and the employee health protocols while in the office if needed. We are proud to say that Kandi Maji is confident that maintaining good communication and teamwork can be our strength in responding to all the challenges that lies ahead.





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