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Diaper bag essentials fight list answers

stay-at-home orders went into effect in mid-March, the pandemic forced marketers into unprecedented action, including closing offices, stopping agency reviews and tweaking or stopping certain advertising. Below, a day-by-day look back at how brands responded in the first three months. For a current look at how marketers are staying, check out our continually updated blog here.

2:19 PM EDT Consumers eat all ears for radio marketing during COVID-19 Most brands have had delay commercial shoots due to lockdowns during the pandemic, which might explain why radio ads are having a moment. According to ABX, which measures advertising effectiveness, COVID-related radio spots have generated record highs when it comes to effectiveness scores. The firm tracked 145 radio ads that included pandemic messaging since March 4. "Radio spots featuring thank-yous to first responders, helpful advice on how to resist the virus, and carrying a serious tone did well," ABX notes in a blog post, which added that all but five radio ads scored above the norm. ABX specifically noted well-received ads from Pizza Hut, for "Pizza Hut now delivers pizza and beer," IHOP, for "Share IHOP's new family feast," and Comcast Xfinity, for "The Coronavirus has affected." Even so, radio, like most other ad channels, is suffering around Ad spending on radio is projected to fall 16.2 percent globally in 2020, according to a forecast from WARC, a research organization that services marketers, media companies and agencies. 11:45 AM EDT Popeyes is still the king among Restaurant Brands' brands As restaurants continue to struggle, Popeyes remains a standout. Popeys U.S. same-store sales were up in the low 40 percent range as of the third full week of May after being flat in the second half of March, per company Restaurant Brands International says. Of course, a year ago, it didn't have that chicken sandwich, so the comparison is far from apples to apples, or should we say, chicken to chicken. Meanwhile, Burger King's U.S. same-store sales are down in a mid-single digit range, an improvement from being down in a low-thirties percent range in the second half of March. And Tim Hortons Canada is improving but still suffering the most of the three chains, with same-store sales down in the mid-twenties after being down in the mid-forties in the second half of March. "The greater the meal-oriented lunch & dinner exposure and the lower the breakfast/coffee exposure the faster the recovery," Evercore ISI analyst David Palmer said in a search note. May 27, 2020 9:38 AM EDT SpongeBob SquareMasks! Kids shows get in on the mask action Here come more branded masks, this time from ViacomCBS, which is introducing a line featuring characters from its Nickelodeon properties including "SpongeBob SquarePants," "Paw Patrol," "Blue's Clues & You!" and JoJo Siwa. It is also selling masks with imagery from other brand properties including "Star Trek" and MTV shows. The reusable masks will be available at retail stores and proceeds will go to COVID-19 relief efforts. 8:55 AM EDT Women's pro soccer is coming back The National Women's Soccer League is getting back to action, but without fans. The league—which has been on hiatus since its season ended last year—will start a 25-game tournament starting June 27 at Zions Bank Stadium in Herriman, Utah. Procter & Gamble and its Secret Brand are presenting sponsors of the month-long tourney. All games will be shown on CBS All Access with the opener and championship game airing live on CBS. The 8-year-old league also announced a new multi-year sponsorship deal with Verizon. Budweiser, which has backed the league since 2019, is the presenting sponsor of semifinals and finals matches at Rio Tinto Stadium in Sandy, Utah. Del Loy Hansen, owner of CBS All Rights FC, will accommodate all housing, training, and competition needs for the league's nine teams and create an "NWSL Village" to control as much of the environment as possible, the league announced. Safety protocols include testing every player, official, and essential staff member 48 hours prior to departure for Utah and upon arrival. They will also be "subject to consistent testing, temperature readings, and symptom review throughout their stay in Utah." Credit: via National Women's Soccer League

5:17 PM EDT 23andMe looks to tap data for COVID-19 research Researchers from 23andMe are looking for a new way to put that DNA data from customers to good use by identifying genes that could affect the severity of COVID-19. So far, 600,000 23andMe customers, including 8,000 who've tested positive for the coronavirus, have opted in to participate. Now, the company is opening the research to others who have been hospitalized but aren't currently contagious. That's because most of the people who opt in have mild or moderate symptoms, but the study could use more people who've had severe cases. 4:45 PM EDT Dial animates iconic images of hands for pandemic campaign Henkel hardly needs to advertise Dial soap right now. The leading U.S. brand of hand soap (per IRI) is flying off shelves thanks to COVID-19. But Henkel is taking time to try building brand equity and emotional resonance with a new ad from TBWA\ChiatDay. New York. With the pandemic severely limiting production options and spawning ads that annoy many people with their similarity, TBWA tried a different tack by tapping animation studio Blinkink to animate iconic images that include Rosie the Riveter, Muhammad Ali and Elvis, focusing on their hands and adding some upbeat music. The "Hope Is In Our Hands" campaign "is to help build awareness of everything we're doing," says Randi Melton, vice president of body care for Henkel. That includes giving over 600,000 products to FEMA. "First and foremost, we wanted to focus on hands," Melton says, both the need to wash them, and everything they could do, including things that can't be done under quarantine. Dial is pairing the ad with a new #WashMyHandsFor social media campaign asking people to share photos of their hands, "along with who they're washing their hands for," she says. 11:33 AM EDT REI and West Elm aim to improve backyard living In another unlikely pairing brought on by COVID-19, outdoors retailer REI is teaming up with upscale home furnishings brand West Elm. The two companies unveiled a product collaboration featuring lawn chairs, picnic blankets and dinnerware, most of which are under \$60 in cost. The 35-product collection marks the first time REI is selling through another retailer. The brands announced the partnership in an email to customers on Tuesday. "Now, more than ever, we appreciate the value of being at home, in the fresh air," read the email, which said that though the retailers began curating goods together a year ago, the offering is especially timely now with so many consumers homebound. "Working with West Elm introduces new creative territory to consider, and we hope this inspires more people to join us outside, even if it's just day camping in your backyard," said Paul Calandrella, REI general merchandising manager for camp products, in a statement. Indeed, with many summer camps and town pools closed for the season, sales of backyard products like trampolines, inflatable pools and hammocks are soaring. 11:05 AM EDT Chobani and Seamless deliver groceries to the door to support City Harvest Chobani is teaming up with food delivery service Seamless to get some of its products into New Yorkers' homes while supporting City Harvest, a local food rescue organization. Consumers can order \$12 pantry care packages that include four cups of Chobani Greek yogurt, a carton of Chobani Oat Protein Barista Edition and a product from one of the yogurt maker's incubator brands, such as Pescavore Jerky or Ithaca Hummus. Profits are being donated to City Harvest. Chobani says it has donated more than 4 million cups of yogurt since the pandemic began. May 22, 2020 10:45 AM EDT Brawny launches 'Giants' effort to recognize heroes Brawny is recognizing local heroes from around the U.S. with a new charitable platform —Giants Take Action—and marketing campaign from JOAN Creative, New York. Initial ads focus on eight "Brawny Giants," drawing on user-generated video and a newly released song, "Walk with Me" by GoldFork x AG. The Giants include diner owner Meg Herford of Kansas, who converted her shut-down diner into a food pantry; and Cavanaugh Bell, 7, of Maryland who spent his life savings to make cake packages for seniors. "We believe that strength lies not in what we say, but in what we do," said Katie Kolesky, senior director of brand building for Brawny, owned by Koch Industries' Georgia-Pacific Corp. Brawny is inviting people to share stories of other "giants" in their communities through July 13 at Brawnyc.com/giants 10:07 AM EDT Pizzza Hut and Jimmy John's are two of the latest marketers with graduation giveaways Brands continue to seek attention by giving free grub to 2020 graduates. Pizza Hut—in a deal with dairy marketing group Dairy Management Inc.—plans to give away 500,000 pizzas to high school seniors. The campaign was announced on Thursday night's episode of "The Tonight Show," with Jimmy Fallon proclaiming he's a Pizza Hut fan and holding up a box from the chain. Seniors who are part of the chain's rewards program or sign up for it by May 28 can get a code for a free medium pizza. "America's dairy farmers have great appreciation and respect for the hard work that graduating students have put in and nothing celebrates that better than cheese and pizza enjoyed with family and friends," Marilyn Hershey, a Pennsylvania dairy farmer who is also chair of Dairy Management Inc., said in a statement. Jimmy John's also had a celebrity angle to its giveaway. On Thursday, it handed out 2,200 unique codes for free Little John sandwiches to 2020 graduates, via Instagram. Along with the free sandwich, the grads get a congrats video from Lil Jon, who stars in ads for the smaller sandwich that the chain launched last year. May 21, 2020 4:01 PM EDT Pepsi, Walmart take down co-branded COVID-19 testing sign amid social media backlash Fox Brands, there is a fine line between providing a public service during the pandemic, or being seen as exploiting it. Pepsi and Walmart recently crossed this line in Orlando, where the two marketers erected a co-branded sign touting a COVID-19 testing site. The sign included a large image of an ice-cold Pepsi next to the brand's tagline, "That's What I Like." Walmart's logo also appeared on the sign, which directed viewers to a COVID-19 testing site near Walmart #908, which refers to a store location in Orlando. An image of the sign drew scorn on Twitter, prompting one user to remark "What absolute dystopian hell world are we living in." A Pepsi spokeswoman told Ad Age this week that "This was an unfortunate mistake by one of our local sales associates that in trying to move with speed to get this important testing message up did not follow proper approval protocols. The sign has since been taken down." Walmart in a statement said: "We know how important access to testing is in our local communities, and there was nothing negative intended by this banner. The local teams were trying to raise awareness about the testing site in order to help more people in the community. As soon as we learned about it, it was taken down."

3:05 PM EDT Walmart turns department manager's poem intro video Walmart has turned a poem penned by a department manager at a San Tan Valley, Arizona store into a video it's publishing across Twitter, Facebook, YouTube and Instagram. "Hearts of Magic" was filmed after hours at Store 3751 where Terrell "Tritzz" Myles works, with help from FCB, Lobo and Man Made Music. (The virtual nature of his face mask is permissible under current policy, since the store was closed and there are obviously no shoppers passing by.) In a blog post, Myles says, he was inspired by fellow associates and wrote the skeleton of the poem in about 15 minutes. Myles is deaf in his right ear but can still feel vibrations in it. "Music is the only thing that kicks it off," he says. "So every time I listen to something, music is like, 'Oh my God, this is amazing.'"

The poem reads:

"When you walk into Starbucks
You see the baristas behind the counter.
They stand there waiting for someone to show up,
And everyone knows Starbucks is open.
It's always open, and everyone knows it.
But sometimes, it feels like Starbucks isn't open.
Because the coffee tastes bad.
Or the pastries taste stale.
Or the atmosphere isn't quite right."

"Sometimes, Starbucks isn't open.
Because the coffee tastes bad.
Or the pastries taste stale.
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The poem adds two items to the Starbucks menu, and each would cost less than a grande latte. One item is called "the heartbreaker" featured in a spot that will begin airing on TV in June. It follows another spot that debuted May 17 focused on how to place digital orders. The latest pieces of Starbucks' marketing push came as more than 85 percent of its U.S. locations are open and it still plans to have more than 90 percent open by early June. Starbucks worked with Big Spaceship and 1stWaveMachine on the summertime drinker spot, and with Big Spaceship and The Mill on the "welcome back" ad.

10:30 PM EDT Lots of grads took Krispy Kreme up on its free frozen offer Krispy Kreme was busy on May 19, giving away dozens of doughnuts to 2020 graduates who showed up at its shops in their caps and gowns. The one-day offer was a hit according to the chain, which says hundreds of thousands came out to participate and that it earned off paid media because the word-of-mouth momentum and plenty of local news coverage was strong enough to spread the word. It was so popular that some locations ran out of the doughnuts, according to some posts on social media, including responses to the chain's Instagram posts. As Thrillist reported, the 2020 dozen includes six different varieties of doughnuts: "caramel-filled with chocolate icing, cream-filled with strawberry icing, cake batter filled, and original glazed with yellow icing." Those who missed out can still get them for a few more days, but will have to pay for them. 10:54 AM EDT United Airlines taps Clorox for enhanced cleaning United Airlines has joined Clorox Co. and the Cleveland Clinic to launch United CleanPlus, which aims to improve cleaning programs at gate and terminal areas, starting with hub airports in Chicago and Denver. The program also will draw on advice from Cleveland Clinic medical experts on new technologies to keep passengers safe and add to safety steps already implemented—including mask requirements for crew and passengers, boarding fewer passengers at a time, and letting customers take alternative flights when the cabin is 70 percent full. New steps will include electrostatic spraying of cabins before each flight, starting in June; adding touchless self-service kiosks in terminals; and, starting May 22, replacing economy snack and beverage services with an "all in one" economy snack bag that has a sanitizer wipe, 8.5-ounce water bottle, a Stroopwafel and package of pretzels. May 20, 2020 3:59 PM EDT Beach visits are down, but Hawaiian Tropic now has candles Leaving aside Florida spring break revelers and California beach scofflaws, pandemic restrictions have halted many a trip to the shore. Naturally, that's been hard on sunscreen sales. But Edgewell Personal Care's Hawaiian Tropic has a plan to make anyone, including its own marketers, feel better—a candle that smells like sunscreen, reminds people of the beach, and sells for \$25 on eBay. "We're seeing declines we've never seen before in this category," says Anastasia Tobias, marketing director of Hawaiian Tropic. But, no, this doesn't mean the brand is pivoting to candles for good. The idea is to help consumers find their happy place, with all proceeds from candle sales going to the American Shore & Beach Preservation Association. And Tobias reminds folks they still need sunscreen, even if they're not heading to the Jersey Shore this weekend. "One in five people get skin cancer over their lifetimes," she says. "Even if you're in your back yard or taking a walk, sunscreen should be worn." 12:02 PM EDT Companies urge governments to think about climate in their COVID-19 efforts Major corporations are asking government officials working on COVID-19 recovery efforts to keep climate change in mind at the same time. "In the face of these interconnected crises, we cannot afford to tackle one or the other," the statement reads. "Human health depends on planetary health. We can—and must—tackle both." The companies, including Colgate-Palmolive, Nestlé, Unilever and dozens of other marketers, are all part of the Science Based Targets Initiative. "We can beat the virus, address climate change and create new jobs through actions that move us from the grey to green economy," UN Secretary-General António Guterres said in a statement. "Many companies are showing us that it is indeed possible and profitable to adopt sustainable, emission-reducing plans even during difficult times like this." The statement comes as governments work on COVID-19 aid and recovery packages while also preparing to submit their national climate plans under the Paris Agreement. Nestlé noted. May 18, 2020 2:42 PM EDT Americans aren't so sick of pandemic ads After all Americans are getting a little sick of COVID-19 ads, but not so much as the parodies might lead you to believe, according to new research by Ace Metrix. The firm has run a remarkable 497 coronavirus ads past its online survey panelists since March. And while the ads are trending less effective, they still beat overall ad norms handily. The average ACE Score for COVID-19 ads peaked at 618 on March 29, falling to 576 as of May 10, but still well above the 543 for all ads. The pandemic genre gets relatively high marks for relevance and likeability and being empowering. But the percentage of ads seen as exploitative has risen steadily

"Our country must not allow a lack of resources, regulations that are not fit-for-purpose, and the fear of litigation to delay efforts to return to work and live safely and sustainably." 12:11 PM EDT Restaurants get a celebrity-filled shout out on John Krasiniski's "Some Good News" The fifth episode of John Krasiniski's "Some Good News" feel-good video series focused on the plight of the restaurant industry and how people within and outside the industry are giving back during the coronavirus pandemic. As Krasiniski pointed out, more than 15 million people work in the U.S. restaurant industry. "These are the people who once defined your neighborhood and are now defining humanity," the actor said. He hosted an online potluck, with recipes submitted by fans. Krasiniski had them watch along with Stanley Tucci, Martha Stewart, David Chang and Guy Fieri recreated their dishes. Fieri was also in for a surprise, as Krasiniski told him that PepsiCo was donating \$3 million to a fundraising effort he is part of, the Restaurant Employee Relief Fund. Much like the shoutout AT&T got on the web series earlier this month, the PepsiCo news was announced with a homemade logo sign. April 24, 2020 3:01 PM EDT Skechers says sales are skyrocketing Many consumers might be in slippers, but a fair amount of others are buying Skechers, apparently. The sneaker brand reported such a robust rise in online sales this spring that it is likely the envy of many other struggling retailers. E-commerce sales were up 250 percent month-to-date for the period ending April 23, compared with the year-earlier period, Skechers executives said on a conference call to discuss earnings. "We are learning that during the crisis consumers still want comfort, quality and value in a brand they trust," said David Weinberg, chief operating officer, on the call. Overall for the first quarter, online sales were up 70 percent. The vast majority of Skechers brick-and-mortar stores remain closed, though the brand has begun to open a few locations in China. 2:58 PM EDT Nestlé's online sales jump during COVID-19 Nestlé's quarterly report included a 29.4 percent jump in online sales for the quarter, bringing e-commerce to more than 10 percent of the Swiss food giant's total sales for the first time. In North America, the Purina pet care unit was the biggest contributor to total growth, with momentum in e-commerce and premium brands. The Purina Pro Plan and Fancy Feast brands both grew at a double-digit clip, as did the products Nestlé sells in the veterinary space. But people weren't just feeding their pets, of course. Beverages including the Starbucks, Nescafé and Coffee-mate lines, grew at a high single-digit rate. Frozen food did well, too, driven by brands such as DiGiorno, Stouffer's and Hot Pockets. And, no surprise to anyone baking more, there was demand for Toll House chocolate chips. Hershey also saw increased demand for products such as its baking chips. 2:53 PM EDT Heinz will give \$200,000 grants to diners based on fan votes Heinz for Diners is a new initiative meant to help independently-owned diners, which are among the restaurants suffering right now. The move comes as Heinz ketchup bottles have long been ubiquitous on diner tables, including in the brand's Super Bowl spot. Heinz plans to send \$2.00 checks to 500 diners, for total support of \$1 million. Heinz is asking people to nominate their favorite local diners, through May 31. "For decades, diners' doors have been open to all of us," Dalia Adler, the Heinz brand building lead at Kraft Heinz, said in statement. "At a time where every bit counts, we want to do what we can to help take care of these special places that are so much more to our families than just a restaurant." 12:35 PM EDT More bleach brand backlash for Trump More brand marketers early Friday joined RB, marketer of Lysol, to squashing the notion put forward by Donald Trump on Thursday that it might be a good idea to inject disinfectants to fight COVID-19. "Disinfectants are meant to kill germs or viruses on hard surfaces," according to a statement by the American Cleaning Institute. "Under no circumstances should they ever be used on one's skin, ingested or injected internally." Trump's suggestion and social-media reaction to it has been a huge fountain of unwanted publicity for ACI members, which also include Procter & Gamble Co. Lysol was joined by P&G's Tide Pods among the top four Twitter trending topics early Friday, as Trump's comments led to a resurgence in talk about eating Tide Pods. P&G declined to comment beyond the ACI statement. "Bleach and other disinfectants are not suitable for consumption or injection under any circumstances," according to a statement from the Clorox Co. "People should always read the label for proper usage instructions. Disinfecting surfaces with bleach is one of the ways to help stop the spread of COVID-19. It's critical that everyone understands the facts in order to keep themselves safe and healthy, which is why we continue to educate people about how to use disinfectants safely and effectively against COVID-19." A large bottle of Clorox Bleach adorned the top of the Drugstore Report from Thursday until Friday morning above the headline: "TRUMP: INJECT DISINFECTANTS INTO BODY?" By late morning, Drudge had removed the Clorox bottle and replaced it with a picture of Trump above the headline: "DON'T DRINK THE BLEACH!" But the Clorox spokesman said the company didn't request that change. 3:17 PM EDT Unilever decreases out-of-home spend Unilever is "revising all discretionary marketing spend to ensure it's both effective and appropriate," which includes moving money from out-of-home ads and toward faster-growing categories like skin cleansing, home and hygiene, said Chief Financial Officer Graeme Pitkethly, as the company reported flat organic sales results Thursday. With advertising production mostly halted and media rates declining, it's not hard to save money in marketing, Pitkethly said. But the appropriate part of the review also has meant temporarily shifting the "Dit Is Good" positioning of Omo and Persil laundry detergents to a "Home Is Good" message encouraging people to stay inside. Stock-up buying largely in the U.S. drove Unilever's North American sales up 4.8 percent, which was offset by declines in emerging markets, prestige beauty and foodservice. Foodservice sales are off around two thirds in markets with lockdowns, said CEO Alan Pope. 3:05 PM EDT Snack innovation in the age of coronavirus A mashup snack people don't need but may really want to try while stuck at home will hit stores in May. Mondelez International confirmed the launch of Chips Ahoy Sour Patch Kids cookies. Both brands are owned by Mondelez, which seems disturbing limited-edition product to a real thing, right when people are home and might need to restock their pantries. It describes the product as "the crunchy, sweet texture of a Chips Ahoy cookie, combined with sweet and sour candy bits inspired by Sour Patch Kids candy. It's a unique combination and a new, bold experience." And here's what Junk Bunter had to say on Instagram: "When we look back at the effect the pandemic has had on the junk food industry, this is the product that will sum it all up better than words can. The purest symbol of self-isolation induced madness. And nobody around to stop it from reaching market. May God help us all." Credit: Mondelez International April 23, 2020 3:30 PM EDT Macy's July 4th fireworks show goes on Despite the uncertainty around much of the retail industry, including its own nearly 130,000 workers, the majority of whom are furloughed, Macy's says it is moving forward with its annual July 4th fireworks display in New York City. The city's mayor, wrapped in a Twitter tweet, said the city is planning to go ahead with the July 4th fireworks show on July 4, 2020. "We are going to have a fireworks show on July 4th," the mayor said. "We are going to have a fireworks show on July 4th." The city's mayor, wrapped in a Twitter tweet, said the city is planning to go ahead with the July 4th fireworks show on July 4, 2020. "We are going to have a fireworks show on July 4th," the mayor said. "We are going to have a fireworks show on July 4th." 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when they appeared in the Netflix reality show that tests if people can fall in love and get engaged without ever seeing each other. Lauren and Cameron got married in November 2018. On Thursday, Stella will sponsor a live stream on Lauren's Instagram channel during which the couple will "share tips and tricks on how to make a connection from afar," according to the Anheuser-Busch InBev-owned brand. To enter the free wedding contest, couples must have gotten engaged between March 13 and May 25 and tag the brand on Twitter with "#WeddingContest," as well as attach a photo, video or audio of the engagement. According to the rules, it is not explicitly required that couples get engaged while physically apart, but the criteria includes "creativity, originality, and photo composition." Cameron and Lauren will select the winner. 2:30 PM EDT Chipotle offers 100,000 free burritos for medical staff Chipotle Mexican Grill is the latest chain to offer free food for medical workers, with the goal of giving away up to 100,000 burritos to employees at healthcare facilities who register by April 2 to receive a box of 25 burritos. The deliveries will be made with DoorDash from April 6-10. Chipotle is also promoting its new queso blanco by offering it for free with online orders on April 2, which just so happens to be National Burrito Day. 1:51 PM EDT T-Mobile skips its normal April foolery In a typical year, brands are anything but shy when it comes to pulling a prank on April Fools and T-Mobile is no different. The wireless carrier in the past has done everything from offering unlimited plans for pets to creating onesies that also act as a fitness tracker. This year, however, the Un-Carrier is taking a different approach amid the current climate by donating \$1 to the Boys and Girls Clubs of America for each tweet with the hashtag "GiveThanksNotPranks." Phone maker OnePlus joined the cause, saying it would pledge \$50,000 toward T-Mobile's effort. Major League Baseball's Seattle Mariners and Republic Wireless were also among some of the brands who retweeted T-Mobile's message. 1:00 PM EDT Toy makers provide at-home play resources In recent years, Mattel has consistently promoted a marketing message of the power of free play for child development. During the coronavirus pandemic, it's amping up that push with a new resource for parents. The toy giant debuted Mattel Playroom, a one-stop shop with activities, tips and content from Mattel brands such as American Girl, Barbie, Fisher-Price and Thomas & Friends. Updated on a weekly basis, the site will offer DIY designer tutorials and advice on how to play with toys. "We recognize the unique challenges that parents and caregivers are facing right now both working and playing from home," Richard Dickson, president and chief operating officer of Mattel, said in a statement. Hasbro has created a similar initiative, #BringHomeTheFun, which gives parents ideas to "reduce the reliance on screens." Like many retailers, Mattel also said it plans to produce face masks—in this case fashioned from Barbie and Fisher-Price fabric—for health care workers in need as the national supply continues to dwindle. Workwear brand Carhartt will shift its production as well to face masks and medical gowns—the brand plans to produce 2.5 million masks and 50,000 gowns beginning in April. 12:19 PM EDT Direct-to-consumer brands team up As consumers shy away from spending amid economic upheaval and job loss, retailers are pooling their resources together. Some 26 direct-to-consumer brands, including Boll & Branch, Greats and Rockets of Awesome, announced a new effort called Brands X Better in which each company will donate 2 percent of gross sales, or 10 percent of proceeds, to a charity helping with the COVID-19 pandemic during the month of April. For example, menswear brand Rhone is donating to Direct Relief, which offers health care support. On a website to promote the effort, the brands explain the initiative: "By purchasing from companies taking part in our coalition, you are not only supporting charities fighting COVID-19, but ensuring employees and suppliers of brands can keep working." 10:45 AM EDT KFC sends 1 million pieces of chicken to L'Oreal this quarter. Evercore ISI had previously forecast flat sales for L'Oreal this quarter. Evercore said sales could fall 33 percent at Estee Lauder next quarter and 40 percent at Coty amid impacts that include closing of stores and salons and fewer people going out. Procter & Gamble Co., Unilever, Clorox Co. and RB (Reckitt Benckiser) have gotten at least a temporary lift from people stocking up on essentials and disinfectants at still-open mass retailers, but the stock-up effect in many categories—such as toilet paper and diapers—is only temporary, and sales growth could turn into declines quickly as people draw down pantry inventory. 2:15 PM EDT Nearly half of advertisers have stopped campaigns already in progress if you have axed your latest ad campaign, you are not alone. A new survey from Advertiser Perceptions shows that one-third of advertisers have canceled at least one campaign before it started in response to the pandemic. Meantime, 45 percent of respondents pulled a campaign already in progress, while 49 percent delayed a campaign until later in the year. Advertiser Perceptions, a research group that regularly polls media decision-makers, conducted interviews with 203 marketer and agency representatives for the survey, which was conducted March 17-20. Below, some more findings: -81 percent of respondents expect to cut ad budgets significantly this year, and 68 percent expect to spend less next year because of the pandemic. -41 percent have decreased broadcast TV advertising, while 38 percent have slashed cable buys. -48 percent are upping spending with Facebook, while 21 percent are taking it down. -37 percent will increase spending on Google, while 14 percent are decreasing it. 12:15 PM EDT Macy's cuts staff With no end in sight for brick-and-mortar closures, some larger retailers are implementing cuts. Macy's said that it will be putting the majority of its 130,000 employees on furlough starting this week. The department store chain, which was already struggling with sales long before the coronavirus pandemic, said it has "lost the majority" of sales due to closed stores, which shuttered March 18. Macy's digital business remains open, and not all employees in that sector will be furloughed. "We expect to bring colleagues back on a staggered basis as business resumes," the company said in a press release, striking a hopeful tone. Both larger chains, such as DSW, and smaller brands, including trendy Brooklyn-based jewelry retailer Catbird, have also put staffers on unpaid leave. 11:30 AM EDT New stats are in on what COVID-19 is doing to restaurants Market researcher NPD Group has quantified the impact restaurants felt early on after closing their dining areas as more regulations have been put into place across the country. Transactions plunged 71 percent at full-service restaurants, and fell 36 percent at chain restaurants overall, in the week ended March 22, the tracking firm said. Even fast feeders, which have largely remained open for drive-thru, carryout and delivery, are under intense pressure, with transactions down 34 percent that week, NPD said. "It's highly probable that this crisis will define winners and losers by their digital proficiency since consumers may prefer the contactless delivery protocol that digital ordering offers," said David Portatlain, NPD food industry advisor. One bright spot for the industry is that 56 percent of consumers are maintaining or increasing their spending on takeout or meal delivery, according to a study of 200 Americans conducted by Boulder, Colorado-based marketing agency Sterling-Rice Group. Still, 37 percent said they're spending less on ordering from restaurants. "During this time in which the restaurant industry has seen huge declines in dine-in volume, it is encouraging that more than half of our respondents said they are maintaining or increasing their takeout and delivery spend," said Cindy Judge, CEO of SRG. The agency notes that 52 percent of respondents said their top reason for giving was to support local restaurants and businesses. "We believe the emotional bond between restaurants and their consumers may be strengthening as we weather the COVID-19 crisis," Judge said. 10:40 AM EDT Yum Brands CEO's salary to go toward bonuses and a COVID-19 relief fund Yum Brands announced that CEO David Gibbs voluntarily chose to forgo all of his salary compensation for the rest of 2020, which works out to about \$675,000, based on his annual salary of \$900,000. That money will instead go toward funding two efforts. First, Yum is giving one-time \$1,000 bonuses to the nearly 1,200 general managers at its own KFC, Pizza Hut, Taco Bell and The Habit Burger Grill locations. It is also setting up an employee medical relief fund to distribute financial hardship grants to corporate or franchise restaurant workers with a COVID-19 diagnosis, or those caring for someone with a confirmed diagnosis, "as well as other front-line workers and those facing food insecurity," Yum said. The restaurant operator hopes to add to the relief fund through voluntary donations. March 28, 2020 10:30 AM EDT The latest on charitable efforts from Unilever, P&G, McDonald's, Coty and Serta -Unilever on Thursday distributed 200,000 masks to hospitals in New Jersey, where its U.S. headquarters are located, as part of its broader global contribution of more than \$100 million in goods. The company also declared May 12 a "Day of Service," saying it would donate "every essential item" produced that day at its 14 U.S. factories. Unilever also will earmark its entire marketing and advertising outlay for the day to support nonprofits and relief organizations to distribute those products. And in the meantime, the company said in a statement that it will ask media companies, retailers, tech, delivery, packaging and other suppliers to join in the May 12 initiative. -Procter & Gamble Co. Chairman-CEO David Taylor said in a statement the company has begun to make protective masks to donate to health workers at more than a dozen locations around the world. Another five locations are now producing more than 45,000 liters of hand sanitizer weekly for health workers, as part of a combination of cash and in-kind donations totaling \$15 million to date. -Coty says it also has begun making hand sanitizer for health workers at plants in the U.S. and Monaco. -Even McDonald's is getting into mask distribution. It plans to donate 400,000 KF94 masks to the State of Illinois emergency operation center. The world's largest restaurant company said it has access to a reserve of masks in China. "Although the need for protective gear is great throughout the U.S., our home state is nearing depletion of its supply, and we are proud to contribute," McDonald's said in a statement. -Serta Simmons Bedding is donating 10,000 mattresses to New York City hospitals and medical facilities, and is calling on its competitors to do the same. March 27, 2020 3:06 PM EDT Google promises free ad space The tech rell keeps on coming, with Google now promising \$800 million in aid to small and medium-size businesses, including \$340 million in free ad space. On Friday, Google announced the financial package to support businesses, health organizations and governments. The internet giant is following in the footsteps of some of its Silicon Valley peers that have developed their own rescue funds to support communities dealing with coronavirus, COVID-19. Facebook has put together \$100 million it says will support 30,000 small businesses on its platform. Netflix has promised \$100 million to workers displaced by the freeze that has halted work on movies and TV series throughout the world. Facebook and Google have pledged to donate ad space to businesses that use their platforms. "We hope it will help to alleviate some of the cost of staying in touch with their customers," Google said in its blog post about the relief fund. The \$340 million in ad credits will appear in the accounts of active advertisers and will be good through the end of the year, Google said. 1:20 PM EDT Audi is the latest brand pushing branded video call backgrounds Add Audi to the list of brands trying to get a little bit of free publicity via video conference backdrops. The auto brand today released several images it plugs as "specially curated images" that "allow Audi fans to enjoy the thrill of the road while working from home." It follows similar moves by other brands, such as Taco Bell and West Elm, which are all seizing on the sudden popularity of Zoom calls. 1:05 PM EDT Perdue Chicken chairman records himself in selfie mode to say thanks Perdue Chicken is out with a selfie-style video campaign to thank people who are on the front lines of food production and delivery who are busy working during the pandemic. The species farmer Chairman Jim Perdue, who recorded the campaign on his own cell phone as one of his company's trucks in the background, Perdue thanks everyone from farmers to shelf stockers. "Folks who are rarely seen, even more rarely thanked, yet they're always there when we need them the most," he says in the 30-second "We Thank You" spot. That video, and a 15-second "A Time Like This" clip, were shot with a script and directions provided remotely by The Via Agency. The clips have a genuine feel, with elements like the wind being heard in the background. Perdue plans to run these spots instead of a campaign it had previously planned to launch on March 30. 12:24 PM EDT QuickBooks switches ad campaign to support small biz Software maker QuickBooks is hitting pause on its current campaign, which featured 80s-era stars from Karate Kid and Ghostbusters, and using its TV ad buy to direct consumers to donate to a new Small Business Relief Fund. In a new 30-second spot debuting Friday, a voiceover says, "QuickBooks salutes the grit and determination of those who work for themselves—they're the backbone of our economy and in these challenging times, they're adapting to support their communities," before urging viewers to help their local businesses by donating through the fund, which was created by QuickBooks parent Intuit and GoFundMe earlier this week. 11:45 AM EDT Jimmy John's aims to rake in more bread by selling loaves of bread One grocery category seeing a rise in sales during the pandemic is bread. There are reports of increased demand for freshly-baked and packaged bread at grocery stores, and even some reports of stores selling out of flour. Now, Jimmy John's is jumping at the opportunity, selling loaves of its fresh-baked French bread for delivery or pickup. In Chicago, a single loaf is selling for \$2. "Jimmy John's wants to help our neighbors across the country by making it easier to get daily necessities like freshly baked bread," Jimmy John's Chief Marketing Officer Darin Dugan said in a statement. The chain isn't limiting how many loaves people can order, "but Jimmy John's is urging guests to order what they need for their families so supplies are available to as many as possible." Selling loaves also serves as a reminder to people that Jimmy John's remains open for drive-thru and delivery at a time when sandwich shops are seeing fewer customers as more people stay home. Where is this increased appetite for bread coming from? Breads, muffins and cookies bring comfort to people who are home, and baking provides an activity for those looking to fill the endless time with — or away from — their kids. And it appears plenty of people who were trying to be gluten-free for trends, not health reasons, have let that slide during coronavirus. Nielsen reported that U.S. sales of pastries rose 23.6 percent in the week ended March 14 versus the same period in 2019. And in-store bakery sales rose 10.3 percent in the week ended March 15 versus a year ago, according to Supermarket Perimeter, which cites figures analyzed by 210 Analytics and IRI. That publication also says sales in the bakery aisle shot up 44.3 percent, with sales of fresh bread and rolls up 58.6 percent. March 25, 2020 3:45 PM EDT The Waffle House Index shows hundreds of closures due to coronavirus Waffle House has closed more than 400 locations in perhaps the clearest sign yet of the impact the coronavirus pandemic is having on the restaurant industry. Waffle House restaurants are seen as a mainstay even during weather disasters. Its breakfast-focused restaurants typically remain open all day, all year, even when catastrophe strikes. "The Waffle House Index" tracks how many locations close, and serves as a measure of the severity of a situation. This time, it's not a weather disaster that's hitting the chain. Due to coronavirus, the company has declared it is at #WaffleHouseIndexRed. On Wednesday, Waffle House said 418 of its restaurants were closed, up from 365 a day earlier. The 1,574 locations that remain open are taking carry-out orders. 3:28 PM EDT Sales of essentials surge at Target, while clothing falters Sales of essentials surge at Target, while clothing falters As shoppers flock to Target for coronavirus must-haves like cleaning wipes and gloves, and household essentials such as food, the retailer is seeing traffic surge, the Minneapolis-based marketer said. In the month-to-date in March, same-store sales, which measure stores open a year or more, are up more than 20 percent compared with the year-earlier period—the essentials and food and beverage categories lead the charge with same-store sales up over 50 percent. However, in the period, sales of apparel and accessories, which are typically higher margin goods, declined more than 20 percent, the brand said. 3:00 PM EDT Crocs gives shoes, JanSport gives backpacks Quirky footwear brand Crocs announced it will be donating a pair of shoes from its classic clogs and at-work collections to health care workers across the U.S. as part of a new "A Free Pair for Healthcare" program. Individuals are advised to select their shoe of choice on Croc's ecommerce site; shipping is free. Separately, Crocs will also donate up to 100,000 pairs of shoes to hospitals and other health care facilities. Meanwhile, heritage backpack brand JanSport is unpacking its own initiative. The brand pledged to donate 100,000 packs of food to the World Central Kitchen to help underprivileged students who are not able to get free meals with school closures. In a #UnpackThatChallenge, JanSport is asking students to create videos on TikTok as they unpack their at-home desks in a challenge created with JUV Consulting, a youth-focused marketing firm. 8:22 AM EDT Unilever makes huge donation, speeds payments to small firms Many marketers have made seven- and eight-figure philanthropic commitments the past week to address the coronavirus crisis, but Unilever has stepped up with perhaps the biggest donation yet. CEO Alan Jope on Tuesday pledged 100 million euros (\$108 million, retail value) in such products as soap, sanitizer, bleach and food for charities, about half going to the COVID Action Platform of the World Economic Forum. Plus, he pledged 500 million euros (\$540 million) in cash-flow relief for suppliers and retail customers, which includes credit for small retailers to protect jobs, and "early payment for our most vulnerable small and medium-sized suppliers." That comes just after the Association of Independent Commercial Producers on Monday said its membership of largely small U.S. production and post-production firms was owed an estimated \$200 million in late payments from brand marketers. Jope also said Unilever will pay an unspecified amount for employees, contractors and "others who we manage or who work on our sites" to guard against sudden drops in pay stemming from the crisis. "While it is difficult for even the most ardent optimist to stay positive, there are some signs that we are beginning to mobilize at the speed and scale to lift ourselves out of this crisis as quickly as possible," Jope said in a message posted on Unilever.com, LinkedIn and elsewhere. March 24, 2020 3:50 PM EDT Hotels open up their beds The American Hotel and Lodging Association said its members, which include the likes of Marriott, Hilton and Red Roof Inn, have identified over 6,500 hotel properties across the U.S. that are near health care facilities and available to house health care workers and other first responders. "The hotel industry is uniquely positioned to support and help strengthen our communities and first responders who are on the frontlines of dealing with this ongoing public health crisis," said Chip Rogers, AHLA president and CEO, in a statement. "Hotels have always been an active member of our local communities, and this time is no different." The AHLA is dubbing the effort "Hotels for Hope" and is working with local, state and federal governments to create a database of locations available for use. Earlier this week, Chicago officials said some rooms at Chicago hotels will be repurposed to house COVID-19 patients in isolation. Meanwhile, Hyatt Hotels said it will be laying off most corporate employees as it deals with the business loss from the pandemic. 1:33 PM EDT Aviation Gin says you should #TipYourBartenders Aviation Gin kicked off a #TipYourBartenders effort with a \$15,000 donation — or tab — to the United States Bartender's Guild. The gin brand owned by Ryan Reynolds says it plans to add an additional 30 percent "tip" to that tab from each bottle of Aviation Gin delivered through its major national partners through May 1. 11:50 AM EDT Danone announces donations Danone says it will donate \$1.5 to food banks including New York's City Harvest and Feeding Westchester and Colorado's Community Food Share and We Don't Waste. It also said that its hourly employees working in manufacturing plants will get a pay bump through at least the end of April. 10:48 AM EDT Restaurant industry urges Americans to order take out on Tuesday Numerous efforts have popped up this month to support restaurants, which are in dire straits after largely being forced to shutter their dining rooms due to the coronavirus pandemic. According to Technomic, the overall foodservice industry is currently expected to see year-over-year declines of 11 percent to 27 percent. Some restaurants have shut down completely, at least for now. Others have made the switch to drive-thru, carryout and delivery modes. Now, March 24 is being promoted as "The Great American Takeout," with supporters asking people to eat at least one delivery or takeout meal to support struggling restaurants. The coalition behind the takeout push includes Panera Bread, Noodles & Co., Veggie Grill, El Torito, Jason's Deli, The Habit Burger Grill, Lemonade, Modern Market and Chevy's Fresh Mex, according to Restaurant Business magazine. Plenty of others have also been voicing their support of the plan with tweets that include the hashtag #TheGreatAmericanTakeout. 8:00 AM EDT Ford joins forces with 3M and GE Healthcare to make respirators, other equipment Ford today outlined its plans to boost production of healthcare supplies. The automaker is joining forces with 3M to design powered air-purifying respirators that can leverage existing parts from both companies. For instance, parts could include fans used in the F-150 pickup truck and 3M's air filters. "This new respirator could be produced in a Ford facility by UAW workers," Ford said in a statement. The automaker is also looking up with GE Healthcare to "expand production of a simplified version of GE Healthcare's existing ventilator design to support patients with respiratory failure or difficulty breathing caused by COVID-19," Ford stated. "These ventilators could be produced at a Ford manufacturing site in addition to a GE location." Ford's plans also include the assembly of more than 100,000 face shields per week, while leveraging its in-house 3D printing capability to make components for use in personal protective equipment. "Working with 3M and GE, we have empowered our teams of engineers and designers to be scrappy and creative to quickly help scale up production of this vital equipment," said Ford CEO Jim Hackett. "We've been in regular dialogue with federal, state and local officials to understand the areas of greatest needs." 1:56 PM EDT Hormel, Walmart, Kroger and more hike bonuses and hiring Coronavirus has sent shockwaves through the labor market, with some industries—like bars and airlines—shedding jobs and others—like grocers and foodmakers—needing more workers. Below, a quick look at how some companies in that latter group are trying to keep, and/or lure, help: -Hormel Foods says it is paying more than \$4 million in special cash bonuses to the workers in its plants who are busy producing food such as Spam and Skippy peanut butter during the COVID-19 outbreak. Full-time plant workers each get \$300 and part-time employees each get \$150. -Walmart says it plans to hire 150,000 workers primarily for distribution and fulfillment centers, significantly upping the ante of Amazon, which announced 100,000 such hires recently. Starting pay for Walmart centers ranges from \$15 to \$19 an hour, with hourly pay for existing workers at fulfillment centers going up \$2 an hour through Memorial Day. Those employees also can get \$250 bonuses for referring new hires, who get \$250 bonuses themselves. --Kroger Co., whose stores and delivery operations also have been deluged with coronavirus-related buying, also has been hiring heavily and announced yesterday that it is giving bonuses of \$150 to part-time workers and \$300 for full-time workers hired before March 1. That matches similar bonuses Walmart offered all hourly associates last week, plus acceleration of first-quarter bonuses by a month. Walmart's bonus program alone will amount to a \$550 million outlay, not counting the impact of the new hires. Kroger also bought Donatos pizza for 12,000 stressed-out workers at its Columbus, Ohio, stores on Saturday, setting a single-order record for the regional pizza chain. --Target similarly announced Friday that it will offer employees a \$2 an hour pay raises effective immediately through May 2 and give bonus payouts to 20,000 hourly store team leads of \$250 to \$1,500. Other retailers offering temporary \$2 per hour pay hikes include Amazon, H-E-B, Albertsons and Giant. --Mondelēz International plans to hire 1,000 people in distribution and sales. It is also giving its hourly manufacturing, distribution and sales workforce a \$2 per hour increase for hours worked March 23 through May 2, while sales reps get a \$125 per-week bonus. 9:58 AM EDT Papa John's hiring push includes some same-day starts Papa John's says job seekers may be able to get hired and start the same day in some locations. The chain says it aims to hire up to 20,000 people, becoming the latest pizza seller to announce it is ramping up hiring in a big way as orders continue to roll in during the coronavirus pandemic, and as it knows that many service industry employees have suddenly found themselves out of work. "For anyone looking for immediate ways to earn an income, we're making it quick and simple to apply, interview and be hired at Papa John's," Marvin Boakye, Papa John's chief people and diversity officer, said in a statement. "We want to add talented team members to our Papa John's family across the country to deliver food safely to our customers' doorsteps. We are in the unique position — as a restaurant that specializes in delivery and carryout — to help our communities through this crisis." Papa John's, the 4th-largest U.S. pizza chain, says that in most cases, job applicants can expect to get an interview and potentially start the same day. 9:05 AM EDT Popeyes tries a 'fried chicken and chill' approach on Twitter Popeyes Louisiana Kitchen says it's giving its Netflix username and password to fans in a socially-driven campaign from Gut. The chain wants to remind people that it treats its customers like family. And families, as we all know, share streaming service passwords. There's a purchase involved, though. The first 1,000 people who post photos of themselves on Twitter with the hashtag #ThatPasswordFromPopeyes get the access. Popeyes, like many other major U.S. chains, is still offering delivery, pickup and drive-thru during the pandemic. A campaign video was shared on Twitter on Sunday. 5:05 PM EDT McDonald's is shutting down in UK and Ireland McDonald's U.K. and Ireland said it has decided to close all restaurants by 7 p.m. local time on March 23. "This is not a decision we are taking lightly," McDonald's UK said in a statement posted on Twitter. "We look forward to seeing you all again as soon as it is safe for us to reopen." McDonald's in the U.S. is continuing to offer drive-thru and delivery. 9:50 AM EDT Anheuser-Busch starts sanitizer production Add Anheuser-Busch InBev to the listing of companies making hand sanitizer. The brewer made the announcement on its social channels on Saturday night. An AB InBev spokesman said the brewer will "work with our non-profit partners for the distribution," adding the more details would be shared in the next few days. Other companies making sanitizer include luxury goods maker LVMH, which is using some of its perfume and cosmetic production lines to make sanitizer for France. U.K.-based craft brewer BrewDog is making sanitizer branded "Brewgel" that it says it will give away to charities. Tito's Vodka, which earlier stressed that its regular vodka is not strong enough to be used as a disinfectant, announced that it "will now indeed be producing and distributing 24 tons of actual hand sanitizer to help combat the COVID-19 pandemic." We have a long history of supporting our communities and employees - this time is no different. That's why we are using our supply and logistics network to begin producing and distributing bottles of hand sanitizer to accommodate the growing needs across the United States. pic.twitter.com/nlmcE5WJP— Anheuser-Busch (@AnheuserBusch) March 22, 2020 We are bottling our sanitiser today. Aberdeen Royal Infirmary's Intensive Care Unit got in touch to tell us that they out of sanitiser. So we are delivering to them, for free, this afternoon. pic.twitter.com/TV7wyqe1T— James Watt (@BrewDogJames) March 22, 2020 While we advise that you cannot use our vodka as a hand sanitizer, our distillery has been working hard to get all of the pieces in place to begin production on 24 tons of hand sanitizer that adheres to industry and governmental guidance. Please see attached for more information. pic.twitter.com/c5pTzOvOw1— TitosVodka (@TitosVodka) March 22, 2020 10:01 PM EDT Bud Light sponsors a virtual concert Plenty of homebound pop stars have performed virtual concerts during the coronavirus outbreak—now Bud Light is getting in on the act. The brew on Friday night sponsored its first "Bud Light Dive Bar Tour: House Edition," featuring country music star Jake Owen. The show, which Owen performed from his house, was streamed on his Instagram Live page. It carried sparse branding, the most noticeable plug was a pinned message saying, "Live at the @budlight Dive Bar Tour: House Edition: Come have some beers and hang with us." By about 10 pm EDT the show drew about 4,000 live viewers. The show was free, but Owen and Bud Light solicited donations to the American Red Cross. It also featured a cross-promotion with alcohol delivery service Drizly, which gave people \$5 off their orders with the promo code "BUDLIGHT." The brand in a statement said the show was "the first of many activations that Bud Light is introducing to raise awareness of practicing social distancing and raising funds for important charities." Shana Barry, director of experiential marketing for Bud Light, said, "In these uncertain times, we want to make sure we can still deliver a fun experience for music fans while keeping everyone safe." 9:15 PM EDT Starbucks goes to a drive-thru only mode in U.S. for two weeks Starbucks has now decided to close its company-owned cafes in the U.S. and Canada for two weeks, limiting service to drive-thrus. There are, however, exceptions for cafes near hospitals and health care centers. Previously, it had removed seating and shifted "to-go" only, which included carryout orders. "The world's largest coffee chain has been under pressure from some employees to shut down during the coronavirus pandemic. Starbucks also said it is going to pay all in-store staff for the next 30 days, whether or not they are coming in to work. "Let's be real: Latte art isn't essential," Rossen Williams, executive VP and president of U.S. company-operated business in Canada, said in a statement. "But in times of crisis, the government asks convenient food and beverage outlets to remain open when possible for pickup, drive-thru, or delivery." 6:30 AM EDT Miller Lite launches "virtual tip jar" to support at-of-work bartenders It's rare, if not unprecedented, for a beer brand to feature a completely empty bar in its marketing. But these are not normal times. Miller Lite today tweeted an image of a desolate drinking hole as part of a new campaign called "VirtualTipJar" aimed at raising money for bartenders that have been sidelined as bars close in response to the coronavirus outbreak. The tweet included a link to the Bartender Emergency Assistance Program run by the United States Bartender's Guild National Charity Foundation. Miller Lite owner Molson Coors has chipped in \$1 million. Liquor marketer Beam Suntory has also pledged a \$1 million donation to the bartender program and the Restaurant Workers Community Foundation. According to Molson Coors, an estimated 241,000 restaurants and bars have closed their doors as of this week. 6:05 PM EDT Putting the week into perspective—and what a week it was On the latest edition of Ad Age's "Marketer's Brief" podcast, E.J. Schultz, Jessica Wohl and Adrienne Pasquarelli discuss the latest on how marketers are responding to the crisis. 4:40 PM EDT Burrow makes store employees available online Like other direct-to-consumer brands with stores, Burrow, which sells furniture like sofas and tables, has to contend with closing shop during the coronavirus. Burrow opened its New York store in September 2018 and relocated to a larger location in February, only to close it this week. However, like other d-to-c brands, Burrow is well-positioned to make the leap to online, and so is making its store specialist available virtually. With what the brand is calling "Burrow House at Home," shoppers can make 15 or 30-minute appointments with store employees for any design or product questions. 3:04 PM EDT Varsity Tutors launches free live classes next week More than 90 percent of public and private K-12 students in the U.S. are off school because of coronavirus closures, according to Education Week. Assuming all those school districts don't have the remote curriculum fully up and running yet, Varsity Tutors is looking to fill the gap. The online marketplace ordinarily connects students and their families with company-screened tutors to get one-on-one help for a fee. But starting next week, Varsity Tutors is also launching free live, interactive streaming classes for K-12. Some of its Virtual School Day offerings are as basic as algebra and Spanish. Others are highly topical enrichment courses, such as Science of Pandemics and History of Stock Market Crashes. "We have 40,000 tutors and hundreds of thousands of students, and the vast majority of our business is done virtually," says Adam Weber, chief marketing officer of Varsity Tutors, and a veteran of both Procter & Gamble Co. (Art of Shaving) and Unilever (Dollar Shave Club). "When school closures started to kick in, we realized parents are now being asked to fill in a whole syllabus of daily schedules." Varsity Tutors began marketing the free classes via organic social media this week, getting thousands of sign ups. The company is almost entirely a distributed workforce, so workplace closures haven't affected its operations, Weber says. And the free classes serve to potentially expose more parents and students to the platform for possible paid use down the road. "I feel like this is a massive tipping point for education," he says, "and we wanted to step in and do something to help parents." 10:30 AM EDT Kraft Heinz gives \$12 million in money and food Kraft Heinz Co. says it will donate \$12 million in cash and food globally to help address the Coronavirus pandemic. "This donation is an immediate and impactful way we can help our neighbors in need around the world and help fill this critical gap," Kraft Heinz CEO Miguel Patriocio said in a statement. Kraft Heinz also launched an internal rallying cry, #WeGotYouAmerica, to recognize the U.S. plant employees ramping up food production in the midst of the pandemic. Its donation plans include giving \$1.9 million to U.S. hunger organization Feeding America, which will also receive \$4.7 million worth of products such as Kraft Macaroni & Cheese, Heinz kary, Planters nut mixes and Devour frozen meals to be provided to U.S. food banks. In the UK, the company is working with the charity Muffin Breakfast to provide 12 million breakfasts for school children in need. In Canada, its donations to Food Banks Canada include more than 100,000 boxes of KD/Kraft Dinner (the Canadian version of Kraft mac & cheese). Kraft Heinz added that it already made donations in China, where it has factories and offices, including more than 4,000 boxes of Heinz infant food. 9:34 AM EDT Purrell manufacturing worker may have COVID-19 virus Gogo Industries, makers of Purrell hand sanitizers, announced Thursday that a manufacturing worker at its Cuyahoga Falls, Ohio, plant may have the COVID-19 virus. Purrell, of course, has been widely out-of-stock for weeks online and in stores as people stocked up on its products to fight against coronavirus. Gojo announced earlier in the week that it's hiring for its two Ohio plants to ramp up production to meet the unprecedented demand. "While not a confirmed case at this time, we are working to do everything we can to support this individual's well-being and the well-being of our entire organization," Gojo said in a statement. "We immediately took action to further protect the health of our team members at this location and are in touch with the other team members who workes this production line about additional preventative guidance and isolation measures." The company added: "Unlike companies making non-essential products, we do not have the ability to stop production, and in fact are ramping up our operations to meet the pressing need at this time, and have always understood that the possibility of one our own being impacted by this virus was probable." 9:08 AM EDT Fauci joins Zuck in Facebook stream "Where's Fauci?" was trending on Twitter yesterday when the expert U.S. medical official was surprisingly missing from the White House's daily coronavirus briefing. Then, Anthony Fauci, the director of the National Institute of Allergies and Infectious Diseases, showed up on Facebook later last night in a livestreaming interview with Facebook CEO Mark Zuckerberg. Fauci wasn't in hiding, and he had a nearly hour-long question-and-answer session with Zuckerberg, which reached more than 170,000 concurrent viewers at points. Fauci discussed everything from developing a vaccine to his forecast for how long the U.S. will have to continue to shelter in place, as cities across America are living with the new social distancing protocols. "At the fastest we can go it is going to take a year, and a half," Fauci said of a vaccine, which would prevent transmission of COVID-19. As for how long the U.S. will have to hunker down, "I believe it likely will be more than just two weeks," Fauci said. For Facebook, it was a time to highlight its information services capabilities, providing hopefully more credible information than some of what's been spread on the social network the past few weeks regarding the disease. Facebook, along with Google, Reddit, Twitter and Snapchat, has begun clipping links to official health sources at the top of its websites and apps. Facebook has also been promoting the power of livestreaming video as a way to share personal stories as people interact remotely. 7:57 AM EDT Cadbury pulls Easter ad Cadbury has pulled its U.K. Easter campaign, which featured an older man planning an egg hunt for his grandchildren, in the light of the coronavirus pandemic and the new rules about social distancing. The ad from VCCP broke two weeks ago and depicts the man hiding eggs around his apartment, climbing up onto high shelves and crouching down under beds to place them high and low, before his two grandchildren arrive, one a little girl and one a tall teenager. A spokesperson for the brand commented: "We take our responsibility for marketing and advertising very seriously. Our television ad was intended to inspire generosity and happiness in the run up to Easter. However, due to current government guidance on social distancing, we recognize it's no longer appropriate to encourage close physical contact, particularly with older generations. For that reason, we've made the decision to replace our current Easter ad with spots that are mindful of the current climate. We're working to do this as soon as possible." The ad, directed by Si&Ad at Academy Films, was part of a long-running kindness-themed campaign by the Mondelez brand titled "There's a glass and a half in every one," which has focused particularly on kindness to older generations and reducing their loneliness. Another execution from last year featured neighborhood kids showing kindness to an elderly man next door. March 19, 2020 9:20 PM EDT Guinness "knocked it out of the park" with its St. Patrick's Day ad: Ace Metrix For marketers wondering if they should address the coronavirus in ads, Ace Metrix has the answer: Yes, but make sure it's not empty rhetoric. The ad-tracking service—which scores ads using a panel of 500 viewers—in newly released findings reports that only 10 percent of its survey respondents say that it is not OK for brands to mention COVID-19, while 42 percent say "any mention is OK" and 44 percent say it "depends on the message and/or brand." But Ace Metrix adds that it is "key for brands to show actual action, not just words" with 75 percent of its respondents saying brands have a responsibility to help out during the pandemic. To date the number of brands addressing the coronavirus in ads remains relatively small. Among the first ones to get near the subject was Guinness, which last Friday released a spot from Philadelphia-based agency Quaker City Mercantile acknowledging that St. Patrick's Day would not be the same this year with all the parade cancellations. The ad sought to unify people with the message that "we'll march again." The spot never specifically mentions COVID-19, but the intentions are clear, and the ad ends with a pledge by the Diageo-owned brand to commit \$500,000 to "help the communities where we live, work and celebrate." To say Guinness knocked it out of the park would be an understatement, "Ace Metrix reports, noting that the viewers ranked it as "the No. 1 beer ad of all time—that's nearly 1,900 ads going back to 2009—and seven in ten reported increased purchase intent." Ford, the first brand to specifically mention COVID-19 in ads, also scored well. Its two spots from Wieden & Kennedy New York, plug a new program in which Ford Credit customers can defer payments. According to Ace Metrix, 58 percent of viewers reported a positive change in perception of Ford with only 4 percent reporting a negative change. 5:16 PM EDT Snapchat is 'Here for you' With the stress and anxiety people are feeling over coronavirus, Snapchat is expediting its "Here For You" feature. First announced in February for an early April launch, Snapchat's "Here For You" provides users resources when they search for topics related to mental health, such as anxiety, depression, stress, suicidal thoughts and grief. The resources are provided by health partners including: Active Minds, Because of You, Crisis Text Line and Seize the Awkward in the US and Young Minds, The Samaritans and Diana Award in the UK. A section of Here For You will be devoted to the coronavirus and will share updates from the World Health Organization, Centers of Disease Control and Prevention, Crisis Text Line, National Health Service and the Ad Council. Snapchat has also launched a nationwide live advice on how to stay safe. 3:30 PM EDT Best Buy limits in-store customers Electronics retailer Best Buy, which has seen demand surge in recent days on products that allow people to work from home and freeze food, according to a spokesman, is switching up its in-store operations. Beginning March 23, the store will only permit as many as 10 or 15 customers in each store at one time to enforce the social distancing guidelines advised by the CDC. Stores will have shortened hours but will not fully close in order to meet the needs of customers, according to CEO Corie Barry. "Right now, our role as a consumer electronics retailer is rapidly shifting," wrote Barry in a blog post. "You are turning to us for help getting the technology that allows you to continue running a small business or shift your usual job from an office setting to your home. You are turning to us to help your children continue their education outside of their classroom. And, you are turning to us for necessities that allow you to store and prepare food for your family." The company is also ramping up its curbside pickup services. 12:10 PM EDT Domino's and Jet's Pizza among chains promoting available jobs Domino's and Jet's Pizza are two of the chains seeking service industry workers who may be struggling amid the coronavirus pandemic to come work for them as delivery drivers and in other roles. Domino's, the world's largest pizza chain, says open positions at its shops include delivery, pizza makers, customer service representatives, managers and assistant managers. Domino's U.S. supply chain operation is also looking for Class A CDL drivers. 11:57 AM EDT National Restaurant Association pegs industry loss at \$225 billion "While many local, state, and federal rules are closing dine-in restaurants, the opportunity to keep feeding our neighbors through delivery and carryout means that a small sense of normalcy is still available to everyone," Domino's CEO Richard Allison said in a statement. "Our corporate and franchise stores want to make sure they're not only feeding people, but also providing opportunity to those looking for work at this time, especially those in the heavily-impacted restaurant industry." Jet's, meanwhile, said it has delivery gigs available at each of its 386 locations, and 11:49 AM EDT Grocery shortages expected to ease Shoppers should see food products returning to grocery store shelves and coolers soon, according to Clay Detlefsen, senior VP of regulatory and environmental affairs for the National Milk Producers Federation, who also serves as the private-sector chair of the Food and Agricultural Sector Coordinating Council. "There is plenty of food in this country. There is no food shortage," he said in a statement from the milk group. "We have a bit of a distribution problem caused largely by consumers, in essence, over-consuming." 9:55 AM EDT Putting it into perspective Take a spin through all the marketing-related coronavirus news with our latest edition of Remotely. Ad Age's Jeanine Poggi and E.J. Schultz put the latest headlines into perspective, including the Cannes Lions delay, how the outbreak is affecting General Mills and a lighthearted effort by a creative to reimagine brand logos in the age of social distancing. 4:46 PM EDT BK's family time promo As restaurants try to remain relevant in a non-dining-out world, Burger King has found its way to stand out: some free grub for kids. Starting March 20, Burger King is offering two free kids meals with any purchase made by its app for takeout or drive-thru. The offer can be redeemed one time per guest per day, through April 6. 4:17 PM EDT Dunkin's social distancing reward To promote ordering from a distance, Dunkin' says that it will give loyalty members who use on-the-go ordering on March 19 an extra 100 points in their DD Perks program. 12:44 PM EDT Free, free, free One way brands are trying to hold onto or win consumers is by offering more stuff for free. Here are two examples: -Dish Network's Sling TV is providing free news and entertainment content amid the coronavirus outbreak. "Stay & Sling" will give those with no paid Sling TV account access to free coverage around COVID-19 from ABC News, and on-demand access to kids, lifestyle and entertainment programming. -Meanwhile, Popsugar released its new subscription fitness app early to get people exercising amid the outbreak. While Active by Popsugar will normally be a paid app, the company is offering the platform free for the foreseeable future. The app features over 500 fitness classes from celebrity trainers and other experts in yoga, strength, cardio and pilates. Here is the danger: If you condition consumers to expect stuff for free, there is a risk that they will demand paid discounting once things return to normal. 11:05 AM EDT Assessing the damage As long as coronavirus dominates the news Ad Age will dedicate its weekly "Marketer's Brief" podcast to how brands are responding to the pandemic. On the latest edition, Ad Age journalists sort through the damage caused so far and look ahead to possible winners and losers once the crisis passes. 6:00 PM EDT One Medical ramps up virtual offerings Health care provider One Medical has always offered 24/7 virtual care to its members, but the San Francisco-based health care brand is intensifying such efforts as more consumers worry about coronavirus. One Medical has added COVID-19 screening questions to its "Treat Me Now" feature in its app, and will route the data to a provider based on answers. As of March 12, the company said that it has seen an 82 percent increase in video visits, and 30 percent of members have sought out virtual care in March, which lessens the burden on hospitals treating those with more urgent needs, a spokeswoman says. 5:49 PM EDT Starbucks extends star expirations Starbucks Rewards members don't have to worry if they can't or don't want to leave home right now to redeem their loyalty points, or stars, for free drinks or other merchandise. In its latest update to customers, Starbucks said it will delay the expiration of all stars that were slated to expire between now and June 1. 11:26 AM EDT Jameson looking out for bartenders It's not a normal St. Patrick's day this year...even the bars in Ireland are closed. Whiskey brand Jameson is stepping up to help support bartenders, a lot of whom are now out of a job due to bars closing for the coronavirus. On social, the Pernod Ricard brand announced it's pledging \$500,000 to support the charity of the United States Bartender's Guild. "We know there may be some hard roads ahead for members in this community," reads a tweet with the hashtag #LoveThyBartender. "To our local bartenders: You've always had our backs, and we promise to have yours." Jameson is also matching every dollar donated by others up to \$100,000 to the Bartender Emergency Assistance Program until the end of March. 11:22 AM EDT Mint Mobile gives out free unlimited data Mint Mobile and owner Ryan Reynolds is offering all new and current customers free unlimited high-speed data add-ons through April 14. "The last few days have thrown the world into an unprecedented moment of uncertainty where reliable communication is of the utmost importance. As your communication provider, we feel it's necessary to do something that could possibly help all of us navigate this tough time a little bit better." 10:17 AM EDT Facebook pledges small business aid Facebook says it is prepared to dole out \$100 million in small businesses to weather the economic downturn caused by the coronavirus outbreak. On Tuesday, Sheryl Sandberg, Facebook's chief operating officer, announced the program would be called "Boost With Facebook." "We've listened to small businesses and we can best help them by offering them the support and resources they need to stay afloat during this time," Tuesday's tweet said. "We've heard about and care about the financial and operational challenges that small businesses are facing in the coming weeks, but in the meantime, our companies are signing up for updates online. The website for the program says that small grants could be used to cover expenses like rent, utilities and other operational costs. Facebook also said it would also provide advertising assistance for businesses marketing their goods on Facebook's social network. Facebook says 30,000 small businesses could be eligible in 30 countries. 10:00 AM EDT More stores close, as household goods sellers make special hours for seniors The list of temporary store closures has grown to include the likes of Nordstrom, Sephora, J. Crew, Uniqlo, Under Armour and Saks Fifth Avenue's Manhattan flagship. Ralph Lauren and Foot Locker also announced closures, while JC Penney said it will operate in shortened business hours. Adidas remains open, however, as do several malls. While Nordstrom, which said it will "do our part," promised a two-week closure, other retailers have more grim predictions. Uniqlo said stores are shuttered "until further notice." Meanwhile, several grocers and other chains selling household essentials are offering special shopping hours to seniors, that segment of the population that is especially vulnerable to the coronavirus. Goodlettsville, Tenn.-based Dollar General announced that beginning March 17, the first hour of operation will be dedicated to seniors, who can avoid the crowds of later, busier hours. Shops will also close an hour earlier each day to restock shelves and clean. Grocery chain Stop & Shop has made similar adjustments for older consumers as well. 9:20 AM EDT Restaurant week continue A number of restaurant chains have announced the shut down of their dining rooms over the last day, including McDonald's, where customers can no longer fill their own drinks or make use of the PlayPlace for kids. Wendy's, Dunkin' and Arby's are among the other chains that continue to provide drive-thru, carryout and delivery where possible. March 16, 2020 2:05 PM EDT Looking for 'dining bonds' In a sign of what those in the restaurant industry are trying to do for operators, an initiative called "Dining Bonds" was announced as a way to suggest customers support smaller restaurants that can't stay open. The idea is for consumers to pay up front for gift certificates, often offered at a discount, from a growing list of restaurants, and is being led by two PR firms, HP-PR and Hall PR. Then, consumers can redeem the gift certificates at a later date once restaurants resume service. 1:13 PM EDT Show goes on at ANA ... for now The Association of National Advertisers still technically has seven conferences scheduled for the next eight weeks, a period when the Centers for Disease Control said in a guidance yesterday that businesses and individuals should avoid holding events with 50 or more people. As of today, the ANA hasn't postponed the meetings, but President Bob Liodice in an email this morning the group is "continually evaluating how the spread of the coronavirus will affect the hundreds of events we hold throughout the year. To address concerns and requests, where possible, we are looking at online alternatives for our existing programs." In an update on the group's website, the ANA advises "travelers can best protect themselves by following CDC guidelines" but goes on to list eight upcoming conferences during the CDC's eight-week window. Only the first—the ANA Media Conference set to begin March 25—has been canceled so far. The next one up is the Email Evolution Conference set to begin April 13 in Nashville. As of late Friday, the ANA still was running promoted tweets for its Brand Activation Conference set to begin April 22 in San Diego. But a spokesman says "such promotional tweets are now on hold as of today with the recent updates from the CDC about an eight-week period of no large gatherings." The Advertising Research Foundation on Monday postponed its biggest conference of the year, AudienceScience 2020, set to start April 19 in Jersey City, New Jersey, until Sept. 20-22. The 4As on Monday postponed its biggest show of the year, Decisions 20/20, to sometime

grocery runs to stock up, it's possible brands could make up for the lost bar visits. March 14, 2020 2:45 PM EDT Experiential venues begin to shutter Museum of Ice Cream, the interactive ice cream-themed experience in New York and San Francisco, is closing its doors temporarily, according to founder and CEO Maryellis Bunn. On Instagram, Bunn announced the coronavirus-fueled decision: "While the world has been fighting to contain COVID-19, we have been fighting to make sure MOIC can get through this unprecedented time. With the growing health concerns and the consideration of the greater public, we made the only possible call, to temporarily shut our doors." The closure follows that of interactive venue Color Factory, which recently tweeted that it will be closed for two weeks beginning March 16 to limit the spread of the virus. Experts are not optimistic about the business survival of such venues, which are built on sensory marketing at a time when consumers are unable to touch. 12:50 AM EDT Taco Bell may close some dining rooms Taco Bell is putting plans in place to deal with any required closures of some of its dining rooms. "As regions of the U.S. begin to mandate public closures and self-quarantine, we are equipping our restaurants to serve our guests via drive-thru and delivery only where necessary," CEO Mark King says in a letter to fans posted on Taco Bell's web site. If Taco Bell's dining rooms need to close, that would limit millions of interactions, "further enabling social distancing," King writes. Taco Bell, which is heavily franchised, says that at the U.S. restaurants it owns it will pay staffers who are required to stay home or who work at a restaurant that is closed, and is working with franchisees "to encourage a similar approach." He added: "We are going to redefine what it means to be a social brand during this coronavirus pandemic, while at the same time keeping our team members safe, and continuing to provide our fans with the delicious Taco Bell food they love." 12:45 AM EDT Domino's updates its plans Domino's, the world's biggest pizza chain, has stepped up the frequency of disinfecting surfaces and delivery bags, CEO Ritch Allison said in a letter issued March 14. "It's also important to note that all of our freshly made products are baked in a 450-degree oven," Allison writes. Domino's also pointed out that customers should put instructions in their order if they want contactless delivery. That practice, of having the delivery person leave the item at a designated spot so that the customer can then pick it up separately, is quickly becoming the norm in food delivery. Domino's is also expanding paid leave for full- and part-time hourly employees at its company-owned stores and its supply chain centers. 8:23 AM EDT Hyundai brings back 'Job Loss Protection' As the coronavirus spreads and the economy sinks, brands will be hard-pressed to stir demand for big-ticket items, like cars. Hyundai and sibling brand Genesis are trying to spur purchases by relaunching a recession-era program called Assurance Job Loss Protection. The brands promise to make up to six months of payments for drivers who lose their jobs and have purchased or leased their vehicle between March 14 to April 30, 2020. The brands, owned by Hyundai Motor America, are also allowing buyers to defer payments for three months if they buy certain models. For Hyundai that includes: Santa Fe, Tucson, Elantra, Elantra GT, Kona, Venue and Accent. Hyundai first created the program in January 2009 amid the Great Recession. "We understand the extreme uncertainty created by the coronavirus and the anxiety experienced by our customers, and wanted to tap into Hyundai's legacy of having people's back," José Muñoz, president and CEO of Hyundai Motor North America stated in a press release. "Bringing back the job loss protection program in this unprecedented time will allow our customers to have one less thing to worry about if something unexpected happens to their employment status." March 13, 2020 8:21 PM EDT Patagonia closes all stores Patagonia is temporarily closing its stores, offices and other operations, effective at the close of business on March 13. "We apologize that over the next two weeks, there will be delays on orders and customer-service requests. We ask for your understanding and patience. We will reassess and post an update on March 27, 2020," Patagonia CEO and president Rose Marcario stated in a letter posted on the company's web site. Employees will get their regular pay during the shutdown. "The scale of impact is still unknown, and we want to do our part to protect our community especially while testing availability is unknown," Marcario stated. 7:30 PM EDT Hershey's Chocolate World to shut down Hershey Co. announced on March 13 that it will close its Hershey's Chocolate World locations in Hershey, Pennsylvania and New York City for two weeks, beginning when the locations close at their usual times on March 15. For now, Hershey's Chocolate World locations in Niagara, Canada, and Las Vegas, Nevada are set to remain open until further notice. The company, an NCAA sponsor since 2009, also provided an update on its March Madness plans, saying it "is fully committed to continuing to support the NCAA and our annual program in partnership with many of our retailers—even in a time when the physical games and tournaments have been cancelled," it said in a statement issued Friday. "While our hospitality and events programming surrounding Final Four activities have been cancelled, our products, including Reese's Peanut Butter Cups, will still be found at all major retailers with corresponding NCAA-themed merchandise." 5:20 PM EDT Ford delays Bronco announcement Ford had planned to make a splash next week with an announcement related to the Bronco, the SUV that the automaker is bringing back after last selling it in 1996. But like so many other brand plans, the announcement is being delayed as a result of the coronavirus. Ford earlier announced a policy instructing much of its global workforce to work from home (see more on that further down). "The decisions we are making are based on the health and safety of our employees, dealers, customers, and partners who are always Ford's highest priority," a spokeswoman stated in an email. "We have dedicated teams closely monitoring the coronavirus situation, including the latest directives and guidance from national and regional authorities, and across our supply chain. We are planning and acting accordingly." 3:17 PM EDT Jersey Mike's 'Sub Guy' plans are altered Jersey Mike's had timed the launch of a campaign emphasizing the friendliness and knowledge of its sub shop staff for mid-March, including a heavy rotation of ads during sporting events including March Madness. But the chain must now shift gears after the tournament was cancelled, joining the list of other brands that are scrambling to adjust their marketing. "The cancellation of the NCAA Tournament and other sporting events is, of course, unprecedented," Rich Hope, chief marketing officer of Jersey Mike's Franchise Systems Inc., said in a statement to Ad Age. "We are in wait and see mode. For now, the campaign will still run on a broad cable buy." The campaign, which features an enthusiastic "Sub Guy" at one of its shops, now comes as many people are likely to skip restaurant visits as they stay home with office and school closures. The work comes from Planet Propaganda. 11:57 AM EDT Unilever, Ford opt for work-at-home Unilever and Ford have joined the ranks of companies asking employees to work from home. Unilever's policy, which follows a similar move by Procter & Gamble Co., includes a prohibition on all air travel except return flights. It is also requiring employees who do come to work to undergo thermal testing upon entry. In a message to employees posted on Unilever.com March 13, CEO Alan Jope said any air travel currently booked, apart from return flights, will be cancelled centrally by the company's booking partners. Unilever employees are also now forbidden to work from any company site other than their principal locations, enter a Unilever site if suffering cold or flu symptoms, invite any visitors into a site without prior approval of the site leader or attend any meetings of more than 20 people. Employees are required to self-isolate for 14 days if suffering from cold or flu symptoms, and apply hand sanitizer when they enter a company site. Hand shaking is now forbidden too, as employees are expected to use "non-physical greetings." Jope said field sales and merchandisers should observe similar hygiene and social-distancing measures where possible, including connecting with retail customers remotely, and should minimize use of public transport. The work-from-home requirements don't necessarily apply in China, where national authorities are allowing people to return to work, Jope said. "We are continuing to support global and local authorities by donating hygiene products to support the fight against coronavirus, and we will be further stepping up these efforts," Jope said. "I am acutely aware that these changes to our working arrangements will have a big impact on our lives," he said. "None of the measures have been taken without careful thought and consideration about what this will mean for all of us, and I want to reassure you that we will support you through this change." Ford's policy starts Monday. "We are instructing much of our global workforce—except those in business-critical roles that cannot be done away from Ford facilities—to work remotely until further notice," the company announced. 11:44 AM EDT Snapchat cuts virtual summit Snapchat has canceled its April 2 summit. The messaging app maker had planned to livestream the keynote address of the Snap Partner Summit, but now just says it will indefinitely postpone activities around the event, including any online component. The Snap Partner Summit is like Facebook F8 and Google I/O, which are the companies' largest self-produced conferences for developers, marketers and brands. Facebook and Google have both, so far, said they would stream some of their events. "We've made the difficult decision to postpone our virtual Snap Partner Summit keynote out of an abundance of caution for our partners and employees involved," a Snapchat spokesman said in an e-mail statement. "We're looking forward to celebrating our partners at a later point." 11:15 AM EDT Planters Nutmobile hits the brakes Planters has been silent on social media for weeks since its big Super Bowl push. Late on Thursday, the Kraft Heinz brand posted on Instagram for the first time since Feb. 4, with a message similar to the one from Oscar Mayer about its Wienermobile. The Planters post reads: "We have made the difficult decision to cancel currently scheduled NUTmobile events for the near future. The health & safety of our fans, Peanutters & the public is top priority. Take care of yourselves & each other. We look forward to getting back on the road as soon as we can." 11:00 AM EDT Guided tours at Warby Parker Warby Parker, the eyeglass company, is switching up the try-on tactics in its stores. Normally, customers are able to walk in, pick up a pair of glasses and put them on. Stores even have photo booths where customers can email pictures. But now, the brand is "providing customers with guided experiences throughout each of our stores so that we can sanitize glasses before and after each use—and we are training teams on social guidance best practices," according to co-founders and co-CEOs Neil Blumenthal and Dave Gilboa. The execs also noted that Warby Parker recently added more disinfectant to stores after customers asked for it. All of the company's stores, which number over 100 in the U.S. including seven in New York City, remain open. 10:02 AM EDT More free delivery Restaurants are doing what they can to keep customers. KFC says that starting March 14 it will offer free delivery through April 26 through its site, Grubhub or Seamless. 9:30 AM EDT Glossier closes up shop Popular direct-to-consumer beauty brand Glossier emailed customers March 13 to explain how the cosmetics company is helping to prevent the spread of COVID-19. All retail locations, including shops in New York, Los Angeles, Atlanta and London, will be closed for two weeks beginning March 13. A planned March 18 opening in Arizona has also been postponed. Emily Weiss, founder and CEO, wrote about the decision in a blog post, explaining that the NYC flagship alone sees 2,000 customers daily. "We're not alarmists, we're realists," she wrote, urging consumers to stay in touch on Glossier's virtual channels and to visit its well-staffed website. March 12, 2020 9:22 PM EDT Blaze Pizza adjuts Pi Day offer Each year, Blaze Pizza offers \$3.14 pies on March 14, which has come to be known across numerous pizza and bakery chains as Pi Day. On March 12, Blaze said that it would make this year's Pi Day reward open to users of its app, and redeemable March 16 through Dec. 31, rather than on a singular day, citing concerns regarding large crowds potentially gathering amid COVID-19. 9:15 PM EDT Wienermobiles stop rolling Oscar Mayer's 27-foot-long driving hot dogs, the Wienermobiles, are off the road for now. "We've made the difficult decision to cancel currently scheduled Wienermobile events for the near future," the brand said in a statement on the @Wienermobile Twitter account on March 12. "The health & safety of our fans, the Hotdoggers and the public is top priority. We look forward to getting back on the hot dog highway as soon as we can. Stay safe everyone," the statement read. The first Wienermobile was created by Carl Mayer in 1936 and usually, there are six Wienermobiles being driven across the country. 8:30 PM EDT Coke issues work-from-home order at Atlanta HQ Coca-Cola is ordering the vast majority of the employees in its Atlanta headquarters to work from home starting Monday through April 13. The only people coming in will be workers that must be onsite to effectively do their jobs, according to a company memo sent by CEO James Quincey. He cited "guidelines provided by health experts to reduce large gatherings and increase social distancing." He stressed that there "continue to be no cases of COVID-19" at the headquarters but that "we are aware of employes who have indicated that they are not feeling well." He added that "in some cases employees have decided to self-quarantine and/or their teams have decided to stay away from the campus. We support these decisions." 3:48 PM EDT P&C goes for work-from-home Procter & Gamble Co. on March 12 said it's asking all North American employees able to do so to collaborate with their managers to work from home, effective until the end of March, to help prevent the spread of COVID-19. The company is also cancelling all large in-person gatherings in the coming weeks. "The situation is highly dynamic and we are working diligently to ensure we can continue to serve consumers and customers at this time when consumers depend on our products for their daily routines," Chairman-CEO David Taylor said in a statement. Dickey's starts 'contactless' deliveries Dickey's Barbecue Pit on March 12 said it would begin to offer a "contactless" doorstep drop-off delivery option through its site and app beginning March 13. The fast-casual barbecue chain also says its delivery orders will now arrive in sealed packaging and extended its free delivery offer through April 30. ANA cancels media conference The Association of National Advertisers on March 12 canceled its media conference slated for March 25-27 at the Marriott Miami Turnberry Resort & Spa in Aventura, Florida. The event's lead sponsor was A+E Networks, which on March 9 announced it will stream its upfront presentation instead of hosting an in-person event that was scheduled for March 25 in New York City. Events are a key revenue-driver for the ANA, which represents some of the nation's largest advertisers. In a statement, the organization said "the status of future ANA events and conferences will be reviewed and evaluated on a case-by-case basis and any postponements or cancellations will be announced accordingly." Branson's cruise line delayed Virgin Voyages postponed its launch, the company said on March 12. The much anticipated cruise line from Richard Branson, a partnership between the Virgin Group and Bain Capital in the works for seven years, will be delayed. The inaugural season of the Scarlet Lady ship will begin July 15, while the maiden voyage, originally slated for April 1, will take place on Aug. 7, according to a message sent out by Branson and Virgin Voyages CEO Tom McAlpin. Affected travelers can choose to receive a refund or credit. "We want to assure you that we have absolutely no health issues aboard our ship and have elevated protocols in place as we continue to put your well-being first," Branson and McAlpin wrote in their message. Three more ships are slated to launch after the Scarlet Lady, bringing the total in the fleet to four. The company also said it is researching new technologies to "expedite health screenings and make people feel safe." Virgin is just the latest cruise line affected as consumers flee ships. One crisis expert says it will take a miracle for the industry to recover in a decade. PepsiCo reopens office after scare PepsiCo on March 12 reopened its office in Chicago's West Loop. It was shut down a day earlier after the company learned that a family member of an employee was possibly exposed to coronavirus, according to a company email obtained by Crain's Chicago. The office was reopened after a deep cleaning. "We've confirmed that the employee in question and their family member have both consulted with doctors and show no signs of having contracted the coronavirus," a PepsiCo representative told Ad Age. McD's promises more frequent cleanings McDonald's on March 12 sent an email to customers with the subject line "Your health and safety are our top priority." The note, signed by McDonald's USA President Joe Erlinger, begins with the salutation "Dear Valued Customer," and includes some details on the plans the world's largest restaurant company is taking, such as doing more frequent cleanings of "high-touch areas" including ordering kiosks, pick-up counters and restrooms, and "supporting employees in staying home from work if they are sick so they can rest and recover." Coke stops Atlanta's 'State of City' Atlanta Mayor Keisha Lance Bottoms postponed her March 12 "State of the City" address at the request of Coca-Cola, which sponsors the event. "While the number of presumed cases of coronavirus in Atlanta is currently low, we believe acting with an abundance of caution is the right thing to do for all of us," Coke stated. Here is a look at other measures Coke is taking, which include distributing alcohol wipes and hand sanitizers; and installing temperature screening in certain international offices. BMW postpones experiential events BMW has postponed two of its "Ultimate Driving Experience" events, one slated for March 27-29 in Cincinnati and Dayton, and the other for April 4-10 in Washington D.C. The road shows involve bringing cars to venues like stadium parking lots and include immersive experiential driving events for customers and potential customers, designed to showcase the newest vehicles in BMW's line up. KFC pulls an ad KFC pulled a U.K. campaign that focuses on "finger-licking" after the Advertising Standards Authority received multiple complaints that the content was inappropriate during the coronavirus outbreak. Silk pauses brand ambassador search Silk on March 12 paused a campaign searching for a "Granbassador" to give a "grandparent stamp of approval" on using its dairy-free Silk Dairy-Free Heavy Whipping Cream Alternative in desserts. The campaign, which kicked off March 9, included a trip for two to Silk's Colorado headquarters scheduled for May or June. "Health is the number one priority for Silk and in an effort to keep all parties safe and minimize nonessential travel, we are pausing our search for the Granbassador at this time. We plan to resume the search later this year and will reach out when the application re-opens," Silk, which is owned by Danone, said in a statement. Cosmetics giant suspends in-store classes Sephora reached out to North American customers on March 12 via email to provide an update on how it is keeping stores clean at a time when many are concerned about the spread of virus-carrying germs. In addition to more regularly disinfecting product displays, makeup testers and hygiene stations, Sephora is also suspending all free and paid in-store services, including makeup and skincare applications and classes. Coors Light changes ad plans Molson Coors on March 11 halted a planned March Madness campaign called the "Official Beer of 'Working' Remotely" because it did not want to look insensitive as many companies adopt work-from-home policies to deal with coronavirus. The ad, originally meant to play off the notion that people blow off work to watch the basketball games, was planned but never ran. Hershey avoids human interaction ads As more people practice "social distancing," Hershey Co. on March 10 said it had pulled two ads that featured human interaction, replacing them with spots featuring only chocolate bars, text, and voiceover. Hershey is also "discouraging participation in large group meetings internally and externally until further notice." Starbucks limits seating On March 11, Starbucks sent an email to customers from CEO Kevin Johnson about how the company is navigating through COVID-19. While Starbucks is maintaining regular operations in the U.S. and Canada, as the situation evolves in-store changes may include "limiting seating to improve social distancing," using mobile order-only scenarios (as it previously did in some locations in China) or only having the drive-thru open, Johnson said. Starbucks is also expanding catastrophe pay for its employees. No more free cone day Ben & Jerry's has put its annual free cone day on hold, the brand said March 10. "This year, some of our scoop shops in communities around the world will be unable to take part in Free Cone Day due to precautions put in place by local Governments around large public gatherings, considering the increasing presence of COVID-19," Ben & Jerry's wrote in a statement. "So, to stand in solidarity with ice cream lovers everywhere, we have made the difficult decision to postpone Free Cone Day this year. We hope to reschedule our global Free Cone Day event for later in the year, when we know more." Contributing: E.J. Schultz, Adrienne Pasquarelli, Jessica Wohl, Jack Neff, Garrett Sloane, Ilyse Liffreing, Jeanine Poggi, Alexandra Jardine

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