



# #COVID19

**Digital & Online  
Case Studies**

**Business as a Force for Good  
in Times of a Crisis**

# Collaboration for Healthier Lives

## The Coalition of Action's response to Covid-19

**Best practices from CGF members and stakeholders classified by category:**

- **Employees**
- **Digital & on line**
- **In store**
- **In communities**
  - **Vulnerable populations**
  - **Local businesses**
  - **Healthcare organizations**
  - **General Public**

**This pack contains the Digital & online case studies**

# Digital & online

# Company list



<a href="#"><u>Ahold Delhaize</u></a>	<a href="#"><u>Carrefour 4</u></a>	<a href="#"><u>New Hope Liuhe</u></a>
<a href="#"><u>Ahold Delhaize 2</u></a>	<a href="#"><u>Carulla</u></a>	<a href="#"><u>Reckitt Benckiser</u></a>
<a href="#"><u>Albert Heijn</u></a>	<a href="#"><u>Clarks</u></a>	<a href="#"><u>Schwarzkopf</u></a>
<a href="#"><u>Albert Heijn 2</u></a>	<a href="#"><u>Coca Cola</u></a>	<a href="#"><u>Spar</u></a>
<a href="#"><u>Aldi</u></a>	<a href="#"><u>Coop</u></a>	<a href="#"><u>Spar 2</u></a>
<a href="#"><u>Aldi 2</u></a>	<a href="#"><u>CVS</u></a>	<a href="#"><u>Spar 3</u></a>
<a href="#"><u>Alibaba</u></a>	<a href="#"><u>Deciem &amp; Kiehl</u></a>	<a href="#"><u>Spar 4</u></a>
<a href="#"><u>Alibaba, PayTM</u></a>	<a href="#"><u>Ebay</u></a>	<a href="#"><u>Spar 5</u></a>
<a href="#"><u>Alibaba, JD.com, Pinduoduo</u></a>	<a href="#"><u>FairPrice</u></a>	<a href="#"><u>St. Hubert</u></a>
<a href="#"><u>Amazon</u></a>	<a href="#"><u>French Companies</u></a>	<a href="#"><u>Supermarket chains</u></a>
<a href="#"><u>Approved food</u></a>	<a href="#"><u>Giant</u></a>	<a href="#"><u>Tork / Essity</u></a>
<a href="#"><u>Auto Mercado</u></a>	<a href="#"><u>HDE &amp; EHI Institute</u></a>	<a href="#"><u>Waitrose</u></a>
<a href="#"><u>Bel</u></a>	<a href="#"><u>IGA</u></a>	<a href="#"><u>Walgreens</u></a>
<a href="#"><u>Boots</u></a>	<a href="#"><u>Lego</u></a>	<a href="#"><u>Walmart</u></a>
<a href="#"><u>Carrefour</u></a>	<a href="#"><u>Mediaperformances</u></a>	<a href="#"><u>WKO</u></a>
<a href="#"><u>Carrefour 2</u></a>	<a href="#"><u>Migros Ticaret</u></a>	
<a href="#"><u>Carrefour 3</u></a>	<a href="#"><u>Migros Ticaret 2</u></a>	

## IDENTITY

COMPANY |  Ahold Delhaize

COUNTRY | 

DATE | 04 May 2020

## WHAT

Ahold Delhaize offers nutrition, healthy living classes online

Source: <https://drugstorenews.com/giant-food-offering-nutrition-healthy-living-classes-online>

## KEY VISUALS



<https://automercaadoesmilugar.com/protejamonos-juntos/>

## KEY CONTACT

Imke Van Gasselt, Director Health, Ahold-Delhaize

IDENTITY

COMPANY |  Ahold Delhaize

COUNTRY | 

DATE | 27 March 2020

KEY VISUALS

WHAT

**The Giant Company is asking shoppers not to hoard groceries in a new social media campaign dubbed #MoreForAll, launched on 26<sup>th</sup> March.**

- Other actions:
- March 14<sup>th</sup>: Instituted midnight closings at all 19 of its 24-hour stores except for pharmacies
  - March 17<sup>th</sup>: changed store hours to 6 a.m. to 10 p.m. so employees could have more time to clean and stock up stores.
  - A reserved shopping time for customers age 60 and older, from 6 a.m. to 7 a.m. daily, also went into effect
  - Placed a two-item limit on high-demand products
  - Implemented contactless delivery for all online grocery orders
  - to expand hiring of temporary and part-time employees companywide [IN STORE SECTION]

Source: <https://www.supermarketnews.com/marketing/giant-company-uses-social-media-discourage-hoarding>

KEY CONTACT

## IDENTITY



DATE | 05 April 2020

## WHAT

Albert Heijn supermarket in the Netherlands uses AI to regulate the number of people in the store

The IT tech company ICIT provided the shop with an intelligent camera that follows how many people enter and leave the shop. If there are too many people inside, a red traffic light signals other people to wait outside.

## KEY VISUALS



Source: <https://www.supermarketnews.com/marketing/giant-company-uses-social-media-discourage-hoarding>



## IDENTITY



DATE | 05 April 2020

## KEY VISUALS



## WHAT

In Mexico Heineken made donations of hand sanitizer, drinking water, and face masks.

Source: <https://heinekenmexico.com/>



## IDENTITY

COMPANY



COUNTRY



DATE | 16 April 2020

## KEY VISUALS



<https://aldi.com/>

## WHAT

**Aldi launches online grocery service to help vulnerable customers**

- Aldi UK will sell food parcels on its website for the first time from Friday 17 April 2020 to help vulnerable people and those self-isolating.
- The move marks the first time Aldi UK has sold groceries online.

<https://www.retailgazette.co.uk/blog/2020/04/aldi-launches-online-delivery-to-help-vulnerable-customers//>

## IDENTITY

COMPANY



COUNTRY



DATE

09 April 2020

## WHAT

Aldi UK is to sell groceries online for the first time to help vulnerable people and those self-isolating during the coronavirus crisis.

From Friday it will sell food parcels on its website, containing 22 products

## KEY VISUALS



<https://aldi.com/>

<https://uk.reuters.com/article/uk-health-coronavirus-aldi-uk/aldi-uk-to-sell-food-online-for-first-time-during-coronavirus-crisis-idUKKCN21Y1V2>

## IDENTITY



DATE | 26 March 2020

## KEY VISUALS



<https://aldi.com/>

## WHAT

### Alibaba unveils technologies to empower partners in fight against coronavirus

Launch a series of AI technologies and cloud-based solutions to support companies and organizations worldwide in the fight against Covid-19.

Among the new solutions is the International Medical Expert Communication Platform on Alibaba Group's enterprise chat and collaboration app, DingTalk. The platform allows verified medical personnel around the world to share their experiences through online messaging, video conferencing and livestreaming.

Also includes a Epidemic Prediction, Fast-Track Diagnosis, Accelerated Drug Development

Source: <https://www.alizila.com/jack-ma-foundation-aids-asian-countries-in-fight-against-covid-19/>

## IDENTITY

COMPANY | **amazon**

COUNTRY | 

DATE | 27 March 2020

## WHAT

### ALEXA helps you to diagnose COVID 19

Amazon Alexa users in the US can now use the voice assistant as a first step towards diagnosing cases of COVID-19, the disease caused by the novel coronavirus,

## KEY VISUALS



Source: <https://www.theverge.com/2020/3/27/21196735/amazon-alexa-covid-19-coronavirus-diagnosis-advice-symptoms-risk-factors-travel>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

16 April 2020

## KEY VISUALS

**Waste less, save more**

<https://www.approvedfood.co.uk/>

## WHAT

the UK's largest online retailer of surplus food and drink, is continuing to urge shoppers to only buy what they need in the run-up to this year's Stop Food Waste Day on 29 April.

<https://www.retailtimes.co.uk/online-retailer-urges-households-not-to-throw-out-stockpiled-food/>

## IDENTITY



DATE | 17 April 2020

## KEY VISUALS



<https://automercadoesmilugar.com/protejamos-juntos/>

## WHAT

To give our customers information to help them keep their health and wellness during the quarantine but also to support the Government's campaign of social distancing and prevention habits.

- **"Protejámonos juntos"** campaign: Under this concept we are periodically releasing the information to our customers about the actions taken during the crisis.
- **"Auto Cuidado"** campaign: This concept is used in Social Media and web content not only to embrace a healthy lifestyle throughout recipes, meal prep, cooking tips, food safety, etc., but also to reinforce the messages the Government is sending to the population.
- We are also using our social media profiles to share the Ministry of Public Health's press conferences and relevant news about the Covid-19 situation.



## IDENTITY

COMPANY



COUNTRY



DATE

March – May 2020

## KEY VISUALS



## WHAT

**Bel Group is mobilizing its teams around the world to be as close as possible to needs that are expressed on the ground locally**

**Ensuring the safety and health of our employees, an absolute priority of the Bel Group**

- In all of its 32 production sites, the Group has reinforced its safety procedures and health rules.
- Installation of protective structures (e.g. plexiglass) and floor markings to guarantee the rules of distancing,
- Increased communication on barrier gestures
- Reinforcement of disinfection procedures (frequency, products used)
- Equipment for all our employees with protective masks.

**Working with our partners and addressing food needs together**

- Setting up targeted offers for certain categories of suppliers so they can benefit from faster settlements on more favorable terms
- Bel is being particularly attentive to its partners and is supporting them to contribute, together, to the collective effort of keeping the food chain supplied. Bel has been engaged with its suppliers in the dairy sector for a long time now.
- The Group is doing everything in its power to continue to maintain its collection activities in all dairy regions.



IDENTITY

COMPANY



COUNTRY



DATE

04 May 2020

WHAT

How to help prevent catching coronavirus

*Boots Chief Pharmacies – on line advice*

KEY VISUALS

 A message from Seb James, Managing Director, Boots UK on [#coronavirus](#). Read the statement here: [ow.ly/nnNu50yLJ7W](https://www.boots.co.uk/nnNu50yLJ7W) [#COVID19](#)



18 13 27

 **Boots** [@BootsUK](#) · 2j  
Boots Chief Pharmacist, Marc Donovan, shares his tips on how to help prevent catching [#coronavirus](#). [#COVID19](#)



TIP: Make sure you are regularly washing your hands with soap and water for at least 20 seconds, especially after blowing your nose, sneezing or coughing



[www.boots.com](https://www.boots.com)

Source: <https://twitter.com/BootsUK/status/1238753232568147968?s=20>

KEY CONTACT

**Robert Tomkins, Group Vice President & General Merchandise Manager, Health & Wellness**

## WHAT



## Carrefour Polska Adds Tool That Forecasts Store Traffic

- Carrefour Polska has added a new feature on its website that forecasts store traffic in all outlets across Poland as the country faces an outbreak of coronavirus.
- The Traffic Meter tool was developed by the retailer in collaboration with Polish technology companies Synerise and K2 Precise.

## KEY VISUALS



<https://www.esmmagazine.com/coronavirus/carrefour-polska-adds-tool-that-forecasts-store-traffic-95604>

## IDENTITY

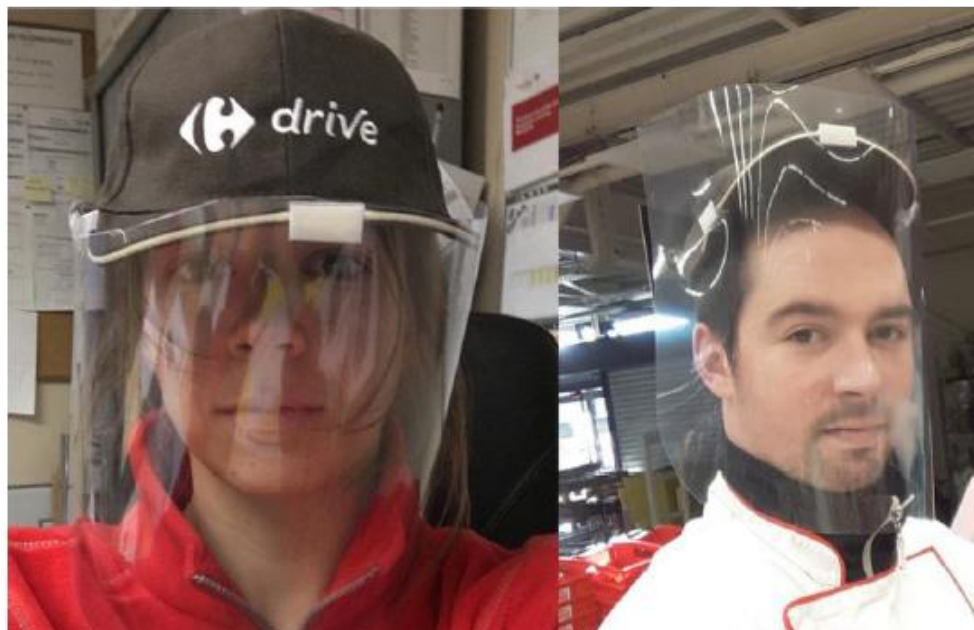


DATE | 30 March 2020

## WHAT

- As soon as the French government ceased its requisition measures, Carrefour ordered massive quantities of masks for all of its employees
- 2 million masks arrived on French territory on March 29 and are in the process of being sent out to all Carrefour warehouses and stores. These deliveries will continue over the coming weeks
- Before the delivery of masks, Carrefour provided its employees with caps equipped with a plexiglass shield that covers the face

## KEY VISUALS



### IDENTITY

COMPANY



苏宁易购  
suning.com



家乐福  
Carrefour  
苏宁集团成员企业

COUNTRY



DATE

15 April 2020

### KEY VISUALS



## O2O Business

Home delivery in 1hour launched

### WHAT

“3 km in 1 hour” & “10 km in half day” services reached to 350,000 living communities in 209 stores nationwide, covered **18.53 Million** people.

O2O, online to offline business increased **398%**. The sales of vegetable increased by **780%** year-on-year, among which, the sales of leafy vegetable increased by **1230%** becoming the most popular vegetable category. Other vegetables increased by more than **500%**.

Source: <https://twitter.com/BootsUK/status/1238753232568147968?s=20>

### KEY CONTACT

Dr. Jing REN,  
National Quality and Food Safety Director  
Carrefour China

## IDENTITY



DATE | 15 April 2020

## KEY VISUALS



Emergency epidemic prevention & Online and Offline nutritional diet guidance

## WHAT

- Use the Wechat official account to communicate the science communication on emergency epidemic prevention and Key information has been recommended to all CRF stores as the scientific guidance.
- Involved in the event of "Consumer Day (**March 15**) event on Cloud"
- - Offline: **15** topics of nutritional diet guidance (**communication Card**) in store, recommended by CNS\* & CCFA\*.
- - Online: Invited registered Dietitians shared the key nutritional diet information through online show, and online Q&A. Total attracted nearly **70,000** audience online.

CNS\*: Chinese Nutrition Society

CCFA\*: China Chain-Store & Franchise Association

Source: <https://twitter.com/BootsUK/status/1238753232568147968?s=20>

## KEY CONTACT

Dr. Jing REN,  
National Quality and Food Safety Director  
Carrefour China



## IDENTITY

COMPANY



COUNTRY



DATE

17 March 2020

## WHAT

Carulla announces that people will be able to contact them through whatsapp or through the land line to receive tips, advice and other suggestions to prepare easy recipes.

## KEY VISUALS



<https://www.carulla.com/>

<https://www.instagram.com/p/B917BK0DAHi/>

## IDENTITY

COMPANY |  **paytm**

COUNTRY | 

DATE | 28 April 2020

## WHAT

Alibaba-backed Paytm builds 'contactless in-store ordering' solution for restaurants

## KEY VISUALS



<https://retail.economictimes.indiatimes.com/news/industry/paytm-builds-contactless-in-store-ordering-solution-for-restaurants-after-lockdown/75419931>



## IDENTITY

**COMPANY** | Alibaba, JD.com, Pinduoduo

**COUNTRY** |



**DATE** | 03 April 2020

## KEY VISUALS

## WHAT

**Alibaba, JD.com, Pinduoduo help revive sales of farm goods from Hubei after coronavirus lockdown**

**China's three biggest e-commerce companies have launched programmes to revitalise Hubei's agriculture sector**

- They have launched a series of e-commerce programmes::
- Alibaba aims to sell 1.2 million tonnes of Hubei agricultural products this year through the company's various online platforms.
- JD.com and Pinduoduo have also launched their own programmes to support Hubei, which counts cotton, rice, wheat and tea
- Pinduoduo is offering various subsidies and marketing support.
- JD.com on the same day unveiled its "Buy Hubei Goods" event and set up a special page on its app for nearly 90,000 items of fresh produce from Hubei carried by about 1,700 different brands. JD.com said it will launch 10 other initiatives, including merchant enrolment and logistics support, to aid Hubei's agricultural industry.

Source: <https://www.scmp.com/tech/e-commerce/article/3078351/alibaba-jdcom-pinduoduo-help-revive-sales-farm-goods-hubei-after/>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

17 March 2020

## KEY VISUALS

## WHAT

Clarks has created a coronavirus FAQs which can be found with the link below.

Worth mentioning that despite their stores being closed, store employees will continue to receive pay and benefits during this temporary closure.

Source: <https://www.clarks.co.uk/coronavirus>

## IDENTITY



DATE | April 2020

## KEY VISUALS



## WHAT

- CCEP France has joined forces with other companies in the initiative "J'aime mon bistrot" (jaimemonbistrot.fr)
- Enable everyone to contribute to the support of their favoured establishment (café, bar, hotel, restaurant)
- Located in metropolitan France, by pre-ordering a drink for amounts ranging from €1.50 to €50

## IDENTITY

COMPANY | **coop**

COUNTRY |



DATE | 26 March 2020

## KEY VISUALS



<https://www.coop.se/>

## WHAT

- Coop Sweden has announced that it has added delivery slots for elderly online shoppers to ensure that everyone has access to food during the coronavirus crisis.
- The retailer has allotted specific delivery slots for shoppers above the age of 70 from 24 March.
- It will allow the elderly to order online and have groceries delivered to their doorsteps.

Source: <https://www.esmmagazine.com/retail/coop-sweden-adds-delivery-slots-for-online-orders-for-the-elderly-93637>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

04 May 2020

## WHAT

CVS Health MinuteClinic offers telehealth visits for routine care

## KEY VISUALS



Source: <https://drugstorenews.com/cvs-healths-minuteclinic-offers-telehealth-visits-routine-care-during-covid-19-pandemic>

## IDENTITY

**COMPANY** | Deciem and Kiehl



**DATE** | 08 May 2020

## WHAT

Deciem and Kiehl's are among the businesses gearing up to launch one-on-one digital consultations, to keep employees employed, and help customers find the right products.

## KEY VISUALS



<https://www.covidinnovations.com/home/08042020/beauty-retail-teams-like-deciem-and-kiehls-become-virtual-consultants>



## IDENTITY



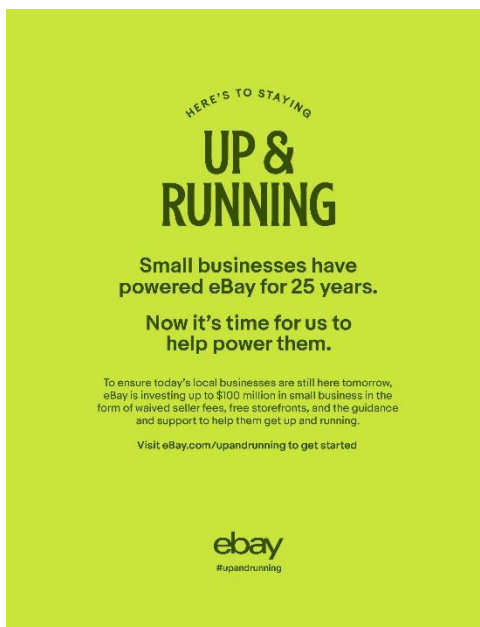
DATE | 02 April 2020

## WHAT

### eBay Launches "Up & Running" To Immediately Bring Small Businesses Online

- With a new accelerator program that waives selling fees, eBay pledges up to \$100 million in support of small business over the next three months
- An accelerator program specifically designed to help retailers without an e-commerce presence transition to selling online,
- Through the program, eBay will give new businesses a free basic eBay store for three months - offering access to the marketplace's 180+ million buyers around the world.

## KEY VISUALS



<https://www.ebay.com>

Source: <https://www.prnewswire.com/news-releases/ebay-launches-up--running-to-immediately-bring-small-businesses-online-301033923.html>



## IDENTITY

COMPANY | FairPrice

COUNTRY |



DATE | 02 April 2020

## KEY VISUALS

**Social Content**

Purchase limit restrictions to prevent panic buying

Public education on hygiene and social distancing

#Onesfamily volunteer activation to support demand surge

Priority Shopping Hour to protect the vulnerable. Video of the launch and sentiment from the elderly shoppers

Applauding our frontline heroes and FP stands united with the nation #agunited #strongtogether

**Digital Communications**

Manage customer expectation on high demands and impose of purchase limits

Contactless delivery and in-store payment for social distancing

Customer assurance to ramp up our delivery capacity to meet elevated demands

<https://www.youtube.com/watch?v=7yHdV5f1w4Y>

<https://www.youtube.com/watch?v=7yHdV5f1w4Y>

We are working hard to provide more delivery slots. Operations are steadily ramping up so you can receive your essentials quickly and safely. New delivery slots will now be released throughout the day. Thank you for your patience.

## WHAT

- Provide the public timely information on new measures implemented to guide our shoppers in their buying decisions and shopping behaviours, aligned to the national advisories.
- Social content to assure our customers that we understand their concerns and we are mobilizing all our resources to respond to their needs
- Creating narratives to pay tribute to our frontline heroes in solidarity

## IDENTITY



DATE | 02 April 2020

## KEY VISUALS

**PLATEFORME SOLIDARITÉ ASSOCIATIONS**

SI VOUS ÊTES :

- UNE ASSOCIATION DE SOLIDARITÉ AUPRÈS DES PUBLICS PRÉCAIRES QUI RENCONTRE DES DIFFICULTÉS D'APPROVISIONNEMENT DE DENRÉES/PRODUITS DE 1<sup>ère</sup> NECESSITÉ
- UN MAGASIN QUI N'ARRIVE PLUS À DONNER SES INVENDUS
- UN FOURNISSEUR QUI A DES PRODUITS (DENRÉES ALIMENTAIRES, PRODUIT DE 1<sup>ère</sup> NECESSITÉ...) ET DES SERVICES DISPONIBLES (TRANSPORT, LOGISTIQUE...)

LA PLATEFORME EST DÉDIÉE À LA RÉOLUTION DE PROBLÈMES QUI N'ONT TROUVÉ AUCUNE SOLUTION LOCALE AVEC VOS PARTENAIRES HABITUELS.

APPELEZ  
**0 805 690 698** Service à appel gratuit  
du lundi au vendredi de 9h à 17h

NOUS FERONS CE QUI EST POSSIBLE POUR VOUS AIDER.

Cette plateforme est opérée gracieusement par  **comerso**

Avec le support de 

Avec le soutien de 

## WHAT

**A unique solidary platform created to solve problems of connection between business unsold products and charities needs due to Coronavirus crisis**

- For the very first time in France, an innovative platform to connect business (retailers, industrials, logistic platforms...) and foodbanks charities... to provide access to unsold goods to the most vulnerables.
- With a single number phone, the platform helps business and charities to connect their needs & to solve problems due to Coronavirus crisis.
  - Collect of business offers and charities needs
  - Matches identification
  - Logistic operations
  - Tax reduction certificates providing
- An initiative supported by Perifem & FCD, and operated by Comerso

Website in progress

## IDENTITY

COMPANY | **GIANT**



DATE | 04 May 2020

## KEY VISUALS



## WHAT

Giant Food launches #HealthyAtHome virtual challenge

Giant Food of Landover, Md., today announced the #HealthyAtHome #GiantFoodChallenge for the month of May to foster virtual connections and offer guidance for ways to stay active and healthy while following guidelines for social distancing.

The free-to-all challenge will be led by Giant's in-house team of 11 licensed nutrition professionals who have developed a suite of digital offerings including free online classes and webinars to support the community in working toward their health goals while staying safe at home.

<https://www.supermarketnews.com/health-wellness/giant-food-launches-healthyathome-virtual-challenge>

## IDENTITY

**COMPANY** | HDE & EHI  
Institute



**DATE** | 03 April 2020

## WHAT

The German Retail Federation (HDE) and the EHI Retail Institute have set up a staff placement platform allowing temporarily unemployed people to find work in food retail, logistics and other sectors needing extra staff:

## KEY VISUALS



<https://gemeinsam-handeln.ehi.de/>

Source: [https://etailment.de/news/morning\\_briefing/Morning-Briefing-Gemeinsam-Handeln-Plattform-startet--Rocket-Internet-Euronics-Kahla-Walmart-Amazon-Manor-Ikea-22934](https://etailment.de/news/morning_briefing/Morning-Briefing-Gemeinsam-Handeln-Plattform-startet--Rocket-Internet-Euronics-Kahla-Walmart-Amazon-Manor-Ikea-22934)

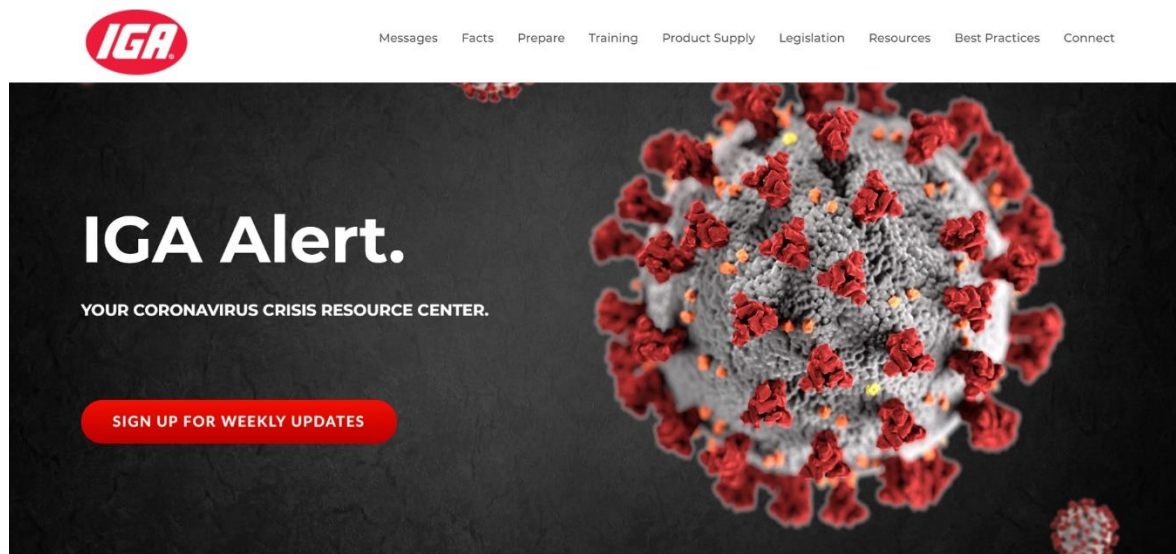


## IDENTITY



DATE | March 2020

## KEY VISUALS



## WHAT

**IGA has put in place a Coronavirus crisis resource center.** Anyone can access and view the latest messages, best practices, legislations,...

There is also a newsletter on COVID-19, they have put in place four different levels of access depending on the relationship, content can be adapted

- IGA Retailers and Store Teams:
- IGA Wholesaler Members:
- IGA Red Oval Partners:
- Non IGA Member (friends of IGA, media, prospective members, etc.)

Source: <https://igaalert.com/>

## IDENTITY

COMPANY



COUNTRY



DATE

March 2020

## KEY VISUALS



<https://www.lego.com/>

## WHAT

Lessons from the COVID Crisis: Jørgen Vig Knudstorp, Chairman of LEGO Brand Group

Knudstorp discussed changes that are emerging in customer behavior, such as a significant increase in online sales channels, and **LEGO's efforts to increase its technology investments**. He also spoke about the importance of “entertaining the inconceivable” — using imagination to think not only about what could go wrong but also to uncover new opportunities.

<https://bcghendersoninstitute.com/lessons-from-the-covid-crisis-j%C3%B8rgen-vig-knudstorp-chairman-of-lego-brand-group-ab10ea135c60>

## IDENTITY

COMPANY | Mediaperformances

COUNTRY |



DATE | 08 April 2020

## WHAT

Using our media to spread prevention messages against the coronavirus and thus reach as many people as possible so they adopt the right actions.

We broadcast prevention messages through our screens based in Carrefour and Cora stores.

More than 780 screens in 220 stores.

## KEY VISUALS



<https://www.linkedin.com/feed/update/urn:li:activity:6651050700438675456>



## IDENTITY

COMPANY | **MİGROS  
TİCARET A.Ş.**



DATE |

## WHAT

- Turkey's first and most widespread online fresh food retail of 71 cities and gradually increase.
- **Capacity** of online channels are **increased**, and **service networks** is **widened**.
  - We **hired 2,000 new employees** for online operations.
  - Our fast delivery service Migros Hemen's store number increased 50%.
- We are providing **home delivery free of charge to our customers older than 60** through our online channel. We can **also receive their orders via our call center** and deliver products to their home.
- We **started click & collect service** via our online channel to balance the demand.
- We **disabled the “paying at the door” option**.
- Cleaning and **disinfection of online service delivery vehicles** are carried out **regularly in accordance with the cleaning plans**.
- **Hygiene dispensers** are **located to all vehicles** for the use of delivery staff.
- Total number of home delivery in the last 20 days has tripled.

## KEY VISUALS



### First Health, Then Service!

Migros Sanal Market attach great importance to cleaning and hygiene.



## KEY CONTACT

**Ahu Baskut Alyanak, Corporate Communications Director**  
**Demir Aytacı, Business Alliance Executive**

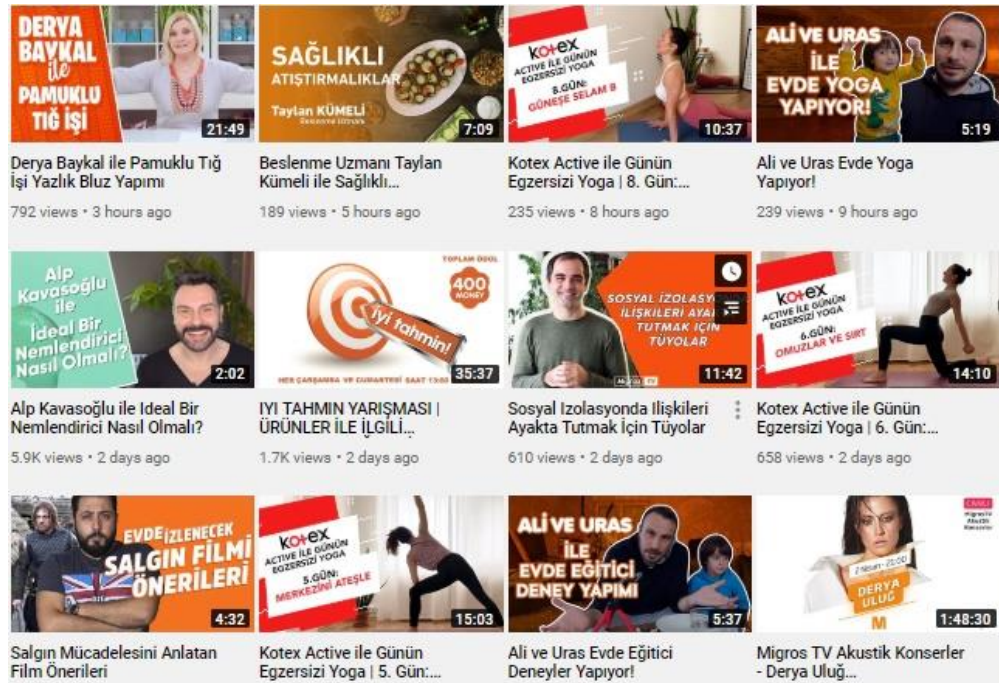
## IDENTITY

COMPANY | **MİGROS  
TİCARET A.Ş.**



DATE |

## KEY VISUALS



## WHAT

- Through our **Migros TV channel**, sharing **informing and entertaining videos in collaboration with celebrities** such as recipes, performances of artists and training videos to motivate people at home.
- Using **social media** to reach more people via **posts, videos, infographics about what to do** for protection from the virus.

<https://www.youtube.com/user/TVMigros>

## KEY CONTACT

**Ahu Baskut Alyanak, Corporate Communications Director**  
**Demir Aytaç, Business Alliance Executive**

## IDENTITY

COMPANY



COUNTRY



DATE

22 April 2020

## KEY VISUALS



## WHAT

**Make sure of “internet +” technology to help farmers resume production**

- As a farming, animal husbandry and food company that aims to build a digital enterprises, New Hope Liuhe actively uses Internet technology to combat the epidemic and resume productions. The company promotes its industrial Internet APPs such as “Feed You Rich” and “Jubao Pig” to promote online buying of materials, onlineselling pigs, and online orders, which not only accelerates the industrialization of the Internet, but also reduces contact with farmers.
- In response to the financial difficulties of farmers in the epidemic, the company’s Internet financial app “Haoyangbao” realized online loans, helping farmers quickly solve the problem of capital turnover.
- The company also uses its own Internet platform to deliver emergency notifications, prevention, and control measures, policy guidance, etc. to the vast number of farmers, to guide farmers to fight against the epidemic and work together to fight the COVID-19
- The company has opened live broadcast classrooms to provide farmers with special epidemic prevention and control training and breeding technical guidance through online live broadcast, helping farmers to master the technology as soon as possible, restore and confidence, and resume production to ensure the supply of meat and food. At present, more than ten special trainings have been held, with nearly 1 million participants, covering pig farming, poultry farming, aquatic products, ruminant, and finance.



## IDENTITY

COMPANY | RB (RECKITT BENCKISER)

COUNTRY |



DATE | March 2020

## KEY VISUALS

**rb**

**Together. We are stronger.**

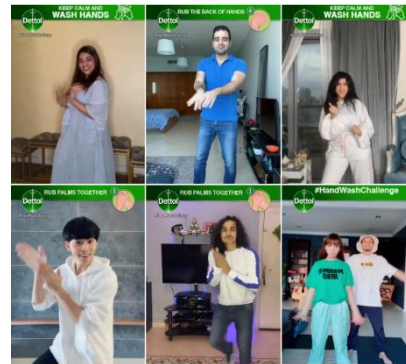
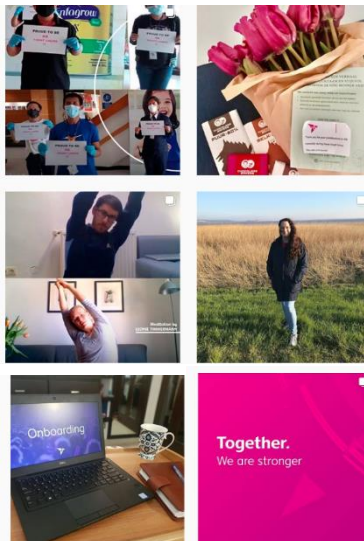
**Together. We will win this battle**  
During this challenging time, as doctors and nurses do battle and millions of unseen heroes play their part on the frontline, so must we.

**Together. We will rise to the challenge**  
Because our products help in the fight we are increasing supply to meet rising demand; doing all we can, as fast as we can to ensure that everyone has what they need.

**Together. We will create a cleaner, healthier world**  
Thank you to our customers, our suppliers and our partners for their support. Thank you to our employees for their courage and determination. Our employees embody our company's purpose – to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world.

**Thank you.**  
To follow our purpose and fight, visit us at [RB.com](https://www.rb.com)

Logos of various partner brands including Dettol, Finish, and others.



## WHAT

- 'Together we are stronger' digital media campaign  
<https://www.rb.com/media/news/2020/april/together-we-will-create-a-cleaner-healthier-world/>
- Digital consumer communications to build consumer awareness on covid-19: <https://www.rb.com/about-us/coronavirus-information/>
- Dettol India Handwash Challenge  
<https://www.tiktok.com/tag/HandWashChallenge>
- Educational videos via RB.com and social media channels
- Social campaign to thank employees for their relentless pursuit during these times

<https://www.instagram.com/discoverrb/>  
<https://www.linkedin.com/company/discoverrb/>

## IDENTITY

COMPANY |  Schwarzkopf

COUNTRY | 

DATE | 10 April 2020

## WHAT

Schwarzkopf USA launches a new campaign and platform to help salons stay in business by enabling them to create and sell digital vouchers to their customers who soon need their post quarantine hair done.

## KEY VISUALS



<https://www.schwarzkopf.com/en/home.html>

Source <https://www.covidinnovations.com/home/10042020/schwarzkopf-usa-launches-helpyoursalonus-platform-to-help-hair-salons-stay-afloat>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

March 2020

## WHAT

**SPAR created a global COVID-19 emergency response network** across 4 continents who work together to share practical tools and responses worldwide which supports the implementation of key practices with speed.

## KEY VISUALS



[spar-international.com](https://spar-international.com)

Source: <https://spar-international.com/covid-19/>



## IDENTITY

COMPANY



COUNTRY



DATE

30 March 2020

## KEY VISUALS



<https://spar-international.com/country/switzerland/>

## WHAT

**SPAR Switzerland offers home delivery service to vulnerable customer groups**

Since 18th March, SPAR is offering free home deliveries for high-risk groups nationwide. SPAR is performing the service in cooperation with ZÄMÄDIHEI, a platform that provides various support services.

Posters in SPAR stores nationwide draw attention to this special shopping service. Information can also be found on the SPAR Switzerland homepage and Facebook site.

A form is available to those who do not have online resources

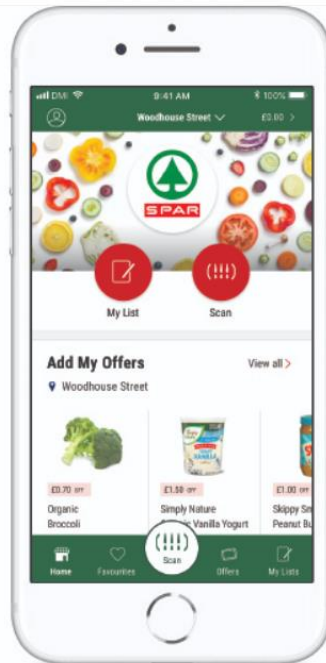
Source: <https://spar-international.com/news/spar-switzerland-offers-home-delivery-service-to-vulnerable-customer-groups/>

## IDENTITY



DATE | 14 April 2020

## KEY VISUALS



## WHAT

### SPAR Northern Ireland boosts retail efficiency with mobile technologies

SPAR UK partner Henderson Group has introduced Ubamarket's mobile retail technology, "Scan, Pay, Go!" in three SPAR and EUROSPAR stores in Northern Ireland.

- allows customers to build shopping lists to see what is in stock,
- be guided around the store and
- scan products as they shop.
- Other benefits of the end-to-end mobile shopping app include allergen and dietary alerts for every product, and sustainability information regarding the recyclability of any plastic packaging associated with each product.
- allows for staff to be deployed elsewhere in the store, and help replenish items and safely help customers.

<https://spar-international.com/news/spar-northern-ireland-introduces-cutting-edge-ubamarket-retail-technologies/>

## IDENTITY

COMPANY



COUNTRY



DATE

14 April 2020

## WHAT

SPAR Spain launches app showing footfall to support social distancing

## KEY VISUALS



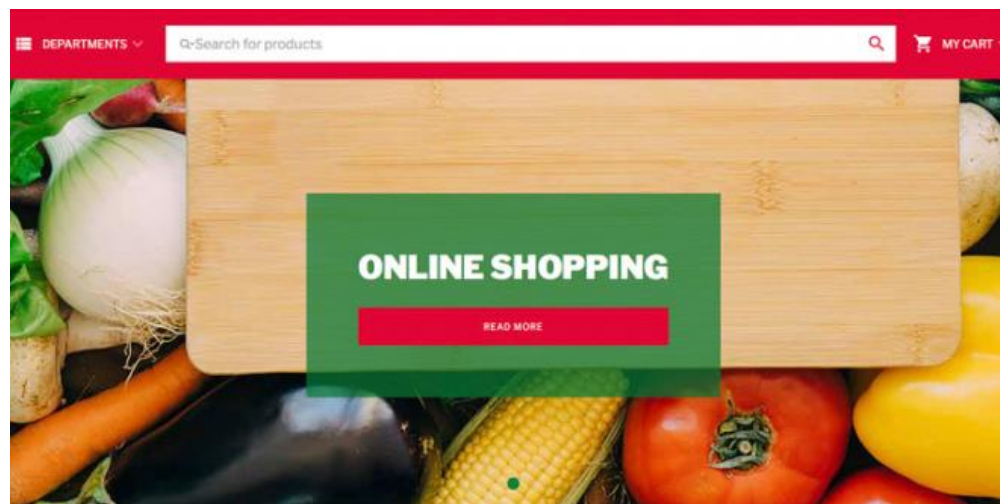
<https://spar-international.com/news/spar-spain-partner-launches-app-showing-footfall-to-support-social-distancing/>

## IDENTITY



DATE |

## KEY VISUALS



## WHAT

The rapid introduction of online shopping and home delivery solutions in markets where previously that was not an option. Taking learnings from markets already offering digital ordering solutions for home delivery, SPAR Albania and independent retailers in South Africa quickly launched this valuable service to their customers. The adaptation of existing online services to expand delivery slots, reduce delivery fees, reduced handling and supporting closed communities were made by SPAR in China, Austria and Hungary to mention just a few examples.

## IDENTITY

COMPANY



COUNTRY



DATE | March – April 2020

## KEY VISUALS



## WHAT

Sanitary safety device reinforced within our factory

Implementation of numerous health security systems in the Ludres factory:

- Measuring of the temperature every morning and evening
- Keeping a maximum of doors open to limit contact (handles, etc.)
- Provision of hydroalcoholic gel on all closed accesses with the presence of doors and handles
- 5 min daily news + reminder of security rules by the site manager
- Limitation to 4 people in the break room with respect of a safety distance

## IDENTITY

**COMPANY** | Supermarket chains



**DATE** | 05 April 2020

## KEY VISUALS

## WHAT

**Supermarket chains are embracing their in-store technology to better serve shoppers**

- Artificial intelligence: analyse customer data to identify purchase patterns.
- Self-checkout stations
- Facilities management robots: for management operations ranging from identifying spills to cleaning aisle floors.
- Social media: to alert local shoppers about new vendor deliveries, estimated arrival times, as well as store hour updates and promotions

<https://www.rli.uk.com/grocers-leverage-in-store-tech-during-covid-19/>



## IDENTITY

COMPANY | Essity/Tork



COUNTRY |



DATE | March 2020

## WHAT

Increased information efforts on hand hygiene on their website

## KEY VISUALS

How do I keep myself and people in my business healthy?

- > Frequently wash your hands with water and soap and dry hands thoroughly using paper towels.
- > If there is no water and soap available clean your hands by using alcohol-based hand sanitizers
- > When coughing and sneezing cover mouth and nose with flexed elbow or tissue – throw tissue away immediately and wash your hands.
- > Avoid close contact with anyone who has fever and cough.
- > If you have fever, cough and difficulty breathing seek medical care early and share previous travel history with your healthcare provider.



Hand hygiene posters

Create or download posters

Read more about hand hygiene for your segment

[www.tork.com](http://www.tork.com)

<https://www.torkusa.com/torksolutions/corona-virus>

## IDENTITY

COMPANY | **WAITROSE**  
& PARTNERS



DATE | 10 April 2020

## KEY VISUALS



<https://www.waitrose.com/>

## WHAT

### Waitrose Cookery School Chefs Share Tips On Instagram

- The temporary closure of the Waitrose Cookery Schools in the UK has inspired its chefs to adopt a new approach to teaching people how to cook.
- Chefs Helen Carey from the King's Cross Cookery School and Andrew Roberts from the Cheltenham branch, have reached out to their Instagram followers and asked them to send photos and videos of the contents of their cupboards and fridges in order to recommend recipes and offer cooking tips.

Source <https://www.esmmagazine.com/retail/waitrose-cookery-school-chefs-share-tips-instagram-94494>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

09 April 2020

## WHAT

Walgreens Find Care™ Introduces New Telehealth Features Enabling Easier Access to Care from Home During COVID-19 Pandemic with more than 30 providers who treat over 100 conditions

## KEY VISUALS



Photo from: <https://drugstorenews.com/walgreens-adds-telehealth-providers-new-features-find-care-platform>

Source: <https://news.walgreens.com/covid-19/press-releases-1/walgreens-find-care-introduces-new-telehealth-features-enabling-easier-access-to-care-from-home-during-covid-19-pandemic-.htm>

## KEY CONTACT

**Robert Tomkins, Group Vice President & General Merchandise Manager, Health & Wellness**

## IDENTITY

COMPANY | **Walmart** 

COUNTRY | 

DATE | 09 April 2020

## WHAT

### Walmart Grocery app sees record downloads amid COVID-19

- Record demand for online grocery shopping amid the COVID-19 pandemic has sent the apps for grocery pickup and delivery services up the charts.

## KEY VISUALS



Source: [https://www.supermarketnews.com/retail-financial/coronavirus-how-leading-grocery-chains-are-responding-keep-customers-safe-and?NL=SN-007&Issue=SN-007\\_20200313\\_SN-007\\_54&sfvc4enews=42&cl=article\\_1\\_b&utm\\_rid=CPG06000000278116&utm\\_campaign=36866&utm\\_medium=email&elq2=4be1e8a084c743398c46d4a5223e10a4](https://www.supermarketnews.com/retail-financial/coronavirus-how-leading-grocery-chains-are-responding-keep-customers-safe-and?NL=SN-007&Issue=SN-007_20200313_SN-007_54&sfvc4enews=42&cl=article_1_b&utm_rid=CPG06000000278116&utm_campaign=36866&utm_medium=email&elq2=4be1e8a084c743398c46d4a5223e10a4)

## KEY CONTACT

Marcus Osborne, Vice President, Walmart Health

## IDENTITY

COMPANY | **WKO**

COUNTRY | 

DATE | 30 March 2020

## KEY VISUALS



## WHAT

The Austrian Chamber of Commerce launched the initiative “Strong together – together through the corona crisis”, a cooperation with two online platforms, to support Austrian retailers, especially SMEs to be visible online during these difficult times.

Source [https://news.wko.at/news/oesterreich/Handel-startet-Initiative--Gemeinsam-stark---gemeinsam-du.html?\\_ga=2.169399585.1057774376.1585732439-1986204759.1517566741](https://news.wko.at/news/oesterreich/Handel-startet-Initiative--Gemeinsam-stark---gemeinsam-du.html?_ga=2.169399585.1057774376.1585732439-1986204759.1517566741)