INNOVATION
UNDER THE SHADOW
OF COVID-19

3.27.20
THREE PHASES WITH DIFFERENT PROBLEMS TO OVERCOME

OUTBREAK
FEAR & CONFUSION

QUARANTINE
ANXIETY & INCONVENIENCE

RECOVERY
DISTRESS & LIVELIHOOD
Accessing accurate and timely information is critical during the epidemic. Battling rumors became top priority.

Under city locked-down or closed-off management, how can people receive their necessities when e-commerce/courier became part of their daily life?

How to manage millions of people who might not be following instructions, or when manpower is an issue?
INFORMATION ACCESS
AN APP TO COMBAT RUMORS

较真查证平台  BY: TENCENT x CMDA
AN APP TO TRACK INFECTED AREAS

定制防疫地图 BY: CBN x AMAP
AN APP TO TRACK ... YOUR NEIGHBORHOOD
AND MORE TRACKING
(Searching Flight/Train/Bus Lines)

新冠肺炎确诊患者相同行程查询
BY: FLIGHT MASTER & DXY
HI THERE,
OUR COURIER IS
DOWNSTAIRS.
PLEASE PICK
UP YOUR ORDER.
Call 6209-6209
If You Need
Any Help.

NO-CONTACT DELIVERY

BY: ALIBABA
NO-CONTACT DELIVERY (RE-INTRODUCED)

BY: AMAZON JAPAN
NO-CONTACT PURCHASE (I)

BY: MCDONALD’S
NO-CONTACT PURCHASE (II)

BY: LUCKIN COFFEE, STARBUCKS
NEW SERVICE MODELS FOR COLLABORATION

REMOTE LEARNING

CLOUD DJ-ING

TELECOMS USING WEB-BROADCAST TO TEST 5G (OFFERING DISCOUNT)
MOVING EVENTS ONLINE
SCALE AND SPEED
DIGITAL IDS FOR ACCESS

BY: TELECOM OPERATORS, ALIPAY, WECHATPAY
MANAGING MILLIONS OF RESIDENTS

BY: ALIBABA
DIGITAL HEALTH CHECKPOINTS TO KEEP COMMUNITIES SAFE
To deliver food to those under quarantine when medical staffs were in short supply

To check temperatures or remind people to wear masks when police were unavailable
THE OLD-FASHIONED WAY DELIVERS

DAILY TEXT MESSAGE ALERTS + PHYSICAL BANNERS

INNOVATION UNDER THE SHADOW OF COVID-19
THREE AREAS OF OBSERVATION

PROBLEMS THAT NEED SOLVING – USING TECHNOLOGY & COLLABORATION

INFORMATION ACCESS

BUSINESS DISRUPTION

SCALE & SPEED
If we are to overcome this global crisis, we cannot merely invest in isolation and containment – but must also continue to find ways to stay connected and work together.
THANK YOU

CONTACT
LYDIA LEE
llee@webershandwick.com

MORE ON COVID-19
webershandwick.com
Lydia Lee for PRWeek Part 1 & Part 2

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