



COVID-19 SOCIAL SENTIMENTS

Social Intelligence Analytics Webinar

23RD APRIL 2020

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WHY SOCIAL LISTENING?

2020

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WHAT IS SOCIAL INTELLIGENCE ANALYTICS?

Our Ambition is to Leverage the Power
of **Consumer-generated**
Content to create **Cognitive**
Empathy

BUSINESS QUESTIONS WHERE WE ADD TRUE VALUE

MARKET EXPLORER



Explore motivations, unmet consumer needs, in-context usage routines, consumer language/semantics, profile segments and audiences.

- U&A Insights
- Category exploration
- Target audience insights

TREND RADAR



A consumer-centric trend approach designed to deliver critical insights on behavioral shifts and the future impact of category trends.

- Trend detection
- Trend monitoring and selection
- Prediction models for emerging trends

BRAND PULSE



Explore how consumers naturally talk about brands with dynamic and context rich insights from consumer generated data

- Brand exploration and growth strategy
- Brand health measurement and tracking
- Campaign impact insight

CUSTOMER EXPERIENCE



Put customer satisfaction in a competitive context, immerse deeply into specific issues and track your customer experience echo over time

- Product Usage Experience
- Consumer Experience Maps
- Satisfaction/dissatisfaction drivers

KEY SOLUTIONS

1



Leading Social
Intelligence Technology

SOCIAL LISTENING PLATFORM
AUDIENCE ANALYSIS
API

2

Advanced
Data Science

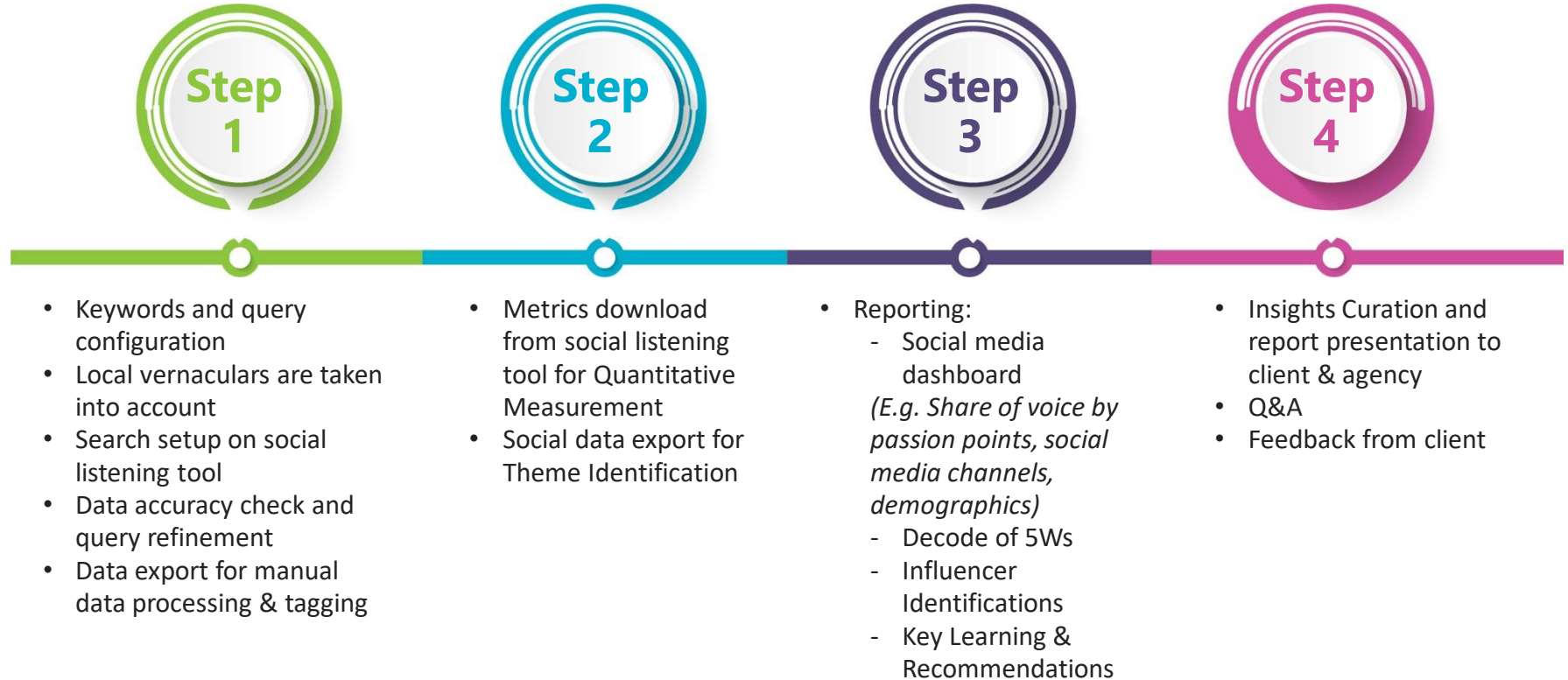
TEXT AND IMAGE ANALYTICS
DATA MODELING

3

Insights
Services

IN-DEPTH ANALYSIS
RECOMMENDATIONS

SOCIAL LISTENING FRAMEWORK





CORONAVIRUS SOCIAL INTELLIGENCE ANALYTICS

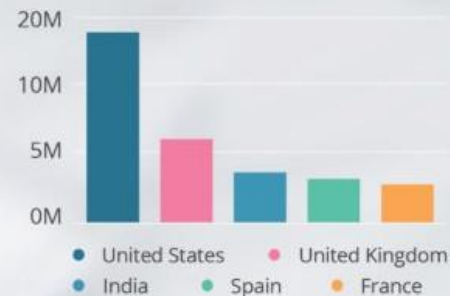
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A SNEAK PEEK INTO GLOBAL AND CHINA CONVERSATIONS

TRACKING EVOLVING GLOBAL PUBLIC OPINION ON COVID-19

Top Countries Using Twitter by Organic Mentions

India surpassed Spain in organic Twitter mentions this week



Top 3 Online Topics

Total Volume Mentions

1 Official Health Authorities



2 Actions to be Taken



3 Economic Effects



Top Coronavirus Emojis

Humor and sympathy continue to top emoji usage



Top Influencers

American politicians continue to dominate the conversation due to increased economic anxiety

Donald Trump



76.7M

Barack Obama



115.4M

Narendra Modi*



55.3M

*Prime Minister of India

Source: Synthesio Weekly COVID-19 Social Intelligence (week commencing 04/13)



Coronavirus in China: Impact & Recovery

AWARENESS: NEWS VS FAKE NEWS VS RAMPANT CONJECTURE

Several information sources contributing to the perception towards Covid-19

'Infodemic' or an overabundance of information
Some are accurate and some not

- WeChat public account & WeChat Moments were the main information sources
- News from foreign media was edited and transmitted through Chinese WeChat public accounts to combat misinformation
- But with fake news & reliable news delivered through the same channel, this caused early confusion



Wechat



Weibo



Bilibili



Kuaishou



Tiktok

SEVERAL SENTIMENT STAGES EMERGED THROUGH THE EPIDEMIC

These stages are indicative based on sentiments and AI based analysis



Disbelief

Confusion and fear (China was the first nation to experience this, so information was very sketchy and rumours were rife)

Preparation

Changing CNY travel plans, stockpiling supplies where possible, coming to grips with stockouts and short supply (sanitizers and masks especially)

Adjustment

Adjusting day-by-day to new restrictions and situations as they emerged. Social distancing as a concept emerged. Pragmatism - working out new routines

Acclimatization

Settled into routines and dealing with daily challenges of boredom and enforced family contact. Some sweet spots as people explore new activities and interests

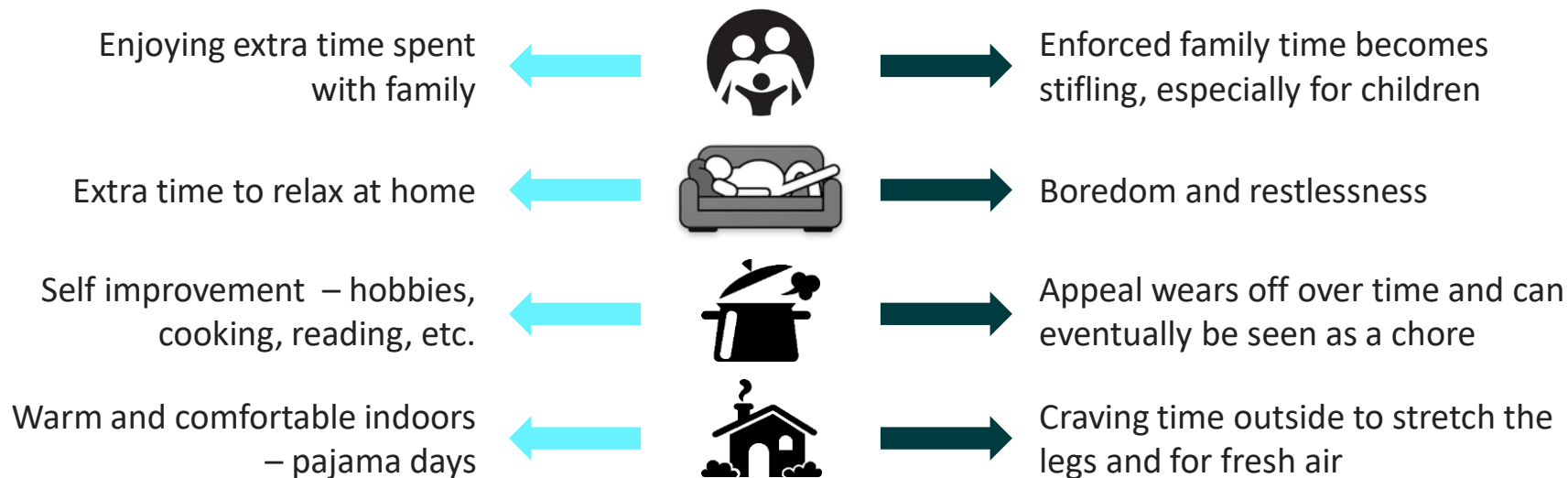
Endurance

Tension can build and fluctuate over time, with the restriction of movement/social activity affecting mood and relationships. This can be aggravated by unsure timelines

**Anticipation,
Trepidation**

Relief as businesses start to reopen, signaling the end is in sight. But new concerns about job and financial security due to economic uncertainty

WE SAW POLARISED SENTIMENTS AS TIME WENT ON – THROUGHOUT THE EPIDEMIC



There were several key tensions within households.... #Stayathome #LockDownLife

As isolation continues, increased concerns and worry about jobs and income shared on social media

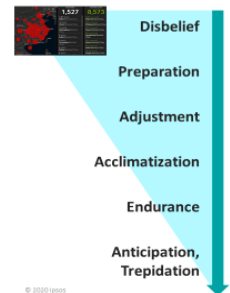


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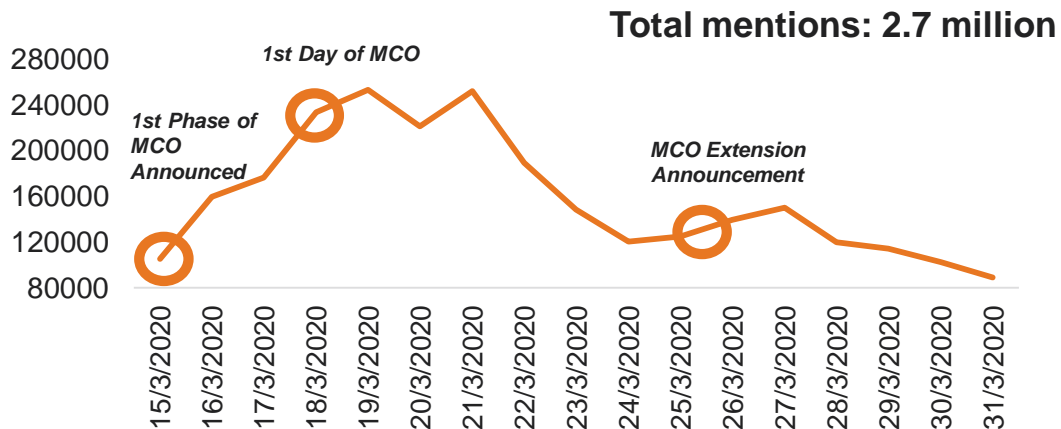
LOOKING CLOSER TO HOME

ONLINE SENTIMENTS OF MALAYSIANS DURING THE FIRST PHASE OF MCO

COVID-19 SOCIAL BUZZ: 1ST PHASE OF MCO



Conversation Timeline by Volume



Overall COVID-19 related social conversations increased significantly on 16th March after the announcement of 1st phase of MCO.

Conversations continued to increase to its peak in the first week of MCO, contributed by discussions about COVID-19 case updates and other concerns.

Conversations then dropped and bounced slightly after the announcement of MCO extension.

CONVERSATION TOPICS: COVID-19

1. 22% Quarantine Concerns

■ A mixture of sentiment regarding self-quarantine is observed over the period. While many understand the importance of the implementation of MCO, many online citizens are frustrated due to the inconveniences caused and **economic impacts**.

■ 126K #stayhome and #dudukrumah hashtag mentions captured with **714 million Reach** garnered.

Covid19 -day14
#Quarantinelif
#stayhome
#staysafe



Please la. Aku da mati kutu duduk dlm rumah. X sanggup sampai raya kena duduk rumah. 🙄

#StayAtHome #StayHome 🏠

😬 #DudukRumah #kuarantin

#LockdownLife #MCO #quarantinelif #StaySafe



#movementcontrol

#quarantine



CONVERSATION TOPICS: COVID-19

2. 7% Preventive Measures

Face Mask and **Sanitizer** are the most discussed preventive measures (36% of total topic of mentions), followed by **Working from Home** (16%).

A drastic increase in e-commerce activity is seen in this period - many online citizens are looking for face masks and other preventive items from online resellers.

waktu diluar. sanitizer juga perlu ada disetiap pintu masuk, lif...pembersihan wajib dilakukan setiap hari dipejabat, kantin, sekolah, pusat sukan, maksudnya kerajaan kena sediakan bantuan dana utk kontraktor pembersihan dan pastikan mask & sanitizer dlm negara

Saya ada jual Face Mask, Hand Sanitizer dan Glove. Jangan risau, saya jual dengan harga yang berpatutan. Siapa nak order boleh dm saya atau klik link telegram dibawah. Free gift menanti anda..



#medicalmask

#WeAreInThisTogether

#sanitizer

#wfh

#freedelivery

#workfromhome

#sapu

#surgicalmask



#cucitangan

#facemask



CONVERSATION TOPICS: COVID-19

3. 4% Income/Economy Concerns


A high number of debates regarding the updated **economic stimulus package** is captured as many online citizens claim that it is not helpful in the long run, especially to the **B40 group**.

Employees are also worried about the impact of MCO on their career if movement control period continues to be extended.

Gabriel Ting Gov should give more aids to those B40 who lost income during MCO, not to those who still receive full wages. Else some will be more than happy to spread Covid 19 around.

Please ask..if extended 2 week MCO period..boss can cut us salary up paid.. 1-14 April

The company will use your next year bonus to pay your this month salary. some more plus no more increment, if the company no bankrupt before that. Oh no if the MCO extend till May, I don't think the company will continue to pay you to sit down at home. Of

#SalaryCuts **#Income** 
#ToughTimesAhead **#B40** #salary
#StayCalm #M40 #gaji **#ESP**
#potonggaji #kerja #economicstimulus
#subsidy



CONVERSATION TOPICS: COVID-19

4. 2% Food & Essential Supply Concerns

Conversations about online citizens **stocking up food and essentials from nearby supermarkets** as they are worried about the shortage of food supply after the start of MCO.

Nevertheless, there is an increase in level of activity regarding **shopping grocery online**, via key delivery services or wet market sellers.

Buy food and grocery online

03/31/2020 3:23 AM



supermarkets. Thx to the uncles and aunties hoarding supermarkets like thinking it's a shopping mall. Now u go in also have to **queue**. Same as going to market. Still i see some bring family members to go in together. It's already mentioned that to suggest only

Restock (cuma gambar lama)!!! *EU+ Anti-Bacterial Hand Sanitizer Gel*
500ml (Refill Pack) • Kills 99% of Germs • Rinse - Free & Non Sticky •
Ethyl Alcohol 70% with Moisturizer Made in Malaysia RM35 Self collect
Kampung Baru KL **Delivery** Klang Valley (pada kadar tertentu)

5. 2% Physical Health Concerns

Online citizens are actively sharing knowledge and information regarding **symptoms, testing procedures and government's capability** to address the outbreak.

Some online citizens are also worried about the negative change of body shape during MCO.



teratur since kul 5 guys, each patient take 30 minutes like that.

Then check one patient at one time only.

By the way on 28 Feb someone tumpang someone then she told me her husband came back from Wuhan because of the diseases. That time no lockdown yet.

Then i triggered liow because i fever day 4 already then got sore throat. Hopefully nothing laaa...

CONVERSATION TOPICS: COVID-19

6. 2% Lifestyle Changes

Many online citizens seemed to be **adaptive to the sudden changes in lifestyle** after the implementation of MCO.

- Online citizens are working out at home after the closure of gym.
- Creative recipes are virally shared across social media.
- A significant increase in social media and online streaming activity is seen.



Movement control order could easily affect our mental health. I would highly suggest you to start working out from home! Because Endorphins are the only "feel-good" chemicals released through exercising! Most importantly you can burn off calories 🍌💪 Tips:



7. 1% Mental Health Concerns

MCO has taken a toll on online citizen's mental health as **many are stressed** by the restricted movement and **anxious about getting arrested** while traveling.

Many online citizens are **getting bored at home with limited activity** and **repeated feeds about COVID-19** on the internet.

Don't just simply comment. Find out first why she made such a comment. Cops are not blameless. Or it could be the stress of MCO. Even then, is it an offence now to call them idiots? If so, where would this stop? Cannot call any civil servant an idiot then?



I dont understand. Is it wrong to go to the bank? And I think this COVID 19 has made people's anxiety and pressure to shoot up.

HOW SHOULD BRANDS RESPOND DURING COVID-19 CRISIS?

4



HOW SHOULD BRANDS RESPOND?

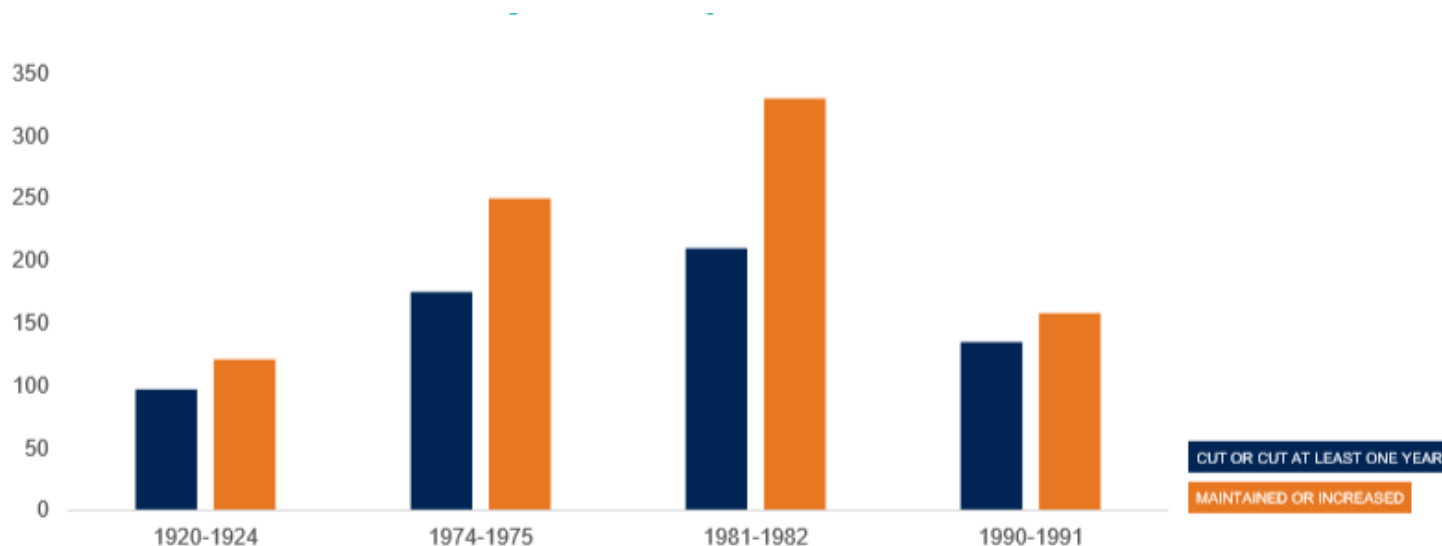


*Brands are **nervous about appearing to profit** from this crisis. They have to **be absolutely sure** they are **helping people** and not just making money from it, or being seen to make money from it.*

Owen Lee, Chief Creative Officer of
FCB Inferno (The Drum)

COMPANIES THAT MAINTAIN OR INCREASE ADVERTISING SPENDS DURING THE RECESSION TEND TO SEE HIGHER SALES

ACROSS ALL MAJOR RECESSIONS, ADVERTISERS WHO MAINTAIN OR INCREASE THEIR ADVERTISING SPENDS WITNESSED HIGHER SALES IN THAT YEAR THAN THOSE WHO DID NOT



Sources: Valie, Roland S (1929), "The Use of Advertising During Depression," *Harvard Business Review*; Meldrum and Fewsmith (1979), "How Advertising in Recession Periods Affects Sales," *American Business Press*; McGraw-Hill Research (1985), Kamber, Thomas (2002), "The Brand Manager's Dilemma: Understanding How Advertising Expenditures Affect Sales Growth During a Recession," *Journal of Brand Management*, London Vol 10 Iss. 2, Nov, pg 106 -121.

WHAT CAN BRANDS DO?

Avoid being seen
as opportunistic



PSA disseminators



Spread Positivity /
Kindness / Donating



Leveraging digital



Help people
pass time



Activate Brand Purpose



AVOID BEING SEEN AS OPPORTUNISTIC

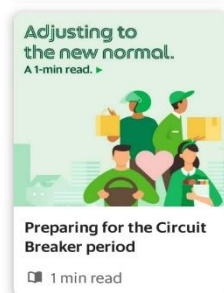


Dutch consumer electronics webshop Coolblue has stopped all marketing and has increased prices as they are expecting supply problems

CHAMPIONING WELLNESS & BUILDING EMPATHY #WECARE



Rapid KL does compulsory health check-ups on bus captains and availability of hand sanitizers



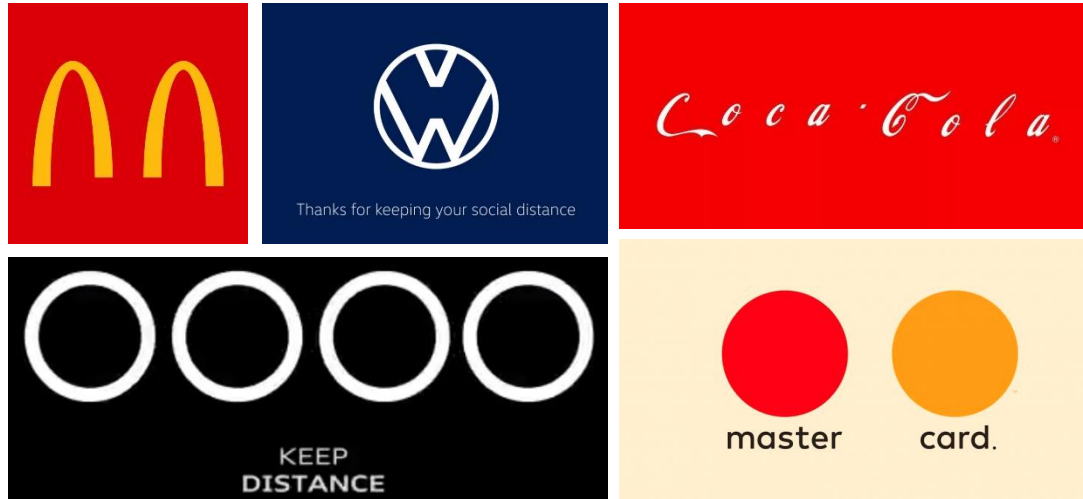
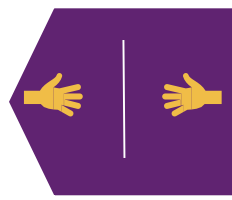
Bring health and wellness to the forefront through contactless technologies

Grab in SG – Contactless Delivery

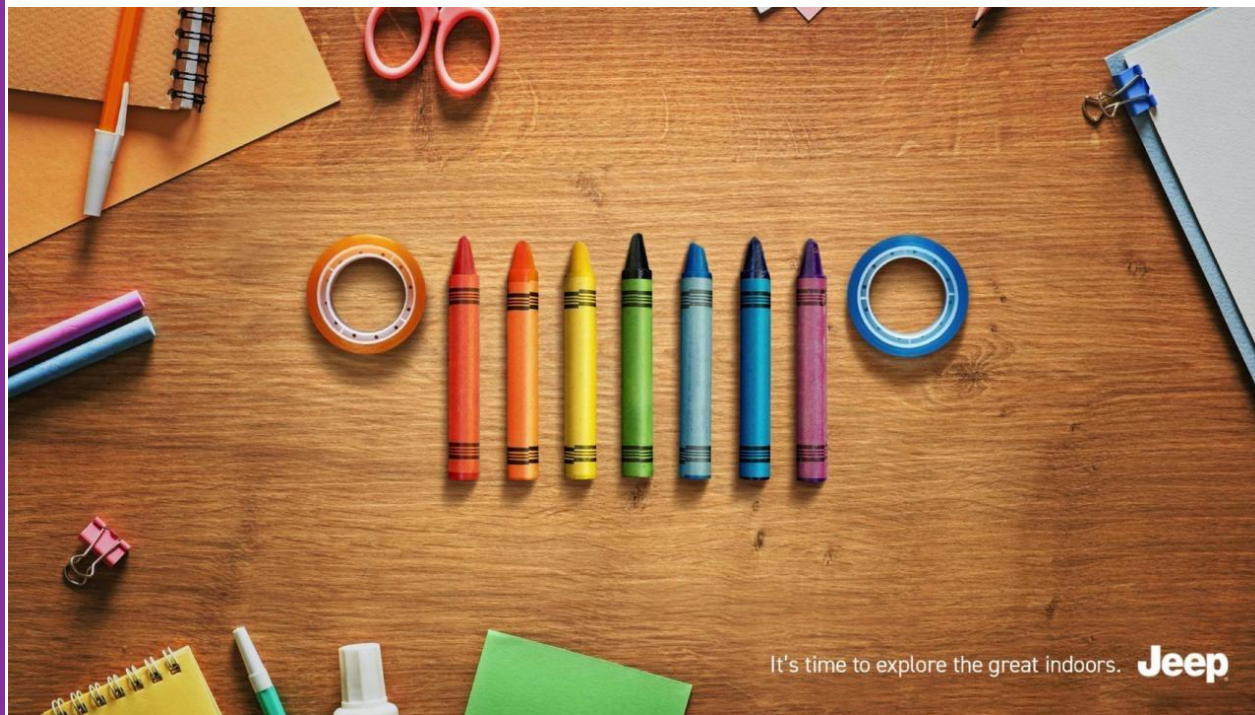
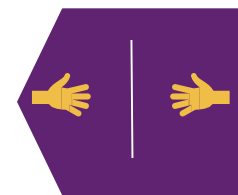


Prudential offering a special coverage of RM5,000 at no additional cost and medical coverage extension for hospitalization due to Coronavirus

TEMPORARILY CHANGING LOGOS IN 'SOLIDARITY' AND SOCIAL DISTANCING



ENCOURAGING STAYING INDOORS



HELPING TO MAKE THE INDOORS BEARABLE AND HELPING THEM PASS TIME

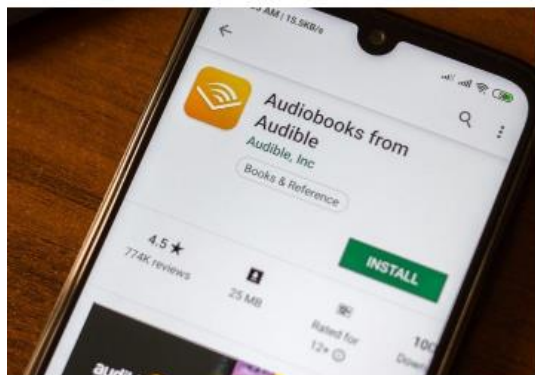


COMPANIES

Hundreds of audiobooks released free on Audible to ease cabin fever

by Colm Gorey

25 MAR 2020 42.02K VIEWS



LATEST NEWS

James Milligan: 'We are at a tipping point for remote working'
12 HOURS AGO

Microsoft's AccountGuard is now free for healthcare providers
14 HOURS AGO

Breakthrough solar cell sets two world records for efficiency
12 HOURS AGO

Everything you need to know about the Covid-19 Wage Subsidy Scheme



By Ananya Pathak | Published: 6 Apr 2020, 4:30 AM IST

SOCIAL MEDIA

Pidilite gets homebound families together to do art and craft

Share Via: WhatsApp Facebook Twitter Email LinkedIn

Mompresso and Fevicreate's #IndiaCraftingMemories social media challenge aims to spur families to create memories through fun activities.

These days, families are confined to their homes because of the 21-day Coronavirus-related nationwide lockdown. So, the user generated content platform Mompresso has rolled out an initiative #IndiaCraftingMemories in association with Fevicreate, a platform by Pidilite that encourages creativity, and makes learning fun through arts and crafts, and DIY activities. The 21-day campaign aims at encouraging families to take part in various 'fun' crafting activities, and keep their children engaged in the process.

<https://www.siliconrepublic.com/companies/free-audiobooks-audible>

<https://www.afaqs.com/news/social-media/pidilite-gets-homebound-families-together-to-do-art-and-craft>

SPREAD POSITIVITY / KINDNESS / DONATING



Every paused journey will eventually restart. Louis Vuitton hopes you and your beloved ones stay safe and healthy

按下暂停键的旅行，
终将再次启程。

路易威登祝愿您与您所爱之人
平安健康

LOUIS VUITTON

WE'LL BE OFF AIR FOR A WHILE...

These are challenging times for all of us, and we are fully committed to doing everything we can to help.

Starting today, commercial advertising of Coca-Cola and all our brands in the Philippines will be put on hold. All our committed advertising space and budgets will be redirected towards supporting COVID-19 relief and response efforts for the most affected communities.

We will re-channel PhP 150 million to the following efforts: provision of protective equipment and beverages for health workers, delivery of food packs to the most vulnerable families and support for affected small retailers.

Together, we can
make a difference.

Coca-Cola

drinkaware.co.uk
for the facts

EVEN APART,
WE STAND TOGETHER.

GUINNESS IS PLEDGING £1 MILLION
TO SUPPORT BARTENDERS
ACROSS GREAT BRITAIN.



WE ARE ALL
IN THIS TOGETHER

#GucciCommunity



ACTS OF KINDNESS



Lush is inviting everybody to come into the store and wash their hands. The increased footfall is of course a nice side-effect

Air Asia offers refunds for flights to the mainland China, Hong Kong and Macao

Many airlines, including Virgin Atlantic, British Airways and KLM-Air France, are waving costs to rebook flights in the next

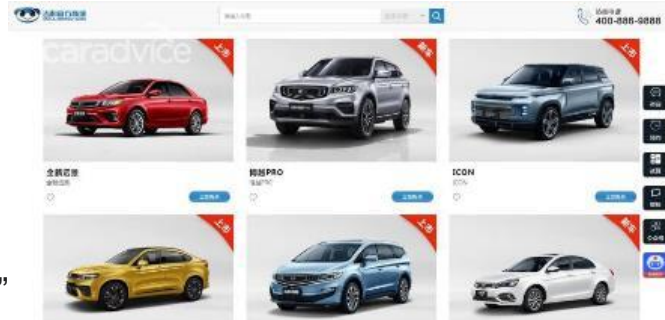


Amazon makes sure nobody is profiteering from Coronavirus after suppliers have raised prices for masks and sanitizers by up to 2000%

THINK VIRTUAL FIRST



Microsoft is making their annual developer conference digital; presentations, discussions, technical demonstrations will all be virtual.



More automakers are selling cars online in China as worried consumers stay away from showrooms to stop the spread of the coronavirus.



The future of retail, is literally in your hands 📱

The #30DayChallenge isn't just a trending hashtag. For stores around Singapore, the next 30 days will determine if they remain in business.

Grab eMall offer in Singapore is to help support the restaurants or shops in malls that do not get visitors now

ACTIVATE THE BRAND PURPOSE

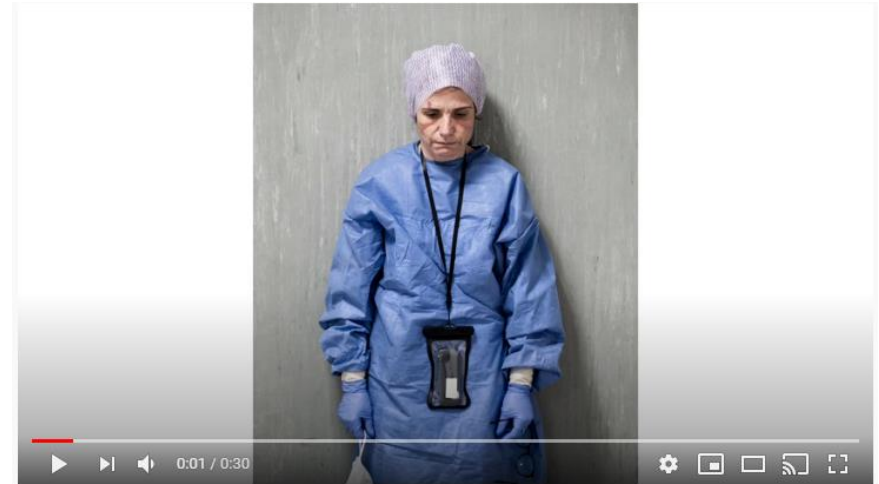


Volkswagen Commercial Vehicles "Respect".

109 views • Apr 9, 2020

0 0 SHARE SAVE ...

<https://www.youtube.com/watch?v=1Dfw3EEQrN4>



Dove | Courage is Beautiful

62,028 views • Apr 8, 2020

431 34 SHARE SAVE ...

<https://www.youtube.com/watch?v=sQOq0-ODBbc>

Thank YOU!

Questions? Thoughts?



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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

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So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

