THE YEAR OF THE PIVOT: Orchestrating an Agile Pandemic Response
WE USE THE POWER OF COMMUNICATIONS TO TACKLE THE TOUGHEST ISSUES
5 DISTINCT CAMPAIGNS

AT RISK

HYGIENE

STAY AT HOME

PARENTS

MENTAL HEALTH

We may be keeping our distance, but we are in this together.

Stay Calm.
Stay Connected.
Stay Active.
FULLY INTEGRATED CAMPAIGNS

- **#AloneTogether**
  - For more info: coronavirus.gov

- **TV/ONLINE VIDEO**
  - Join me in staying home #AloneTogether
  - Slow the spread of COVID-19, stay home if you can.

- **RADIO**
  - IBM
  - YouTube

- **PARTNER SUPPORT**
  - Pinterest
  - Bike

- **SNAPCHAT FILTERS**

- **DIGITAL OOH**

- **INFLUENCER TALENT**

- **SOCIAL GRAPHICS (ENGLISH + SPANISH)**

- **PRINT ADS**

- **TWITTER “HASH EMOJI”**
  - Stay home to slow the spread of coronavirus. We are all in this together.
  - Thanks to our incredible partners at @twitter for designing this beautiful hashtag for #AloneTogether.
  - Two hands against contrasting colors. We might feel alone but we are together. #AloneTogether.
COVID-19 RESPONSE

34.3B IMPRESSIONS

59M ENGAGEMENTS

29M DIRECT TRAFFIC TO CORONAVIRUS.GOV
How did agile research help us get here?
But first, what is agile research?
Agile research is NOT...

- Merely running two studies on the same topic
- Quick and dirty research
- A solution for all of your research problems
Agile research...

- Follows agile principles
- Generates feedback early and often
- Tests are focused on a key objective
- Is directly linked to decision making
- Can address multiple use cases and play nicely with other methodologies and data streams
Public health data
Polling data
Social listening
Search trends

Qualitative research
Quantitative research

Digital, website & social data
Ad flight data
Tracking survey data

Programmatic experiments
Media planning tools
Syndicated data

Qualitative communication checks
Copy tests
A/B tests
UX testing
Strategize

User discovery
- What are the barriers to staying home, social distancing and mask wearing?
- How are people managing their chronic conditions during the pandemic?

Messaging
- What are the most motivating reasons for someone to stay home or wear a mask?
- Which statement is most relevant?
Which of the following statements MOST motivates you to wear a face covering to cover your mouth and nose while in public?

389 Responses

- One of the main ways coronavirus is spread is through droplets when someone breathes, talks, coughs, or sneezes – so wearing a face covering over your mouth and nose can protect yourself and others. (40%)
- CDC recommends wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain (e.g., grocery stores and pharmacies). (26%)
- You don’t have to wear face coverings at home, but wearing it in high-traffic public areas can protect yourself and others. (19%)
- Making your own face covering at home can protect yourself and others – and save medical grade face coverings for the frontline workers who need them most. (15%)
Website UX
- What are the initial reactions to this website?

Creative Concepts & Executions
- Is this creative concept well-received?
- Is this ad clear, relevant, and motivating?
Optimize

Creative and Site Refinement
- How can we adapt this existing creative?
- How can we improve this website to be relevant during coronavirus?
Embracing Agile Research

1. Understand where agile fits
2. Foster curiosity
3. Find a few concrete use cases
4. Engage non-researchers
5. Stay focused
6. Prove value through decision making
THANK YOU FOR
"LISTENING" TO OUR
PRESENTATION