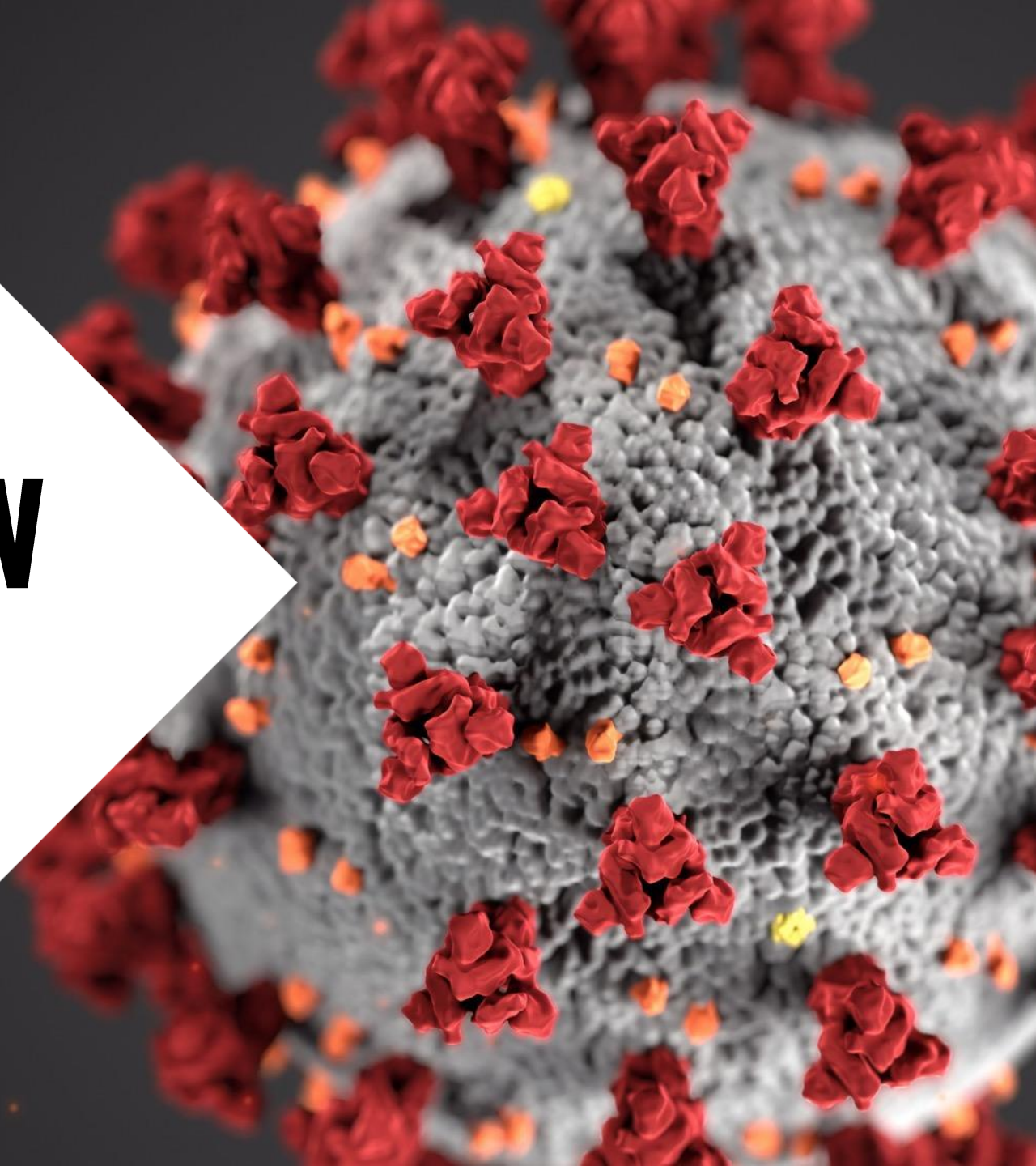


INNOVATION UNDER THE SHADOW OF COVID-19

3.27.20

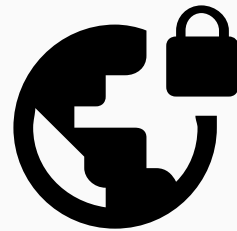


THREE PHASES

WITH DIFFERENT PROBLEMS TO OVERCOME



OUTBREAK
FEAR & CONFUSION



QUARANTINE
ANXIETY & INCONVENIENCE



RECOVERY
DISTRESS & LIVELIHOOD



THREE AREAS OF OBSERVATION

PROBLEMS THAT NEED SOLVING – USING TECHNOLOGY & COLLABORATION



INFORMATION ACCESS

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




BUSINESS DISRUPTION

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



SCALE & SPEED

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



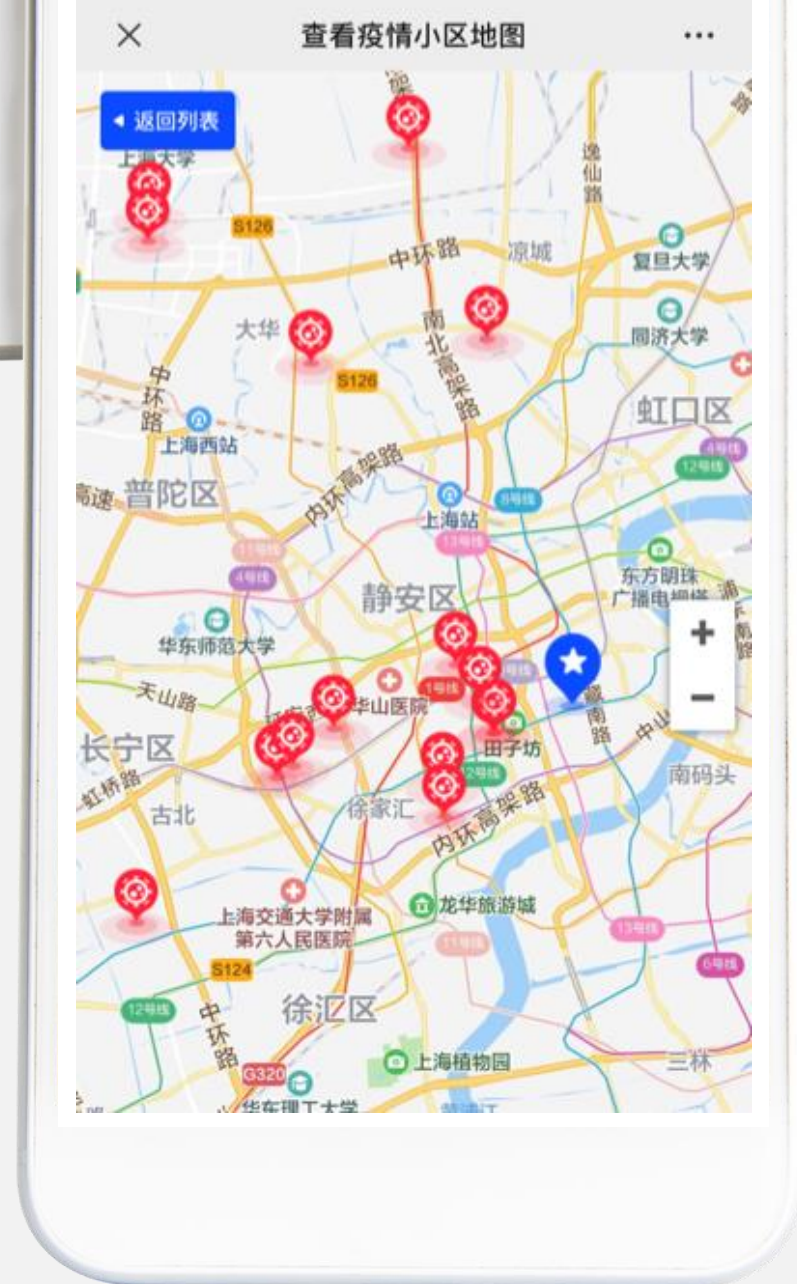
AN APP TO TRACK INFECTED AREAS

定制防疫地图 BY: CBN x AMAP



AN APP TO TRACK ... YOUR NEIGHBORHOOD

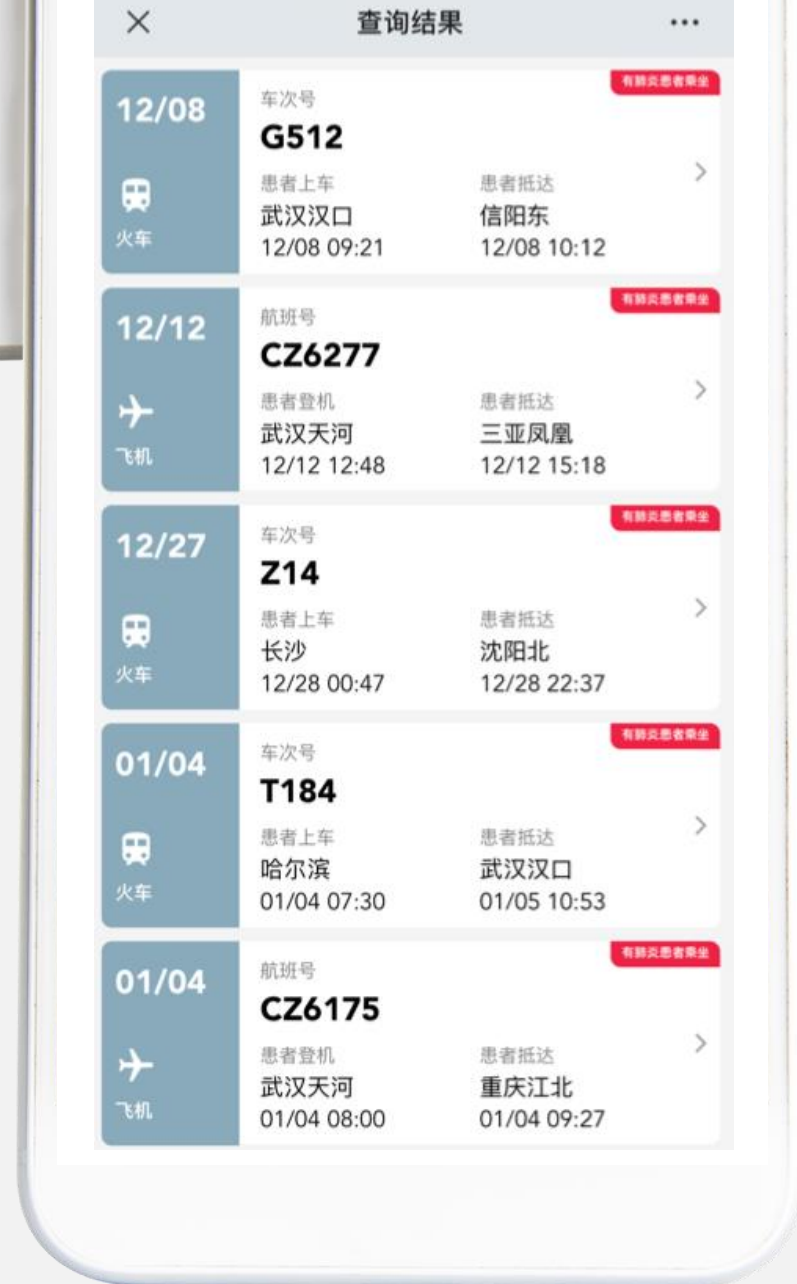
新冠肺炎小区查询
BY: PEOPLE'S DAILY x TENCENT



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





BUSINESS DISRUPTION



NO-CONTACT DELIVERY

BY: ALIBABA



无接触配送已上线

备注：为了最大程度降低传播风险，盒马已上线“无接触配送”服务。请在下单时，选择“无接触配送”，小哥电话沟通确认放置地点。
(更新至最新版APP)

HI THERE,
OUR COURIER IS
DOWNSTAIRS.
PLEASE PICK
UP YOUR ORDER.

Call 6209-6209
If You Need
Any Help.



NO-CONTACT DELIVERY (RE-INTRODUCED)

BY: AMAZON JAPAN



▶ NO-CONTACT PURCHASE (I)

BY: MCDONALD'S



NO-CONTACT PURCHASE (II)

BY: LUCKIN COFFEE, STARBUCKS

即使没有接触，
口罩下仍然有
我们诚挚的笑容
#无接触式星巴克体验# 已开启

STARBUCKS®

下载星巴克APP 开启无接触式体验

专星送
专用密封袋和杯盖
骑手每日测温
消毒配送箱
取餐至配送
无接触

啡快
手机下单
到店即取
出示口令
无接触取餐
专用取餐台

©2020 Starbucks Corporation.

luckin coffee
纳斯达克股票代码: LK

无人零售
无接触 更安全

瑞划算
luckin pop MINI
线下买到电商价



瑞即购
luckin coffee EXPRESS
大师咖啡,更近一步



NEW SERVICE MODELS FOR COLLABORATION

REMOTE
LEARNING



CLOUD DJ-ING

5G+直播支撑“云监工”



TELECOMS USING
WEB-BROADCAST
TO TEST 5G
(OFFERING
DISCOUNT)



MOVING EVENTS ONLINE



SCALE AND SPEED



DIGITAL IDS FOR ACCESS

BY: TELECOM OPERATORS,
ALIPAY, WECHATPAY

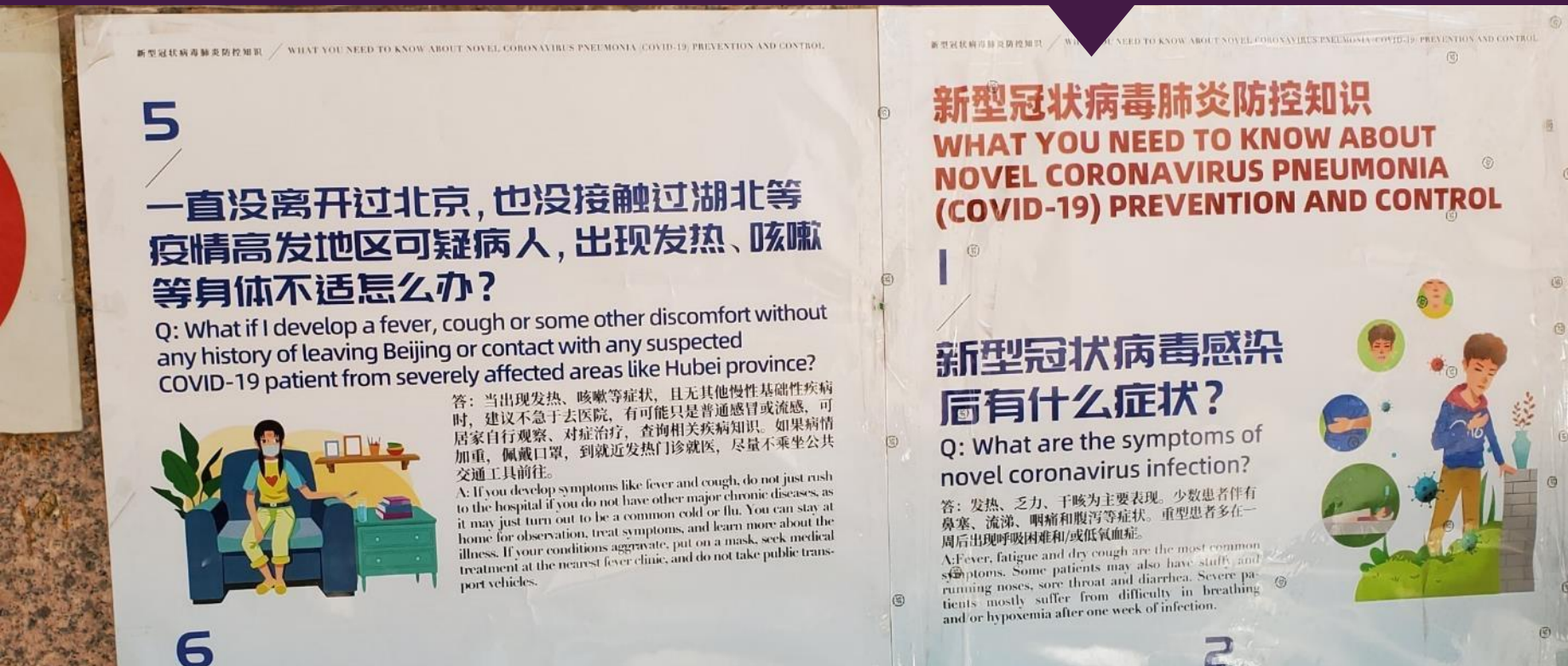


MANAGING MILLIONS OF RESIDENTS

BY: ALIBABA



DIGITAL HEALTH CHECKPOINTS TO KEEP COMMUNITIES SAFE



Cell *

18701386734

重新获取

Health status *

☒ I confirm that there are no suspected symptoms of novel coronavirus such as fever and cough. I have not contacted any personnel in Hubei and surrounding areas.

Body temperature *

Fill in according to the actual temperature.

☒ Normal (lower than 37.3°C)



ROBOTS/DROIDS IN ACTION

▶ To deliver food to those under quarantine when medical staffs were in short supply

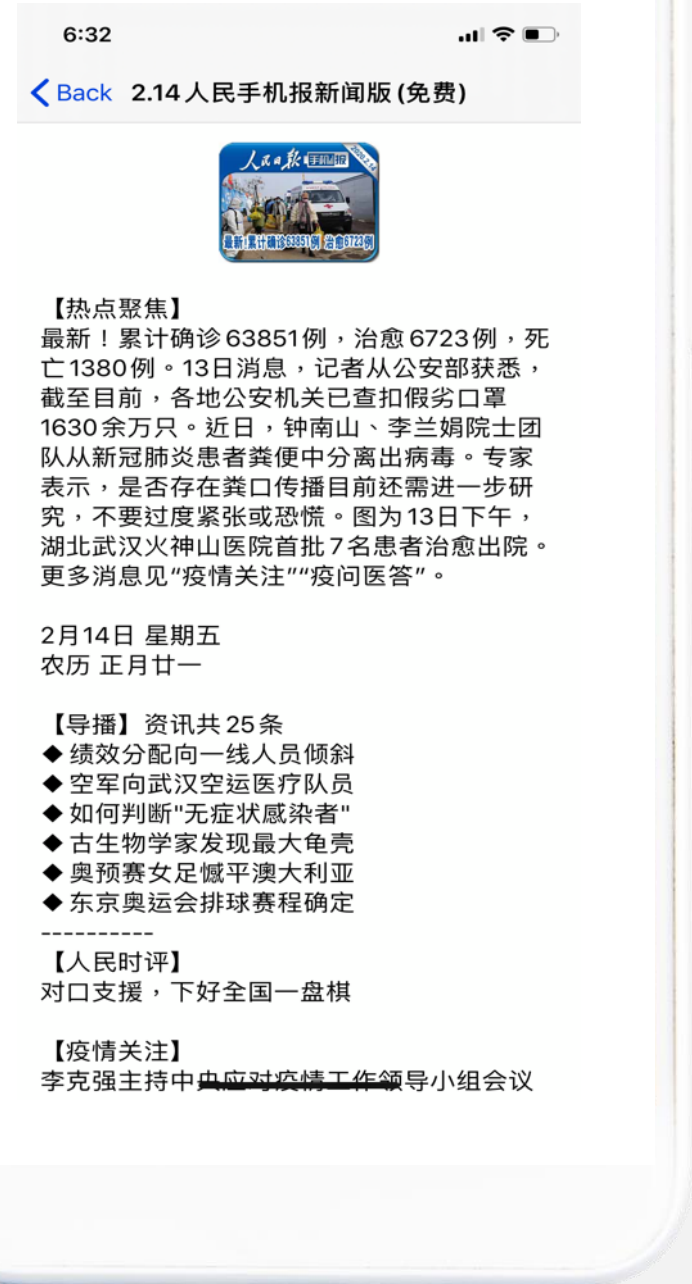


▶ To check temperatures or remind people to wear masks when police were unavailable



THE OLD-FASHIONED WAY DELIVERS

DAILY TEXT MESSAGE ALERTS + PHYSICAL BANNERS



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

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MORE ON COVID-19

webershandwick.com

Lydia Lee for PRWeek [Part 1](#) & [Part 2](#)

