

COVID-19 LIVING IN THE NEW NORMAL

WEEK 5

15/04/20

Brussels

HAVAS TALKS



Un weekend sous cloche... et un printemps qui nous joue (de jolis) tours. Les chasses aux œufs sont confinées ou sur la toile... Pâques 2020, nous ne t'oublierons pas de sitôt!

On trinque avec la famille via Skype, on prend l'@péro avec les amis via Whatsapp. A tout point de vue, le Coronavirus est un accélérateur de la transformation digitale de notre société.

Et les marques dans tout ça? Beaucoup s'effacent mais certaines s'adaptent avec brio. Sur la toile, mais également au travers de leur créa à la TV, à la radio.

Elles sont là, pour nous soutenir, pour nous faire rire, pour nous aider à tenir (économiquement parlant aussi). Elles sont emblématiques de la tendance #BRANDOPTIMISM que nous illustrons à nouveau dans cette nouvelle édition.

*Une fête de Pâques particulière, mais une fête quand-même. Mon équipe et moi avons donc travaillé sur une version plus festive avec une catégorie **MOOD BOOSTER** pour inspirer tous les pros de la comm' à appliquer le #BRANDOPTIMISM au quotidien. De rien, c'est cadeau.*

Bonne lecture,

Vanessa Sanctorum, Strategy Director – Havas Media Belgium



EXPERTS OPINIONS

Brand safety



“

We must show some pedagogy, and make advertisers aware that it is not necessary to systematically block all content related to the coronavirus. Because some content remain completely positive and therefore without risk for their brand image.

”

Diego Quesada , Country Manager (Teads.tv) – MM

Social responsibility



“

Will we be brave enough to suggest something else? Or will we be happy with discounts on sausages for the first deconfinement barbecues? The marketing community has an important responsibility for managing the way out of the crisis. We all see how much the economy needs to put people back at the center of its concerns.

”

Nicolas Lambert, Director (Fairtrade Belgium) - PUB



WEB

With a Cost per Reach similar to the pre-Covid-19 era, the social inventory has reached a ceiling. Back to normal



FLEMISH ARE SPENDING MORE TIME ONLINE

Significant increase of time spent on internet since March 12th

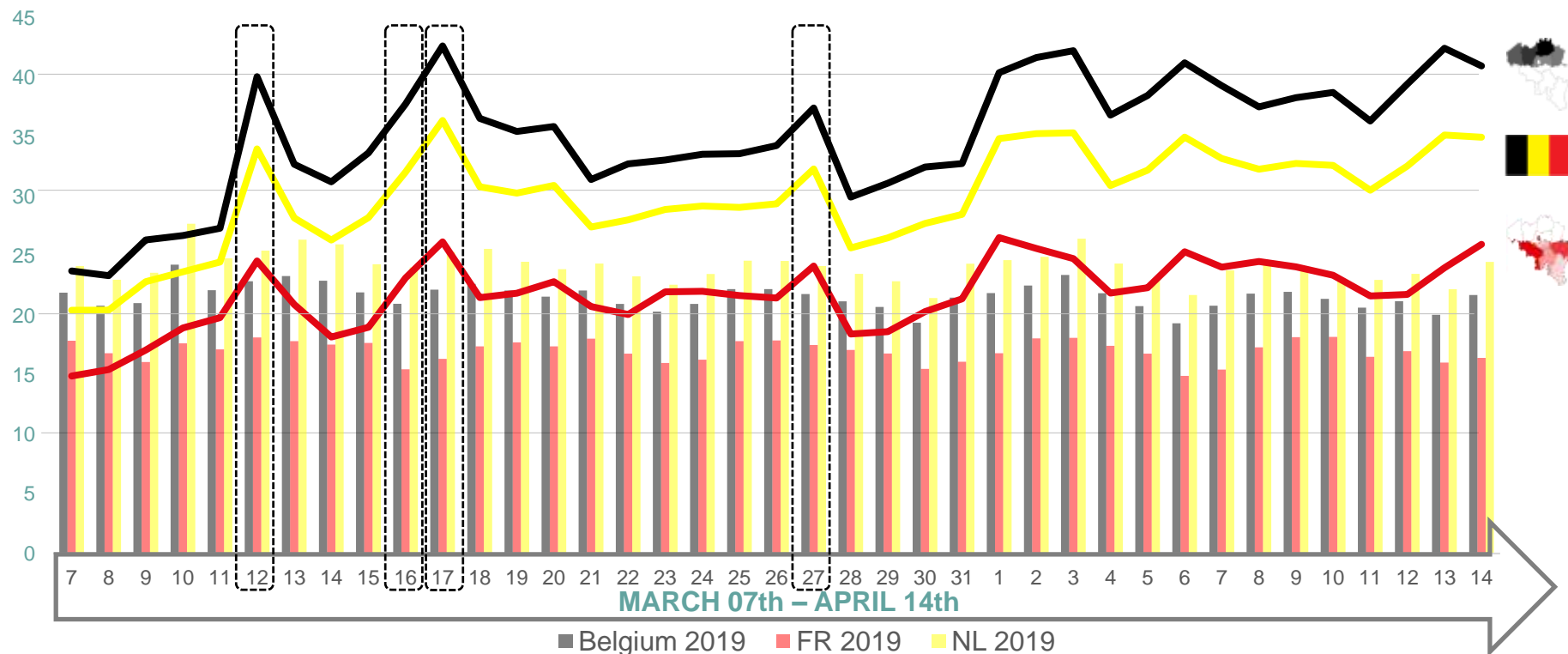
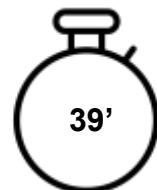
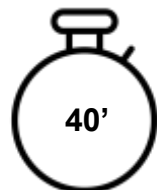


avg time spent on internet
(in minutes)

01/04 > 07/04

08/04 > 14/04

avg time spent (min.)





HYPERLOCAL NEWS DOMINATE



TOP 3 audience share (14/04)
(the share of the audience of the media in the total audience of all media)



28%



26%



8%

real users

2.000.000

1.800.000

1.600.000

1.400.000

1.200.000

1.000.000

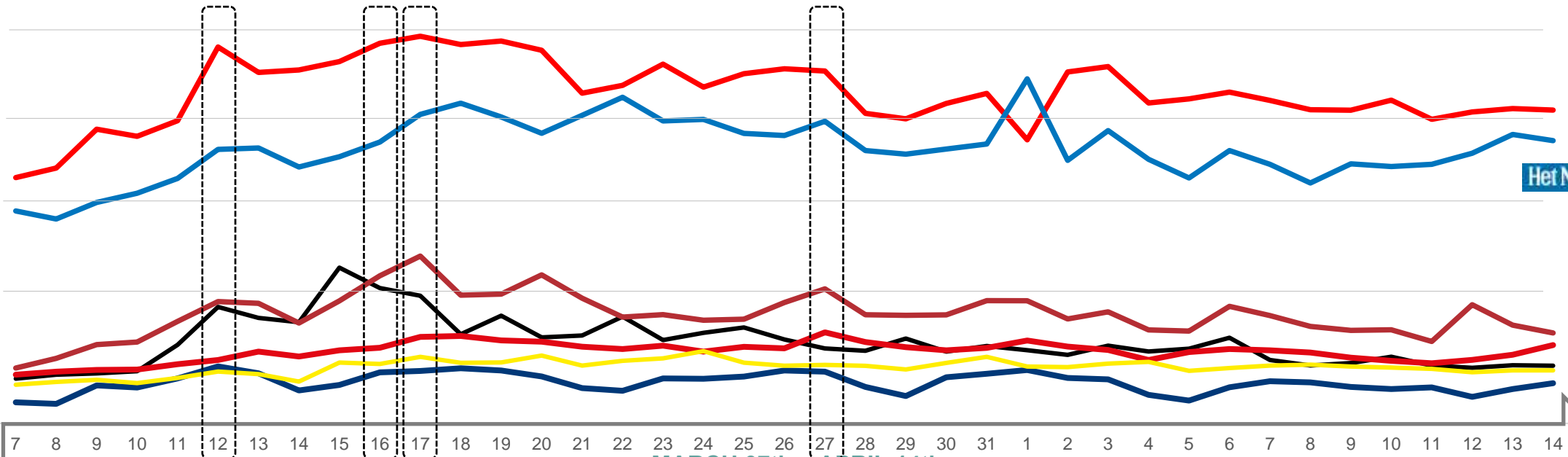
800.000

600.000

400.000

200.000

0



TOP 3



Source : Gemius/CIM - gemiusAudience study: Multiplatform - Population 12+

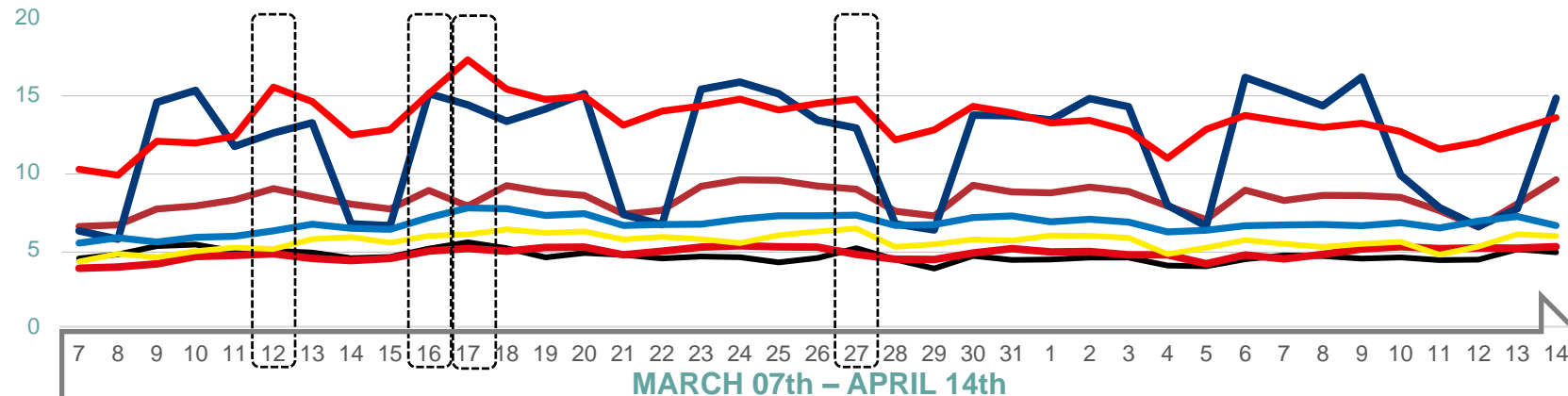


FLEMISH SPEND MORE TIME ON *FINANCIAL* NEWS

But view more content on hyperlocal news from HLN



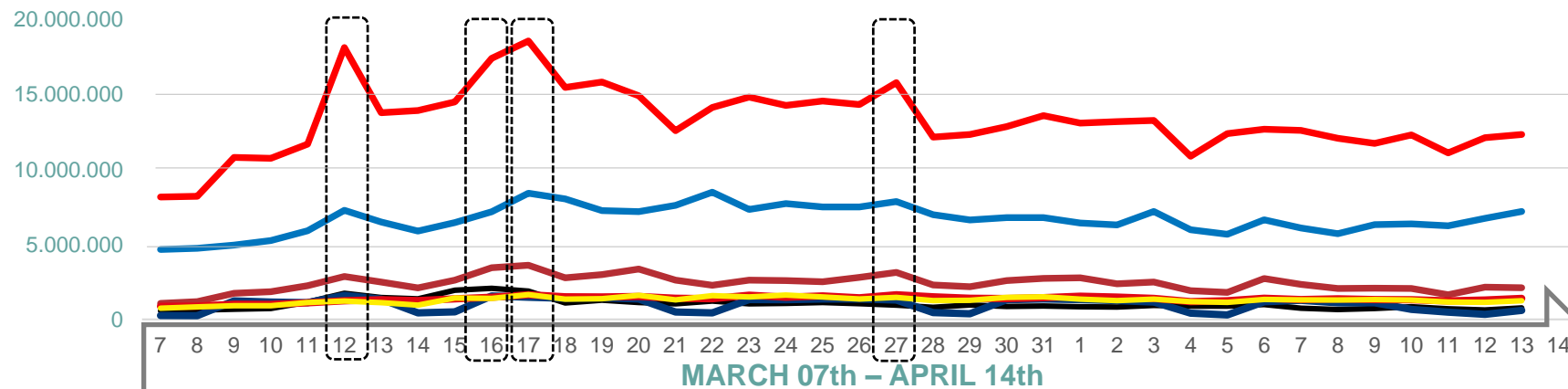
avg. time spent
(min.)



TOP 3 evolution
avg. time spent
(14/04 vs 13/04)



pageviews



TOP 3 evolution
pageviews
(14/04 vs 13/04)



— DeMorgen. — dS De Standaard — DE TIJD — GVA — HET BELANG VAN LIMBURG — HLN — Het Nieuwsblad

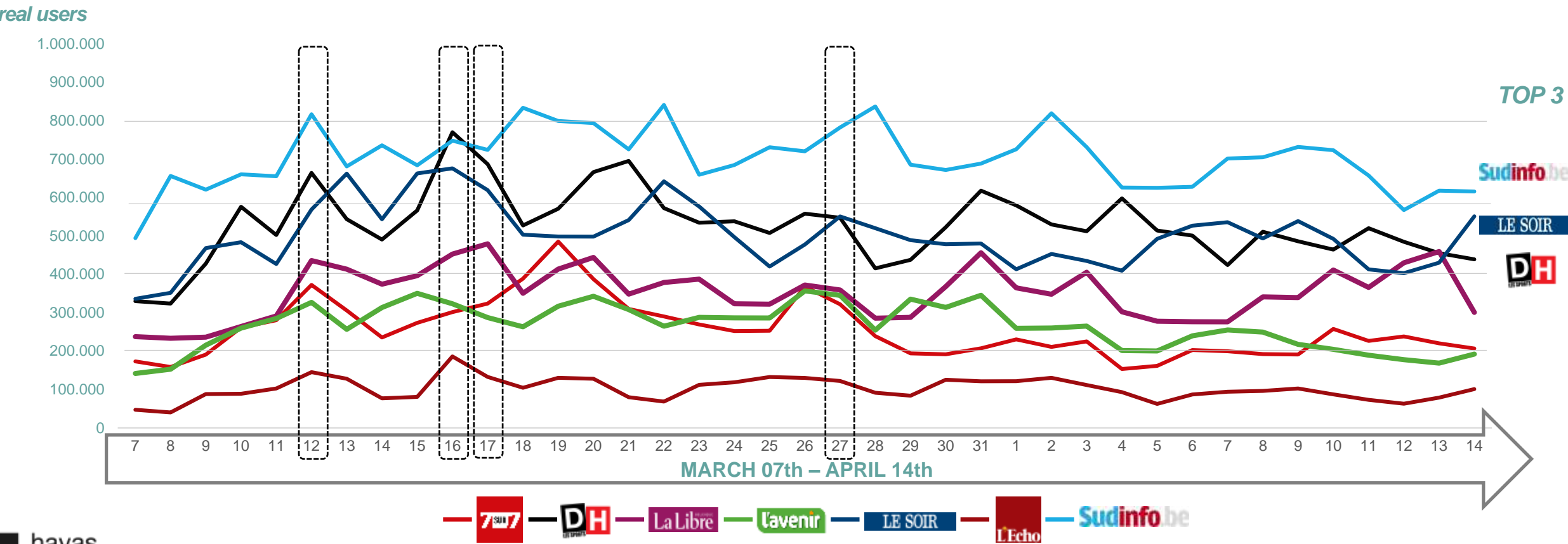
Source : Gemius/CIM - gemiusAudience study: Multiplatform - Population 12+



SUDINFO RULES BUT IS CHALLENGED BY LE SOIR



TOP 3 audience share (14/04)
(the share of the audience of the media in the total audience of all media)

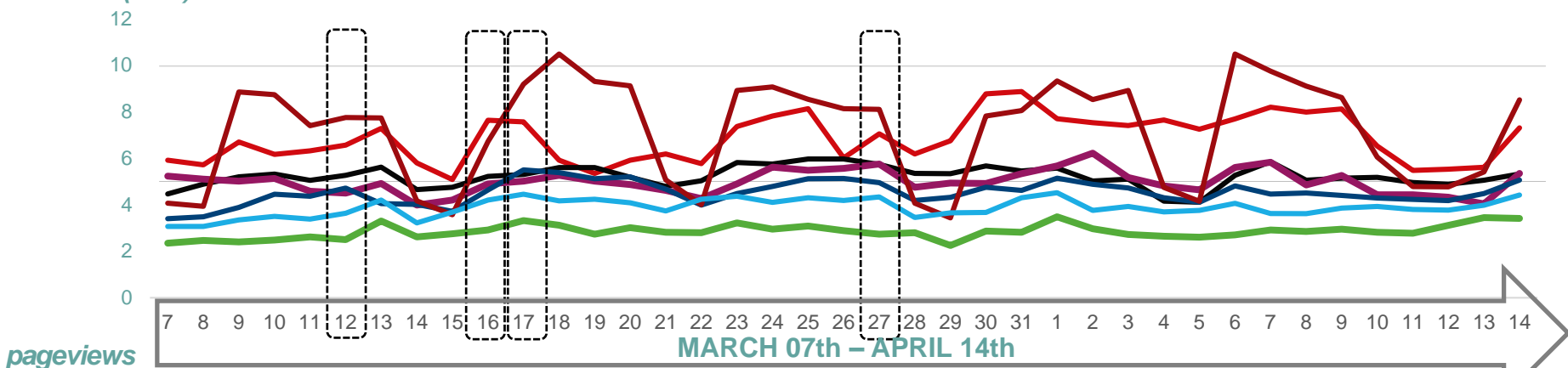




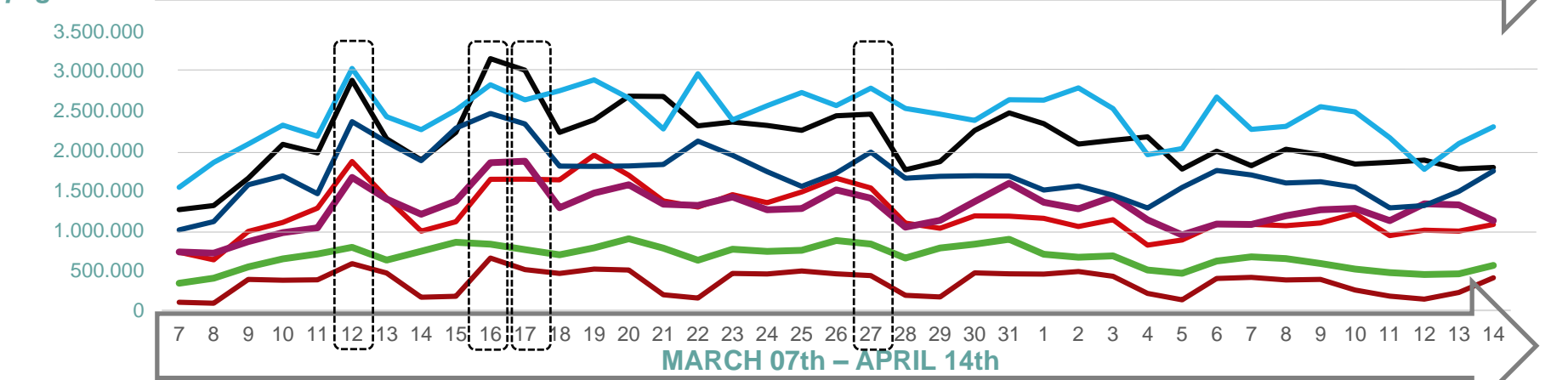
WALLOONS SPEND MORE TIME ON *FINANCIAL* NEWS



avg. time spent
(min.)



pageviews



TOP 3 evolution
avg. time spent
(14/04 vs 13/04)



TOP 3 evolution
pageviews
(14/04 vs 13/04)



+ 57%



+ 33%



+ 30%



+ 81%



+ 23%



+ 17%

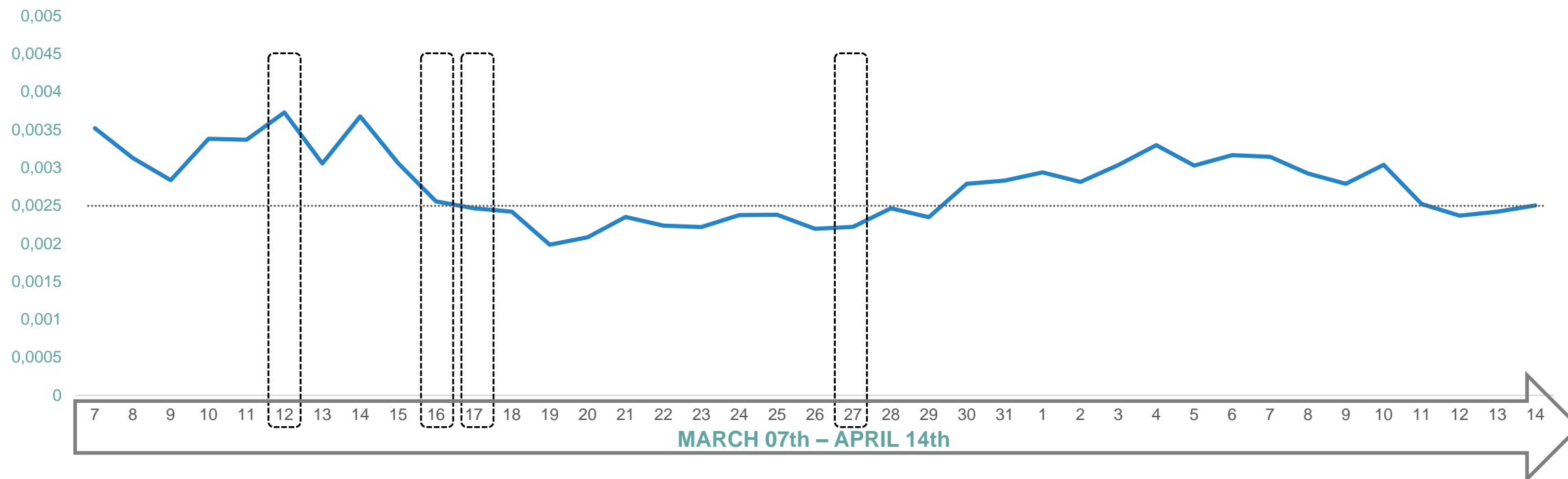


SOCIAL: BRANDS ARE (CAUTIOUSLY) BACK

*It seems like the increase in available reach and inventory on **FB** & **Instagram** has reached a ceiling. Back to normal*



avg CPR



Source: Own data, FB avg Cost per Reach, based on 65 million impressions between 29/02/2020 and 31/03/2020



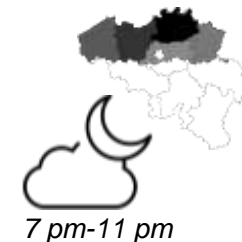
Back to normal? Not yet... but the interest for news is declining. People are longing for challenges, entertainment and... LOVE

TELEVISION

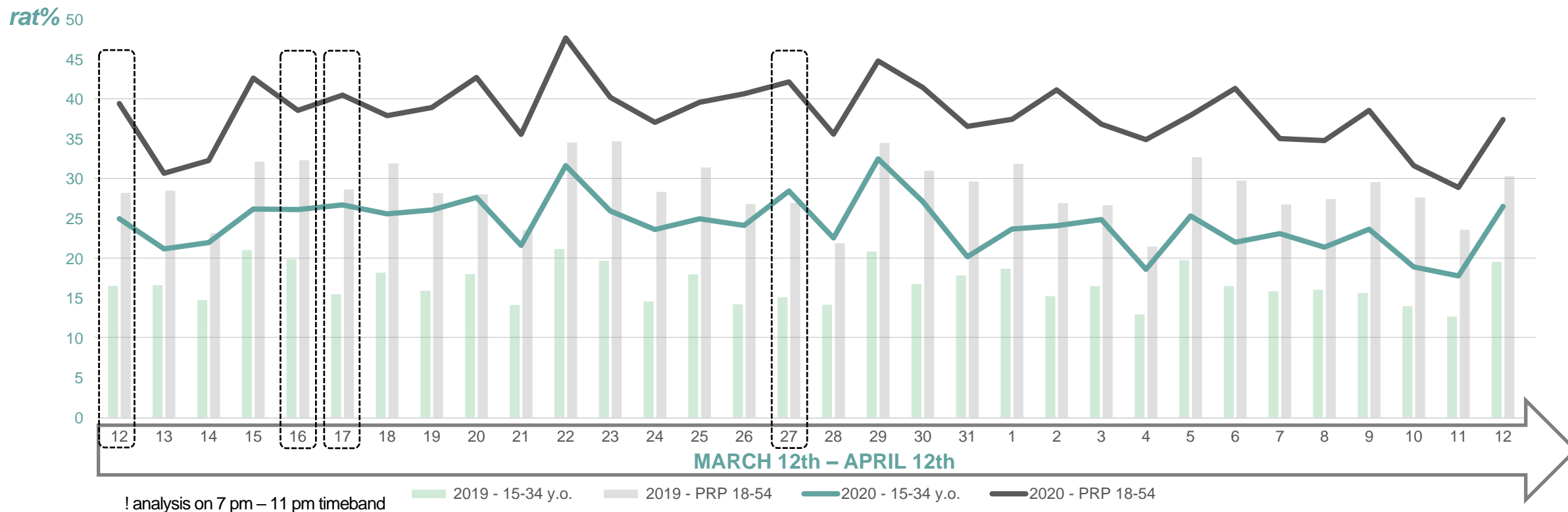


ENTERTAINING REALITY & (LOCAL) MUSIC SCORE

At the expense of NEWS



Sunday is still the weekly appointment for the Flemish population with *De Mol* (VIER) and *Blind getrouwd* (VTM). The new TV program *Lego Masters* (VTM) made an entry in the TOP 10 programs on our main targets (15-34 and PRP 18-54). *Liefde voor Muziek* (VTM) maintained its position in the TOP 5 ranking (Live+7). Local TV soaps *Thuis* (EEN) & *Familie* (VTM) consolidated their place in the TOP 10. Series as *GR5* (EEN) made an entry in the TOP 10 on PRP 18-54.



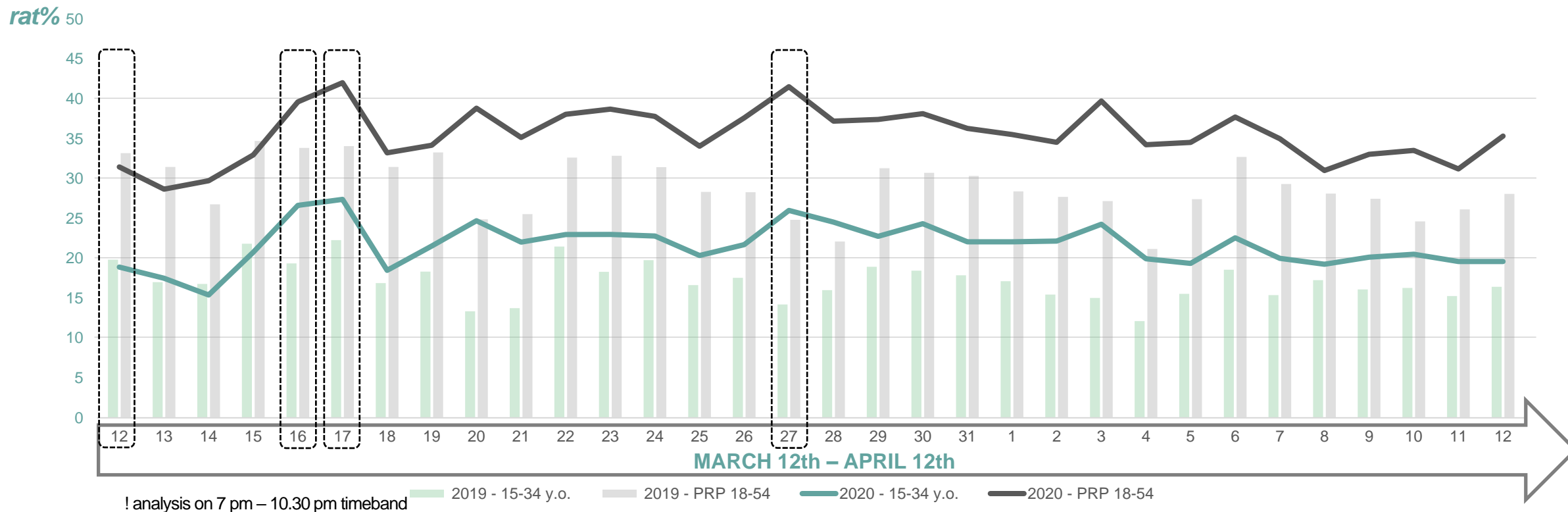


NEWS & ENTERTAINMENT RULE

Evening news is a daily appointment... but entertainment & social reality boost audiences



RTL dominates the TOP 10 weekly programs (Live +7) last week (April 6th – April 12th). Thanks to its daily news program *RTL Info 19h*. Amongst entertainment programs, reality shows as *Koh-Lanta* (TF1), *Mariés au premier regard* (RTL-TVI) and *Top Chef* (RTL-TVI) were head to head in the TOP 5 programs on the main target. *Enquêtes* (RTL-TVI) still remain in the TOP 10. François Pirette's new serie *Formidables* (RTL-TVI) last Sunday made a remarkable entry in the TOP 10 programs watched by PRP 18-54.

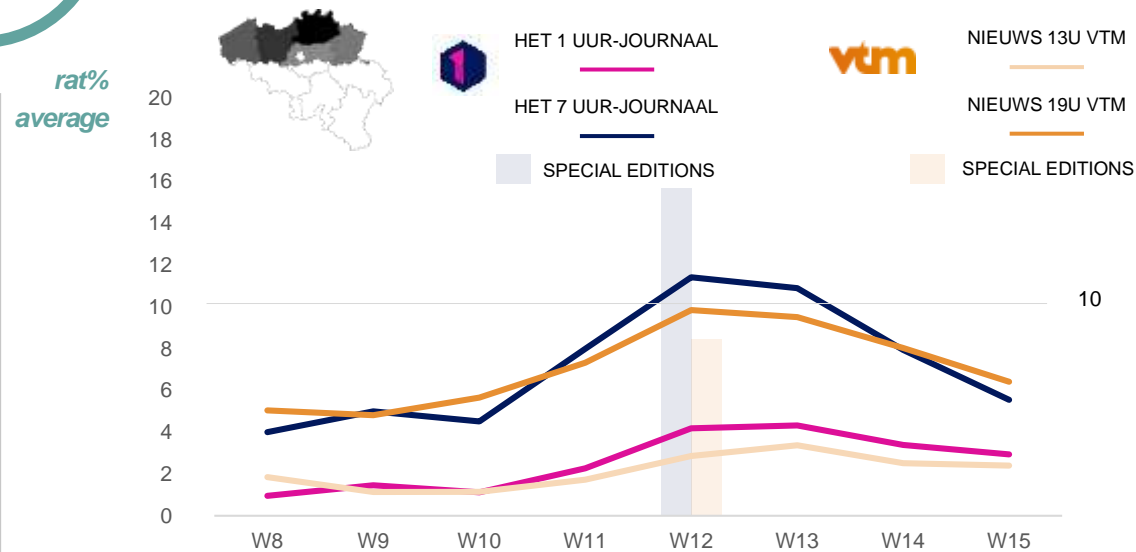




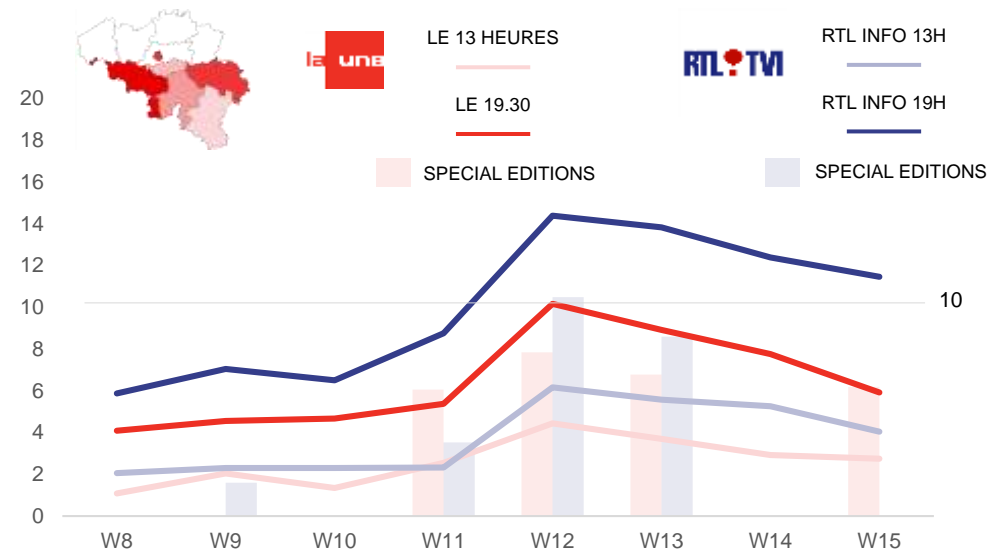
INTEREST FOR NEWS IS DECLINING

EEN as the trusted partner in the North, RTL leading the way in the South

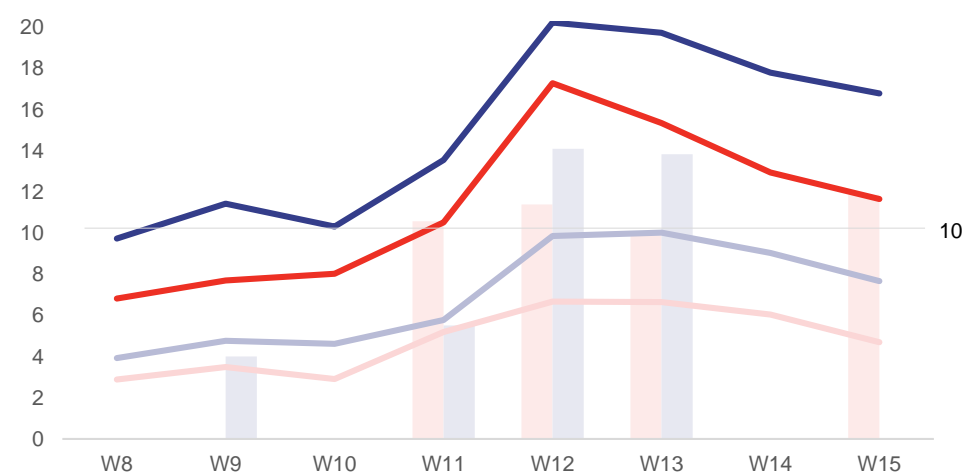
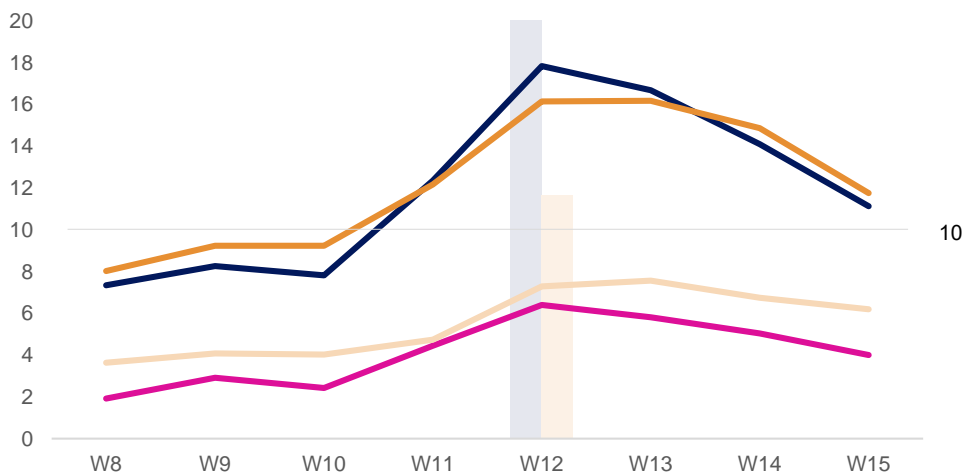
TARGET 15-34



rat% average



TARGET PRP 18-54





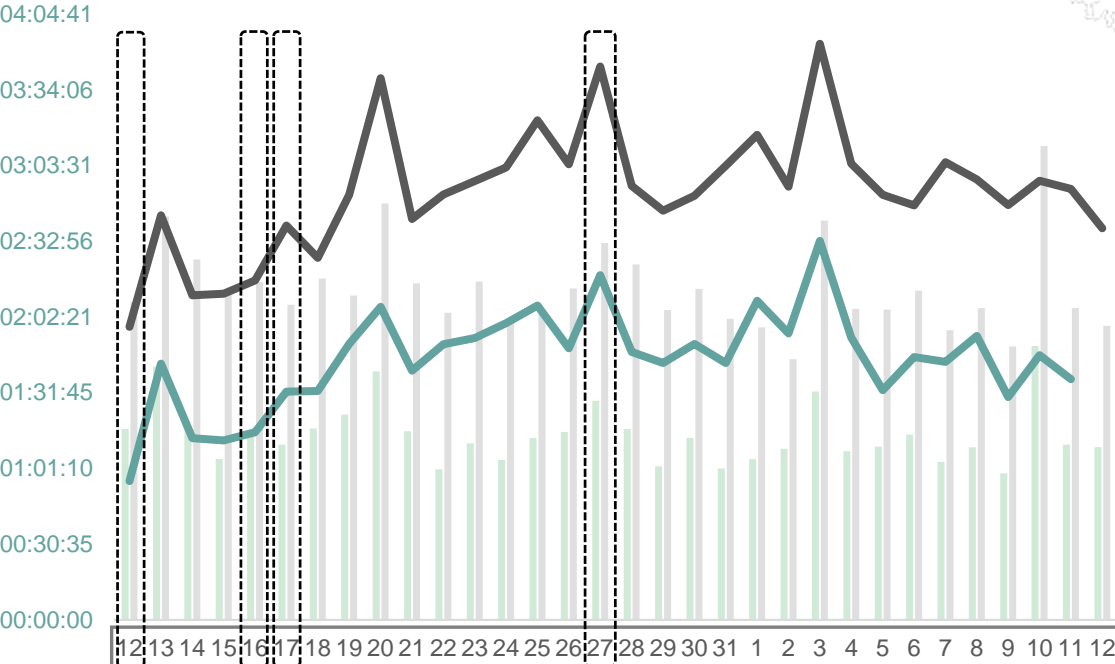
TV VIEWING IS STILL ON TOP!

Strong declining trend in the North... and rising trend in the South



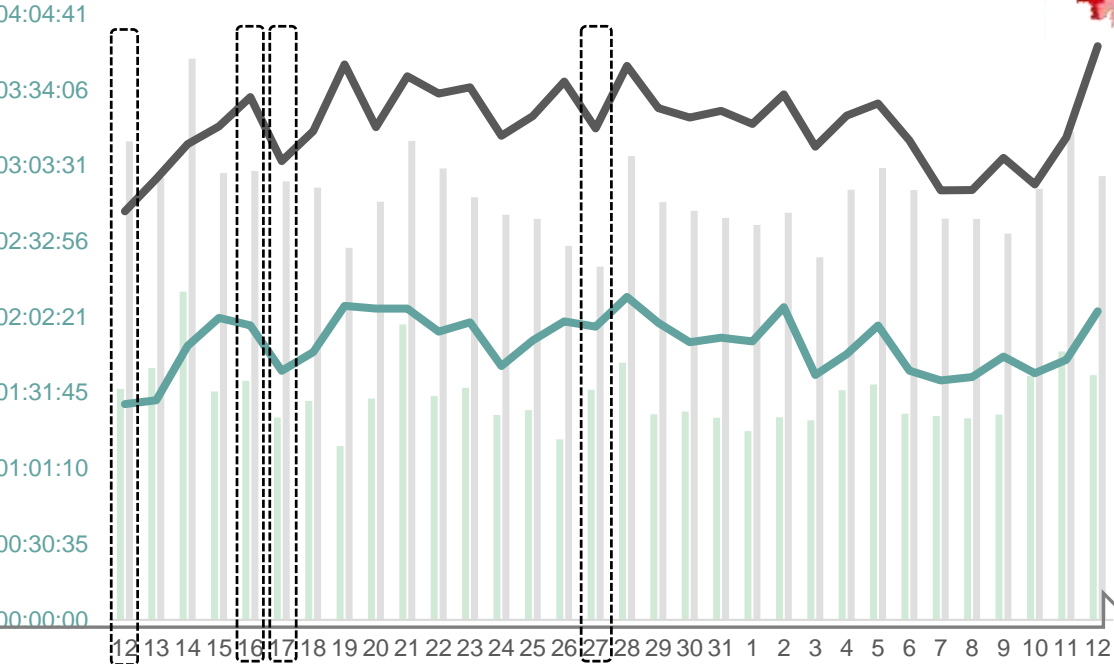
2 am-2 am

avg time spent (hours)



2019 - 15-34 y.o. 2019 - PRP 18-54 2020 - 15-34 y.o. 2020 - PRP 18-54

avg time spent (hours)



2019 - 15-34 y.o. 2019 - PRP 18-54 2020 - 15-34 y.o. 2020 - PRP 18-54

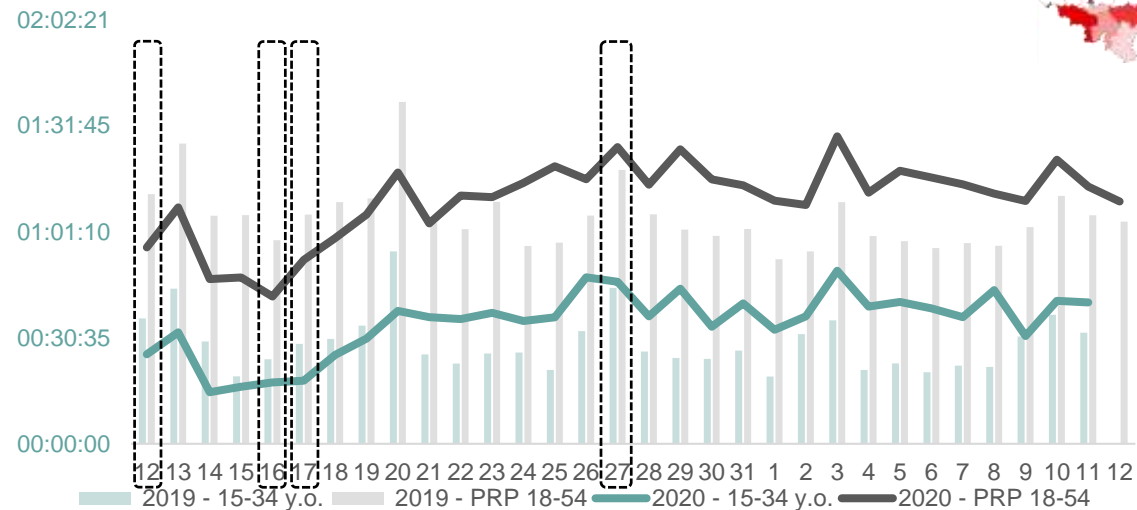
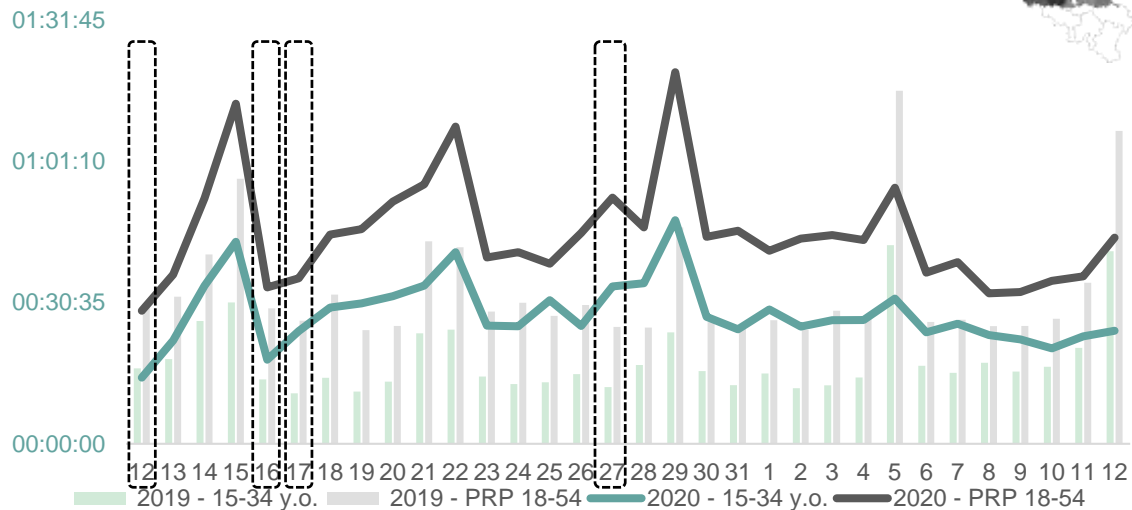


... SLOWLY BACK TO NORMAL...

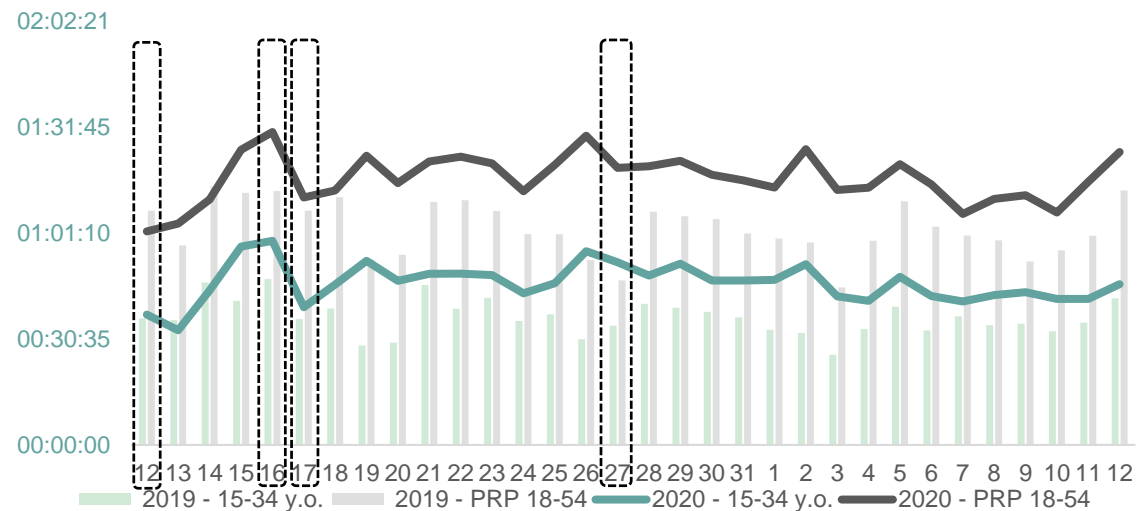
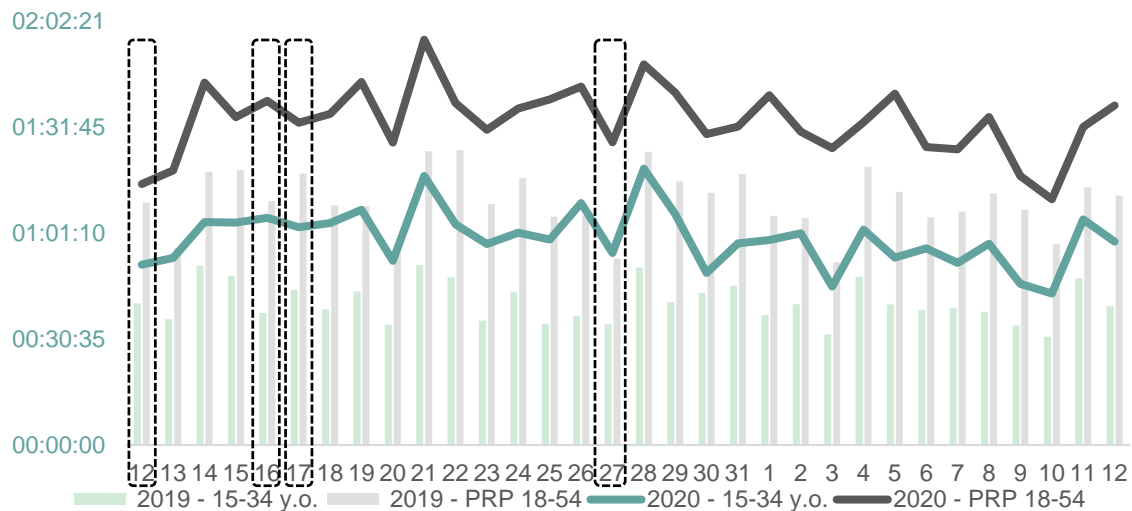
With a particular drop during day time



2 am-5 pm



7 pm-11 pm



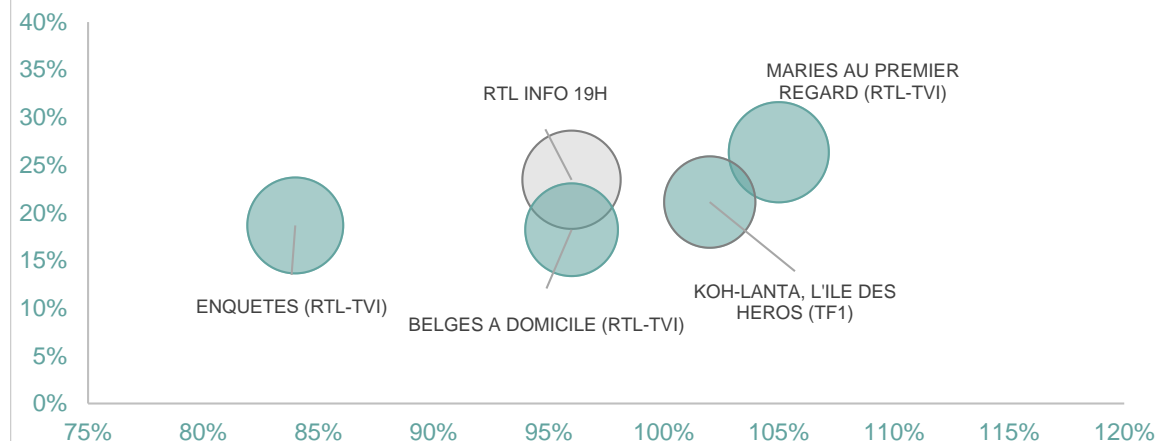
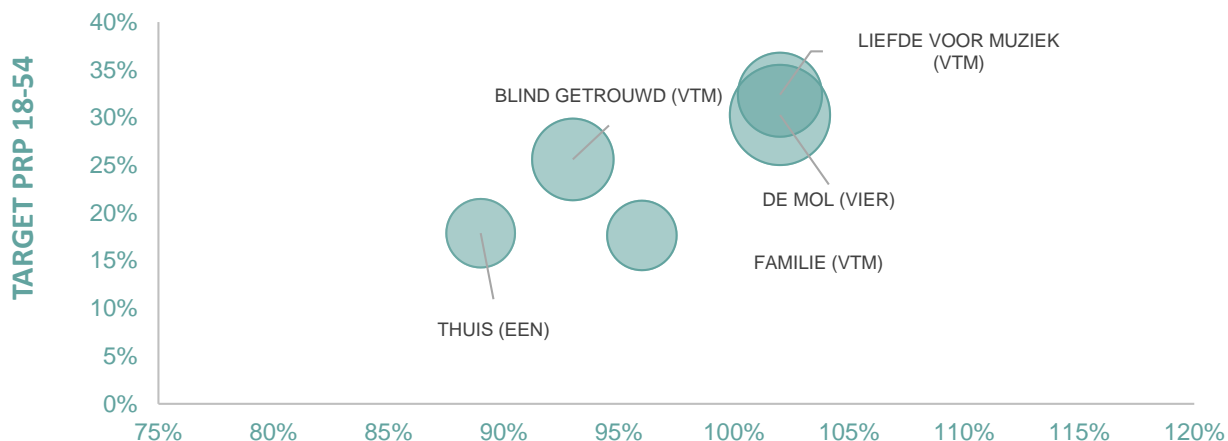
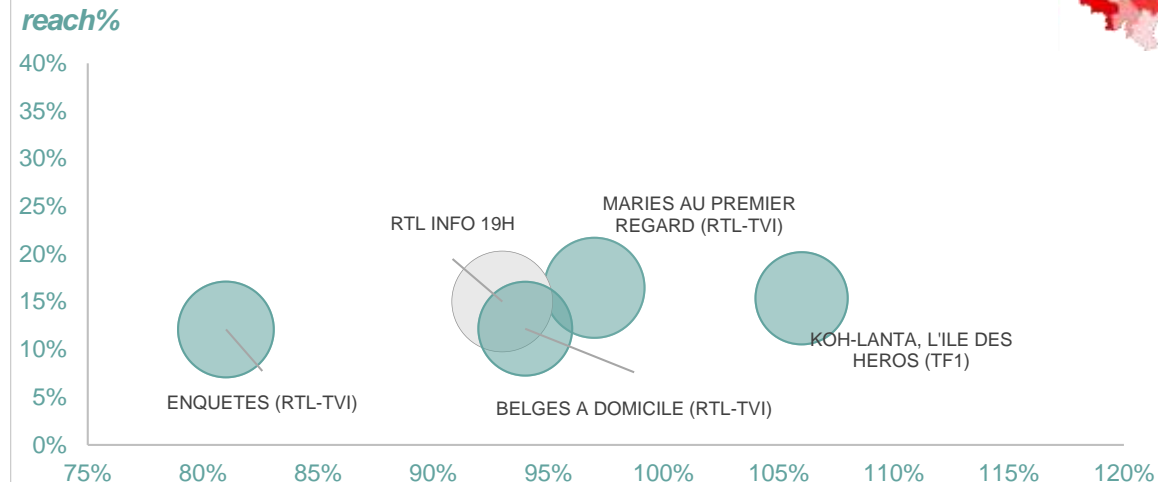
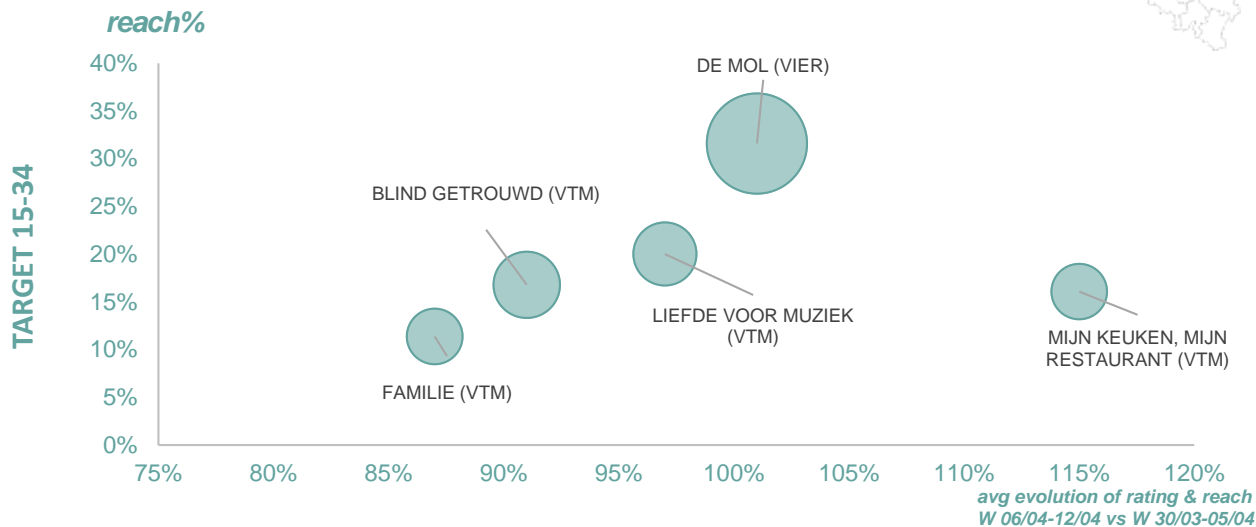


REALITY & SOCIAL TV BIGGEST EVOLUTION

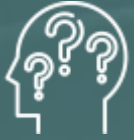
Belgians are into reality TV and programs where people can shift their boundaries



7 pm-11 pm



Source: Havas Media BE elaboration of Nielsen / GFK data – Top 5 programs. From Monday to Sunday for evolution (i). Bubble size = rating



MOOD & EMOTIONS

29.812 recovered

Iran

26.491 recovered

Italy

22.717 recovered

US

France

9.800 recovered

Switzerland

Active population trust politics and companies regarding their actions towards the COVID-19 crisis.

Belgians are pessimistic about the health of their wallet...

And the lockdown is playing with everyone's nerves



ACTIVE POPULATION TRUST COMPANIES & POLITICS



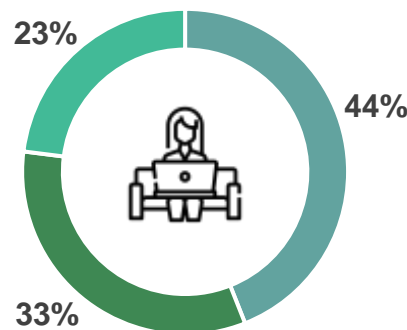
It is a good time for politics and companies to rebuild their reputation

MAIN WORRIES



- Worries regarding **shortages** (e.g. food) already decreased
- 79% of Belgians are afraid to get the virus
- 68% of Belgians worry about the **economical consequences** of the crisis

WORKERS SITUATION



■ Homeworking ■ Unable to work ■ Workplace

- 25% of **homeworkers** feel less productive working from home and 16% declare feeling more stress than usual
- **Causes of stress** are the following ones: lack of social contact (57%), showing performance (48%), additional hours of work (46%) and children (43%)
- For those working at their usual **workplace**, the third doesn't feel comfortable going to work but more than the half think their company make the right decision

POLITICAL DECISIONS



- Support towards **political decisions** doubled (from 36% to 74% - 12/03 to 26/03)
- Opinions from employees towards **companies** are positive and their trust regarding the management of the situation increased (80%)



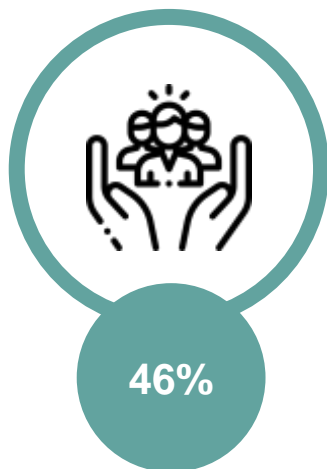
OPTIMISTIC ABOUT HEALTH, WORRIED ABOUT FINANCE

The confidence level of Belgians measured

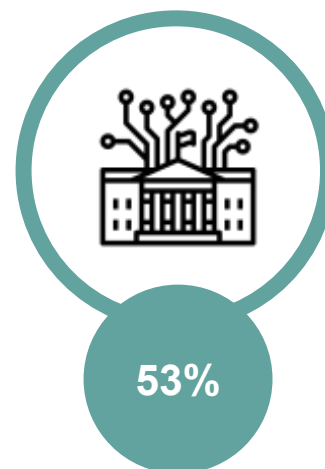
OUR PERSONAL HEALTH



THE COLLECTIVE HEALTH



THE GOVERNMENT'S MEASURES



THE ECONOMY

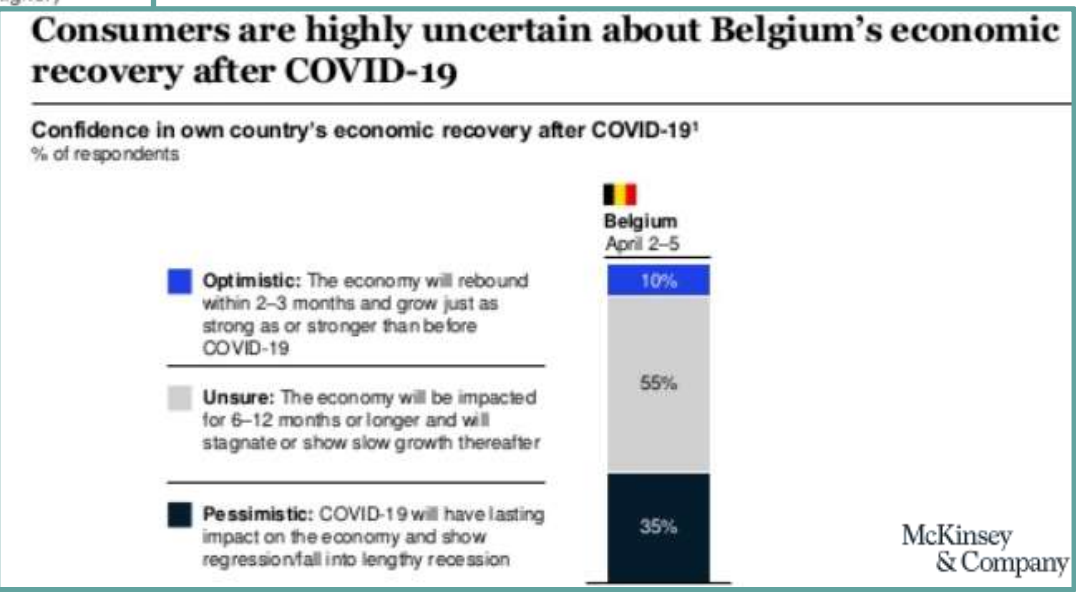
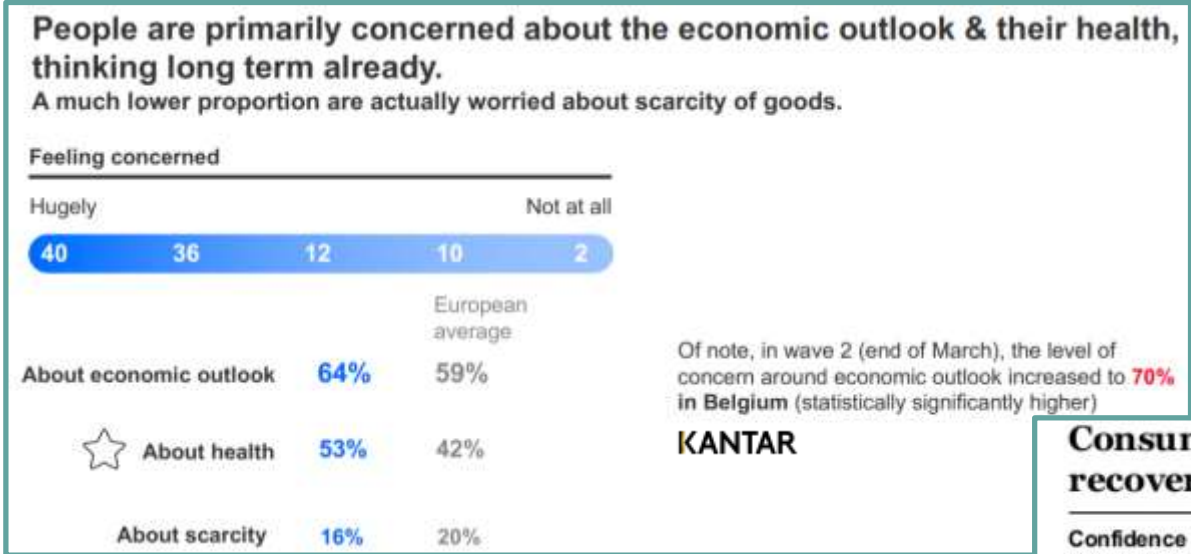


Belgians are more pessimistic about the economic outlook than about the handling of the pandemic



THE GHOST OF RECESSION HAUNTS BELGIANS

Belgians fear the price to pay is yet to come





AND LOCKDOWN IS PLAYING WITH EVERYONE'S NERVES

1 Belgian out of 2 is experiencing mental health issues due to quarantine

1

FIRST WEEK OF QUARANTINE

After one week of lockdown, the number of people experiencing mental health issues tripled.

2

WOMEN AND YOUTH MORE IMPACTED

Lockdown is shutting down social interactions and modifies our work experience.

Les lourds effets psychologiques du confinement



Hommes et femmes, jeunes et adultes: qui souffre le plus du confinement ?



Un Belge sur deux victime psychologique du confinement

En temps normal, 18 % de la population déclarent être en situation de mal-être psychologique. Aujourd'hui (dans la première semaine de confinement en tout cas), ce niveau de mal-être a pratiquement triplé.



- Less social interactions
- More work and difficulties of adaptation
- Negative (and positive) impact of social media
- Fear of contamination
- Close ones sickness

3

HOMEWORKING SATURATION

Homeworking needs to be managed in a healthy way or it can be very destructive.



Schools and universities are also facing lots of frustration from the students and the teachers



COVID-19 is making the digital transformation mandatory (more than ever) for companies

4

UNEMPLOYMENT STRESS

Part-time or full time unemployment. People are at risk and have to fill in procedures to hope for a quick refund from the social actors.



How much will I earn?

When will I be paid?

Who should I contact and do I have to do?

Will administration answer?

Coronavirus : chômage temporaire, combien vais-je gagner sur le mois ?

Publié: mardi 24 mars 2020 | Par Julie Desautels

Face à l'ampleur considérable de la crise du Covid-19, 900.000 travailleurs ont déjà été placés en chômage temporaire par leur entreprise. Quel montant mensuel vont-ils percevoir ?



De statut partiellement ou totalement inactif, comment obtenir une aide financière ?



MOOD BOOSTER

Science has shown that the mere act of smiling can lift your mood, lower stress, boost your immune system and possibly even prolong your life...

Point taken?

BRAND OPTIMISM

FRENEMIES WORK TOGETHER FOR THE GREATER GOOD

Teaming up against the common enemy



Pharmaceutical industries are working together to develop a vaccine

Google and Apple teamed up to produce a **privacy safe contact tracing app**



Steven Van Belleghem • 2nd
International Keynote Speaker, Author, Entrepreneur (founder of Nexxworks, pa...
2d • Edited •

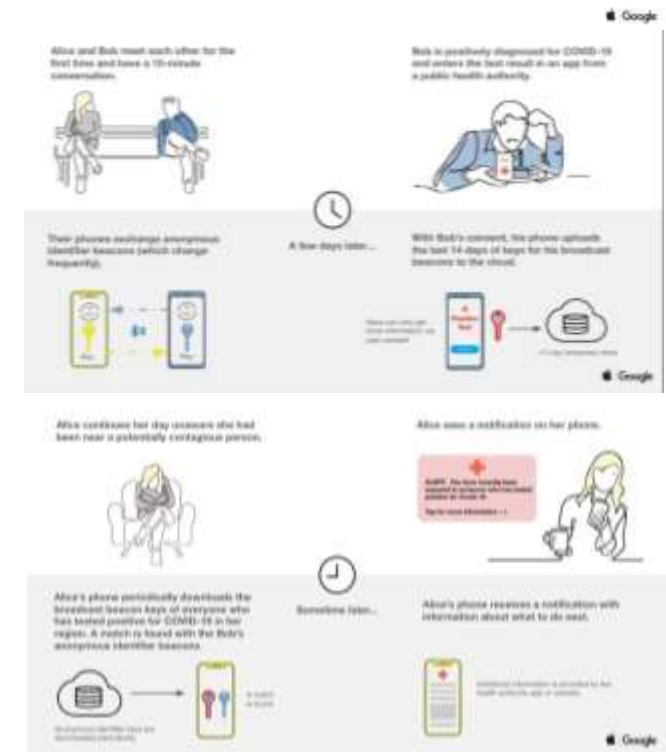
This will be the result of the unseen partnership of Google and Apple. A privacy safe contact tracing app.

Benefits from this initiative – according to Steven Van Belleghem

1. A global solution with a higher performance than hundreds of local initiatives
2. Two companies with the technical capabilities to execute this. Plus, they have the talent to constantly work on this when first results require fast adaptations
3. These two companies have access to almost every phone on the planet
4. Probably a higher user trust than government created technology

Privacy-safe contact tracing using Bluetooth Low Energy

- Explicit user consent required
- Doesn't collect personally identifiable information or user location data
- List of people you've been in contact with never leaves your phone
- People who test positive are not identified to other users, Google or Apple
- Will only be used for contact tracing by public health authorities for COVID-19 pandemic management
- Doesn't matter if you have an Android phone or an iPhone - works across both



BRAND OPTIMISM

BRANDS ACT AS MOOD BOOSTERS

From entertaining to comforting

Rode Neuzen provides “boost packs” to help the youth going through the tough times of the COVID-19 crisis.

Rode Neuzen Dag ondersteunt jongeren in coronatijden met 'boostpakket'



De maatregelen die getroffen werden tegen corona hebben een impact op iedereen. In deze tijden wordt zeker de weerbaarheid van jongeren aan de proef gesteld. Rode Neuzen Dag, de goedkeetsite van VTM, Omroep 16,4 en Beelieu die het mentaal, fysiek en sociaal sterker maken van jongeren als doel heeft, wil er ook in deze coronatijden zijn voor alle jongeren. Rode Neuzen Dag lanceert daarom vandaag, vrijdag 27 maart, #RodeNeuzenDagTegenCorona met een 'boostpakket' voor jongeren. Ze kunnen de mediatiepodcasts van 'That's Meditation' online horen, geven experts tips and tricks via video's en delen jongeren hun verhalen en adviezen om elkaar te helpen.

#RodeNeuzenDag
Tegen Corona

Martini is helping to keep a healthy life with the “Racing Ciclismo” program. It is focused on Horeca workers.



Eneco, the energy provider, supports the students who don't have computers at home by providing them tech materials. The campaign is called : DigitalForYouth.



Le fournisseur d'énergie Eneco va soutenir DigitalForYouth.be avec une campagne dédiée. Cette organisation [...]

PARTENAMUT

À vos côtés pour vous simplifier le confinement

Découvrez toutes nos infos pour vous faciliter la vie et la santé dans votre newsletter du mois d'avril.

Mais aussi nos services d'aide et d'accompagnement mis à votre disposition pour vous soutenir durant cette période difficile.

Sans oublier les nouveautés liées à Hôpitalika Plus, ainsi que des exercices pour préserver son dos à télécharger sur l'App Vitalité. Très utiles pour tous ceux qui sont en télétravail !

Soutien et aide

Notre ligne de soutien psy

L'obligation de rester chez soi due à l'épidémie de coronavirus peut être source de stress et de tension. Que ce soit au sein des familles ou avec les enfants, il est difficile de supporter tout en continuant à travailler. La perte des contacts humains est aussi plus difficile à vivre pour les personnes isolées. Si vous avez besoin d'aide pour surmonter cette période particulière, notre ligne psy est à votre service au numéro de téléphone gratuit 0800 3366 80.

AUCUN COÛT

Nous, prouvons votre santé

Durant cette période de confinement, les personnes fragiles sont souvent les plus affectées. C'est pourquoi nous avons lancé une action de soutien et d'accompagnement pour les personnes qui ont le plus de difficultés à faire face à cette situation (personnes âgées, malades chroniques, ...). L'objectif de cette initiative est de les contacter par téléphone pour les soutenir émotionnellement et leur proposer des outils et services pour améliorer leur quotidien avec la collaboration de nos partenaires.

Snap rolling out 'Here For You' mental health tool early with focus on coronavirus

The tool will surface helpful content for searches of sensitive topics

Here For You

Here For You

Feeling down?

Here For You - 2d ago

Shows

Chill Pill

Stop, Breathe & Think brings you simple & enjoyable mindfulness activities to help with...

Editions

Anxiety? What's That?

Oddly Satisfying - December 15, 2019

Big Anxiety Coming Right Up

Makeup Destruction - 2w ago

View More

Partenamut created a psychological support platform to fight the mental health issues people might encounter.

It focuses on social interactions, organizational help and services.

Source: Desk Research Havas Media Belgium

BRAND OPTIMISM

LOCKDOWN CREATES NEW BEHAVIORS

There's a first time for everything

FITNESS AT HOME

2

These are predominantly women (69%) and many intent to keep exercising at home.

VIDEO CALLING NOVICES

1

More than half of Belgians that have started using video calling will keep on using this in the future.



30%

*Even from a distance,
we have so much to share* ❤️



14%



Vanden Borre



9%



CREATIVE EXCHANGES

3

Drawing or writing a traditional letter or postcard.

(TREND) WATCH & (SOCIAL) LISTEN TO ADAPT CONTENT

Showcase tips on owned media & amplify via paid

It doesn't take too much effort to create a page to inform, advice and support your customers during these difficult times of crisis.

Provide tips & tricks about how to cope with the lockdown and ensure that your company remains available and proactive.

Vanden Borre is a good example.



Contact blijven houden zonder contact te maken? Dat doe je met de tips van Vanden Borre.

Maak je al een online winkel? Dan heb je al een online winkel. Maar hoe kun je het nog beter maken? Vanden Borre heeft de tips voor je.

Je vrienden close houden



Doe het online

In een online winkel ga je samen op reis of vakantie. Dat kan je nog beter maken. Maar hoe kun je het nog beter maken? Vanden Borre heeft de tips voor je.

Speel een spel

Speel een spel

Speel een spel

Contact houden met je collega's



Luister naar dezelfde muziek

Luister naar dezelfde muziek

Luister naar dezelfde muziek

Luister naar dezelfde muziek

Luister naar dezelfde muziek



Qualitytime met je familie

Qualitytime met je familie

Qualitytime met je familie

Qualitytime met je familie

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Qualitytime met je familie

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Qualitytime met je familie

Qualitytime met je familie



PREVENTION VIA EVERY PLATFORM

Share the good habits, not the virus!

nl fr de en ACTUALITÉS SERVICES EN LIGNE ADRESSES ET SITES JOBS MÉDIAS SOCIAUX MYBELGIUM

.be **belgium.be**
Informations et services officiels

Home > Actualités > Partagez les bons réflexes, pas le virus !

Partagez les bons réflexes, pas le virus !

date : 09 avril 2020

Les autorités belges lancent ce 9 avril une campagne d'information de grande ampleur pour continuer, ensemble, la lutte contre le coronavirus.

Alors que les mesures de confinement sont désormais en vigueur depuis un peu plus de trois semaines, il ne faut pas relâcher la vigilance et il est impératif de rappeler les gestes essentiels pour lutter ensemble contre la pandémie du Covid-19. Toutes les autorités du pays, tant au niveau fédéral que régional et communautaire, collaborent pour l'information de la population. Dans la continuité des actions d'information menées depuis le début de la pandémie, les autorités belges poursuivent la communication sur les mesures à respecter pour enrayer la propagation du virus.



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1 Pour retrouver les terrains de sport

2 Restons calmes et poursuivons nos efforts

Partagez les bons réflexes, pas le virus.
www.info-coronavirus.be

1 Om elkaar weer stevig vast te kunnen pakken

2 Moeten we nu vooral afstand houden

Geef het voorbeeld, stop het virus.
www.info-coronavirus.be

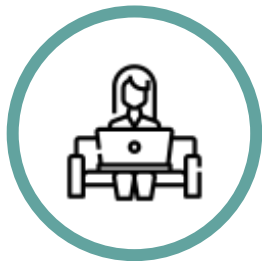
Source: https://www.belgium.be/fr/actualites/2020/partagez_les_bons_reflexes_pas_le_virus



#HAVASFROMHOME

INSIDER'S VIEW
(But don't tell anyone)

How Havas copes with
the lockdown?



HOMWORKING TIPS & TRICKS

An initiative from Jess Santini – Associate Director, Marketing & Communications, Havas Media



AGENCY LIFE

HOW TO WORK FROM HOME: TEN TIPS TO STAY ON TRACK

#1

GET READY FOR THE DAY

Get up, get showered, and get dressed. It's time to step on some cozy slippers, but do not leave the day starting if it's the same as when you were still sleeping. As you normally would, make your bed, get dressed, and get the time for the rest of the day.

#2

WORK REGULAR BUSINESS HOURS

Keep up with your normal routine. Start your day by listening to your usual daily podcast or enjoying a fresh pot of coffee. Then, spend 30 minutes planning your to-do list and setting your calendar for the day. Then, when it's time to stop for lunch, take a break and step away from your desk. You might be tempted to continue working, but a lack of structure will cause you to be less productive. And, overcompensate and you'll feel yourself burnt out at the weekend.

#3

DESIGNATE YOUR WORKSPACE

Find a clean working space free from distraction. A clutter-free desk or table is best, but even if you have to work in a small space like your bedroom or dining room, make your bed and tidy up before you get to work.

#4

SET THE TONE

Working from home can be a little too quiet, which makes it difficult to focus. Put on some calm, background music to get you in the zone. Avoid any distracting music that causes a steady cadence, yet doesn't distract in any way. Spotify has several playlists to choose from.

#5

SET BOUNDARIES

For a lot of us, working from home means dealing with roommates, family, friends, and significant others. It's important to set boundaries and be clear about what you need. Ask for more privacy when you're on conference calls or to respect your privacy if the door is closed. Don't be shy about reminding them that this is not a vacation. This is a work from home situation.

#6

MAINTAIN COMMUNICATION WITH YOUR COLLEAGUES

Stay connected to your team via text, Microsoft Teams, email, and phone. If you're working from home, schedule a daily conference or meeting. Remember not to overdo it or overcommunicate. Again, try to maintain your regular office behavior.

#7

TAKE A BREAK

Don't feel guilty for taking breaks. Having a quick conversation with friends or family, or getting a few chores done. You're not chained to your desk in the office, and you shouldn't be. Take a little break throughout the day. Keep your mind sharp and your body healthy.

#8

GET SOME FRESH AIR

Based on your local heat and noise, it's important to get out of the house if you can, even for just a minute. Take a quick walk around the block during your lunch break or step outside onto a sunny terrace.

#9

REWARD YOURSELF FOR STAYING ON TRACK

If you're having difficulty staying on your work, set small goals throughout the day and reward yourself for staying on track. Allow yourself to catch up on your favorite show or listen to a podcast during your lunch break, but only after you've reached your morning goals.

#10

MAKE LEMONADE OUT OF LEMON

There are a lot of benefits to working from home, and you might as well take advantage of them. Cook yourself a nice breakfast, throw on the laundry while you work, and take a quick shower after your day. The whole thing is all of this is that you have the opportunity to multitask and enjoy the comfort of your own home. Don't feel guilty for doing so.



#1

GET READY FOR THE DAY

Get up, get showered, and get dressed. It's fine to slip on some cozy athleisure, but do not spend the day working in the same pajamas you slept in. Getting ready as you normally would makes you feel refreshed and sets the tone for the rest of the day.

GET UP
DRESS UP
SHOW UP
NEVER
GIVE UP

#2

WORK REGULAR BUSINESS HOURS

Keep up with your normal routine: start your day by listening to your usual daily podcast or enjoying a fresh pot of coffee. Then spend 10 minutes prioritizing your to-do list and setting your schedule for the day. Remember to take breaks and stop for lunch. You might be nervous that unfamiliar distractions and a lack of structure will cause you to be less productive, but overcompensate and you'll find yourself burnt out and miserable.

A minimalist wooden desk with a laptop, keyboard, mouse, and an open notebook, set against a window with potted plants.

#3

DESIGNATE YOUR WORKSPACE

Find a clean working space free from distraction. A clutter-free desk or table is best, but even if you have to work in a small space like your bedroom or studio, make your bed and tidy up before you get to work.

A vinyl record is spinning on a turntable. An Ortofon tonearm is positioned over the record. The background is a soft, out-of-focus grey.

#4

SET THE TONE

Working from home can be a little too quiet, which makes it difficult to focus.

Put on some calm, background music to get you in the zone. Acoustic, instrumental music that creates a steady cadence yet doesn't distract is my favorite, and Spotify has several playlists to choose from.

The background of the slide is a photograph of a weathered wooden structure, possibly a fence or gate. A yellow sign with a red border and the words "NO TRESPASSING" in bold black letters is visible. The sign is partially obscured by a dark teal text box. The number "#5" is written in large, bold, black font to the left of the text box.

#5

SET BOUNDARIES

For a lot of us, working from home means working with roommates, parents, children, siblings, and significant others. It's important to set boundaries and be clear about what you need. Ask for less chatter while you're on conference calls or to respect your privacy if the door is closed. Don't be shy about reminding them that this is not a vacation, this is a work from home situation.



#6

MAINTAIN COMMUNICATION WITH YOUR COLLEAGUES

Stay connected to your team via text, Microsoft Teams, email, and phone. If you're craving some human interaction, schedule a Zoom conference or Facetime. Remember not to under or over-communicate. Again, try to maintain your regular office behavior.



#7

TAKE A BREAK

Don't feel guilty for taking breaks, sharing a quick conversation with friends or family, or getting a few chores done. You're not chained to your desk in the office, and you shouldn't be at home either. Little breaks throughout the day keep your mind sharp and your sanity intact.

A background image showing two people lying down, possibly on a couch or bed, near a large window. The scene is dimly lit, with light coming from the window, creating a relaxed atmosphere. The people are wearing light-colored clothing. The window looks out onto a building with a stone wall.

#8

GET SOME FRESH AIR

Based on your local laws and rules, it's important to get out of the house if you can, even for just a minute. Take a quick walk around the block during your lunch break or step outside and do some stretches.



#9

REWARD YOURSELF FOR STAYING ON TRACK

If you're having difficulty focusing on your work, set small goals throughout the day and reward yourself for staying on track. Allow yourself to catch up on your favorite show or listen to a podcast during your lunch break, but only after you've finished your morning tasks.

A person is seen from the side, wearing a light-colored long-sleeved shirt, sitting at a desk with a laptop. In the background, a grey laundry basket filled with clothes is visible. The scene is softly lit, suggesting an indoor home environment.

#10

MAKE LEMONADE OUT OF LEMON

There are a lot of benefits to working from home, and you might as well take advantage of them. Cook yourself a nice breakfast, throw in the laundry while you work, and take a virtual yoga class during lunch time. The silver lining in all of this is that you have the opportunity to multitask and enjoy the comfort of your own home. Don't feel guilty for doing so!

Provide informational and educational material to your employees. (e.g. newsletter)



Dear all

We hope your week is off to a positive start! In this brave new world of work, we're increasingly reminded of the many ways you are making this time more meaningful. Whether connecting in new ways, learning new skills or bringing more meaning to your work, we're so proud to be making a difference together - even if we're apart. In this issue, we're highlighting some initiatives and resources that reflect our meaningful mission.

Connect

- **Share a smile with your Havas family!** The teams at Havas NOW and Havas Health & You have created a [smile camera](#) to inspire some positivity and help keep us connected across the network. (Tip: you may need to disconnect from VPN to access!)
- **#MeaningfulWork:** See how Havas Chicago helped local Mayor Lori Lightfoot spread [a serious social distancing message](#) in a lighthearted way.
- **Havas Media Miami is bringing the music** this week with a special [Meaningful Connections playlist](#) on Spotify!

Special Presentation on Havas U

- [Mx and Meaningful Media in the Age of COVID-19](#): Join Havas Media's Greg James for this New Business webinar where he shares his perspective on the impact of COVID-19 on consumer behavior, meaningful media and brands.

Deeper Dives

This week we're sharing some great webinars by Fast Company:

- [How Your Remote Team Can Outrun a Traditional One](#): Join Stephanie Mehta (Editor-in-Chief, Fast Company) for this discussion about the new world of remote work, best practices to reboot your remote team and simple actions to make a quick difference. (No time to watch? Read the key takeaways [here](#).)
- [Candid Communication and Collaboration in Virtual Teams](#): This webinar continues the conversation around remote teams and provides tools and tactics you can use to enhance team communication. (Read the key takeaways [here](#).)

Quick Link

- **Did you know it's Earth Month?** Make it more meaningful by visiting [GoodPlanet](#), an ecology foundation offering films, quizzes and educational content for everyone to rediscover the beauty of our planet.

Learn

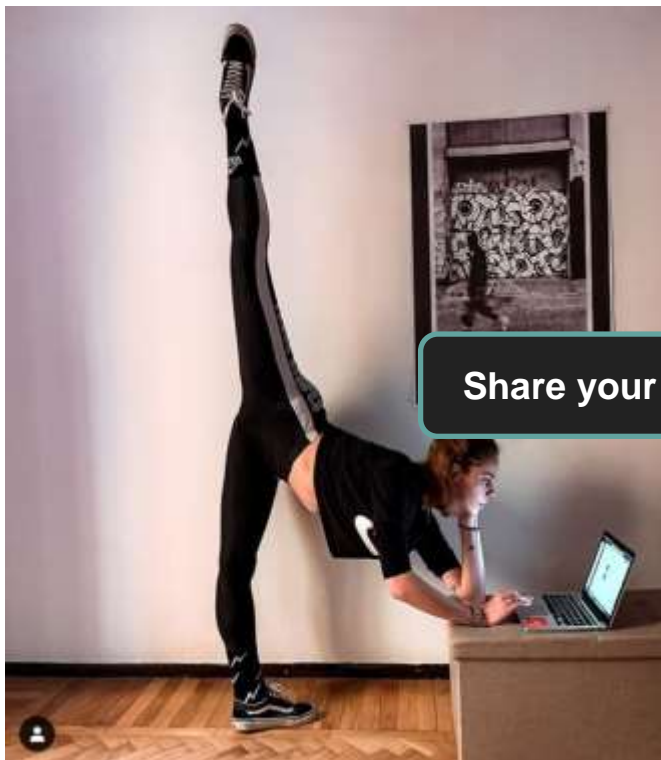
Be well

- **Harness the power of self-care** with [this session from HKX London](#). Learn how your beliefs are affecting your health and happiness, and evidence-based ways for feeling calmer, more content and resilient.
- **Havas Ortega is helping us combat our COVID-19 anxiety** with COPING 19, [a list of 19 helpful pointers](#) to boost our mental health during this time.
- **Add some color to your quarantine** with this [digital coloring book](#) created by Closer&Closer, an agency representing artists and illustrators. Simply download, print and enjoy!

We're here for you at globaltalent@havas.com
& hope you stay safe and well as you #havasfromhome



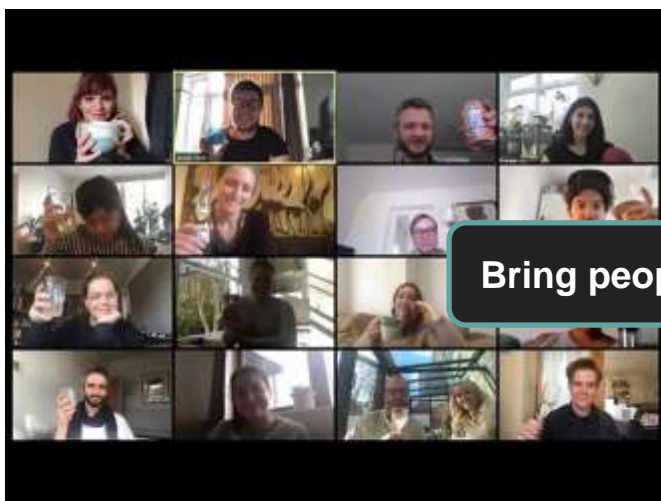
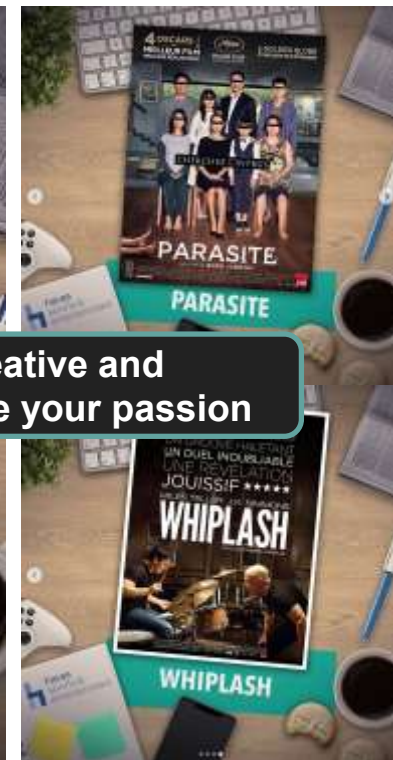
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Share your daily routine



Stay creative and communicate your passion



Bring people together

Havas @ Home guide to *Vintage Fitness*

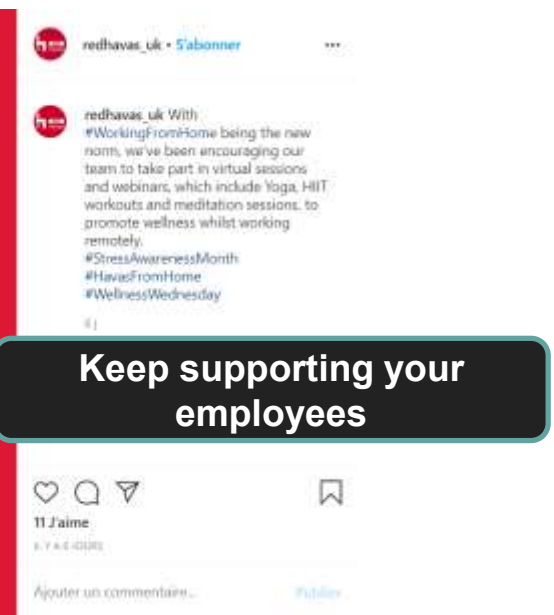
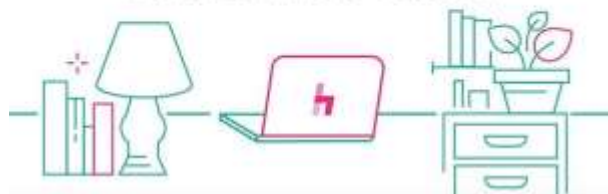
The Ultimate Video Workout

da - Abs, Buns, & Thighs

ise - The Funk Workout

Mr. Motivator - A Touch of Motivation

Richard Simmons - Blast Off!



Keep supporting your employees

Share moments in team



Keep habits



Hey Kids,
(Yes, we're like grounded now, so yes - we're kids)
We know you spend all your hard/extra/working days to keep the Havas quality standards high and your mind sane 🧠
It must sometimes get on your nerves or reveal the magic of being home.
In both cases, there's a place where you can release it all and share what you're dealing like a pro or struggling with - social media's (big reveal, huh?)
Maybe others kids experience the same and will join forces, pics, stories, hashtags or memes to help you keep your working mood high! Tag @Havasbussini, @HavasfromHome and @HavasKids when posting your stuff.
We'd love to feel like we're in the Havas Café sharing about each other's day again! Miss you guys.



Share your life with the whole agency

Three coffees, 1 videocall, 4 e-mails... #hardworking!
#Havasmymintam 🍷 show me yours!





STAY SAFE
STAY HOME
SAVE LIVES

“How to cope with the lockdown”

Stay Home – Stay active!

#1

STAY (WELL) INFORMED

In this time of uncertainty it is important to get reliable information.
Focus on trustable media to avoid fake news.



#2

WORK ON YOUR STRESS BY DOING EXERCISE

Sport is the best way to remain healthy, whether it regards your mental or your body. Physical exercise helps decrease anxiety and symptoms of depression.



#3

SUSTAIN AT YOUR OWN LEVEL

Studies show the positive impact of practicing self-gratitude.
Stay active but don't put yourself under pressure.

A woman with red hair is sitting on a brown couch. She is looking down at a tablet held by a young child with blonde hair. Another child is sitting next to them, partially visible. The background is a blurred living room.

#4

STAY IN TOUCH WITH YOUR “FRAMILY”

Social contact is a psychological need.

Reconnect with your neighbors, keep in touch with your family and friends.

Create memories with your children.

Spread positive vibes!



#5

CREATE ROUTINES IN YOUR LIFE

Whether it is for yourself or for work, create a routine allows to remain in the present time and to have a view on your days. It is especially important for children because when the schools are closed, it might give them the feeling that bets are off. But it is actually a good time to catch-up and help them!

THE END

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