

Insights engine

COVID-19

Adapt and Respond

Health & Wellness During Isolation

You might not have time to read this...

Because you are busy with **business continuity planning**
or **figuring the impact on your industry** or **fighting**
overwhelming demand

But the world is changing rapidly...

Our methodology



Social and Search Analytics

Deep analytics on social listening around organic consumer conversations on social media and validation through search data.



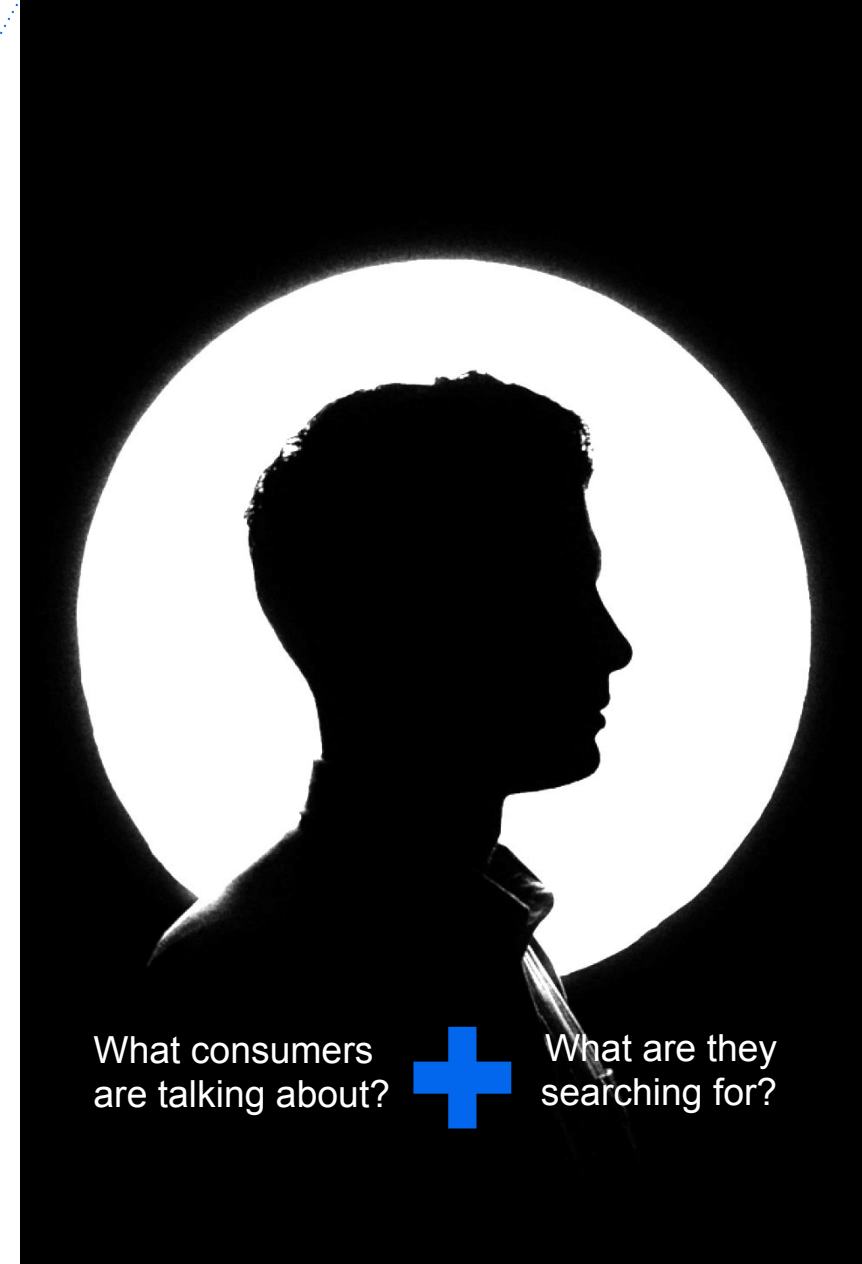
Consumer Trends and Insights

Identifying consumer trends and develop insights for various industries.



Adapt and Respond

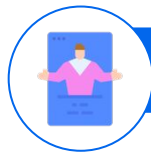
Highlight global case-studies to inspire organisations to take action in a positive and authentic manner.



What's shifting?



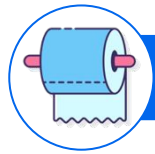
Work from home



Influencers vs people



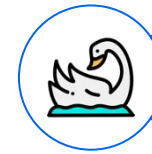
Entertain me, I'm distant



Supermarket frenzy



No travel, no duty-free



Let's balance with nature



Deliver more to me

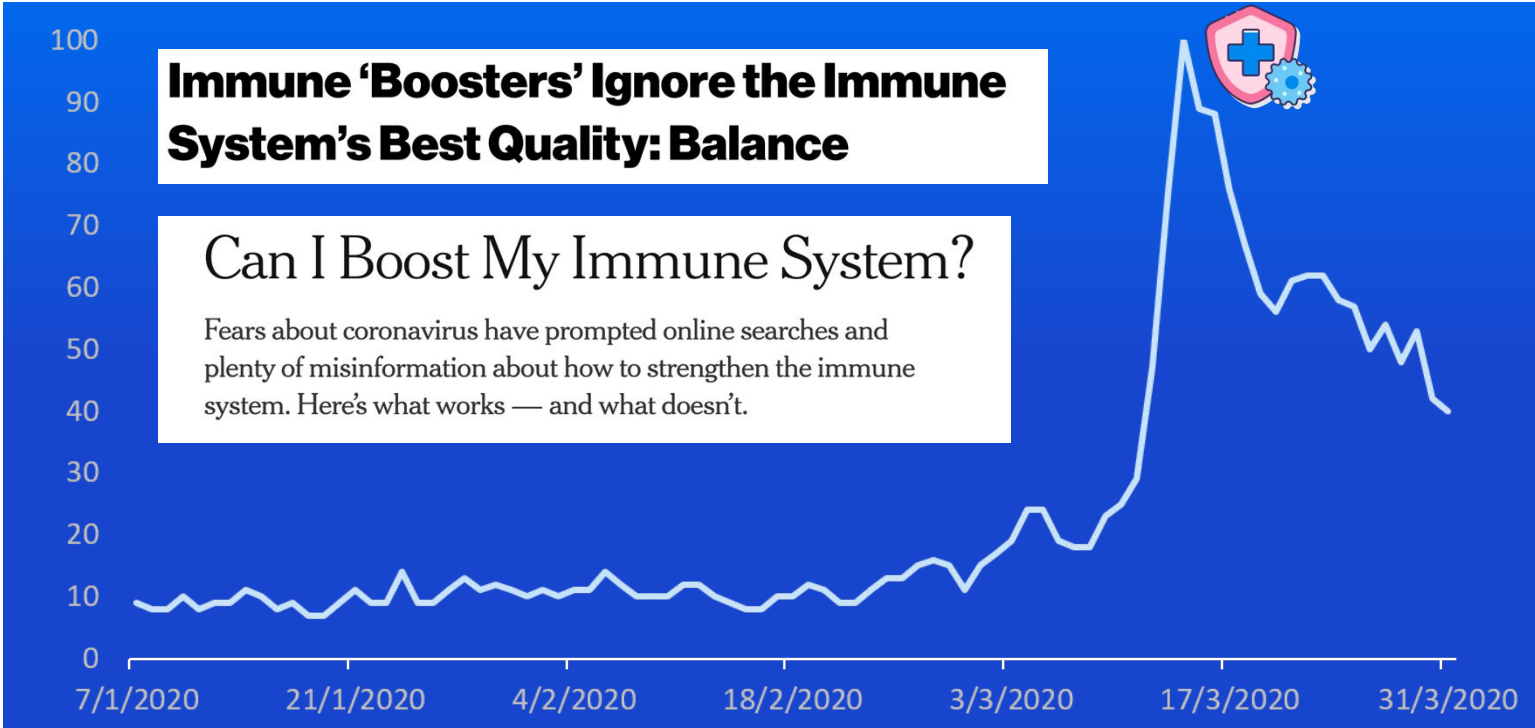


Health & wellness at home



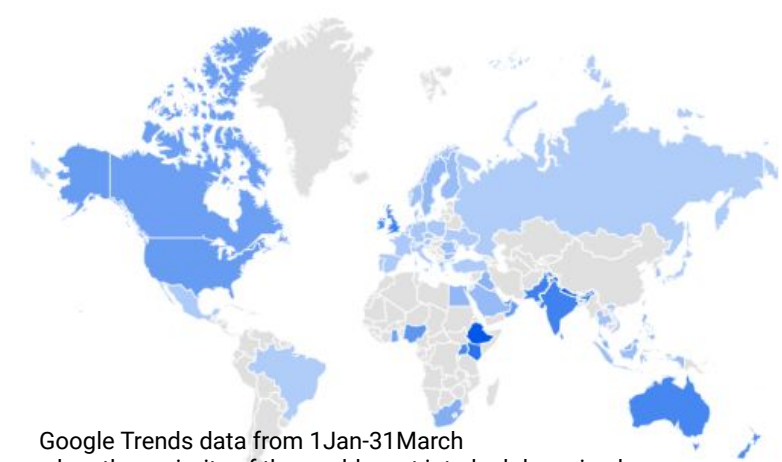
Health & Wellness During Isolation

The demand for immunity boosters is up. But is that good?



Who is actively searching for immunity boosters?

Ethiopia (1st), Nepal, Singapore, Lebanon, Kenya, United Kingdom, Pakistan, India, UAE, Qatar



Google Trends data from 1 Jan-31 March when the majority of the world went into lockdown in phases.

Immune 'Boosters' Ignore the Immune System's Best Quality: Balance, VICE
Can I Boost My Immune System? New York Times

Vitamins provide the 'illusion of control' against the coronavirus

Adapt to Consumer Trend #1

With the onset of the pandemic, there was a surge in consumption of immunity boosters especially Vitamin C & Vitamin D. At the same time; there were a lot of conversations around the effectiveness and daily dosage of the vitamins.

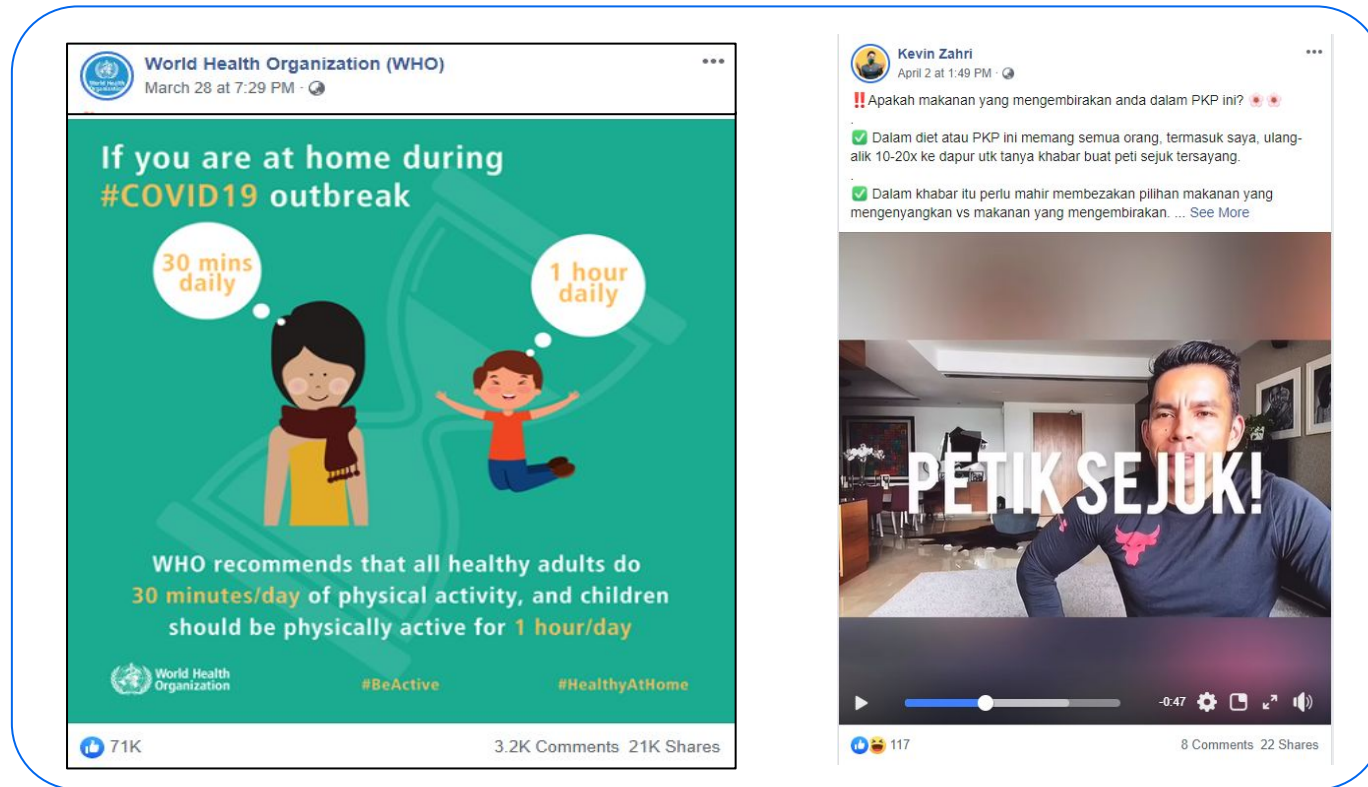
Engagement metrics:
15K+ conversations across
Singapore and Malaysia

(Trends from Singapore, Malaysia)



<https://sgtalk.org/mybb/Thread-New-York-Hospitals-Are-Treating-Coronavirus-Patients-with-High-Dosages-of-VITAMIN-C>
<https://forums.hardwarezone.com.sg/eat-drink-man-woman-16/remember-buy-vitamin-cs-if-you-havent-yet-6216006.html>

However, Vitamins are not enough. Exercise and sanitation practices are crucial.



Health authorities have been quick to quell hopes that vitamins can stop COVID-19, but this provides an opportunity.

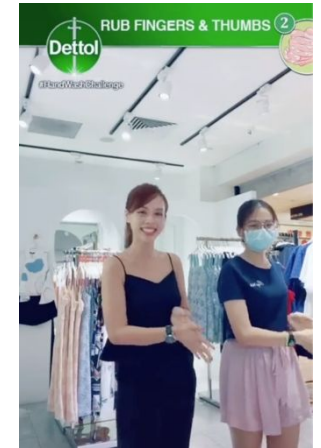
Brands can support the message from health authorities, like the World Health Organisation, that a balance of healthy eating, exercise and sanitation are key practices to protect from the coronavirus.

Engagement: 71K Likes, 21K Shares, 3.2K Comments

Global trends

Take inspiration from Dettol India's massively viral #HandWashChallenge

It promoted the correct steps to washing hands through dance moves on TikTok. The hashtag has over 44 Billion Views!



Where are consumers looking for help?



exercises to do at home
at home exercise equipment
exercise for kids at home



**Suspension of
elective surgeries.**

**Patients are
looking for ways
to manage.**

With elective surgeries postponed, patients are looking for some direction

Adapt to Consumer Trend #2

Prime Minister Scott Morrison said all elective surgery other than category one urgent will be suspended until further notice.
DETAILS: <https://bit.ly/3aiuJKU>

Daily Telegraph

BREAKING:
All elective surgery across Australia will be suspended from midnight today to redirect resources to the treatment of COVID-19.

803 Comments 262 Shares

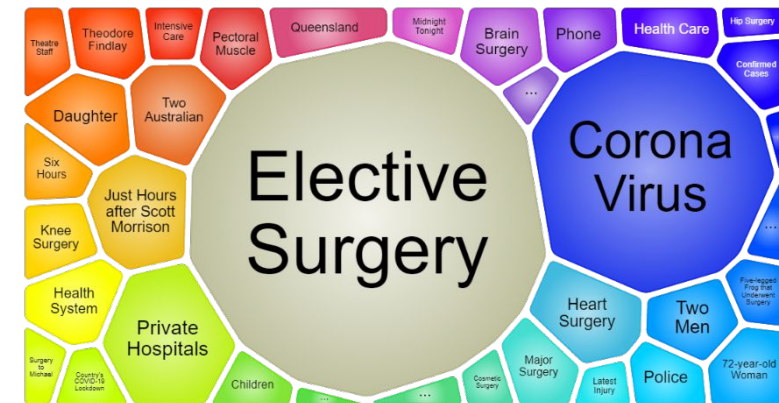
An Auckland hospital now has 51 beds for Covid-19 patients after closing its elective surgery centre.

STUFF.CO.NZ

Auckland's North Shore Hospital sets aside whole building for coronavirus patients

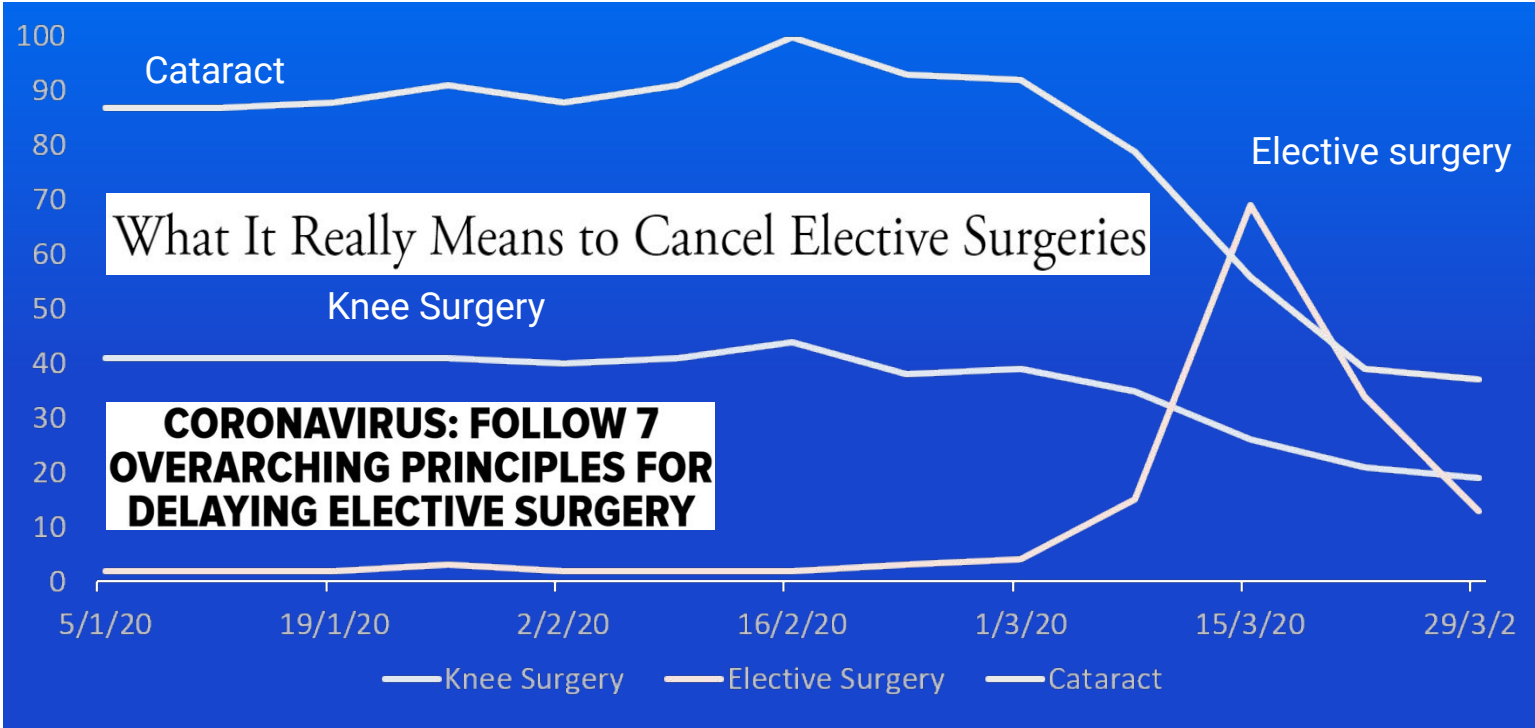
137 Comments 55 Shares

Patients are sharing their challenges as governments suspend non-essential surgeries. These consumers are looking for information and new ways of managing the condition while they wait for surgeries to resume



Trends from Australia, New Zealand & Singapore

The searches for surgeries such as cataract are on decline



Although netizens were searching for “elective surgery”, search terms such as “cataract” & “knee surgery” saw a dip in searches as these surgeries are suspended in many countries

Who is actively searching for elective surgery related topics?

Australia (1st), New Zealand, US, Canada, Ireland, UK, Singapore, South Africa, Kenya, UAE

Google Trends data from 1 Jan-31 March when the majority of the world went into lockdown in phases.

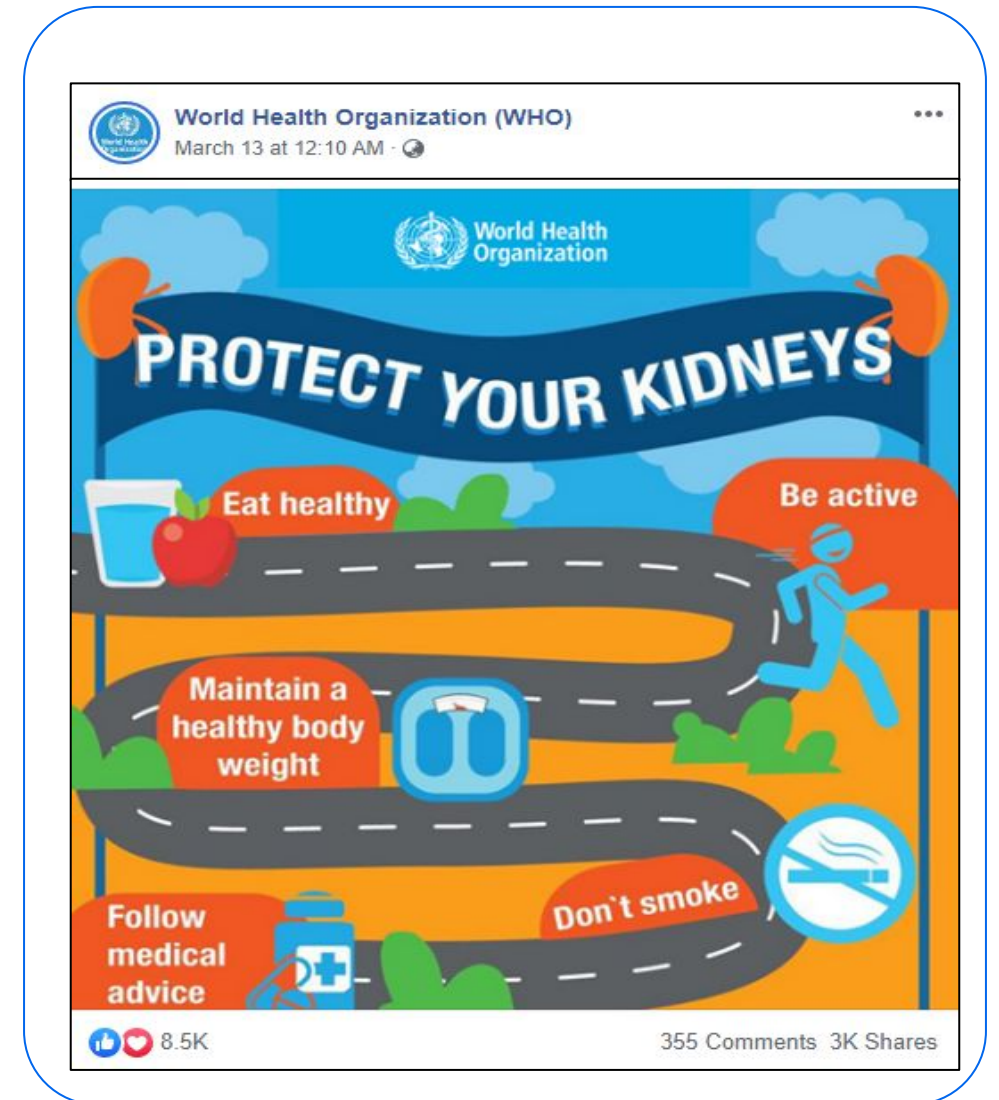
What It Really Means To Cancel Elective Surgeries, The Atlantic
 Coronavirus: Follow 7 Overarching Principles For Delaying Elective Surgery, Health Leaders

Help patients navigate through these times of crisis

Public health bodies are helping patients, while they wait for the crisis to be over. Advice includes pain management, and reminders to plan follow-up visits if necessary.

The World Health Organisation is using social media to provide general health advice while patients wait for elective surgeries to resume.

There were also misconceptions all private hospitals have suspended their elective surgery, but this isn't the case. So there is an opportunity for private hospitals that are open to share that message widely.



(Global trend)



**Isolation is
impacting mental
health.**

**Experts hope this
issue is short-lived.**

Rising concerns over mental health during isolation

Adapt to Consumer Trend #3

Experts have expressed concern about the effects of isolation on people's mental health. And worries that mental health issues might persist after the pandemic is over. These expert opinions resonated with netizens, and this was demonstrated when a tweet from a netizen talking about the effect of the isolation on her mental health went viral



Engagement metrics:
249.8K Likes
86.4K Retweets,
2.7K Comments,
1.1 Shares

this lockdown is extra harsh on your mental health when you're an overthinker who constantly needs distractions to not feel sad and lonely :-)

2:32 PM · Apr 4, 2020 · Twitter for iPhone

86.4K Retweets 247.4K Likes

Aussies in isolation fear they'll be left with long-lasting mental health issues.

DAILYMAIL.CO.UK | BY DAILY MAIL

'We need fresh air' Australians in lockdown in five-star hotels beg for help

368 478 Comments 30 Shares

In extreme cases, the coronavirus pandemic could make people feel anxious, depressed and even fearful.

STRAITTIMES.COM

Covid-19 could take toll on people's mental health, say experts

737 154 Comments 520 Shares

(Trends from Australia & Singapore)

Government agencies are finding creative ways to help with mental health concerns

The Spanish police force came up with a creative way to keep people's spirits up, by performing (singing, dancing & playing musical instruments) on the streets.

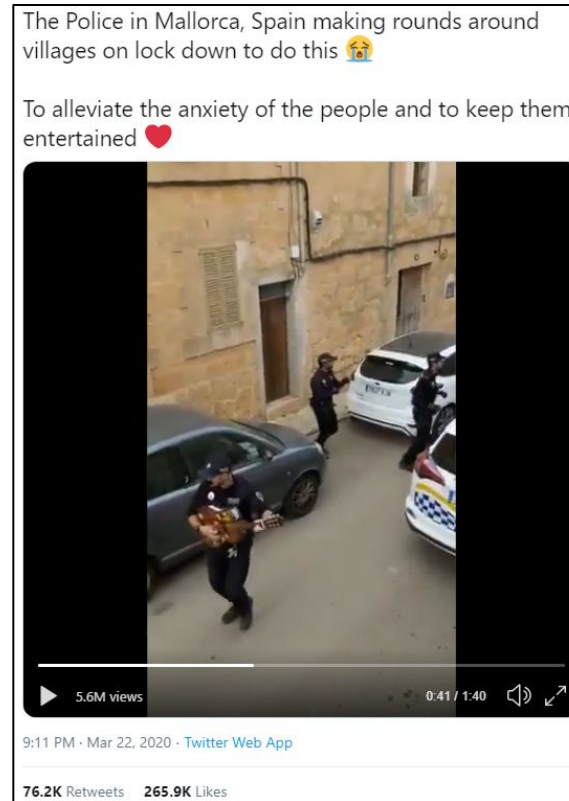
The Tweet went viral.
Engagement: 5.6M Views, 265.9K Likes, 76.2K retweets

The Australian government's Department of Health put out guides to taking care of mental health during the isolation period.

Engagement: 248 Likes, 161 Shares, 112 Comments

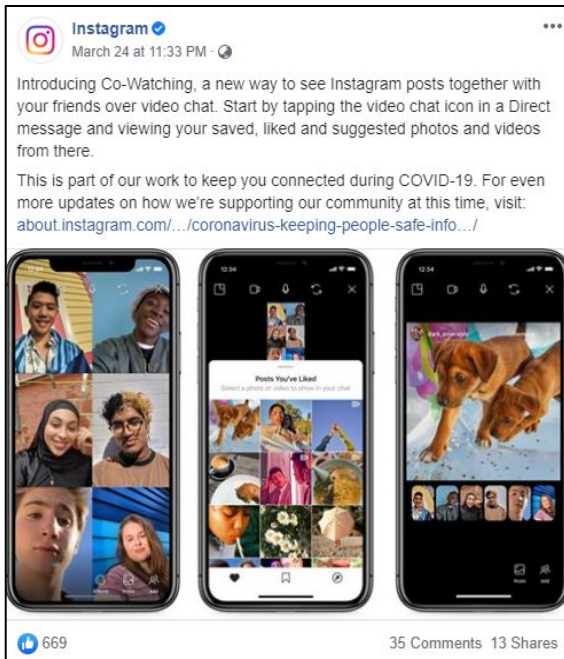
The government of Singapore set up a hotline to help anyone facing stress or anxiety caused by the COVID-19 pandemic.

Engagement: 749 Likes, 455 Shares, 97 Comments



(Trends from Spain, Singapore & Australia)

There's an opportunity to help build social connection, supporting mental health



Human connection and interaction is recognised as a key practice to support mental health. Some brands are finding new ways to create opportunities for socialising within their products.

Instagram released several new features, including the Co-Watching feature. It allows users to browse Instagram posts with friends over video chat. Engagement: 669 Likes; 35 Comments; 13 Shares

Although it wasn't an official release from Netflix, a chrome plugin for desktops allows people to watch Netflix shows together through synchronizing video playback.

Engagement: 5.6K Likes, 1.5K Comments, 35K Shares



**Fitness at home is on trend.
Exercises are best done with influencers.**

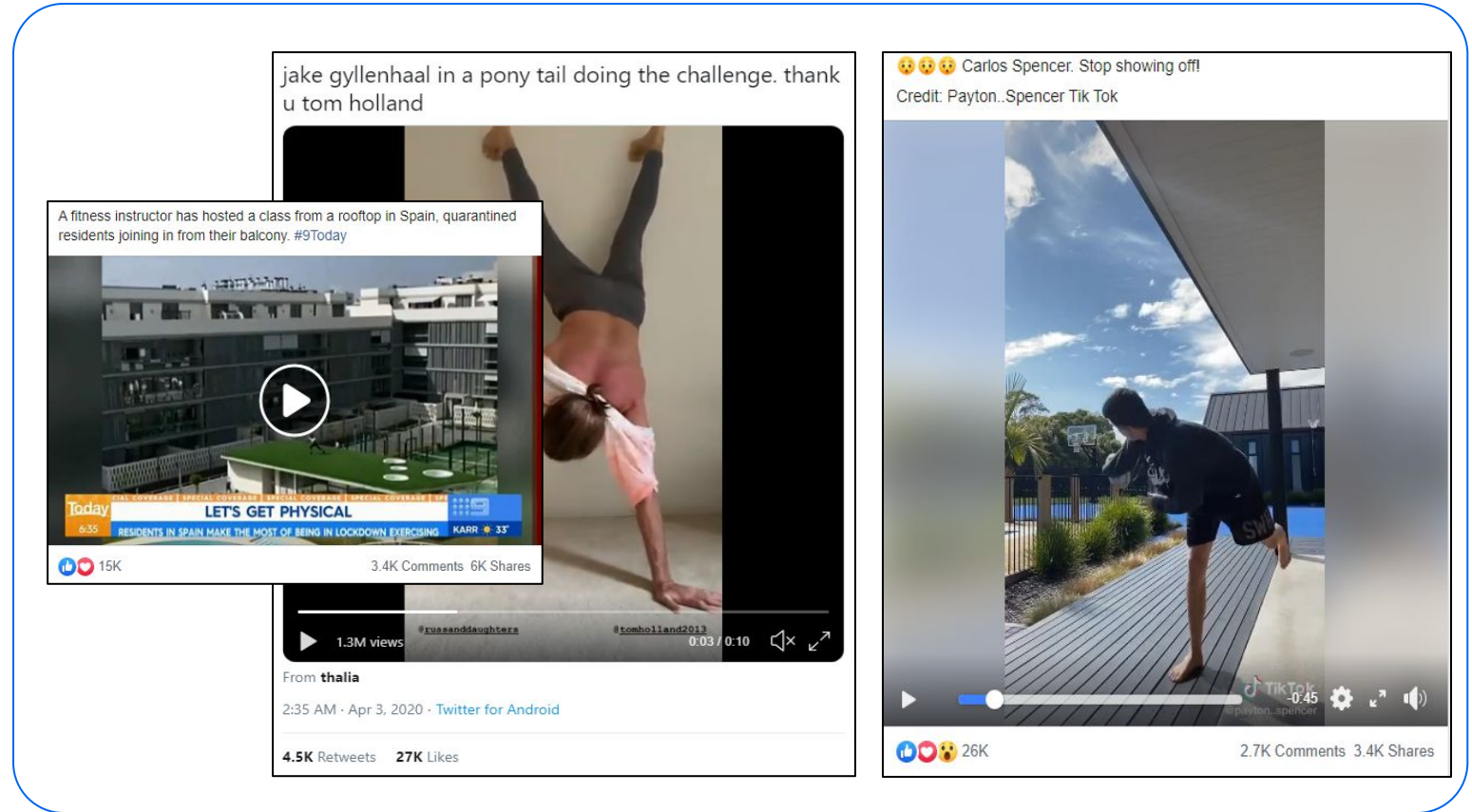
Virtual classes, TikTok challenges are on

Adapt to Consumer Trend #4

With the lockdown in place, gyms around the world closed down. Some gyms have switched to virtual classes.

Some have creative ways to promote working out. A trainer in Spain hosted a class from the rooftop for other residents to follow along from their balconies. Engagement: 15K Likes, 6K Shares, 3.4K Shares

Several celebrities started fitness and sports challenges. Engagement: 1.3M Views, 53K Likes, 4.5K Retweets, 3.4K Shares, 2.7K Comments



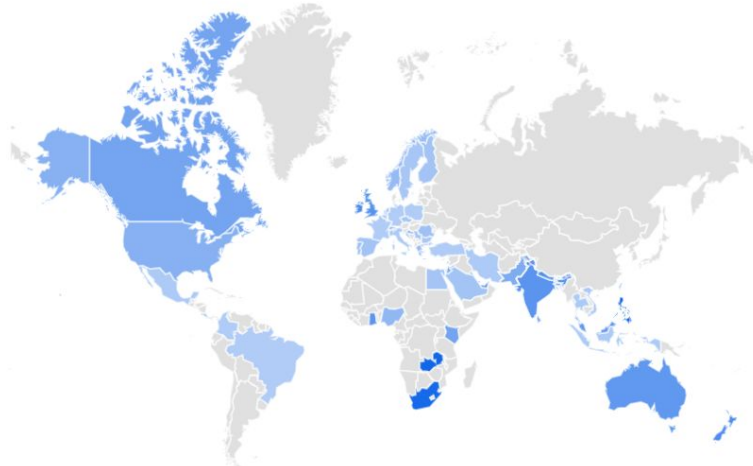
How-to fitness videos for adults and kids are on rise

The search for 'exercises at home' is led by Philippines with NZ, UK and UAE in the top ten nations looking up for similar topics.

Philippines, Lebanon, South Africa, Mauritius, Trinidad & Tobago, New Zealand, Jamaica, Nepal, Ireland, United Kingdom, United Arab Emirates

Breakout searches include -->

- Sports equipment
- Bodyweight exercise
- Jumping
- Protein
- Climbing
- Crunch
- Lunge
- Mountaineering
- Bench
- Hamstring
- Stretching
- Hyperextension
- Burpee
- Jump rope



Google Trends data from 1March-31March when the majority of the world was in lockdown.



The big insight

From virtual fitness classes
to sharing of healthy recipes online to
healthy eating push by food delivery
platforms ...

... consumers are looking at this
period of isolation to reset, reboot and
emerge stronger.



Adapt:

Health & Wellness During Isolation



With elective surgeries postponed, patients are looking for some direction

Vitamins provide the 'illusion of control' against the coronavirus

Respond

Rising concerns over mental health during isolation

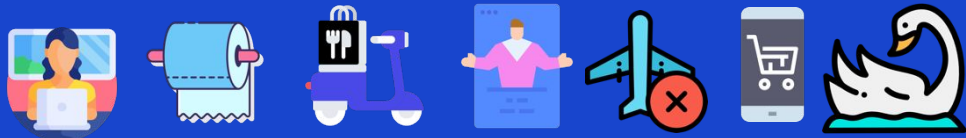


Virtual classes, TikTok challenges are on



How can you adapt and respond?

Let's conference call.



The logo for isentia features a stylized white icon on the left, composed of three overlapping, rounded, parallel lines that form a shape reminiscent of a paperclip or a stylized letter 'S'. To the right of this icon, the word "isentia" is written in a clean, white, lowercase sans-serif typeface. The entire logo is centered horizontally against a solid, vibrant blue background.

isentia