



Disruption Works: Global Edition

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We are living through an unprecedented time, and as we collectively make every effort to keep ourselves safe and healthy, it is a critical time to also do the same for our businesses and brands.

Here we'll bring you some of the marketing initiatives of TBWAWorldwide's clientele to serve as inspiration on how to keep your brands active and navigate this unusual crisis.

Amongst the difficulty, there are plenty of reasons for optimism as we see many examples of unity and creativity flourish in the most unique and considerate way.

NISSAN CREATES AN ODE TO EMPTY ROADS

As photographers around the world are capturing beautiful images of deserted streets and buildings, Nissan has created an inspiring film featuring the empty roads of the Middle East and encouraging drivers to stay safe and remain at home.

The film, 'Ode to Empty Roads', showcases the eerie yet stunning roads, bridges and highways devoid of cars due to the pandemic.



IKEA CREATES A HEARTWARMING HOMEMADE FILM TO CELEBRATE THE UPSIDE OF STAYING AT HOME

IKEA Singapore launched a film made entirely from home to thank everyone who is playing their part in fighting the pandemic by simply staying indoors.

The film, "Making Home Count", highlights all the little moments we shouldn't take for granted – such as cuddles, playtime, and work breaks – and encourages people to make the most of being at home with their loved ones.



TELIA FINLAND GAVE THEIR NATIONAL ADVERTISING SPACE TO SMALL ENTREPRENEURS

Telia Finland started an initiative to support small businesses and small entrepreneurs afflicted in these difficult times. The campaign is built solely on content that is self-produced by entrepreneurs using remote tools.

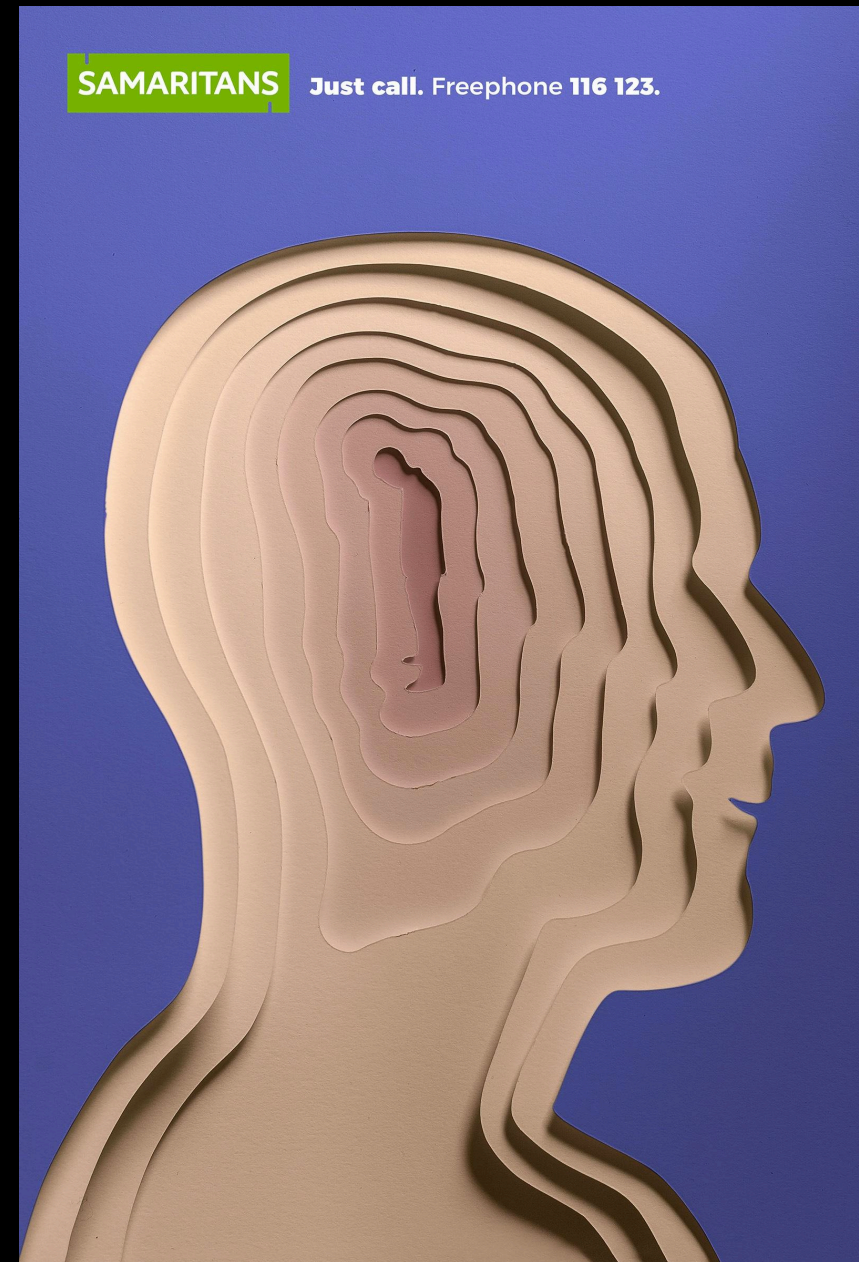
Through the campaign We Rise #Together, Telia Finland aims to help at least small 100 companies by giving their ads for use. They believe in supporting each other for businesses to continue. They are optimistic that by supporting each other, business continues and we will rise together.



SAMARITANS REMIND HOW EASY IT IS TO GET IN TOUCH

Dublin Samaritans, Ireland's first ever helpline, has been providing free emotional support to those feeling suicidal, depressed, or experiencing grief for 50 years now. We live in difficult times today, many forced to live in isolation which makes the service more vital than ever.

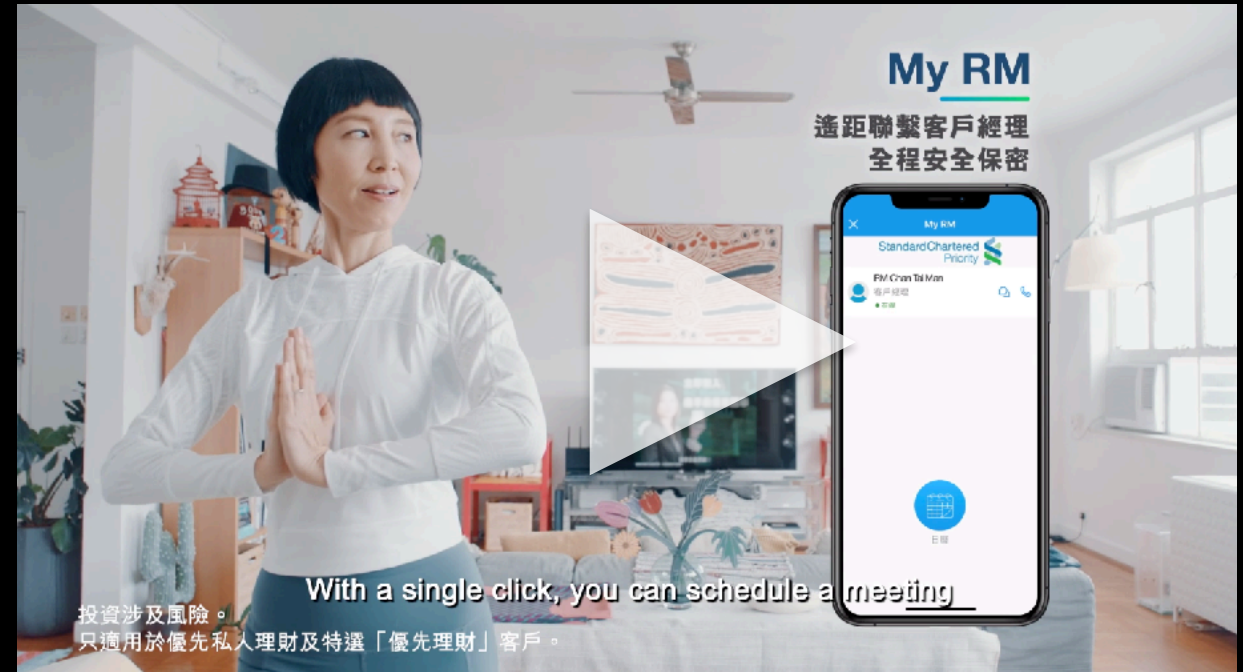
The powerful print campaign effectively shows the way worrying or feeling overwhelmed can affect people deep below the surface. With a powerful visual of suppressed emotions using topography, a simple message is conveyed of getting help whenever you need.



STANDARD CHARTERED HONG KONG REINVENTS BANKING FOR A CORONAVIRUS-LED WORLD

Standard Chartered's new film positively depicts the ease in which banking and wealth management can happen digitally. They have launched a full-fledged portfolio of digital tools that takes care of their customers banking and investment needs from the safety of their homes.

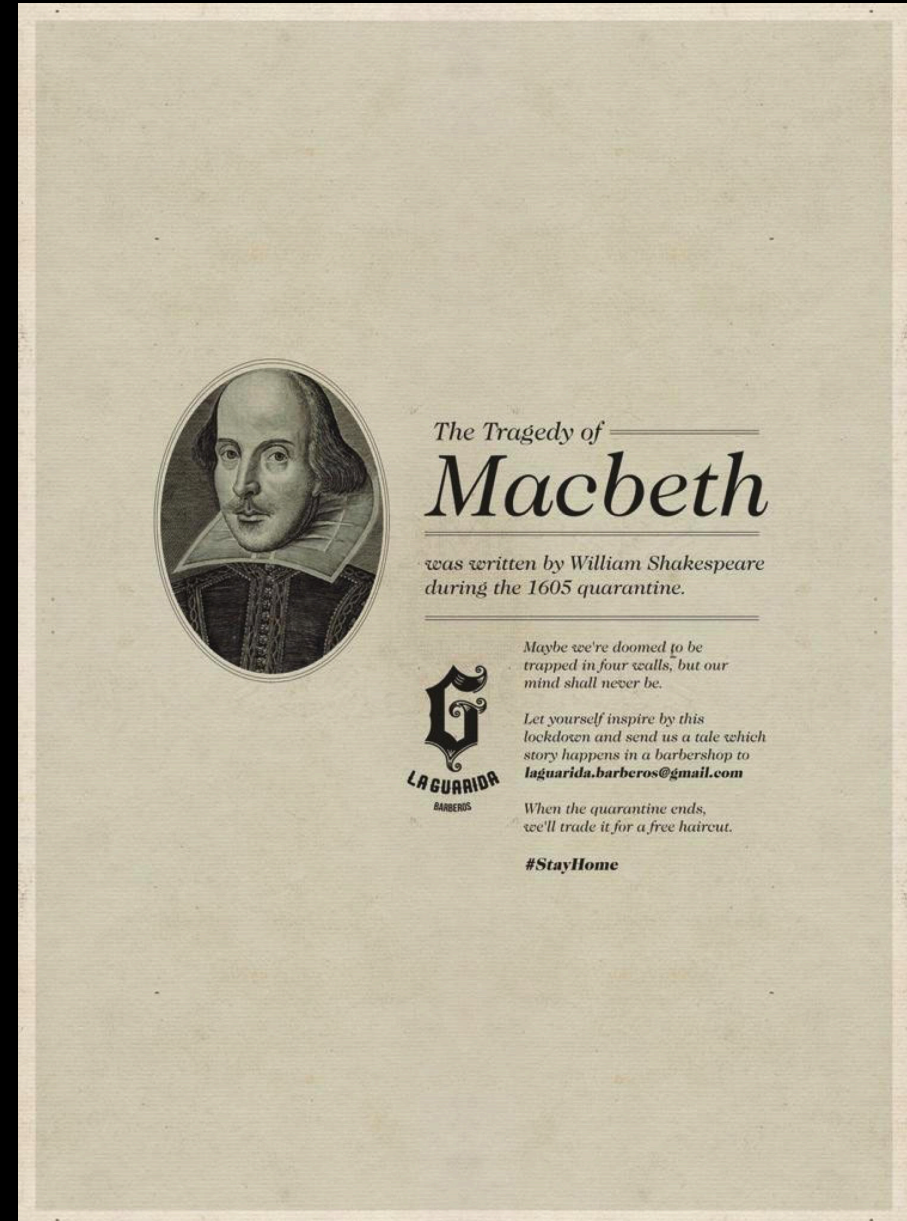
The campaign 'Invest from Home. Bank from Home', highlights the fact that Hong Kong does not stop even if the world does. It aims to encourage people to stay safe, and to invest and bank from home,



LA GUARIDA BARBEROS STIMULATES CREATIVITY DURING QUARANTINE BY GIVING FREE HAIRCUTS

La Guarida Barberos, a renowned Paraguayan barber shop decided to offer free haircuts in exchange for an original story. They invite its clients to spin a tale to reimagine the universe of the barber shop as a place where one will simply cut their hair and transform it into the protagonist of great stories.

'A cut for a story' was inspired by works of famous authors like Shakespeare and Boccaccio who created their most famous works during isolation.



NISSAN PROMOTES SAFETY DRIVEN LIFESTYLE

To avoid the pandemic from spreading further, it is highly important to stay at home. Nissan conveys this message by placing car seats in a home setting. It focuses on the safety-driven lifestyle which can save lives!



APPLE : CREATIVITY GOES ON

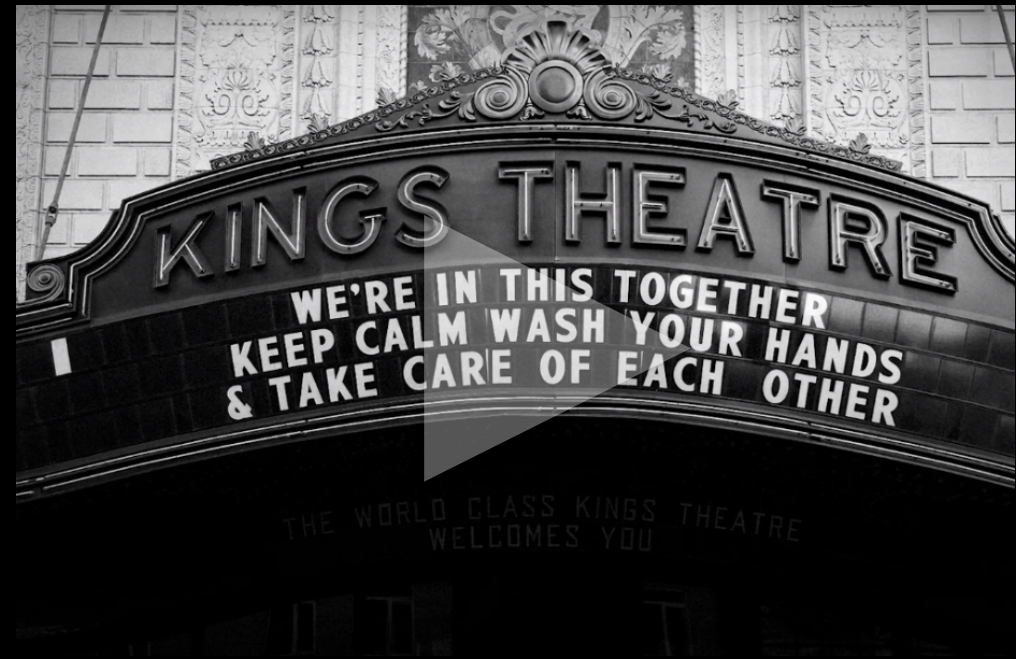
Apple released an uplifting film focusing on how community and creativity are helping us get through these difficult times. It shows a variety of Apple users from kids to celebs being inventive with how they're playing, learning, connecting, and creating.



LIVE NATION : #CREWNATION

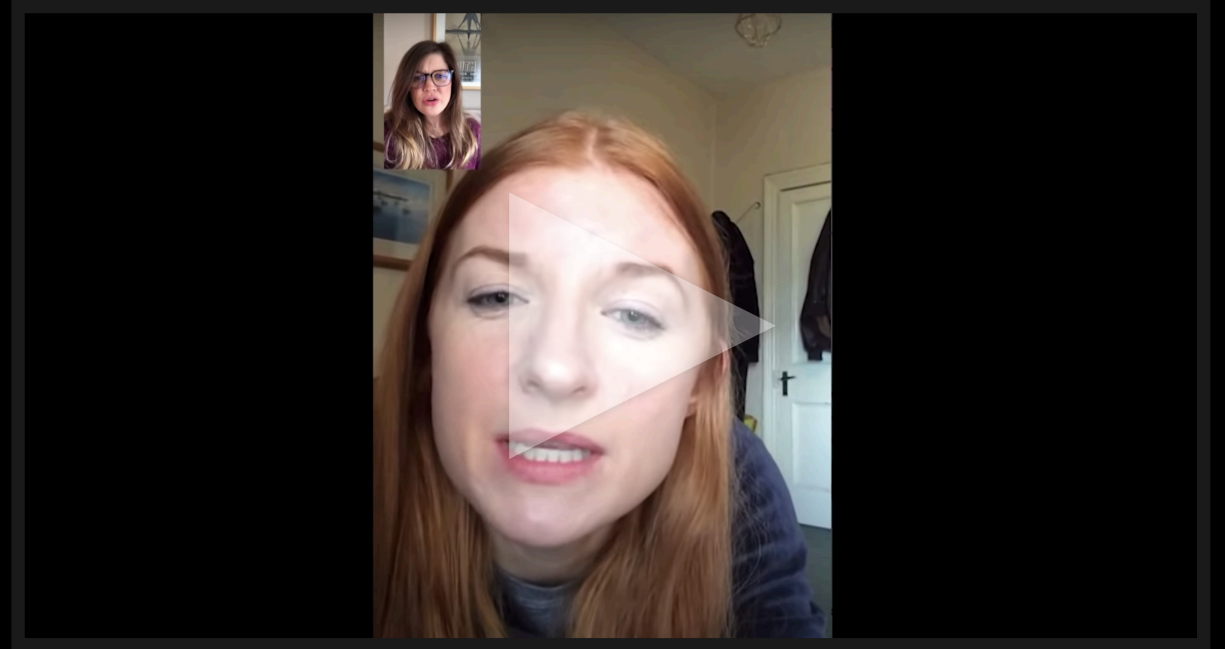
Live Nation has established a charitable fund to help support concert crew members and staff. The global relief fund encourages people to support the backbone of live music, even while shows are on a pause.

The film delivers a message of hope for venues and crew members affected by the pandemic.



STILL HERE FOR SUPPORT

The lockdown has exacerbated domestic abuse cases across the globe. The 'Still Here' campaign by the Department of Justice and Equality of Ireland and TBWA\Dublin shines light upon this harsh reality and extends support for the victims.



YesMilano: REVIVAL OF THE CITY

TBWA\Italia has launched a motivational video creating a sense of unity among the people. It captures the optimism with which people look forward to a new beginning, a new future.

"Un Passo Alla Volta" which translates to One Step at a Time, captures the silence of Milan and the halt it had come to. It urges people to follow social distancing and wear masks as the city is about to get back to normal after days of standstill.



Masks are our school uniforms in this universal classroom,

HUN Wine: A LOCKDOWN LAUNCH

When most brands are staying away from advertising outdoors for people that are locked indoors, HUN wine has launched their debut campaign on the streets of Britain. TBWA\London conceptualised a tongue-in-cheek outdoor campaign to launch the brand by playing on the situation at hand.





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STAY HOME \ STAY SAFE