

Brands get creative promoting social distancing

NEWSWATCH: Brands around the world are spreading the word, encouraging people to follow important guidelines set out by the government like washing hands and staying home to help curb the spread of the coronavirus.



Image source: The Coca Cola Company.

Strict advice to maintain distance from others hasn't been followed by everyone, with many continuing to ignore the rules set out to protect them. With the South African government announcing a national lockdown, commencing from midnight on Thursday, 26 March, it's more important than ever to adhere to these guidelines to help flatten the curve.



Ramaphosa announces nationwide lockdown

24 Mar 2020



In the USA, the [Coca-Cola company has put up a billboard in Times Square](#), one of the most crowded places on Earth to send a social distancing message as the coronavirus outbreak continues to spread. The billboard puts space between the letters in the brand's normally tightly connected script logo.

“Coke puts social distancing message in Times Square <https://t.co/Bf3Nen1RXr> pic.twitter.com/8dJPJf3TuL— Ad Age (@adage) [March 23, 2020](#)”

On social media, Nike released a new advertising campaign to express the importance of social distancing during this time. "If you ever dreamed of playing for millions around the world, now is your chance," the ad reads. "Play inside, play for the world."

“Now more than ever, we are one team. [#playinside](#) [#playfortheworld](#) pic.twitter.com/LRLhL4FvkG— Nike (@Nike) [March 21, 2020](#)”

Meanwhile, here at home, many restaurant chains followed suit. Popular pizza chain, Debonairs Pizza has added "Stay Home" to its logo to promote the concept of social distancing on social media.

“ Social distancing is a thing. So, stay in and order your fave pizza for delivery. Order now: <https://t.co/NBy4N1j0pQ>
[pic.twitter.com/g1MmAv2Zqp](https://t.co/NBy4N1j0pQ)— Debonairs Pizza (@DebonairsPizza) [March 23, 2020](#) ”

Nando's also shared a post:

This Facebook post is no longer available. It may have been removed, or the privacy settings of the post may have changed.

KFC South Africa has shared a video on its Twitter page saying: "In order to stand together, we need to stay apart. Keep safe fam."

“ In order to stand together, we need to stay apart.Keep safe fam. [pic.twitter.com/vmPdmxT1IO](https://t.co/vmPdmxT1IO)
— KFC South Africa (@KFCSA) [March 23, 2020](#) ”

Meanwhile, Wimpy added "apart" to its tagline to prove the point:

“ Let's stay at home and [#FlattenTheCurve](#) [pic.twitter.com/dDkEMDgqXY](https://t.co/dDkEMDgqXY)— Wimpy South Africa (@wimpy_sa) [March 23, 2020](#) ”

Retail chain Boxer took a similar approach, reminding customers to keep a safe distance when they shop:

“ WE CARE FOR YOUR SAFETY! Remember to keep a safe distance when you shop. We are practicing safe distancing, are you? [pic.twitter.com/ZZ2hDaDQ34](https://t.co/ZZ2hDaDQ34)— Boxer (@BoxerStores) [March 25, 2020](#) ”

Axe South Africa did the same and posted a video on social media asking "Axe men" to give themselves and others a little space.

“ In these trying times, we encourage all AXE men to give themselves and others a little space. [#SocialDistancing](#)
[pic.twitter.com/V1ggDMnRb3](#)— AXE South Africa (@AXE_SA) [March 20, 2020](#) ”

Insurance brand, Sanlam used its well-known logo to promote hand washing:

“ Help us flatten the curve. Wash your hands for 20 seconds. 💎💎 Sanlam - keeping you in safe hands for over 100
years. [#FlattenTheCurve](#) [pic.twitter.com/W5jbJW441f](#)
— Sanlam (@sanlam) [March 23, 2020](#) ”

Great examples of how brands remain creative while also helping our communities stay informed throughout these trying times.

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