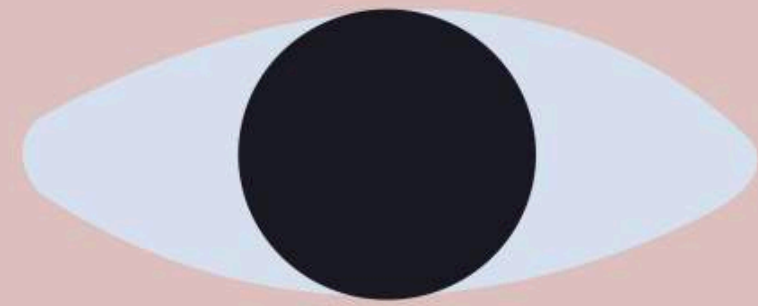


**PARTNERS** *in* **PANDEMIC**





# What is it?

## *A Creative Communication and Strategy aid for businesses during and after Covid-19*

The current pandemic has affected businesses across the region and the economic predictions are not showing any signs of rainbows for the rest of 2020. A moment in our generation that calls for our humility and humanity, coming together, putting aside our egos and making sure that we cope with this now and later.

As a network of independent agencies, we have a pool of talent that can help businesses with addressing a variety of problems and challenges you may be facing due to this pandemic. We can offer solutions ranging from branding, creative communications, public relations right up to business and marketing strategies.

These are the assets we want to contribute to society at large in this situation.

**We provide our services FOR FREE\* to businesses across the region.**

*\*Acceptance of brief will be on a case-by-case basis.*


*\*Initial consultation, strategies, ideation, in-house productions can be done for FREE but highly dependent on the level of involvement and the different partner involvements.*

*\*FREE services may differ dependent on the brand or business requirements and/or best agency partner best in achieving your goals.*

*\*Some briefs or business challenges may require a varying set of agency partners to resolve.*

*\*Productions that involve 3rd party or require costs are **not** included, and we will only charge our service fee at a minimum, whilst recommending the lowest cost possible.*

*\*Existing agreements, proposals, contracts, quotations and on-going work with our respective portfolios of the participating agencies or consultants will not be eligible for this free service.*



# Our Objective

- 1.** To first and foremost give back to the larger society (via businesses) with our assets therefore our talent and marketing / communication / creative solutions during these challenging times.
- 2.** To play our small but hopefully impactful role in keeping the economic engine running.

# Who is eligible for these services?

**SMEs, local businesses, non-profit organizations / NGOs and governments within SEA that are severely affected by the Covid-19 pandemic, and also those who are thriving and how they can continue to help others.**

## EXAMPLES OF BUSINESSES THAT ARE **SEVERELY AFFECTED** BY THE COVID-19 PANDEMIC:

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1. Travel and Tourism
2. Waste management
3. Education / Schools
4. Sports and Entertainment
5. Retail
6. Fintech sectors
7. Insurance (travel)

## EXAMPLES OF BUSINESSES THAT **ARE THRIVING** IN THE COVID-19 PANDEMIC:

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1. Hyperlocal Marketplaces -  
Doorstep delivery services  
for local food, medicine,  
grocery, packages, etc.
2. e-Commerce
3. Insurance (Life and Health)





# Who else can lend a helping hand?

We welcome any freelancers, agencies or production houses - independent or otherwise who want to join the project, whilst our network (Beatnk) remains the lead in receiving briefs, deciphering them and identifying the challenges we can assist on - to ensure a smooth workflow.

# How will it work?

## 1.

Brands / businesses have a window of 3-months to reach out to us with their business challenges/needs/brief (1st May - 31 July) and we will endeavour to fulfil as many as possible through the year 2020.

The window timeframe also applies to freelancers and other agency's that may want to lend a helping hand.

## 2.

We will then create a brief with the business challenge or problems clearly stipulated and identify what requires attention.

Once the brief is approved by the said brand/business, we will reach out to right agencies within the roster, to identify the best team needed to address the challenges.

## 3.

Our solutions are highly dependent on the problems we are trying to solve. It could be a service idea, a PR piece, a simple tagline change, a social media post, eDM or a live event on social media.

## 4.

Clients can choose to execute the solutions entirely on their own or can continue working with us at a minimum charge.

# PARTNERS **in** PANDEMIC

