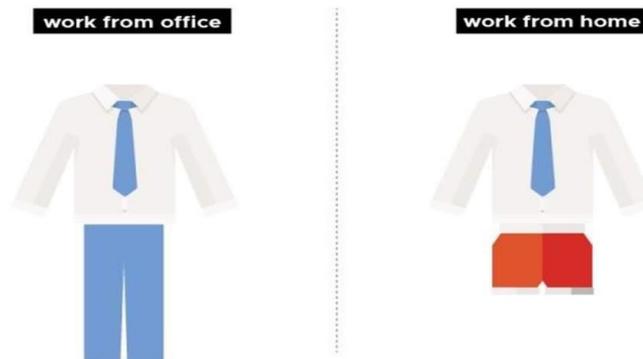


Coronavirus impact: Working from home sadly produces tepid creatives

Brands that usually thrive on 'moment marketing' and flood social media with pun-and-fun campaigns seem missing in action as the coronavirus outbreak forces people to work from home. Contrary to expectations, the quiet, unhurried, restful work environment at home does not seem to be a catalyst for big ideas and great creative work...

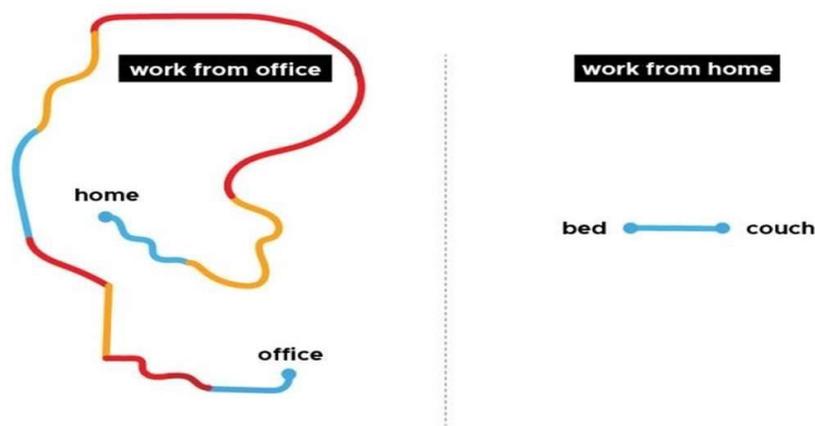
ETBrandEquity : March 21, 2020, 11:37 IST



Many brands and businesses have deployed topical creatives as governments across the world encourage people to work from home to prevent further spread of the coronavirus.

Just because everybody but everybody is working from home should be no excuse for the boring creatives that are coming out for the last few days, ever since the entire world went into a tail-spin because of the [coronavirus](#). Suddenly, all the brands that usually thrive on '[moment marketing](#)' and have a whale of a time flooding social media with pun-and-fun campaigns seem to have gone missing. One would have thought that a quiet, unhurried, restful work environment at home would in fact be a catalyst for big ideas and great creative work for agency folks and their clients. Alas, none of that is really happening. Brands are either sulking in stunned silence, or just lying low - marking time till the world returns to some modicum of normalcy.

The best campaign of the last few days has undoubtedly been from [Zomato](#) on Work from Office v/s Work from Home. The visualization is clean and uncluttered, the ideation is cute, the points-of-view are fresh and the campaign itself is a light-hearted take on remote working. The best-est ad of course is the last of the series ... the 17 Missed Calls from Mom! Some things don't change whether you work from office or work from home. Whoever has written the campaign, is bang-on as far as insights are concerned!



Food delivery app Zomato released topical ads as more people start working from home in the wake of the coronavirus outbreak.

But what one liked most about the Zomato campaign was that there is no overt product plug and no brand promotion in the entire campaign. Of course, if you are home all day, and most restaurants are shut, home delivery of food is bound to see an uptick. Full marks to Zomato for a campaign that is intelligent and fun in these depressing times.

Tata Power seem to have captured just the right aperture with a simple contest for their employees ... a Click and Show your #WFHSelfie ... an opportune and friendly promotion. Again, it is the simplicity of the idea that works in the current scenario when corporate business has all but come to a screeching standstill. Staying connected despite the social distancing. Good PR, good HR.