

How Brands are responding to COVID-19 in Brazil and worldwide

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Fifty-six percent of consumers are happy to hear how brands are helping out communities in response to the coronavirus pandemic, according to a survey of 1,000 consumers conducted on March 18 by the American Association of Advertising Agencies (4A's) and real-time market research platform Suzy. So, what is now for consumers, is what's next for brands.

BTG PACTUAL

BTG Pactual and its partners donated R\$50 million for initiatives to combat Covid-19.

The amount will be allocated based on four pillars: (i) support for health professionals and purchase of equipment and materials to guarantee service to the population; (ii) support to hospitals to increase the capacity of beds; (iii) support to the most vulnerable population; (iv) promotion of large-scale testing.

STARBUCKS

Coffee chain Starbucks is extending catastrophe pay to employees until May 3, and has announced that its lobbies will remain closed until then. And the company is also donating over US\$3 million to a variety of charities and nonprofits involved in fighting the effects of the pandemic.

Additionally, The Starbucks Foundation is offering US\$3 million to support relief efforts, including a US\$1 million donation to the World Health Organization's COVID-19 Solidarity Response Fund and US\$1 million to Give2Asia to support the region's front-line medical workers. Previously, Starbucks has given donations to the Chinese Red Cross. Starbucks has also pledged \$250,000 to organizations that offer shelters and resources to the homeless.

L'ORÉAL

In the fight against the spread of Covid-19 in the country, L'Oréal Brazil announces a solidarity action plan to support Brazilians. The company started industrial production of 170 tons of alcohol gel at its São Paulo plant to donate to public hospitals and communities. In addition to the free distribution of alcohol gel, the company will also donate other hygiene and personal care products. In total, there will be more than 750 thousand units of alcohol gel and products. This commitment, which begins in Brazil and will be extended to all of Latin America, is part of the L'Oréal Group's "Coronavirus Solidarity Program" in Europe and the Americas.

L'Oréal Brazil's initiatives will be implemented immediately and include the following measures: (i) Solidarity with health authorities and professionals in

the area: L'Oréal Brasil will donate alcohol gel and personal care products to public hospitals and health professionals who are at the forefront of fighting the virus. (ii) Solidarity with communities: in order to join forces in favor of health and hygiene in less favored communities in Rio de Janeiro and São Paulo, the company will donate alcohol gel and other personal hygiene products, such as shampoos and conditioners, from its L'Oréal Paris, Garnier, Niely, L'Oréal Professional and Redken brands.

As part of the "Rio Against Corona" movement, coordinated by Instituto Ekloos and other entities, and also with the help of the NGOs Redes da Maré, Casa Amarela and Casa do Menor, the items will be distributed in communities of Complexo da Maré, Complexo do Alemão, Morro da Providência, Rocinha and Cidade de Deus. In São Paulo, the partnership is with the NGOs Gol de Letra and Arca do Saber for distribution in the Vila Prudente, Vila Albertina and Tucuruvi communities.

BR DISTRIBUIDORA

The company donated more than 20 thousand liters of ethanol to universities in Brazil. BR Distribuidora is engaged in combating the Covid-19 pandemic, seeking to be on the side of society at this time of crisis. In this way, it outlined an action plan to collaborate on several fronts and is donating ethanol to universities in several Brazilian capitals to produce 70% alcohol.

In view of the shortage of gel alcohol on the market, BR will donate 4 thousand liters of ethanol to the Federal University of Rio de Janeiro (UFRJ) and another almost 20 thousand liters to six other universities in the country - UTFPR (2 thousand), UFPR (2 thousand), UEPG (10 thousand), UERJ (2 thousand), IFRJ (1 thousand) and UFPE (2 thousand) - which will produce 70% alcohol to be used in the cleaning of stretchers, corridors, elevators and general facilities in their hospitals.

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