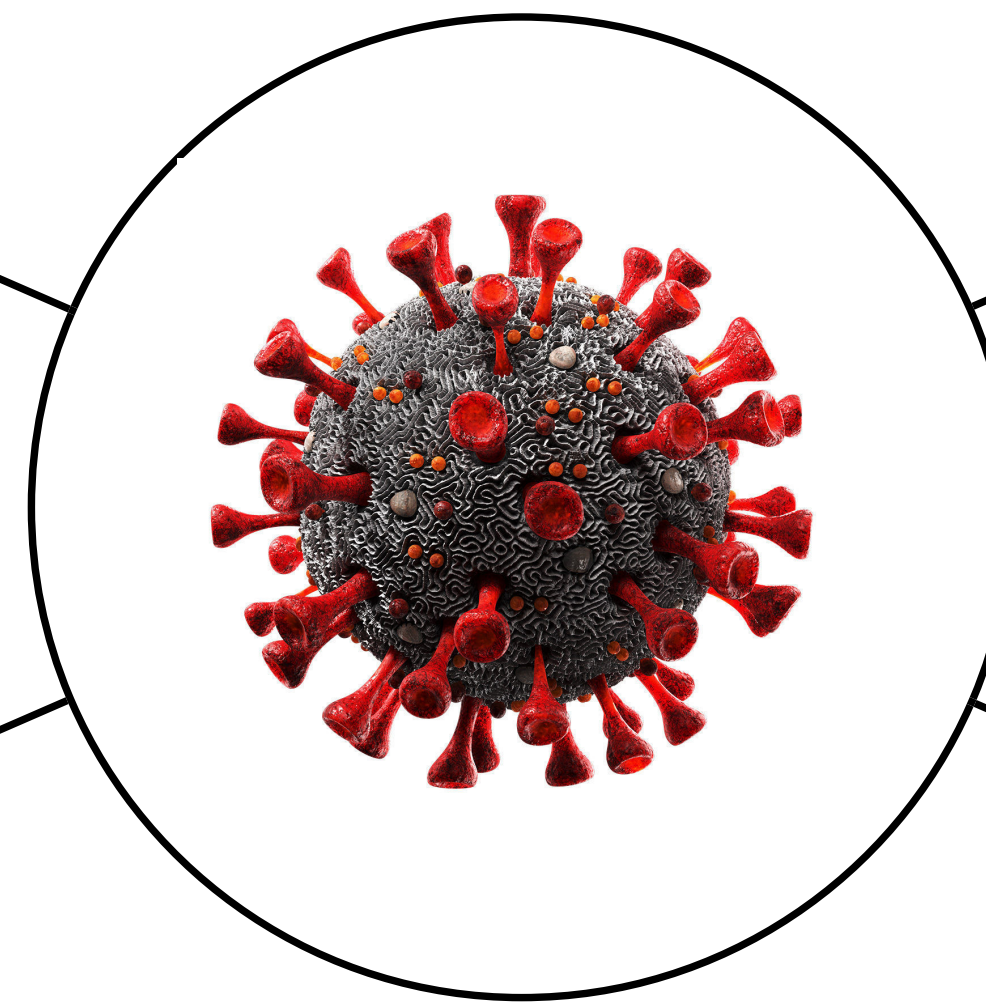


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

Why to
trace
contacts?

How long
you need
to do it ?

What is
Contact
Tracing?

Why is my
temperature
being
checked?

Why do I have
to wear a
mask?

What to say to
patients and
visitors in
COVID-19
situations?

wear a
face mask

Connect with
others and
share how
you are
feeling

Stay home
from
work,school
and public
areas

It is normal to
feel fear and
anxious
during this
time

It is normal to
feel anxious
and stressed
during the
COVID-19
outbreak

Maybe you
have
volunteered
time or
money

The COVID-19
pandemic crisis
that affects
everyone

Prevention of
future
pandemics

How will
COVID-19 affect
marketing
spend?

Keeping these
healthy ways
of coping with
loss

Why does
COVID-19
cause ongoing
health
problems

How does
COVID-19
spread?

PAIN

fears
frustrations
obstacles

I do not get to
see my
colleagues or
other people as
much as I would
like to.

I need physical
equipment that I
do not have
access to at
home to do my
work.

I find it difficult
to keep focused
on my work
when I am
alone.

GAIN

"wants" / needs
measures of success
obstacles

I get time to
focus on my
work without
interruptions
from other
people.

I can eat
and drink
my own
food.

I do not expose
myself to the
risk of getting a
disease.