



# what's new in social

**Snapchat's AR Donation lenses:** In partnership with the United Nations (UN) Foundation's Covid-19 Solidarity Response Fund, Snapchat has launched new AR lenses on the app that are directing Snapchatters to the donation page for the Covid-19 Solidarity Response Fund by WHO.

**Facebook's new app for couples:** TUNED, Facebook's new iOS-only app encourages couples to create an intimate social network between just each other. Through the app, couples can share their mood, exchange music, and create a digital scrapbook.

**YouTube is reportedly working on TikTok competitor called Shorts.** Shorts will allow people to upload brief videos into a feed inside the mobile app, much like TikTok, and take advantage of licensed music that YouTube Music has in its catalogue.

# ads: new changes that make a difference

**Facebook** has rolled out a new **Experiments** section in the **Ads Manager** that combines results of multiple types of ad campaign tests and allows marketers to A/B test campaigns and measure conversion and brand lift in one place.

**Twitter** has removed a **privacy feature** that allowed all users to stop sharing some private information with advertisers. For most users, that information will now be shared by default and can't be turned off.

**Google's updated Inappropriate Content policy** disallows content that "...potentially capitalizes on or lacks reasonable sensitivity towards a natural disaster, conflict, death, public health emergency, or other tragic event."

# significant digital campaigns

Sending out a strong message on social distancing, **Pizza Hut** has altered its logo to **Pizza Home**, urging people to take social distancing seriously. The new logo is released across the brand's social media handles.

To strengthen the fight against COVID-19, Mumbai Police's campaign **#MainBhiMumbaiPolice** is asking Mumbaikars to consider themselves an extension of the force by taking on the task of self-policing, thus ensuring that their family members stay inside their homes.

Under its consumer outreach campaign, **itel** has launched its new campaign **#TogetherWeHelp**. The campaign focuses on engaging the audience through games, challenges, interactive activities while they are at home during the lockdown period.

# agency pitches are evolving

As remote working becomes the new norm, agencies are adjusting the way they pitch, relying on building human connections from the comfort of home via the computer screen.

Agencies are finding new opportunities to help clients during the crisis: Marketers are pivoting business toward consulting for some clients instead of just creating marketing campaigns.

Many are simplifying their pitch decks: To make pitch decks less complicated, agencies are making more concise decks and getting rid of the fluff to get to the point.

# free courses by brands for upskilling

To help people deal with the COVID-19 lockdowns, brands are going out of their way to enable their customers during these trying times.

**LinkedIn** is now offering **six free online courses** that can provide mental health and mindfulness guidance for those working to adjust to their new work/life balance. How about starting with the course on Balancing Work & Life?

**Nikon India Pvt. Ltd** will be introducing **free online photography classes** until the end of April. Each class will be conducted by a professional photographer to offer in-depth photography knowledge to help users capture stunning photos and videos.

For suggestions and queries  
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