

# Our internet picks of the week – 16 Apr '20

[CONSUMER](#) [EDINBURGH](#) [PEOPLE](#)

ANNA WIECZOREK - TRAINEE PLANNER/BUYER 16 APR 2020

In times of crisis, it becomes clear just how important communication and collaboration really are. In a world where we're being forced to self-isolate and keep our distance from each other, brands are looking for ways to help their customers - together, by partnering up. This week, we look at some businesses that have harnessed the power of collaboration in order to bring people joy.

Marks and Spencer are reworking their sponsorship of Britain's Got Talent to celebrate frontline workers. The ITV show continues Saturday night (18th April) and the final ad break of each episode will include a message from Simon Cowell where he will praise the hard work of an M&S staff member. "Our partnership with Britain's Got Talent kicks off again

this weekend and, as families sit down together in living rooms up and down the country, we hope the show will bring a little joy into millions of homes,” Stuart Machin, managing director of M&S Food, said. During the launch, last Saturday, Ant & Dec issued an important message to reassure viewers that filming for this show occurred in Jan and Feb of this year, as of course, social distancing wasn’t in place then.

### [Not Just Any Food](#)

Secret Cinema, the immersive-storytelling company, has partnered Häagen-Dazs to launch a weekly home-entertainment series. Named “Secret sofa”, the weekly screenings will be preceded by newsletters revealing the film of the week and how to access it. There will also be a pre-screening narrative, allowing the audience to dress up as key characters, learn choreographed dances, make props and create playlists. To top it all, recipients of the newsletter will receive a special weekly code that allows them to order Häagen-Dazs flavour of the week via collaboration with Amazon Prime Now. Sign me up!

### [Secret Sofa](#)

Pepsi has announced it is partnering with music festival, Global Citizen, and performer, Lady Gaga, to produce a live-streamed event to raise funds for the World Health Organisation’s (WHO) COVID-19 response fund. Along with Lady Gaga, who is also curating the event, there will be a number of other big names set to perform such as Sir Paul McCartney, Stevie Wonder, Billie Eilish and Lizzo. The Global Citizen “Together At Home” campaign has already seen artists perform on their Instagram pages raising funds for the WHO.

### [One World Together At Home](#)

CONSUMER EDINBURGH PEOPLE