



# The Chair's Award: Best Response to COVID-19

"COVID-19 has forced us to adapt the ways that we live, work and interact in society. The BHBIA are incredibly proud of the creativity and tenacity our members have shown in continuing to generate insight through the different channels available to us during these challenging times. We are delighted to support this year's 'Chair's Award' which will allow you to showcase and celebrate your successes."

Supported by:



Awarded for a research or analytical project that has demonstrated a beneficial response to COVID-19

## Winning Entry:

Addressing HCP PPE Needs During the COVID-19 Pandemic.  
[Supporting the Charity Frontline.Live]



Anni Neumann  
CREATION.co



Katz Keily  
Frontline.Live

Supporting team:  
Jamie Doggett, CREATION.co

### Winners' Statement

"Frontline Live was built to support HCPs with their PPE needs during the COVID pandemic. With insights from social media, without one penny changing hands, more than 500,000 items of PPE were delivered to those who needed it most."

### Executive Summary

In March 2020, when PPE ran short, 35,000 HCPs descended on Twitter crying for help. Frontline Live's volunteers built an open source, decentralised, rapid-response platform to keep them safe.

The Times, Sun, Snapchat and more jumped in to spread the word.

But a scattergun approach was not enough. CREATION.co stepped in to cut through the noise, analysing live social data, identifying online influencers and spotting hot topics. This research created laser focussed communications and the campaign resulted in more than 500,000 pieces of PPE being delivered to those who needed it the most.