

Freedman's response to the coronavirus crisis

The current global climate is extremely difficult, and we know that brands across all sectors will be affected in some way. We are determined to continue delivering the best service to our clients and to support marketers who need guidance during this time of global uncertainty.

30 years of resilience

As a global creative production company with 30 years of experience, we've navigated many global crises. We've helped our clients steer through the storms, providing them with an agile solution, and always adapting to best serve their changing needs. Once again, we're prepared for the global challenge ahead.

We're still open for business

To put the health of employees first and to support social-distancing, our teams have gone fully remote. But this hasn't impacted our work. Our production hubs remain operative and our freelance global network - consisting of linguists, creatives and planners - is still very much intact. For Freedman it's business as usual, although the office chat has gone virtual for a while.

Systems running smoothly

From the start of the coronavirus crisis, we prepared for a situation where working from home would become the norm. We tested our tech, upgraded our IT and ensured that equipment was up to the task of working out of office. And it paid off. All systems are running smoothly allowing for effective collaboration with clients and continued large-scale production.

Producing more for less

We understand that your global marketing plans are going to be affected by the current crisis, but the best solution to any problem is to prepare. By carefully planning your content, optimising processes and using our scalable resources, we can help you be more efficient with your production. As a result, you can deliver more for less across all channels and regions, without compromising on quality.

Adapting strategy in-market

The world is changing faster than ever, with regions being dramatically affected, one after the other. It's hard to get a clear global picture during such upheaval. With such a turbulent start to 2020, any future global campaigns will need to be highly sensitive to the local situation. Our local network of planners, creatives and linguists can help analyse the situation in-market, and feedback any recommendations for local content in the months to come.

This is a very strange time for us all. But we've got faith in the resilience of people and businesses. We know that through creativity and continued collaboration - albeit virtual for the time being - this troubling situation will pass.

If you need any support or advice, please feel free to get in touch with my team here at Freedman: supportdesk@freedmaninternational.com. We're always here to help.

All the best,

Kevin Freedman
CEO