

Brand SHISEIDO Responds to United Nations’ Global Call for Creative Solutions

Creating digital content to connect people and share kindness without physical contact as a preventive measure against the spread of Coronavirus



Global prestige brand SHISEIDO offered by Shiseido Company, Limited will participate in global action proposed by the World Health Organization (WHO) and United Nations (UN) to create artwork that promotes six priority actions (key messages*1) to stop the spread of the Coronavirus. The WHO and UN are calling for cooperation from creative industries around the world, and SHISEIDO has produced two works as digital content for the key message of “Kindness contagion”. From May 1, the content will be posted on the brand’s official Instagram (@Shiseido).

Also following the UN's selection, which was announced on 30 April at 18:00 (London time), the content is now posted on UN platform.

*1 Six actions (key messages) announced by the WHO and UN: “Personal hygiene”, “Physical distancing”, “Know the symptoms”, “Kindness contagion”, “Myth-busting”, and “Do more, donate”

Details: <https://talenthouse-res.cloudinary.com/image/upload/v1/invites/x1ukvopj6ispstj93pvi>

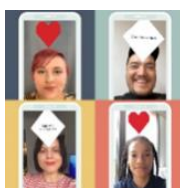
Overview of digital content

1. Kindness Without Contact



By animating images of recognized hand gestures around the world, we created a universal language that everyone can use. The images remind us of the importance of human connection and introduce new ways to greet, interact, and continue to spread kindness, community, and kinship without physical contact.

2. Open Your Heart Filter



Inspired by traditional Japanese papercraft *origami*, this filter animation expresses the importance of opening our hearts to others – both loved ones and strangers. As an origami heart opens on the screen, users can express messages of kindness such as gratitude and wellness checks in six actions*2.

*2 six different acts of kindness: give someone a compliment, teach someone a skill, check in on a friend, thank an essential worker, support a small business, or call a family member.

How to use digital content

From May 1, these two creative works and guidance on how viewers can post them to their own social media platforms will be released on the brand *SHISEIDO* official Instagram (@Shiseido).

About *SHISEIDO*

SHISEIDO is a global prestige brand representing the Shiseido Group, which offers skincare, makeup, sun care and fragrance products in 85 countries and regions around the world. Utilizing the latest technology in skincare and makeup, the brand maximizes the power of each unique consumer to be beautiful, and realizes beauty filled with vitality in both mind and soul.

About the UN global call for cooperation from creative industries

The UN called out to creatives around the world on March 30 (London time) to cooperate in producing creative solutions that reach audiences across different cultural backgrounds, age groups, affiliations, geographies and languages, and to promote measures against the global outbreak of the Coronavirus.

Website: <https://www.talenthouse.com/i/united-nations-global-call-out-to-creatives-help-stop-the-spread-of-covid-19>