

COVID 19's Impacts Demand We Advertise Smarter

What advertisers and publishers should do next

April 7, 2020

A person is shown from the chest up, holding a smartphone in their right hand. They are in a dimly lit office or workspace. In the background, a laptop is open on a desk, and a monitor displays some content. The overall atmosphere is professional and focused.

As the scale of COVID-19 rapidly impacts multiple sectors of business and consumers worldwide, advertisers and publishers must respond just as swiftly.

What should I do right now?

Do consumers want to hear from me?

How should I reconsider KPIs and performance-based marketing?

Ad revenues will decline in the face of supply chain disruption, economic uncertainty and travel restrictions.

Canada waives \$30M in licence fees for broadcasters amid COVID-19 pandemic

Ottawa's plan to offer support for media organizations losing ad revenue 'falls short', News Media Canada says

Canadian Networks Cancel TV Upfront Events Amid Pandemic

The 2008 recession saw declines, but not consistently across channels.

-13%

AGGREGATE

-27%

NEWSPAPERS

-2%

ONLINE CHANNELS

To date, sector impact is varied.

-59%

TRAVEL

-45%

FINANCIAL
SERVICES

-31%

RETAIL

-15%

FOOD & DRINK

-4%

TELECOM

63.49%

GAMING

What should I do right now?

Buy strategies

- ✓ **Negotiate shorter contracts**
- ✓ **Explore premium networks or channels**
- ✓ **Gain share of voice with coveted demographics**
- ✓ **Ensure frequency caps are in place**
- ✓ **Above all: demand ad integrity**

Channel strategies

- ✓ **Shift emphasis to mobile over desktop buys**
- ✓ **Consider tests with smart speaker ads**
- ✓ **Paid partnerships + Instagram Live**
- ✓ **Take advantage of digital templates**

When in doubt: digital + video

CBC INTRODUCES MOVIE NIGHT IN CANADA, SATURDAYS AT 7 P.M.

ADWEEK

NEWS · EVENTS · WEBINARS · CONNECT · YOUR CAREER

MEDIA

Publishers Report an Increase in Traffic Due to Coronavirus Coverage

Publications are seeing historic highs in readership during the pandemic

Daytime TV notes self-isolation spike amid coronavirus pandemic

Conan O'Brien will shoot full-length shows using an iPhone and Skype

"This will not be pretty, but feel free to laugh at our attempt."



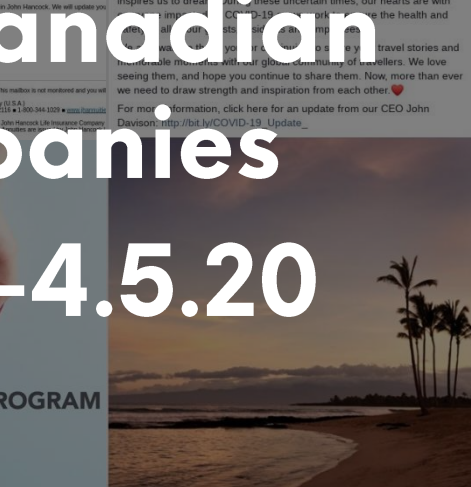
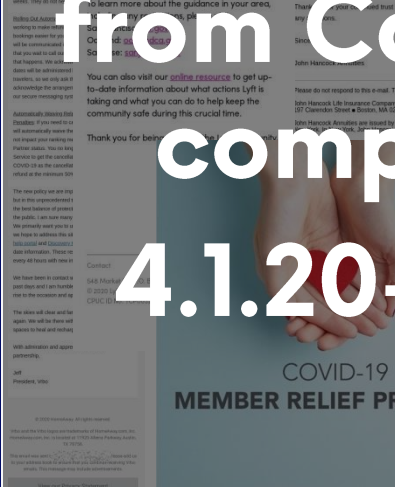
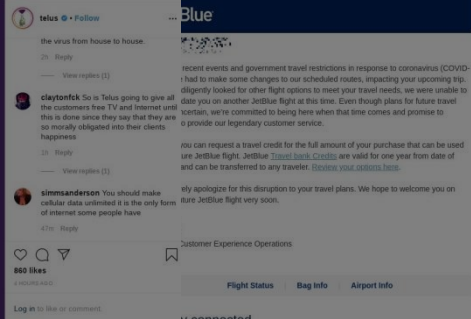
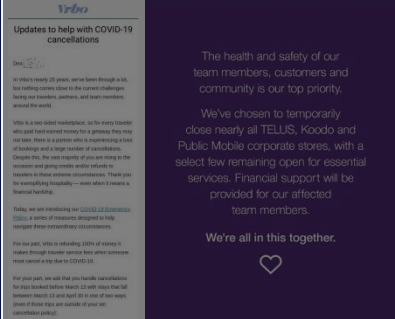
Do consumers want to hear from me?

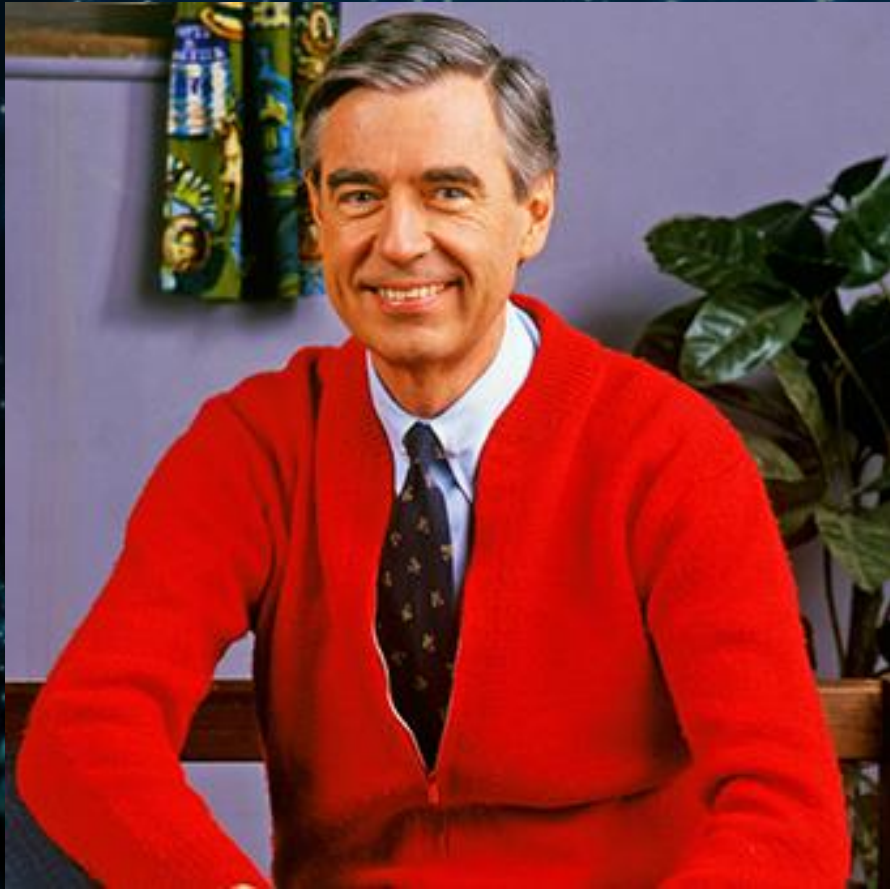
Reach out to customers, but use discretion.

1050+ Unique communications from Canadian companies

4.1.20-4.5.20

COVID-19 MEMBER RELIEF PROGRAM





**“Look for the
helpers”**

82%

Brands who engage in corporate social responsibility have higher quality products

87%

Do the right thing, even if its not legally required









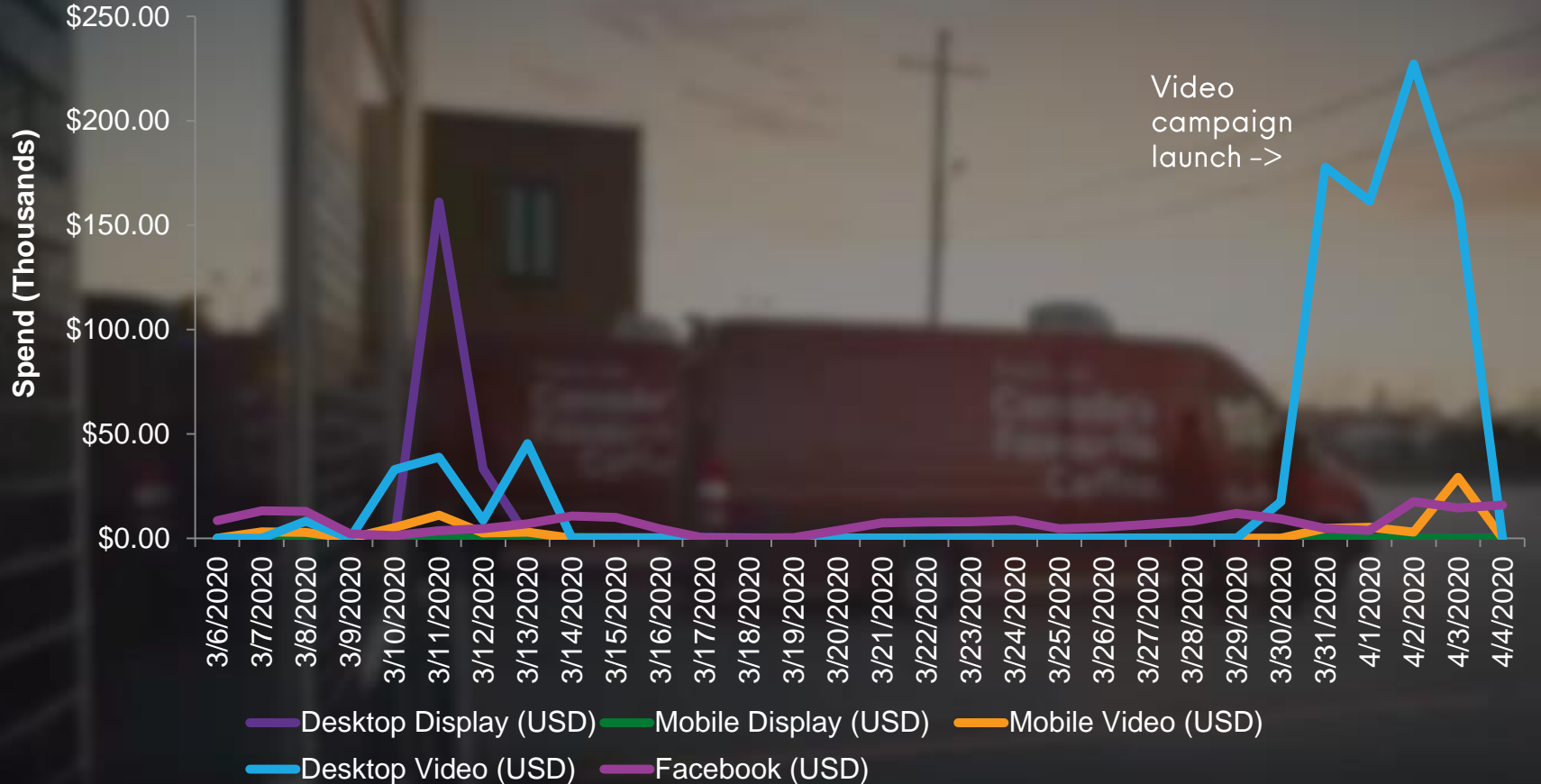
PROUDLY SERVING
THOSE WHO SERVE OUR COMMUNITIES



DRIVE THRU



Tim Horton - Online Media Spend - Prev. 30 Days



How should I consider performance marketing and KPIs?

How did I build connection?

Brand sentiment

Lift

Awareness

Sobeys used paid media to thank employees and promote connection to community.

 **Sobeys**
March 10 at 1:37 PM · 🌐

Thanks to your donations, we're providing over 448K breakfasts! Together, we're feeding hungry children in your community.


Thank you for helping us raise
\$896,805
to help feed hungry kids
in your community





toonies
for tummies
NOURISH YOUR NEIGHBOURHOOD

SOBEYS.COM/TOONIES
A toonie is all it takes
Sobeys.com/Toonies


LEARN MORE

 **Sobeys**
2 hrs · 🌐

A heartfelt thank you to grocery workers around the world. We see your tremendous efforts, we appreciate you, and we wish you all the best.



To all those
feeding our
families,
thank you.



 **Sobeys**
11 hrs · 🌐

We're proud to announce our Community Action Fund, which will empower our more than 1,500 grocery and pharmacy stores coast-to-coast to help address their communities' most urgent needs. Click below to read more from our President and CEO, Michael Medline.

**Community
Action
Fund** 

Empowering our more
than 1,500 stores to
help & strengthen
their communities.

SOBEYS.COM
Community Action Fund



Did I offer a tangible solution?

Media engagement
Customer support data
Applications/Orders

GoDaddy launched a TV spot encouraging small business owners to be resilient, and offered their support for an eComm solution.



GoDaddy offered a free marketing toolkit and community resources.

Business

[SBA](#)
[U.S. Chamber of Commerce](#)
[IRS \(COVID-19 Tax Relief\)](#)

Canada

[Small Business Loan](#)
[Government of Canada](#)

Australia

[Economic Response to the Coronavirus](#)
[Department of Health](#)

United Kingdom

[Small Business Grant](#)
[COVID-19 Response](#)

To support our customers during these times we are giving free products, tools and resources.



GoDaddy

<p>FREE</p> <h3>Marketing Tools</h3> <p>We're giving customers three months free of our email marketing tool packaged with a way to easily update customers via Facebook and Google My Business.*</p> <p>If you're using GoDaddy Websites + Marketing, you already have email marketing. See more info on Websites + Marketing features that help you communicate with your customers.*</p> <p>Sign Up For Free</p>	<p>FREE</p> <h3>Social Media Design</h3> <p>Customers get a one-month premium Over subscription, which includes access to its entire design content library. Use their simple and clean templates to create standout social media content. Available for iOS and Android smartphones.**</p> <p>Get It Here</p>	<p>FREE</p> <h3>Microsoft Teams</h3> <p>Our partner, Microsoft, has made their Teams video conferencing solution available for free for 4 months.**</p> <p>Sign Up For Free</p>
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CIBC launched a digital campaign to promote mobile banking features & access.

CIBC 3 hrs · 🌐
To help you through these challenging bank through the mobile app, online or banking.

Bank securely anywhere, anytime
Meeting your needs. [Learn More](#)

Des opérations bancaires sécuritaires n'importe où, n'importe quand
Répondre à vos be... [Learn More](#)

Déposez des chèques...
Utilisez Dépôt élec...

Paying bills

Transferring funds in Canada and around the world.



Visa assured customers online shopping would be protected.

Visa Zero Liability gives you
the confidence to shop online



because you don't pay
for fraudulent purchases.*



VISA everywhere
you want to be

© 2018 Visa. All Rights Reserved. Visa is a trademark of Visa Int'l. used under license.
*The Zero Liability not applicable to premium The Preferred Corporate and Commercial cards. Other conditions and restrictions apply. For details, refer to your instant cardholder documentation.



How did I use my brand voice?

Reach

Media engagement

Donations

“Anti-ads” encourage customers to make the safe choice.

 **Travel Alberta**
2 hrs · 🌐

Keep at least 6 feet between you and others in public. Do your part to save lives by saving your travel plans for later.

STAY HOME
STAY HEALTHY



TRAVELALBERTA.COM
Stay Safe at Six Feet.

[LEARN MORE](#)



This video isn't moving.

Neither should you.

If you can, stay home. We can stop this.

 YouTube



How should I consider performance marketing and KPIs?

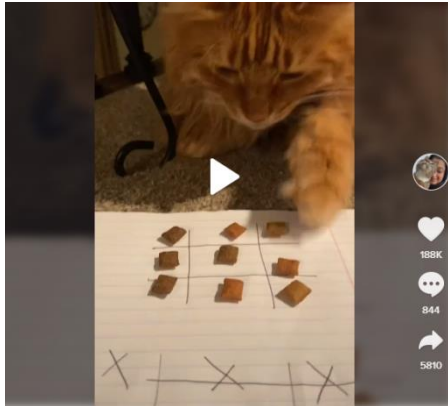
Did I do the right thing?

**Retention
Advocacy**

Immediate Action Checklist

- ✓ **Audit creative and media placements**
- ✓ **Negotiate shorter contracts**
- ✓ **Explore premium networks or channels**
- ✓ **Ensure frequency caps are in place**
- ✓ **Demand ad integrity**
- ✓ **Shift emphasis to mobile over desktop**
- ✓ **Test smart speaker ads**
- ✓ **Revisit outdoor and event sponsorships**
- ✓ **Take advantage of digital templates**
- ✓ **When in doubt: Streaming + video**
- ✓ **Rise to the occasion**

Did I build connection?



Six degrees of separation. #IStayHomeFor





COMPEREMEDIA

A MINTEL COMPANY

Thank you!



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