



# Navigating Marketing during COVID-19

@AndieMacDee



# #Agenda

- **Context**
- **What's appropriate for my brand right now?**
- **What do people need right now?**
- **Tools & Solutions**
- **What's Twitter's policy for ad campaigns related to COVID-19?**



# Context

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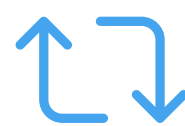
Millions of tweets and retweets about COVID-19 globally, since it emerged  
As of April 1st, there were a total of 19.2M Tweets related to COVID-19 in Canada



COVID-19 related tweet every 45 milliseconds and #Coronavirus is now the second most used hashtag of 2020 (after #newprofilepic)



Verified people on Twitter are 2.4x more likely to participate in COVID-19 conversation than non-verified people.



The primary method of sharing information during a time of crisis is through RT-ing: 75% of COVID-19 related tweets are retweets.



# Context

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## **This is not a marketing opportunity to capitalize on.**

This is a new reality and requires thoughtful navigation, from all of us.

Twitter is a platform that plays a significant role in crisis communications, and can be a powerful tool for you to communicate with your customers, employees, and the broader ecosystem at times like this.

We hope this advice, rooted in crisis comms, helps.







80%

Only 8 percent of people feel brands should stop advertising

Source: Kantar, Covid19 Barometer Report, 3.25.20, 25,000 consumers across 30 markets



Lou Paskalis    
@LouPas

Marketers, take note. This was well documented in data from the last economic downturn. Your customers need to hear from you, now more than ever. What you say matters most of all. Empathy, humility, strength and services tailored to a time of difficulty are winning messages.

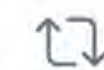


Brad Adgate  @badgate · Mar 22

During a recession, there are many reasons and numerous case studies that say cutting back on advertising is not a good strategy.  
[forbes.com/sites/bradadga...](https://forbes.com/sites/bradadga...)

12:13 AM · Mar 22, 2020 from [Manhattan, NY](#) · [Twitter for iPhone](#)

34 Retweets 146 Likes







EDITORS' PICK | 56,926 views | Sep 5, 2019, 03:36pm EDT

# Four reasons to continue to advertise in today's market



**Brad Adgate** Contributor ⓘ

Media

*Brad Adgate is an Independent Media Consultant*



- 1) Stay relevant and maintain “share of mind”
- 2) Less competition and noise in the industry
- 3) Project strength of the brand
- 4) More cost effective



ADVERTISEMENT

**100%** of our classes were moved online

**241 courses** were fully adapted for live online teaching over the span of 1 weekend

**993 MBA students** around the world have been able to continue their studies

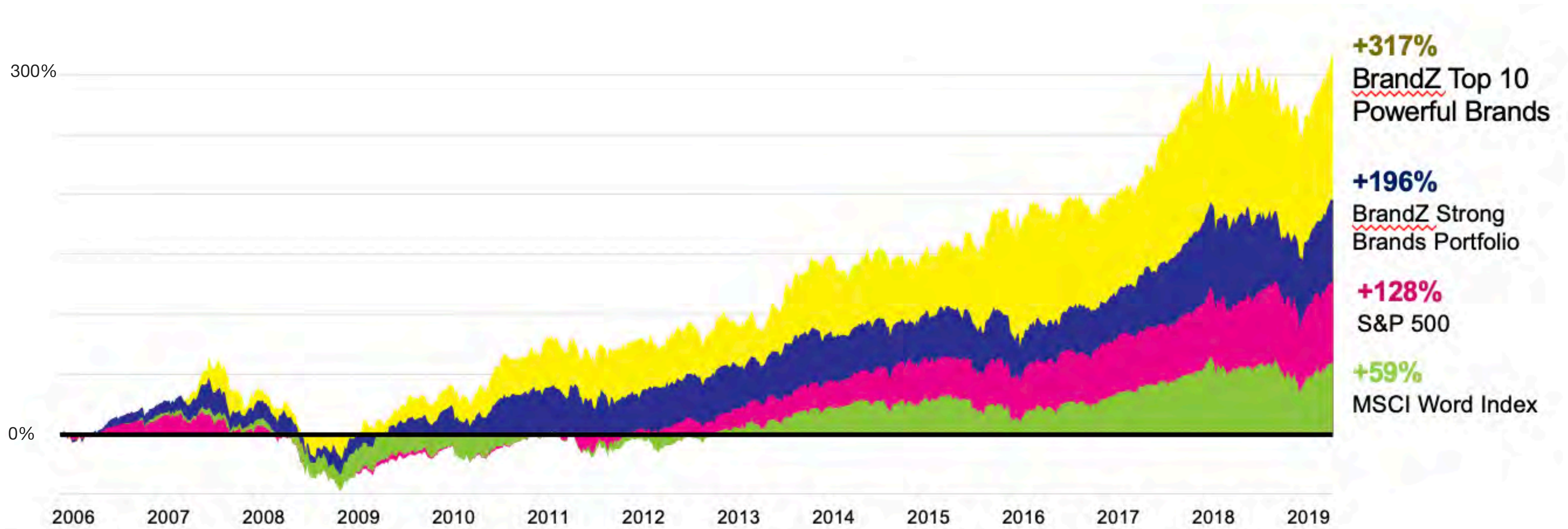
**Students' Voice - Studying Online with GLOBIS University**

GLOBIS University -... [Learn more](#)





# Strong brands recovered 5x faster following the financial crisis of 2008



Source: BrandZ Global, 2019





People want to hear from brands right now



 **Talenti Gelato**   
@TalentiGelato

To our fellow gelato lovers...



5:18 AM · Mar 25, 2020 · [Twitter Web App](#)

5 Retweets 95 Likes



 **Shay Thee Writer** @Lalas\_Worl... · Mar 25

Replying to @TalentiGelato

There is enough info on the virus virtually everywhere. I'd rather see companies like yours stick to the advertisements and posts they normally do. Let us forget the world is on fire for a second.







## People are also looking to brands to help

45%

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Want **Unity / uplifting messages** that aren't product focused

45%

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Want the **facts** about COVID-19

44%

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Want **tips** for how to adjust to/make the most of this time **staying home and social distancing**

43%

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Want to hear what the **brand is doing** for customers and employees **in response to COVID-19**





Amanda Goetz  
@AmandaMGoetz



**Raise your hand if you have to rethink  
an entire marketing calendar this week  
that took months to create?**

💬 65 ↻ 52 ❤️ 763 ✉

Mar 25, 2020





**Media consumption is on the rise**  
**Overall media usage increased**  
**60% based on what we've seen**  
**during other natural disasters**

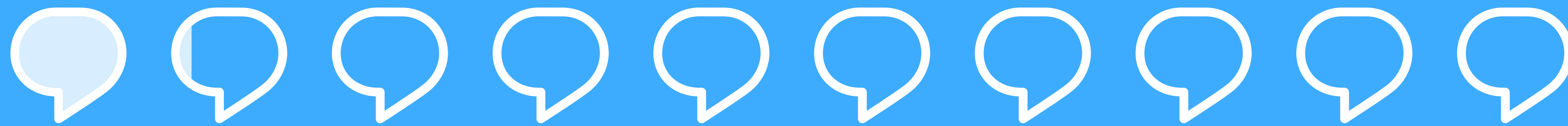
**Source:** Nielsen, Staying Put: Consumers forced indoors during crisis spend more time on media

**Twitter increase mDAU**

**23%**

**Source:** Twitter Internal, with quarter-to-date average total mDAU reaching approximately 164 million, up 23% from 134 million in Q1 2019 and up 8% from 152 million in Q4 2019.





**Coronavirus accounts for 16% of the total conversation on Twitter**





# Growth in conversations on Twitter over the past 2 months

Between period 1/24/2020 - 2/19/2020 and period 2/20/2020 - 3/16/2020

Topic	Tweet Growth	Correlation	Insights	Topic	Tweet Growth	Correlation	Insights
<b>Education</b>	<b>689x</b>	<b>High</b>	As many schools begin to close, online education saw a 5526x tweet increase in Tweet volume on Twitter.	<b>Pets/Animals</b>	<b>10x</b>	<b>High</b>	Majority of people Tweeting are concerned with the safety of their pets and if COVID19 can harm them. Additionally, there is a small shortage of pet food.
<b>Theme Parks</b>	<b>78x</b>	<b>High</b>	The closing of parks (driven by Disney Conversations) prompted tweets around 'social distancing'.	<b>Dating</b>	<b>7x</b>	<b>High</b>	Conversations are mostly around alternatives to going out and dating others. Heavy emphasis on social distancing. Also halting of online dating apps.
<b>Travel</b>	<b>46x</b>	<b>High</b>	Current news of travel bans, the Las Vegas shutdown, and cruises have generated tons of conversation on Twitter since the outbreak.	<b>Financial Service</b>	<b>7x</b>	<b>High</b>	Majority of conversation revolve around the current stock market plunge and oil price war. Users tweet their concerns about recent market volatility.
<b>Business Leaders</b>	<b>23x</b>	<b>Medium</b>	As the stock market plunges, users take to Twitter to tweet about how Business Leaders are handling the situation. Note: Bill & Melinda Gates Foundation recently funded pharmaceutical companies for a COVID19 Vaccine.	<b>Exercise and Fitness</b>	<b>5x</b>	<b>High</b>	The closing of gyms and finding ways to stay healthy brings users to brainstorm. Many conversations around boosting the immune system and staying physically healthy.
<b>Retail</b>	<b>17x</b>	<b>Medium</b>	Users are rushing to stores to grab as many last minute supplies. Whole Foods is trending as Amazon fails to deliver groceries due to extensive COVID 19 requests.	<b>Fast Food</b>	<b>1x</b>	<b>Medium</b>	Many fast food restaurants forced to stop in-dine options. Many tweets are around take-out, and sanitation concerns in restaurants.

Source: Twitter Internal, Between period 1/24/2020 - 2/19/2020 and period 2/20/2020 - 3/16/2020





# Ways brands have connected to the audience on Twitter

**American Express** @AmericanExpress

Want to support small businesses while keeping our communities healthy? Here are some simple ways to [#StayHome](#) and [#ShopSmall](#)

1. Order a delivery
2. Place a purchase online
3. Buy a gift card from your local small business now to use later

**Small Businesses Need Your Business, Now More Than Ever.**

[#StayHome](#)  
[#ShopSmall](#)

Shop Small  
[www.americanexpress.com](http://www.americanexpress.com)

7:39 AM · Mar 25, 2020 · [Twitter for Advertisers](#)

Purpose driven campaigns

**Uber Eats** @UberEats

Your order can be left at the door. Just select "leave at door" at checkout for a no-contact delivery. You can even add specific details like "leave at lobby." Available on every Uber Eats order.

**Uber Eats**

Your order can now be left at the door

Uber Eats: Order Food Delivery  
App Store

[Order](#)

8:00 AM · Mar 24, 2020 · [Twitter for Advertisers](#)

88 Retweets 352 Likes

Launch campaigns

**Apple** @Apple

This International Women's Day, we are proud to celebrate the women using their creativity for something bigger than themselves. Meet the women making history [#BehindtheMac](#), set to [@Beyonce's](#) anthem \*\*\*Flawless. [#IWD2020](#) ♀

0:15

Create with Mac  
[www.apple.com](http://www.apple.com)

8:54 PM · Mar 4, 2020 · [Twitter for Advertisers](#)

913 Retweets 6.5K Likes

Campaigns connected to levity, comfort, or uplifting occasions



**This is a challenging moment  
for brand communication**





A black and white photograph showing a person's legs and hands. The person is sitting with their legs crossed, and their hands are resting on their lap. The lighting is dramatic, highlighting the contours of the skin against a dark background. The text "People are afraid." is overlaid in the center in a bold, white, sans-serif font.

**People are afraid.**





**They feel isolated.**





**Their typical connections  
are now gone.**





**In a time of immense turmoil...  
people are turning to brands  
as islands of stability.**



**Richard Edelman**

Chairman, Edelman





A young girl with dark hair is holding a red, heart-shaped object with both hands. The object has a textured, fuzzy surface and a thin red stem. She is wearing a blue floral patterned top. The background is softly blurred, showing what appears to be a wooden table and a window.

**Consumers want brands  
that stand for something.**







**75%**

**of people expect  
brands to make a  
contribution to their  
well-being and quality  
of life.**

Source: Havas, Meaningful Brand Study 2017







**Consumers believe brands are a more powerful force for societal change than government**

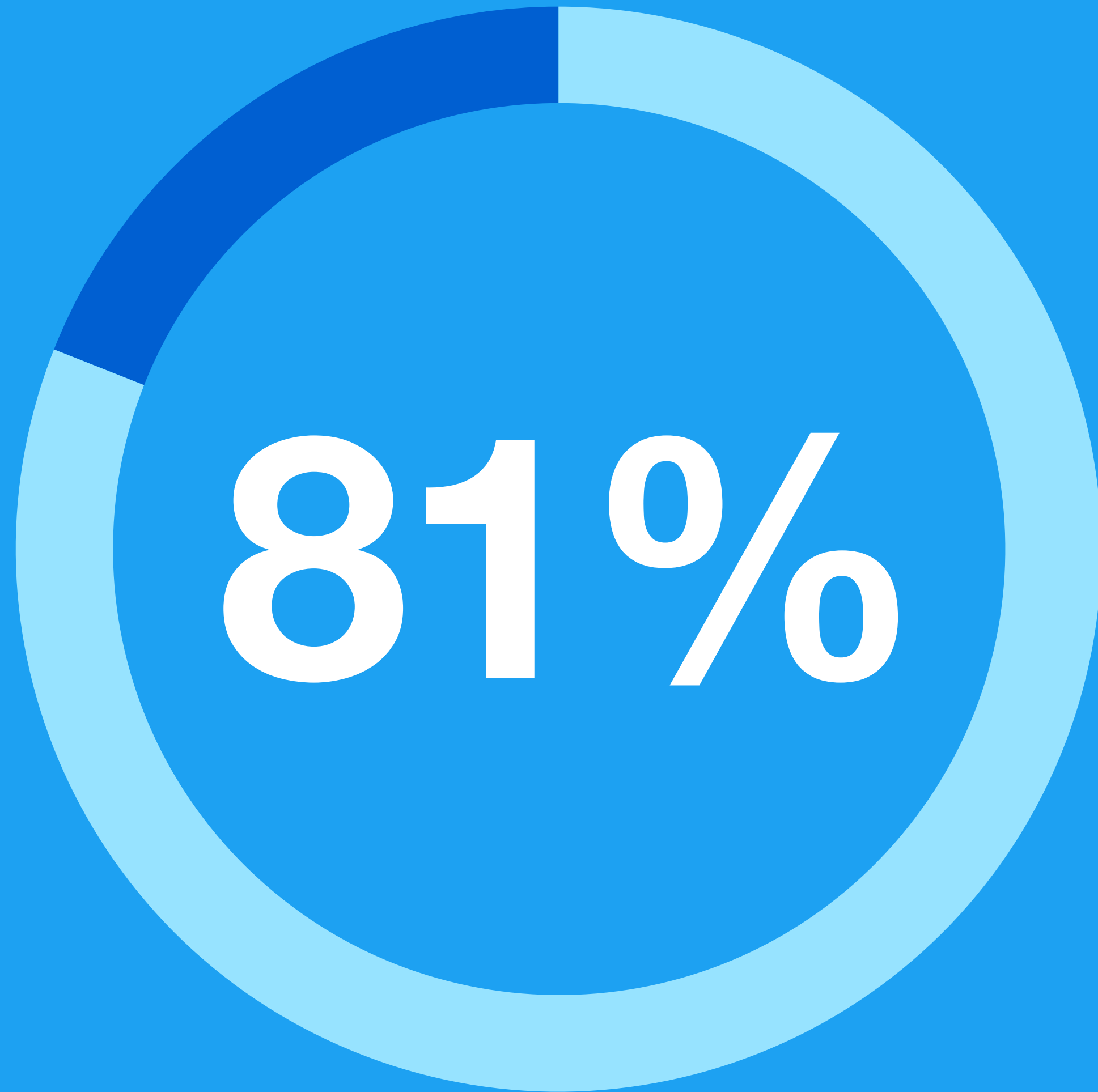




**Believe it is easier for people to get brands to address social problems than to get government to act**

Source: Edelman Earned Brand Report, 2017





**Have more than 2X the  
trust in brands as they do  
government**

Source: McCann WW 2018 "Truth About Global Brands" Report





**What's appropriate  
for my brand  
right now?**



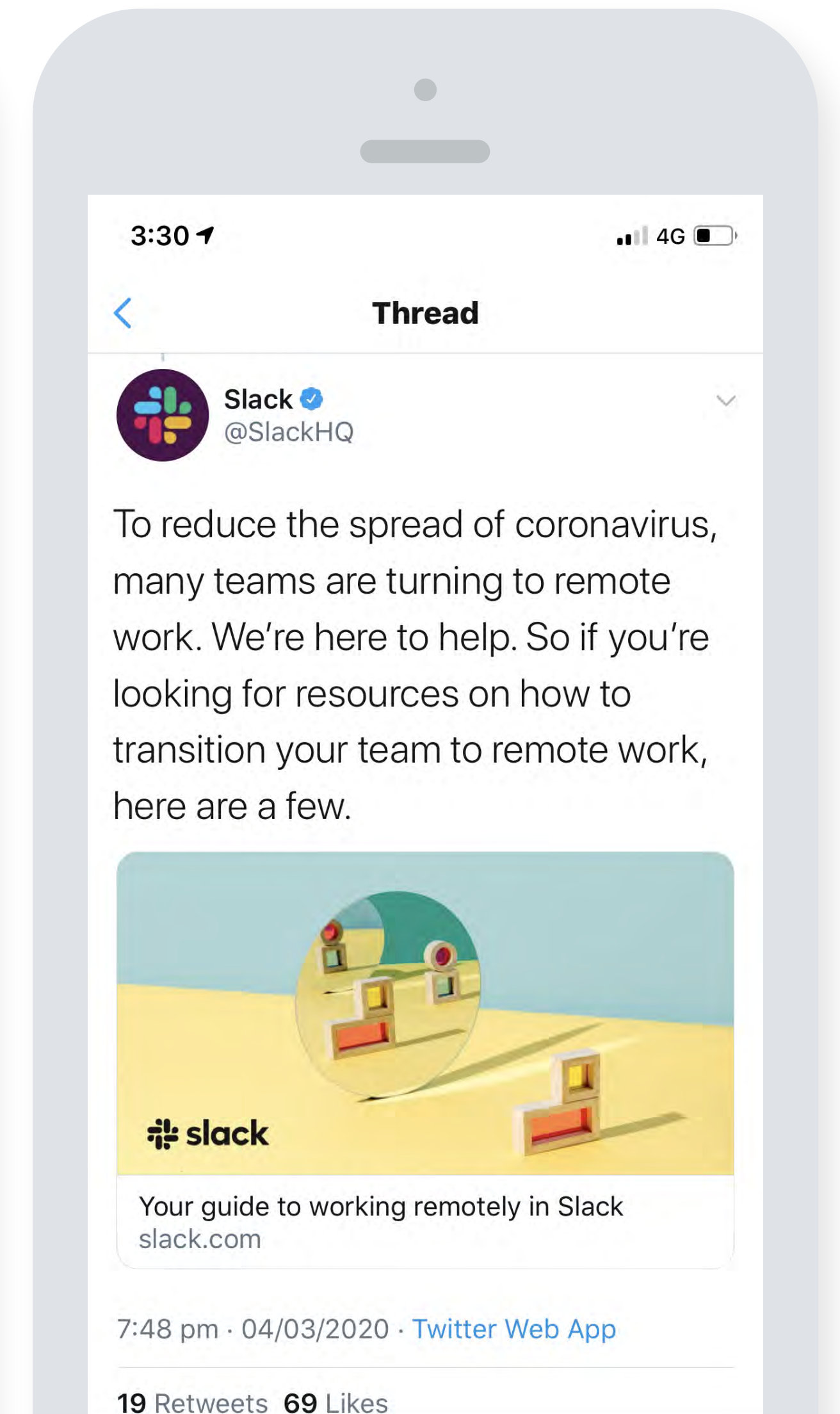


# Know your brand

Understand the unique role your brand plays in people's lives, how that has changed, and how you can help.

This is not about looking at what others are doing and copying.

Look for opportunities to lead by example, and do the right thing.





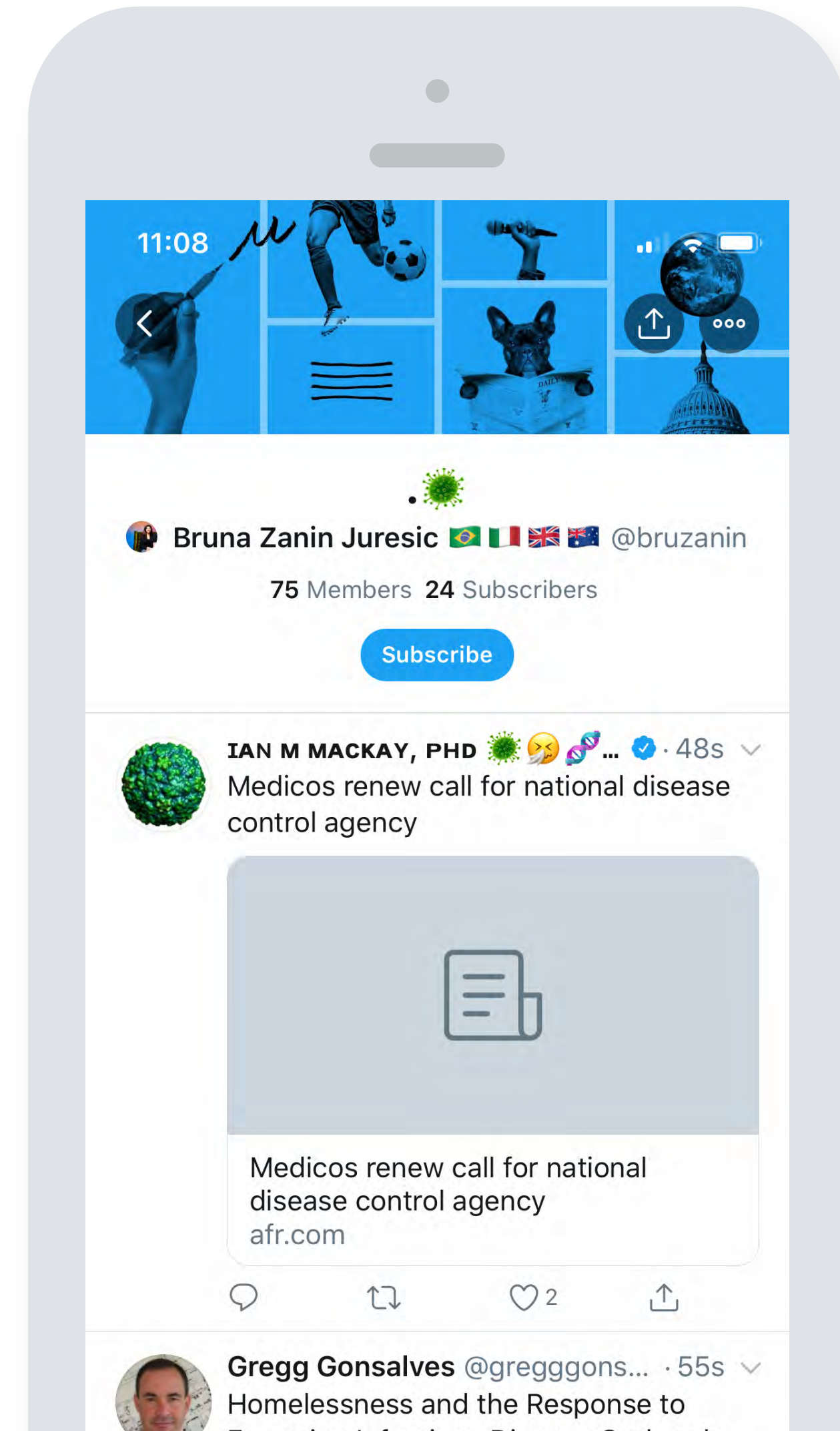
# Keep up to date with what's happening

Things are changing fast. What might have felt like a good message yesterday might not be the right thing today.

- Use Twitter search and visit the explore tab to find the latest information related to COVID-19.
- Create or subscribe to relevant lists to follow along with experts as this evolves



[See full list here](#)





# Lists



Public Health Part...  
@TwitterGov

**Public Health Partners**  
Addressing COVID-19 together 🤝 across the globe.

TwitterGov @TwitterGov  
39 Members 41 Subscribers

Subscribe

**Department of Health** @DO... · 4m  
@SecDuque: The third case is a female living in Sydney, Australia. The patient attended a wedding in Manila on February 13 and visited Pangasinan. The patient left the country for Sydney on March 2, and was confirmed with COVID-19 on March 3. #COVID19

1 6 3

Show this thread

# Curated Event in Happening Now



11:56

Home

Coronavirus: Response to outbreak compromi...

→ Show more

**Helen Branswell** @HelenBr... · 10m

1. South Korea's morning March 6 #Covid19 numbers are up. +528 cases, +7 deaths. Totals now 6284 cases & 42 deaths.

As of 0:00, 6 March, 2020, The total number of confirmed cases is 5,328 and 108 cases were discharged.

Period (since 3 January)	Total	Confirmed cases			Suspected cases			
		Sub total	discharged	isolated	Deceased	Sub total	being tested	tested negative
As of 0:00, 5. March	146,541	5,766	88	5,643	35	140,775	21,810	118,965
As of 0:00, 6 March	164,740	6,284	108	6,134	42	158,455	21,832	136,624
Differences	+18,199	+518	+20	+491	+7	+17,681	+22	+17,659

4 18 18

Show this thread



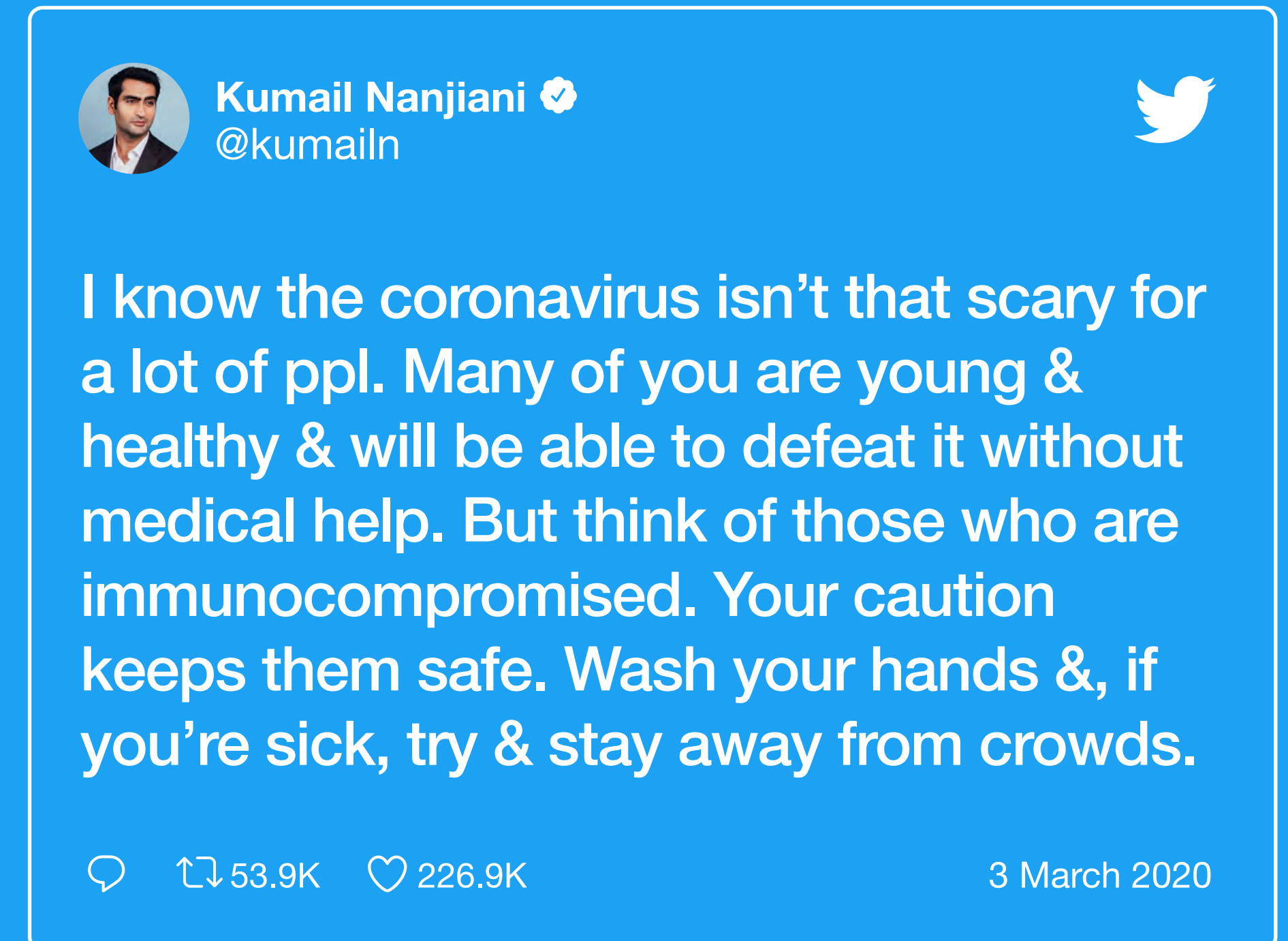
# Be thoughtful about tone of voice

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## Evolve your tone to reflect this new context.

Empathy, understanding and even certain types of humour may go a long way right now.

How do you get this right? By listening to what people, and your customers, are saying -- and reflecting that in your copy and tone appropriately.

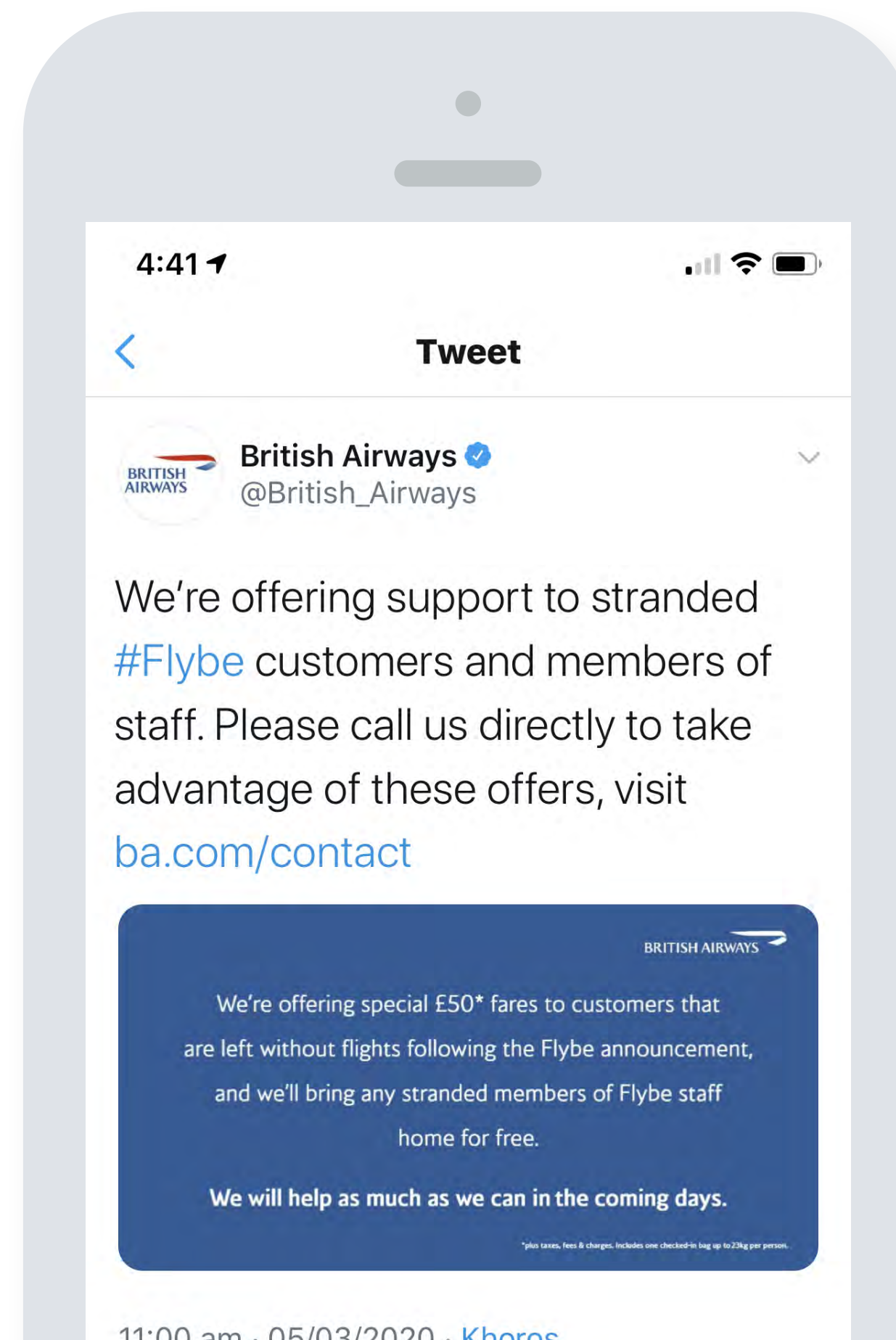


*One of the most shared COVID-19 related Tweets, speaks well to the importance of tone.*



# Be thoughtful about tone of voice

Empathetic, honest & playful examples



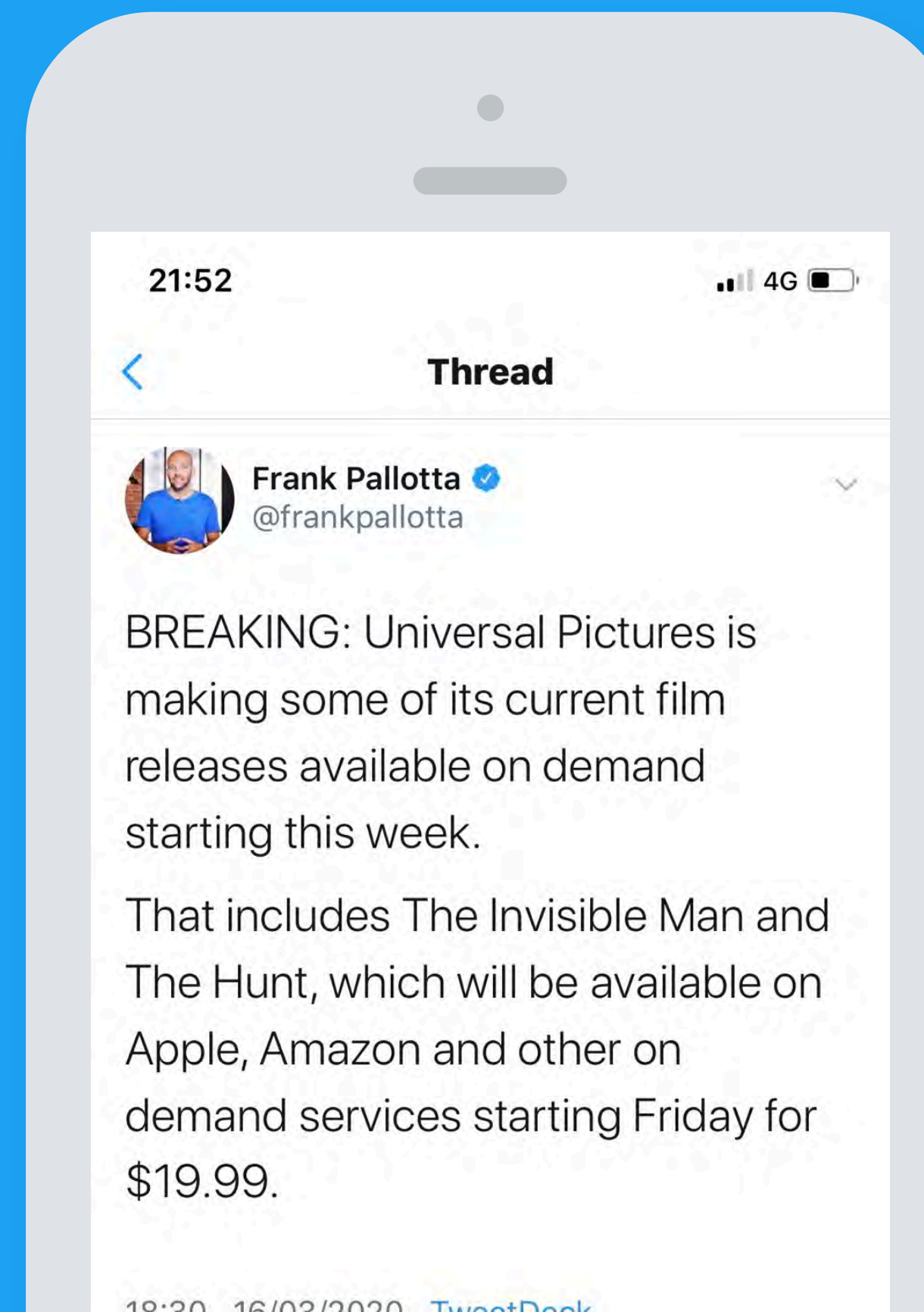


# Anticipate changes in your customer's behavior

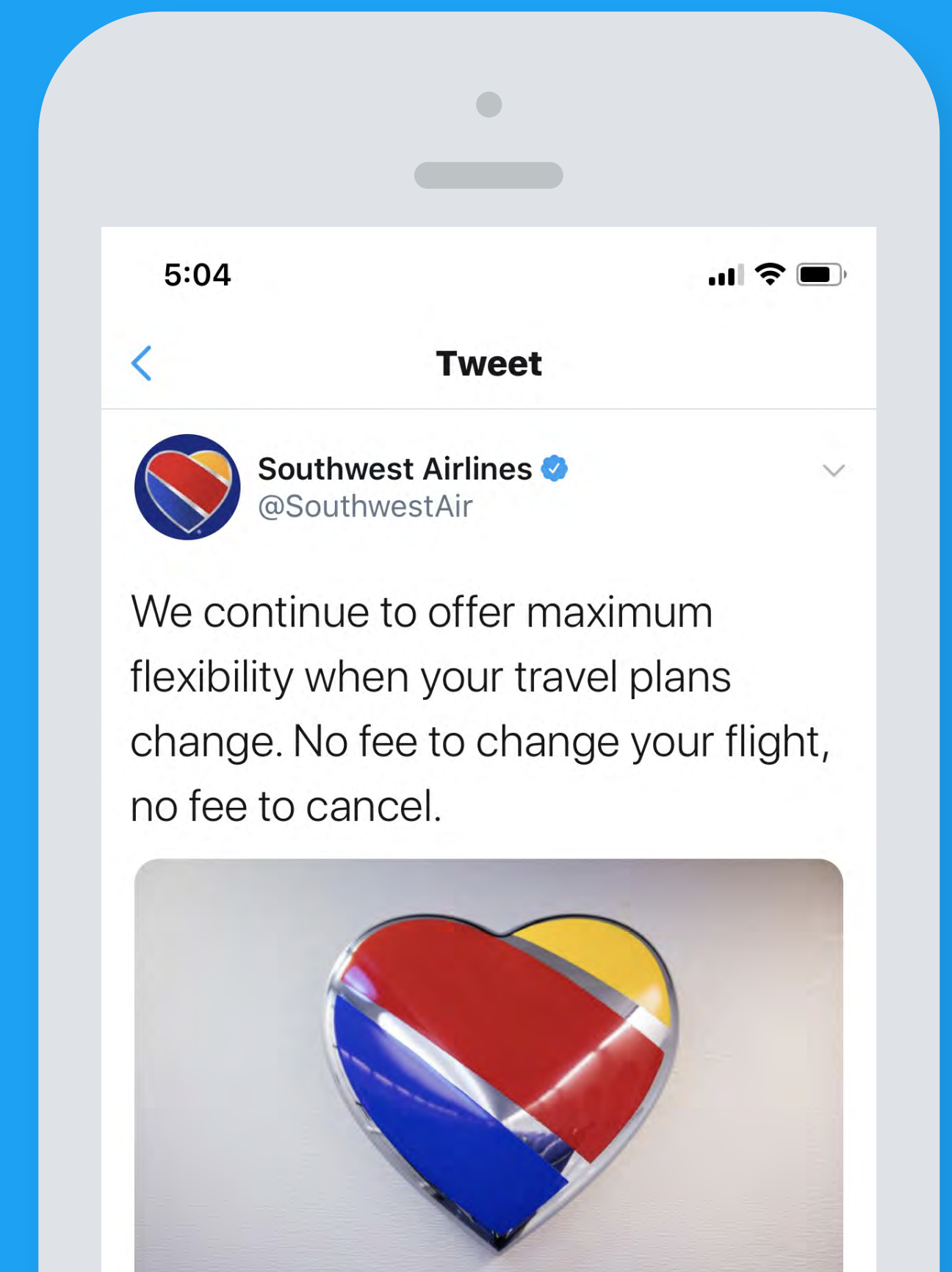
As people are asked to stay home, there will be a number of behaviour changes that might impact their needs as well as how they interact with your business.



Studios pushing back releases & making current releases available on-demand



Airlines are offering flexible tickets, at no added cost





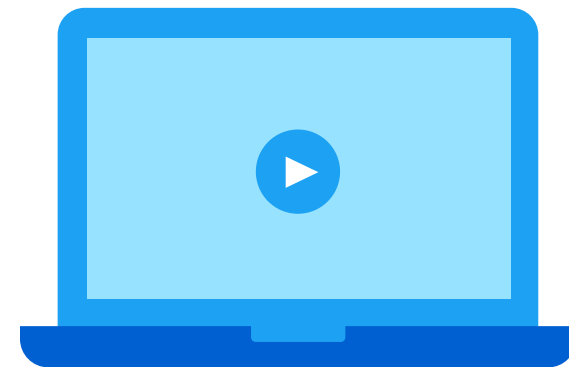
# Anticipate changes in your customer's behavior

## Behaviour changes we can anticipate from China:



### Increased shift to e-commerce

Get ahead of this by ensuring you're prepared to support the changing customer needs and connection points.

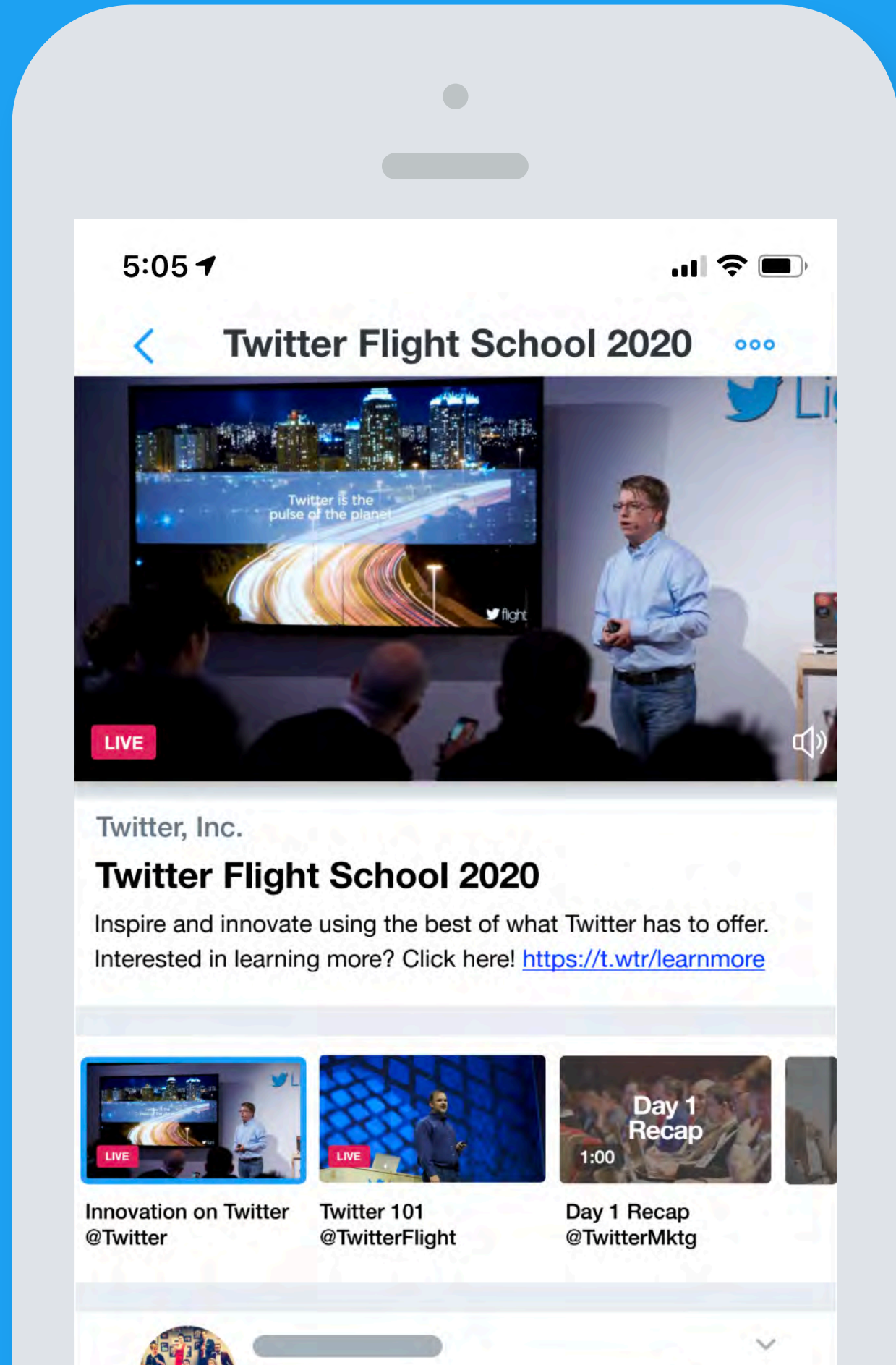


### Significant boom in live-streaming

Think about how going live could help you extend planned live events, or connect with your customers.



Download Virtual Events Playbook





# Stay in your lane

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**The best thing to do at this time, is  
continue doing what you do well**

Resist any temptation to associate with COVID-19, unless  
you genuinely have something to offer to help.





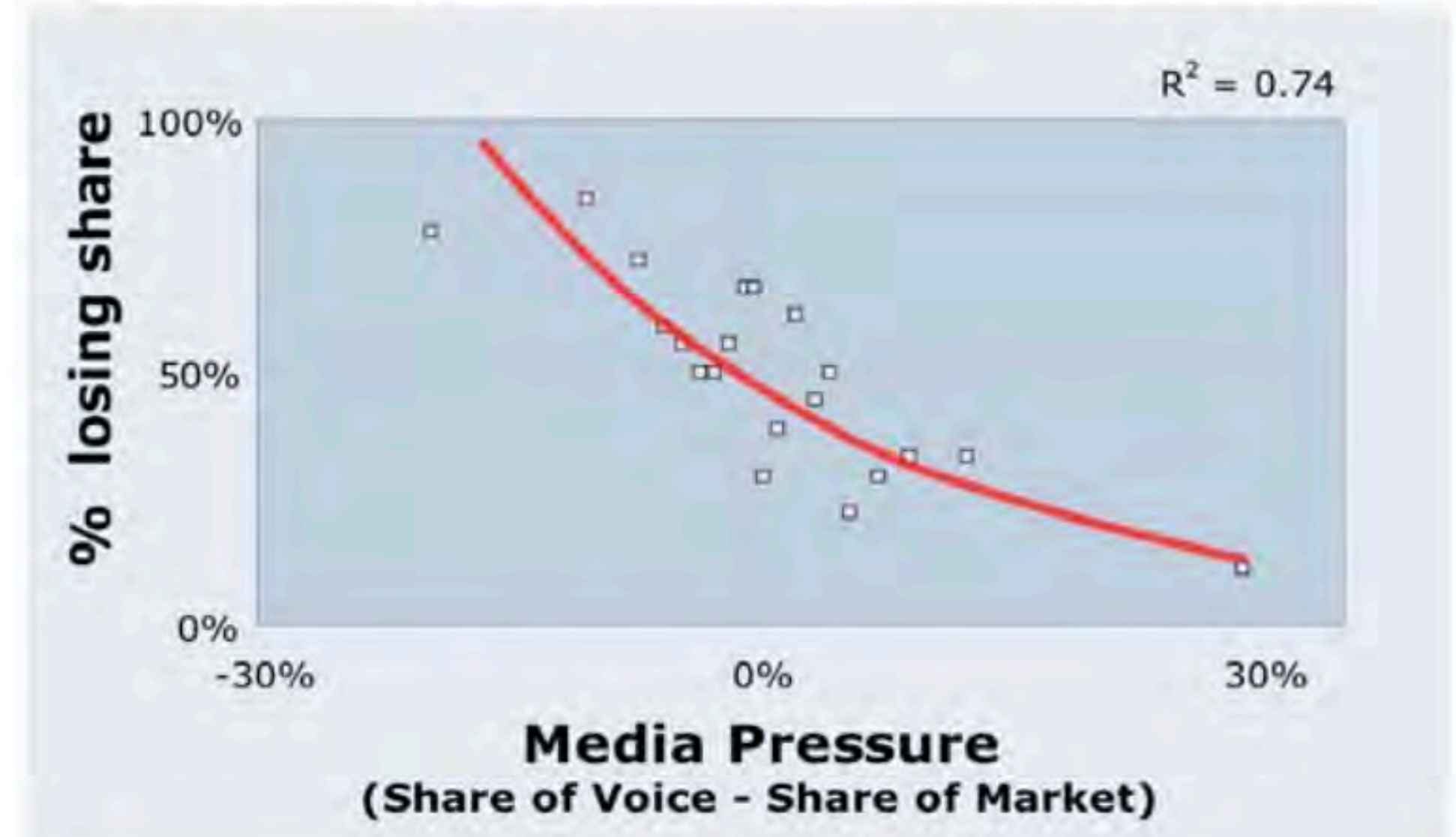
# Stay in your lane


The Institute of Practitioners in Advertising (IPA) 2008 study about advertising in a downturn advises businesses to focus on core brands and products, and warn against short-term thinking.

Evidence suggests pulling back in the short-term can have significant long-term impact. Specifically, they recommend maintaining SOV (share of voice) at or above SOM (share of market) during a downturn.



## Advertising Investment reduces risk



(354 brands grouped on the basis of relative ad spend)  MillwardBrown

[Download Report](#)





# Do's & Don'ts

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**In a time of crises, it's often more important to know what NOT to do, than what should be done.**

Understand you have credible influence and consider the following do's and don'ts

## DO

Make accurate information easily accessible

Enact clear, people-forward policies

Provide customer service & support

## DON'T

Try to disguise profit efforts / treat it lightly

Make broad pledges that aren't foolproof

Avoid 1:1 interaction with frustrated customers





**Identify your place  
in this moment by  
identifying these  
three Ps.**

**Principles**

What guides your brand?

**Products**

What fuels your  
brand?

**Pledge**

What will you  
do for others?







## Principles

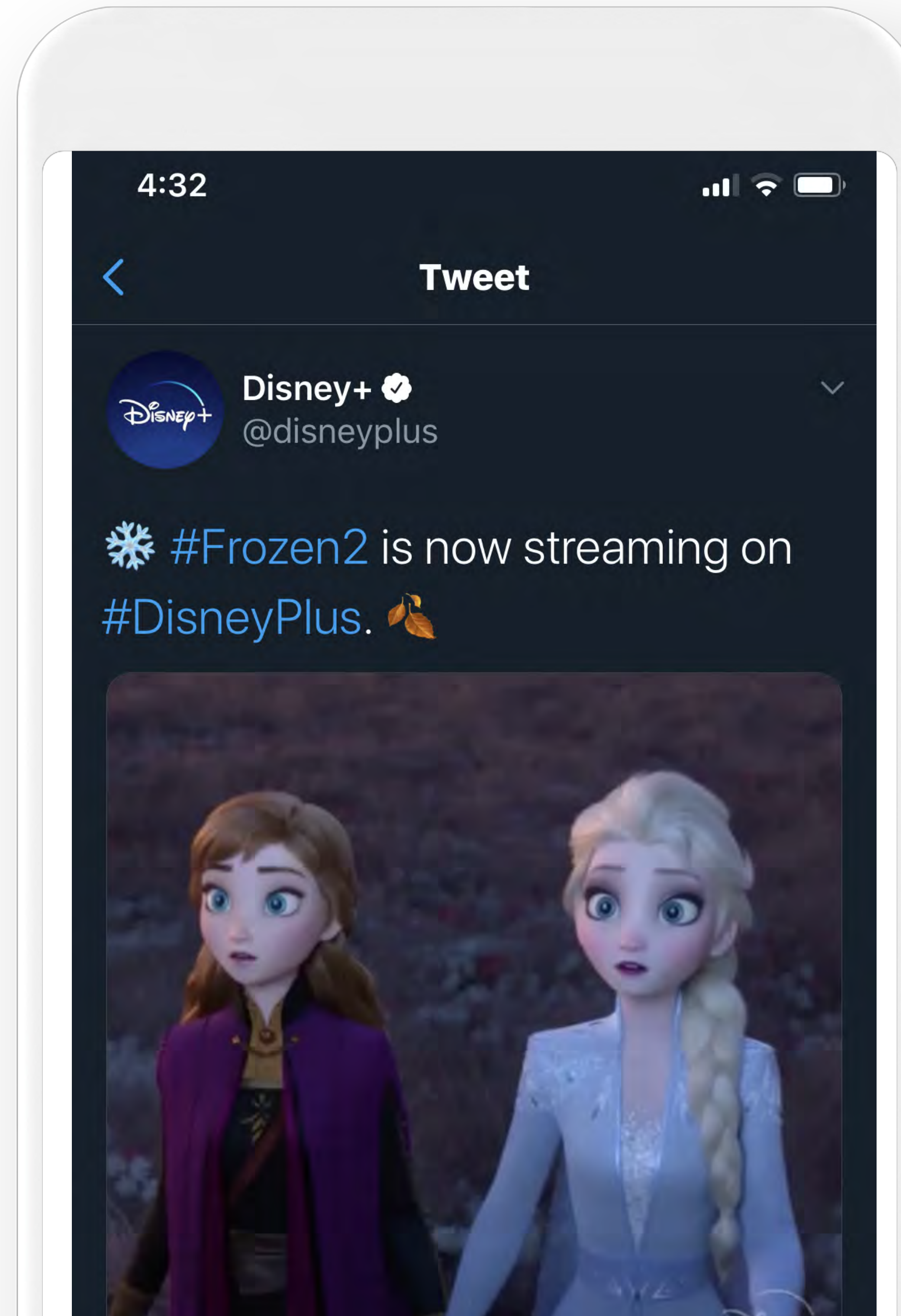
To entertain and inspire people through storytelling.

## Products

Content that can keep kids engaged at home.

## Pledge

To begin releasing highly anticipated releases earlier than slated.





**Does your brand  
have a right or role  
to be here?**





**Will this stand up 10  
years from now?**





**Are you doing or just  
saying?**





# What might people need right now?

Enclosed are the types of things people seek out in times of crisis, and might be especially relevant right now.





# Accurate & Reliable Information

## What can you share?

- Useful and reliable information that might help people navigate the uncertainty, or keeps people calm.
- Important information that affects your company and your employees.
- Policies and information on how you're supporting your employees; lead by example



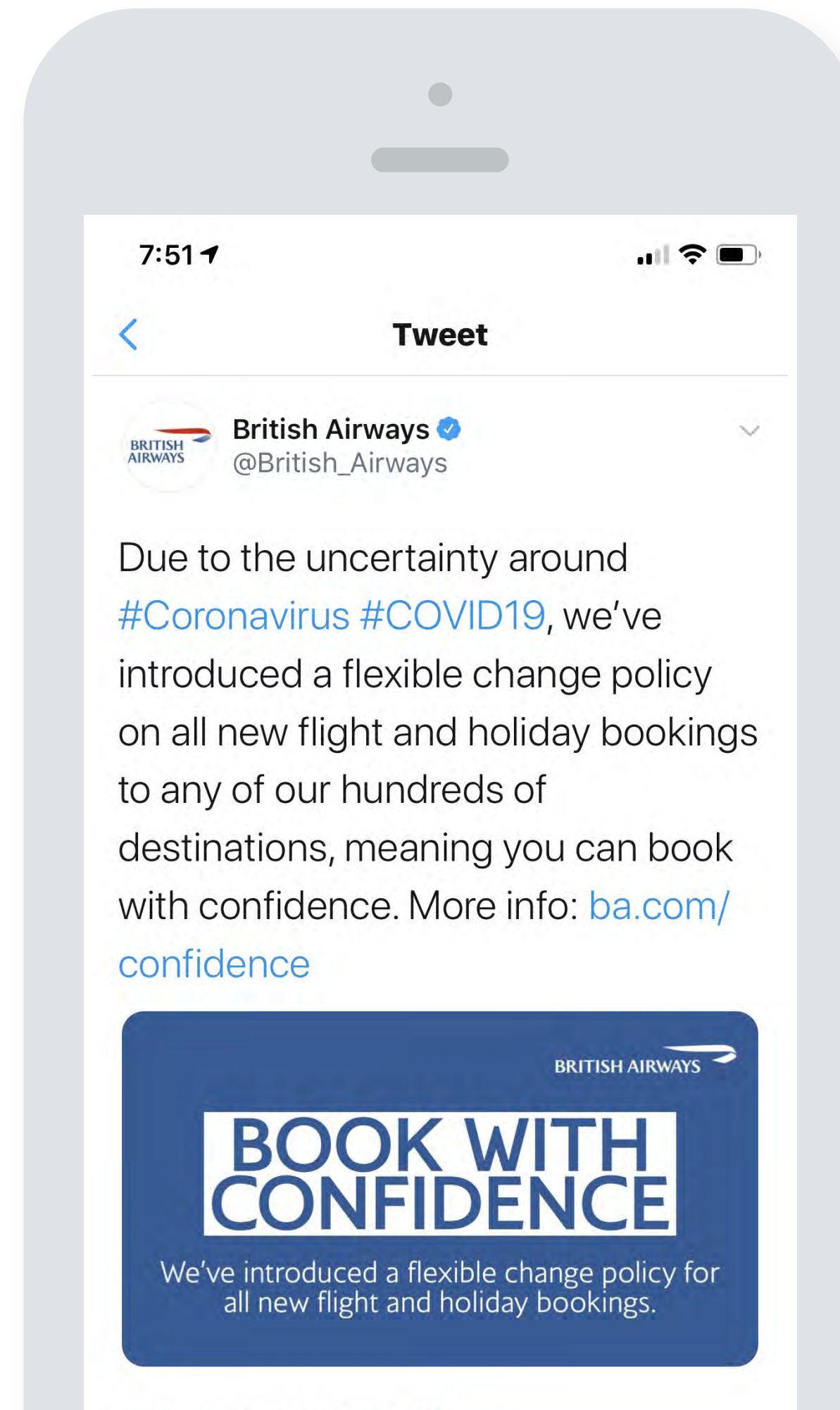


# Customer Service & Support

Some brands/categories are more impacted by COVID-19.

Travel and Finance Institutions are seeing the strongest associations with COVID-19. For brands in those categories, you can:

- Use Twitter to interact 1:1 with your customers; broadcast any initiatives you're launching that widely address the issue
- Listen & understand your customers' concerns and address them, as best you can.

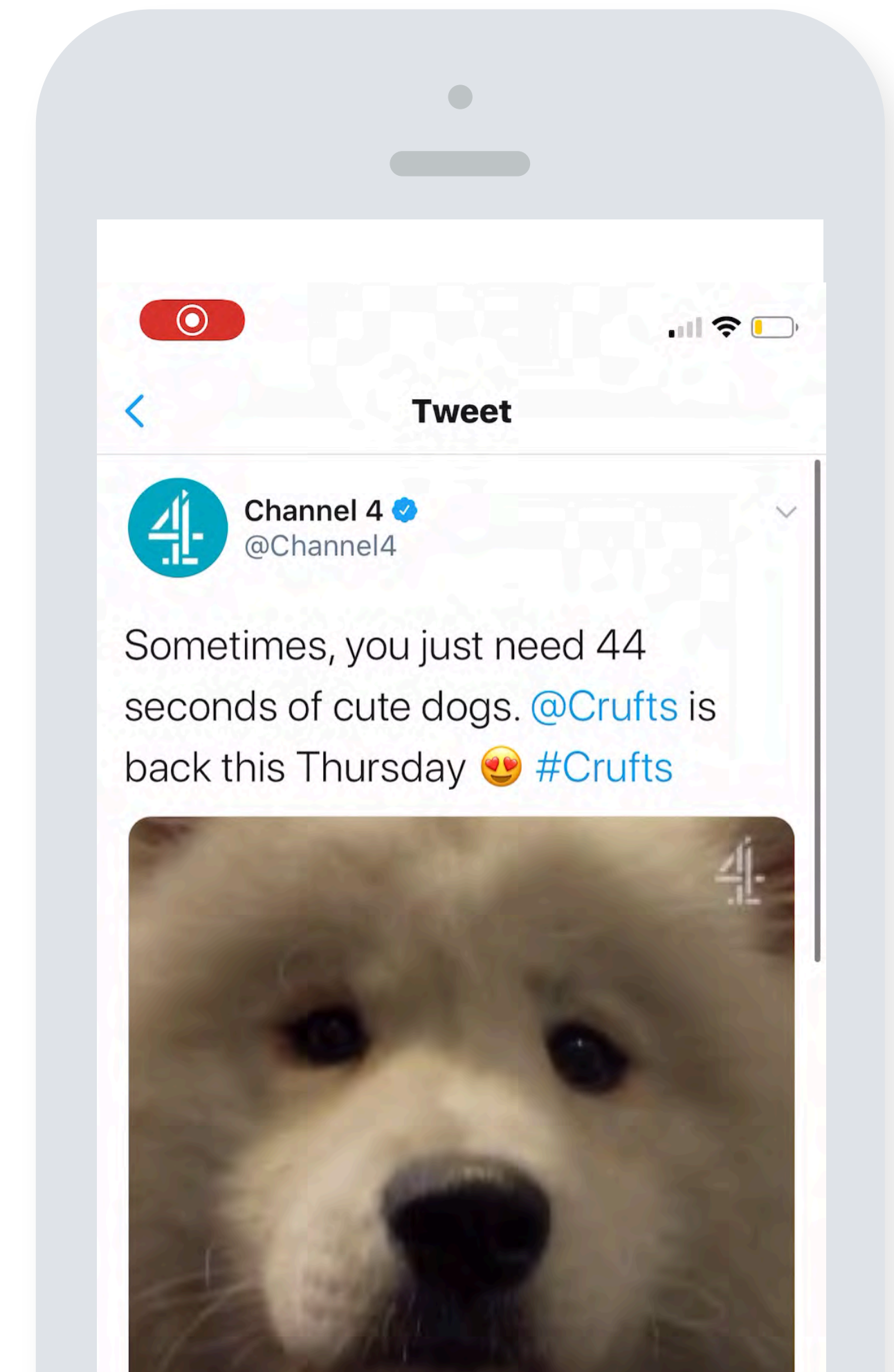




# Distraction & Levity

Light distraction and entertainment can go a long way.

Be thoughtful with copy and tone, and remember to stay in your lane and be true to your brand than to associate with the virus. and everyday lols.





# Community & Positivity

Social distancing measures come with significant impact on individuals, communities and the world at large.

Beautiful moments of connection emerged from around the world, showing the importance of connection right now





# Tools & Content Solutions

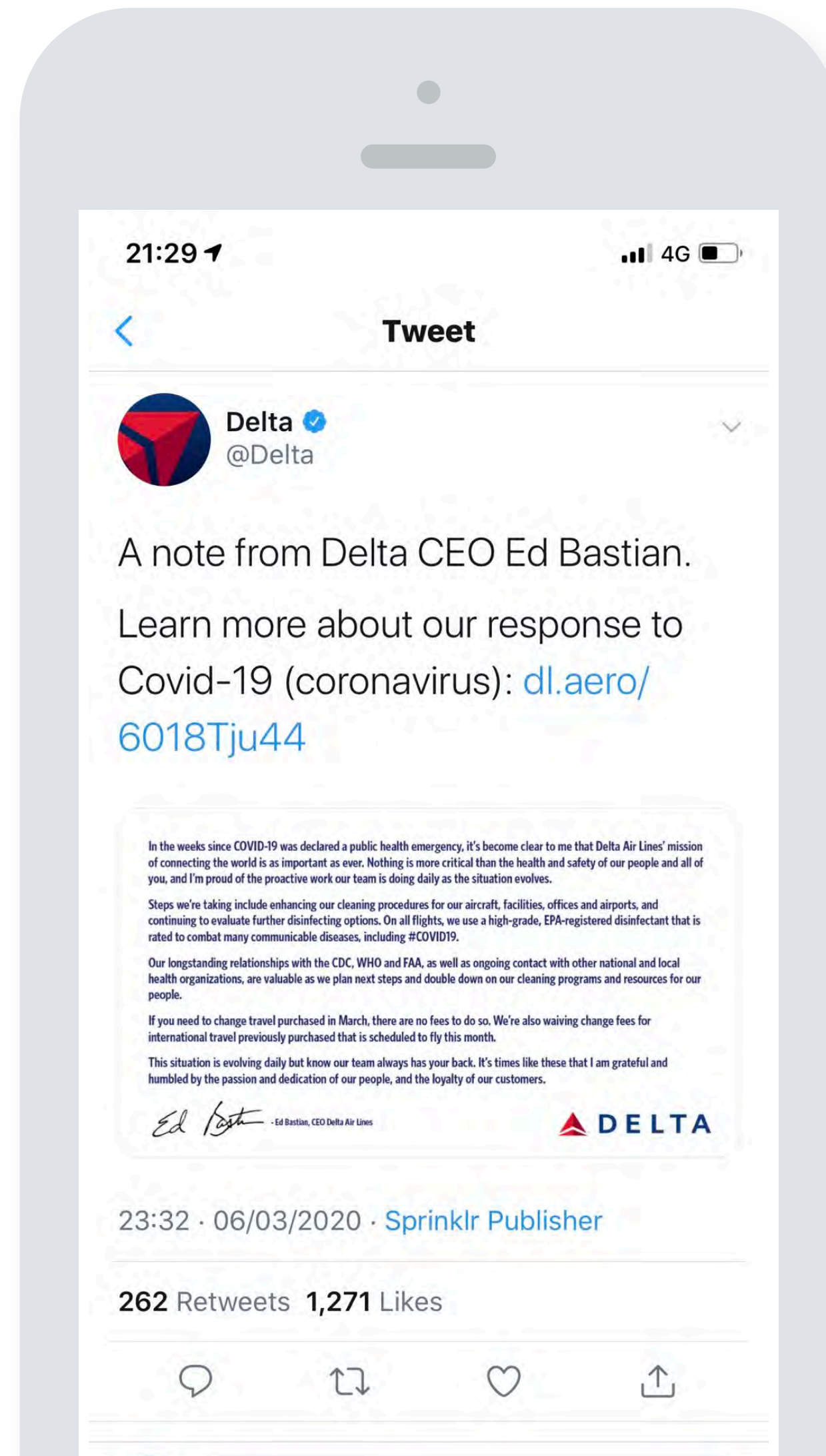
Understanding the Do's & Don'ts of Crisis Comms, and what people need right now, enclosed are Twitter products and features that could help clearly communicate your brand's message.





# Tools: Image & Video Tweets

Often the simplest solution is the best. When communicating important info and policy updates, leverage images and videos to do some of the work, and limit customers need to click off platform to learn more.





# Tools: Website Cards

Seed critical information in Tweet copy while driving to a more detailed FAQ page directly in-app.





# Tools: Twitter Threads

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If 280 characters isn't quite enough, consider breaking down your message into an easy-to-follow Twitter Thread.

Customers will be able to read it natively on Twitter and respond to specific Tweets that they have questions on.





# Content: Q&As with Company leadership

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Show you're really listening by putting a face to your message. Create a space for customers to ask questions and receive answers directly from company leadership.

*Note:* Q&As can be done with copy only, or be enhanced with pre-recorded or LIVE video.





# Content: Social distancing 'Care packages'

As people self isolate, a whole new world of challenges & needs are emerging. Can your brand help with any of the below?

- Working from home (alone / with partners or roommates / with children)
- School cancellations -> e-learning
- Loneliness
- Long avoided DIY projects
- Activities: Cooking, Crafting, Gaming, Reading, Watching, Family time

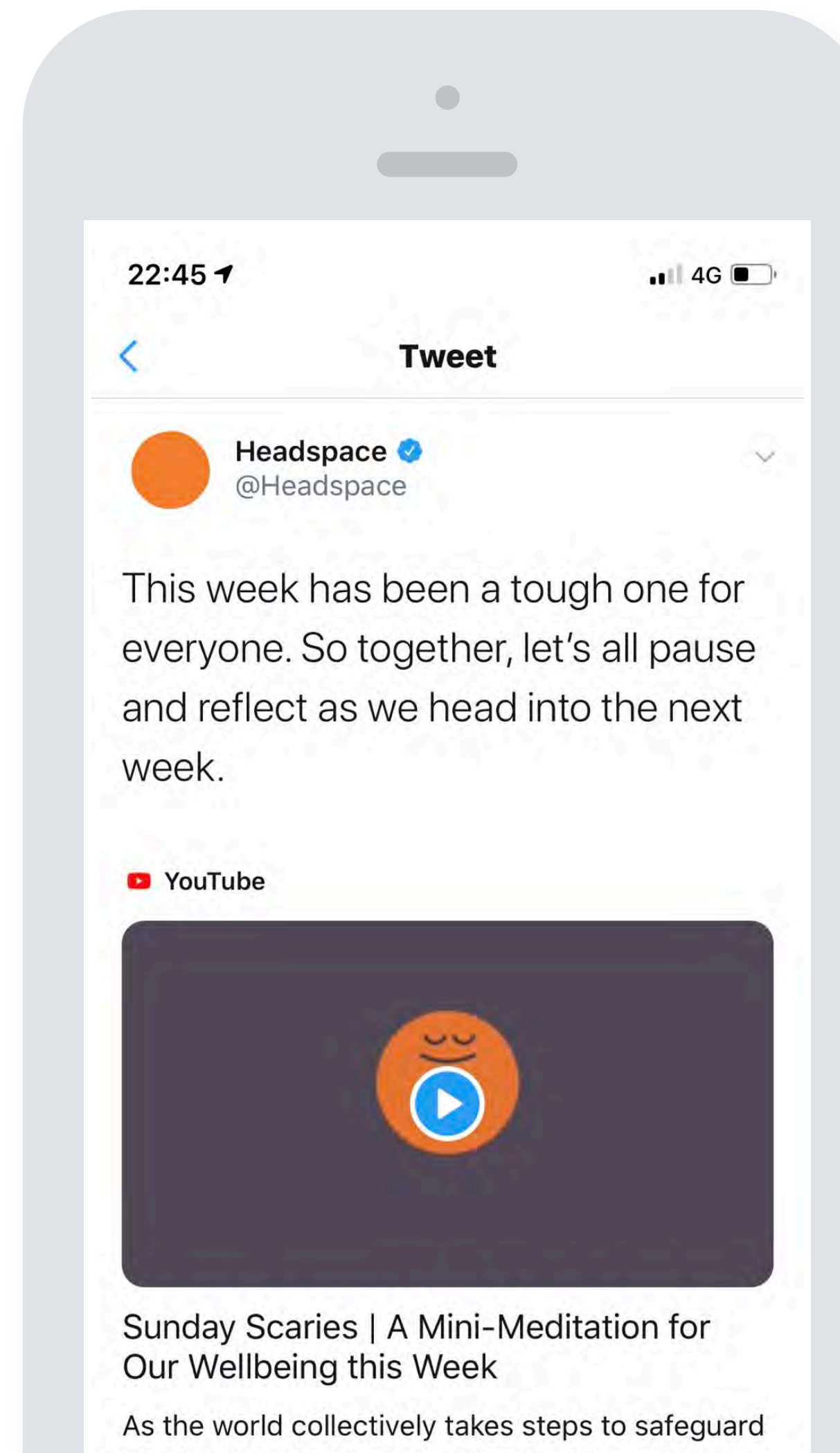




# Content: Contributing to healthier feeds

There is a lot of concern for people's mental health at the moment.

Can you offer content which calms, is visually soothing, or offers support?





# Content: Asset Creation Support

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Twitter ArtHouse can help you navigate this changing advertising world, and provide support in the form of quick-turn, high quality asset creation and optimization.

*Expedited timelines are being offered to help brands stay flexible in their campaigns.*

Optimize existing content

Create with artists

Broadcast an event





# Ads Policy

COVID-19 Related Twitter Advertising Policy





# COVID-19 Twitter Ads Policy

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Adjusting our COVID-19 ads policy:

**What's new:** Advertising containing implicit or explicit reference to COVID-19 will now be allowed in the following use cases:

- 1. Use Case 1: Campaigns about adjustments to business practices and/or models in response to COVID-19**
- 2. Use Case 2: Campaigns about support for customers and employees related to COVID-19**

If you are thinking of running a campaign prompted by, or related to COVID-19, we recommend you read [Twitter Ads policies](#), specifically the [Inappropriate Content Policy](#), before building any advertising campaigns





# #Summary

- **People want to hear from brands right now**
- **Understanding what's appropriate for your brand is key**
- **Twitter has tools and resources to help navigate communication in times of crisis**





**#ThankYou!**



**@AndieMacDee**