



Adobe

The Do's and Don'ts of Advertising During COVID-19

Presented by Adobe Advertising Cloud

Your Speakers



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Louis Mitchell

Sr. Client Partner, Canada
Adobe Advertising Cloud

Agenda



Intro



Do's



Don'ts



Summary



Next Steps



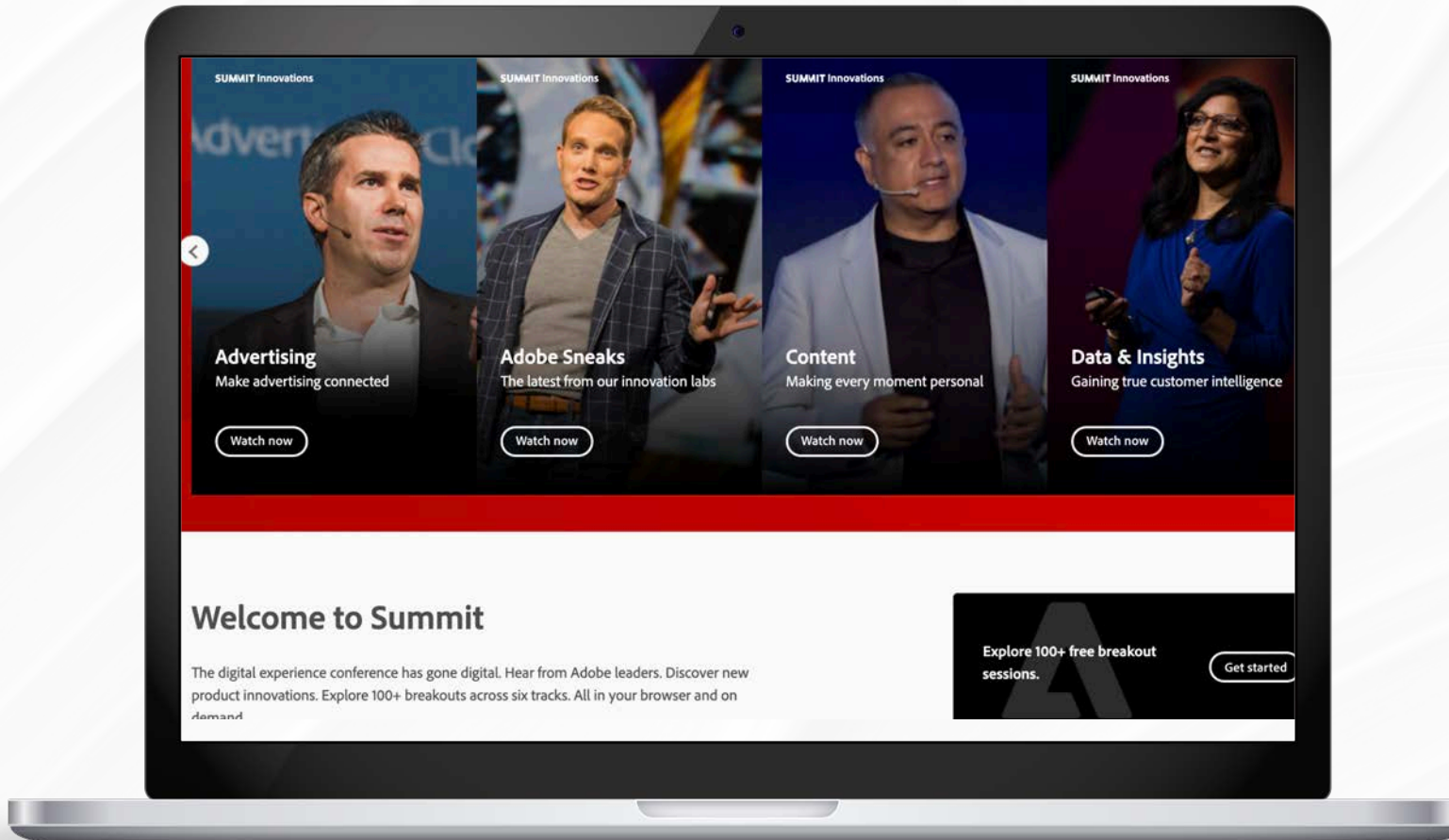
Q&A

“ Covid-19 has upended our modern lives
in ways we’re just starting to understand. ”

Mary Meeker

Founder & General Partner
Bond Capital

Our Major Shift– Digital Adobe Summit



Be There for Your Customers

OUR MISSION:

Make advertising a
connected experience.



“

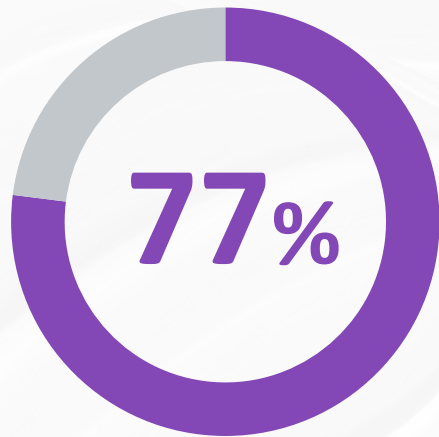
Although it's wise to contain costs, failing to support brands or examine core customers' changing needs can jeopardize performance over the long term.

”

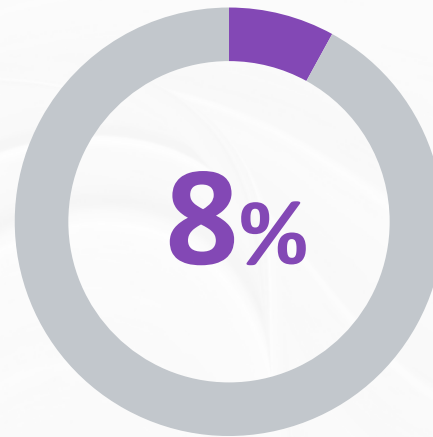
John Quelch

Harvard Business School Professor
“How to Market in a Downturn”
Harvard Business Review

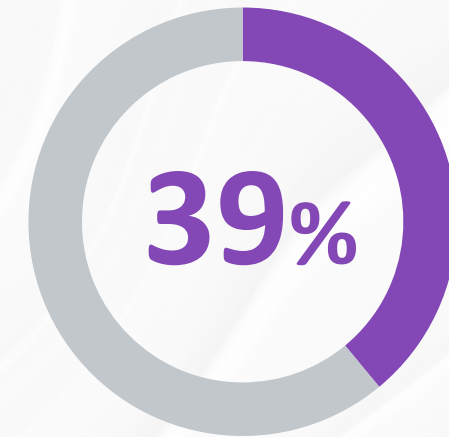
Your Customers Need You



77% of respondents “expect their brands to be helpful in what has become ‘the new everyday life.’”



Only 8% of respondents feel brands should stop advertising.



A 6-month pause in TV advertising could result in a 39% reduction in total brand communication awareness.

**Source: [Kantar COVID-19 barometer report](#)*



DO's

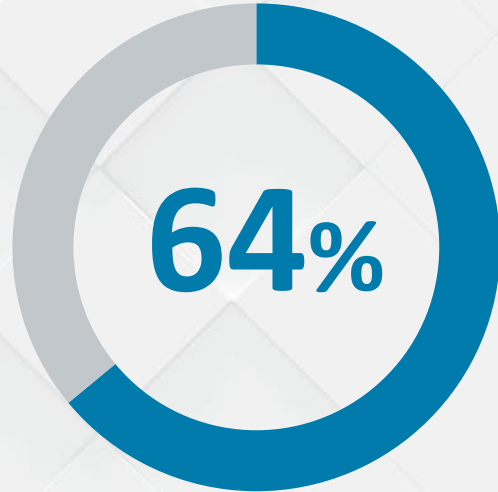
DO Be Authentic

“Above all, brands should respond authentically based on their brand positioning, values, and tone of voice.”

Chris Stephenson

Head of Strategy & Planning
PHD APAC

DO Be Authentic



of consumers want brands to communicate their values through their messaging.

Tips for Communications During COVID-19



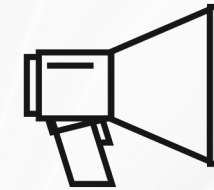
Keep it Simple

Now is not the time for complicated messages. Be very clear about what you are trying to say.



Be Proactive

Don't wait for your customers to ask what you're doing about the crisis.



Communicate What You Are Doing

The worst thing is for a customer to be surprised, so keep them in the loop with how things are evolving.

Source: IDC's 'Responding to COVID-19: An Evolving Playbook for Customer Experience, March 2020'

DO Revisit Your Creative Often



Assess your creatives:

- Is the ad well designed and professionally created?
- Does the copy answer what you are doing to look out for your customers during this time?
- Does the copy share how are you helping or thinking about the larger communities that are affected?
- Does the ad provide useful information for safety, prevention, health, or services?

DO Look Closely at Segmentation to Inform New Strategies



Adapt and Connect to Your Customers at the Speed of Change

- ✓ Good marketing starts with the customer – knowing who they are, what their needs are and how to help them

First party data analysis and segmentation

- ✓ On-site consumer behavior is changing rapidly as real-world activities move online
 - ✓ Sephora, Ulta, Cleveland Clinic, Yogatree
- ✓ Ensure you are closely monitoring your site analytics and action on what consumer behavior is telling you

Third-party data segmentation

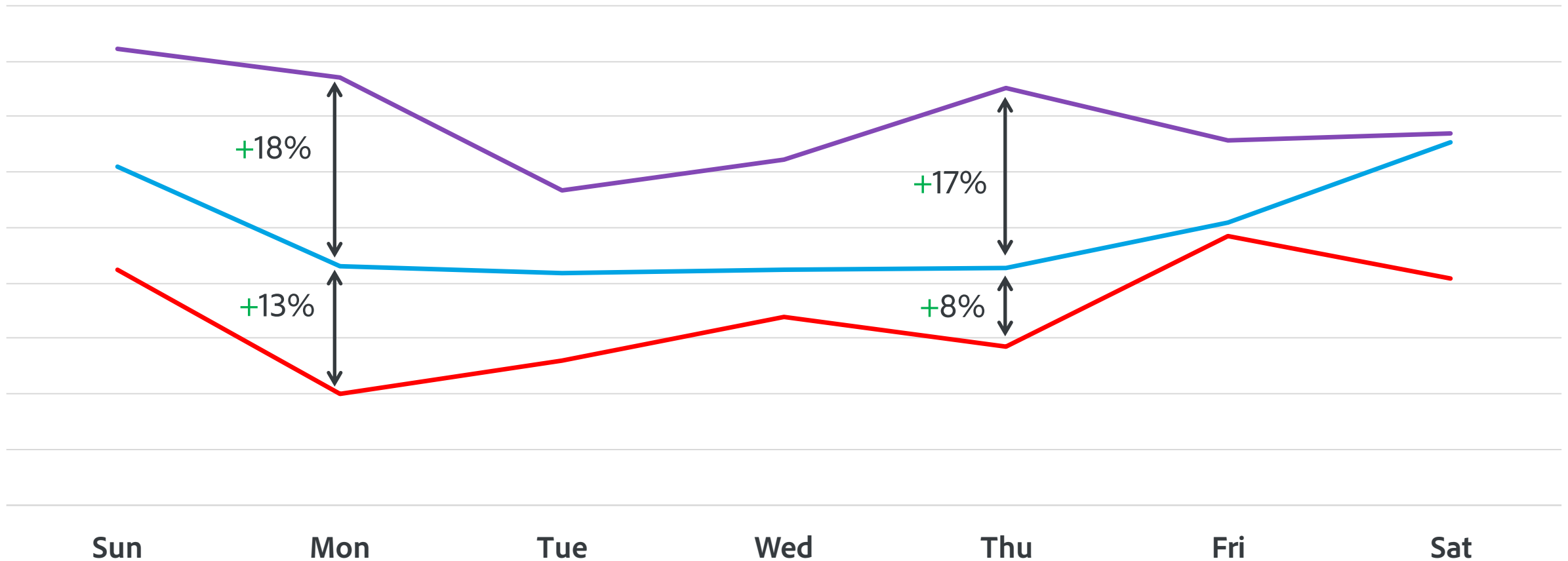
- ✓ Data partners are building out new segments in response to the current crisis
- ✓ Segments may be based on psychographics, shifts in streaming behaviors and lifestyle changes as consumers spend more time at home

DO Assess the Media Channels Where Consumers Spend Their Time

According to Adobe Advertising Cloud data, display and video CPMs are decreasing as much as **5-25%**.



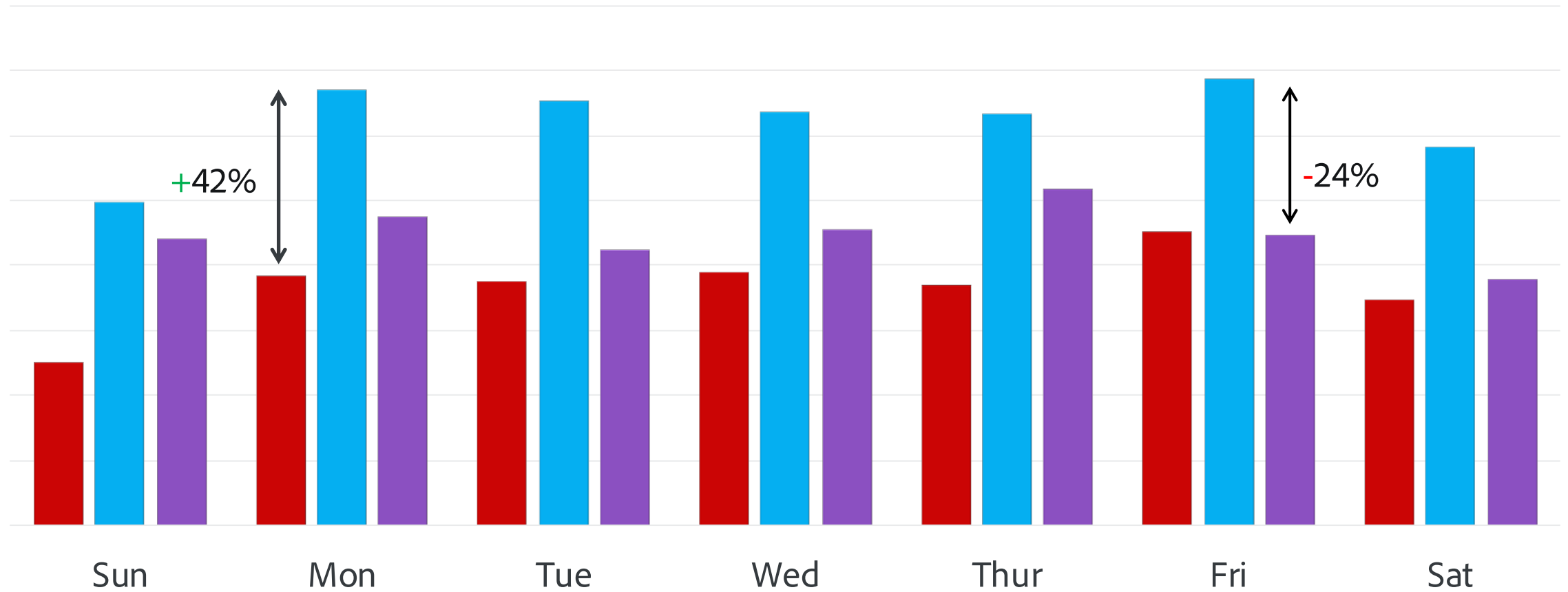
2020 Canadian Ad Cloud Connected TV Daily Auction Volume by Day



Source: Ad Cloud Canadian Auction Volume Data
February Baseline: Feb 10-14, 2020 (weekdays)
April Comparison: April 13-17, 2020 (weekdays)

— Feb — Mar — Apr

2020 Canadian Ad Cloud Audio Auction Volume by Day



Source: Ad Cloud Canadian Auction Volume Data
February Baseline: Feb 10-14, 2020 (weekdays)
April Comparison: April 13-17, 2020 (weekdays)

■ Feb ■ Mar ■ Apr

DO Choose the Premium, Trusted Options

“ Across the board, the more premium content is, the better it usually performs as consumers are very engaged with it and it tends to be quite credible too. ”

Julia Nizinski

Digital Media Director of Platform
Heineken



Video ads on premium channels are seen as 20-50% more credible vs. non-premium inventory.

*Adobe and YouGov study,
January 2020*

Context Matters

- YouGov Survey of over 3,500 consumers reveals that shoppers are more likely to purchase goods and services via ads on premium content channels
- CTRs and viewable completion rates for ads on premium content channels are up to 4.5x higher than non-premium according to Adobe Digital Insights.
- The data also revealed that engagement was significantly higher across premium content:
 - 1.18x viewability for desktop display and 1.31x for desktop video
 - Desktop and mobile display CTRs on Premium are 4.5x and 2.3x those on UGC, respectively
 - Viewable completion rates for desktop video ads placed on Premium sites offer 3x those on UGC

So Does Ad Placement and Location





Don'ts

DON'T Blindly Restrict Ad Placements

The coronavirus crisis has driven massive growth in news consumption, but publishers are unable to monetize it.



2,125% surge in ad opportunities being blocked by brands, increasing from 64 million in February to 1.36 billion in March.

Integral Ad Science

Why is This Such a Problem?

78% of people report that their sentiment would likely remain unchanged for general ads that appear near COVID-19 content.

Source: From "Consumers on Coronavirus: Ad Adjacency Considerations" by Tony Marlow, CMO Integral Ad Science. 3/17/2020.

People Are Noticing Ads Next to COVID-19 Content More

66% of viewable digital ads were 'noticed' next to content about the Covid-19 outbreak compared with an average of 55%



Source: Lumen eye tracking data for desktop digital tests conducted in the past six months.

On behalf of Market Week, "Consumers 'pay more attention' to ads next to coronavirus news content"

DON'T Share Anything Insensitive or That Could Induce Panic

There are two questions you need to ask:

Is it insensitive?

(E.g., ads for cleaning products that are hard to come by)

Does this ad induce panic or fear in users?

(If it potentially could, revisit your creative or messaging)



DON'T Assume Audience Content Consumption is the Same



Connected TV

Overall 24% increase
Up 36% between 12-3pm, and 42% 6-9pm.

Display

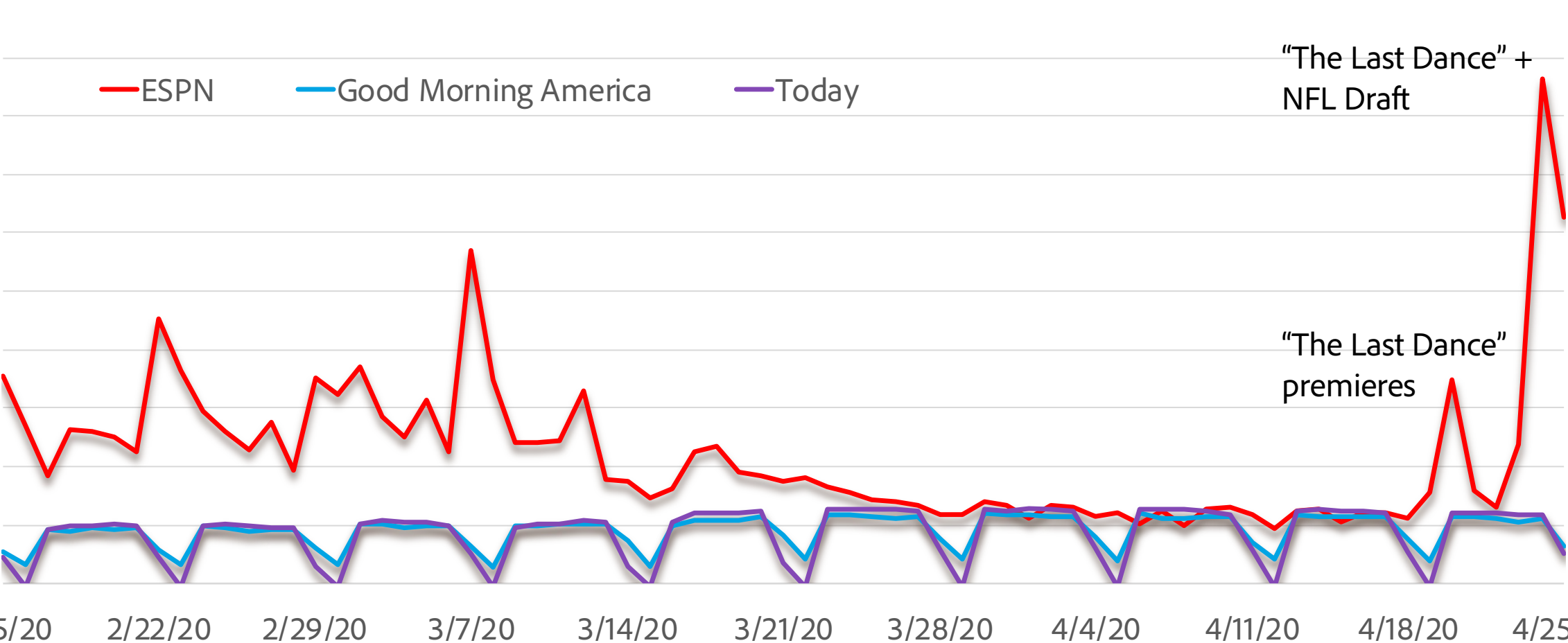
Overall 16% increase
Up 33% between 5-8am

Mobile Video

Overall 3.2% increase
Up 18% between 3-6am

Source: Ad Cloud Global Auction volume data
February Baseline: Feb 10-14, 2020 (weekdays), Last Week, April 20-24, 2020 (weekdays)

Sports Viewership Consumption



Source: Inscope viewership data, US, 2/15/20 – 4/25/20

How to Manage New Audience Consumption Patterns

Inventory approach

Reinvest with advanced targeting tactics to capture historical viewership audiences.

Frequency Management

Don't forget about frequency – this is not the time to bombard your customers.

Reallocate

Take advantage of reduced CPMs and reduced rate card prices.

Recap

- DO** Be Authentic
- DO** Revisit your creative often
- DO** Look closely at segmentation to inform new strategies
- DO** Assess the media channels where consumers spend their time
- DO** Choose the premium, trusted options
- DON'T** Blindly restrict ad placements
- DON'T** Share anything insensitive or that could induce panic
- DON'T** Assume audience content consumption is the same

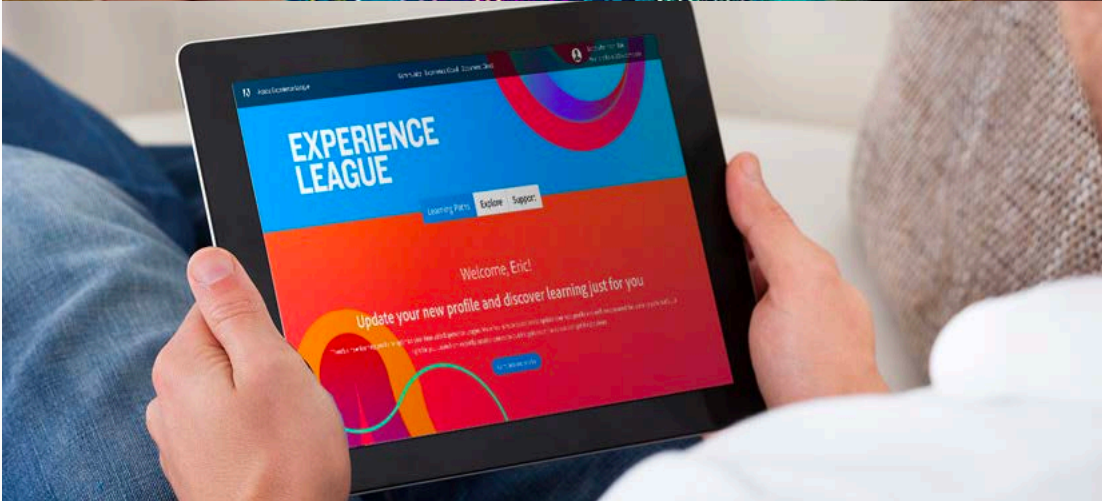
In Summary

CPMs are down.
Impression volume
is up. Offline spend
is moving online.

Context, location,
message, audience
& tone matter more
than ever before.

Be agile. Revisit
creatives often. Assess
your segmentation
strategy.

For additional resources, please see Adobe's COVID-19 [response page](#).



Latest news

[Adobe Sign programs for working remotely](#)

We're offering extended free trials and commercial and [government quick-start packages](#) for electronic signatures and document workflows.

[Digital learning offers for enterprises and teachers](#)

We've extended our free trials so enterprises can take their training programs online with [Adobe Captivate Prime](#) and teachers can convert classroom content into eLearning courses with [Adobe Captivate](#).

[Adobe Spark offers for creatives and small businesses](#)

We're extending the length of our [free trial to two months](#). We're also proud to partner with the [Techstars](#) program for startups and take part in the [Stand for Small](#) program.

[Start collaborating with Adobe Premiere Pro and After Effects](#)

We're offering Adobe Team Projects video collaboration tools to help creative teams stay productive from anywhere.



Staying Connected in the Midst of COVID-19

—
An advertiser's guide
to navigating a rapidly
changing world

Next Steps

- Download the strategy guide
- Visit the Adobe Business continuity page
- Get in touch!

LinkedIn or email, we would love to
hear what's working for you (and not)

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Q & A

