

# Corona learnings & insights

26 March 2020

**darwin**  
a BBDO boutique



SOME BRAND WE APPARENTLY GAVE  
AN EMAIL ADDRESS TO THREE OR FOUR  
YEARS AGO WANTS US TO KNOW THEY'RE  
HERE FOR US IN THIS DIFFICULT TIME.



TOM  
FISH  
BURNE



# Consumer behaviour

# Changing behaviour

## **Back to the family**

As people are obliged to stay in and outdoor activities are only allowed with family members, they fold back on their family. Home activities become increasingly important - as keeping children entertained, while parents are working from home.

## **Infotainment**

Self quarantine periods have become a time for self improvement as consumers have embraced digital learning platforms.

## **Pragmatic topics on social platforms**

The hottest social topics over the past month have focused on the practicalities of living life in lock down, such as recommendations for online learning platforms, quarantine regulations, keeping kids entertained and fever diagnosis.

# Changing behaviour

## Solidarity on the rise

Belgians are showing more solidarity than ever today, e.g. we salute caregivers by hanging white sheets from our windows, people volunteer to make mouth masks, go shopping for the elderly or babysit children for parents in the care sector.

Belgian retailers are committed to support voluntarism via Trooper\*.

\*Trooper is a tool that lets people sponsor clubs through e-commerce with a selection of retailers.



# E-connections

- Having meaningful connections with others is one of the basic human drivers. People are actively looking for solutions to keep this connections. e.g. e-aperos with Quarantinis
- Working from home & digital classes via Microsoft Teams, Google hangouts, Zoom are the new normal.
- Social videos and Influencers are penetrating among all age groups.





# Online buying behaviour

**A quarter of US consumers say they're now shopping more online considering the virus.**

Millennials (39%) are much more likely than any other generation to say this, followed by Gen Xers (29%). Higher income individuals are also significantly more likely than lower earners to say this (48% vs. 15%, respectively)\*.

Source: GlobalWebIndex March 2020 Base: 2,310 (U.S.) and 2,229 (UK) internet users aged 16-64

# Online buying behaviour

Even many of those who say they're worried about the impact of the virus on their personal finances say they're **shopping more online** in the wake of the spread of the virus (46% do).\* A small enquiry within our network suggests that this trend is also manifesting in Belgium.

In Belgium Unizo and CEO's from big Belgian retailers call out to **shop at local e-shops** to **support the Belgian economy**. Small shops group their web shops on platforms like [eshopantwerpen.be](https://eshopantwerpen.be).

Source: GlobalWebIndex March 2020 Base: 2,310 (U.S.) and 2,229 (UK)  
internet users aged 16-64







# Shifting media behaviour

- Reduced mobility and commuting leads to
  - A declining reach in OOH
  - Declining visibility of (sport) sponsoring
  - Uplift of use of TV and radio
  - Huge increase of social media
  - Increase of app downloads
- Consumers shifts from print to online to gather news
- Consumers switch to streaming services
- Gaming sees an up-stick as a way for entertainment to pass time



**Brand impact**

# What we know from China

- Since January 23rd, 47% of marketers and client leadership surveyed said **sales** have been significantly or severely **impacted** by the outbreak of COVID-19.
  - Advertising budgets are **moving out of offline** channels as creatives and media selections are adapted.
  - COVID-19 has had **limited impact on the brand equity** of mainstream brands across different sectors.
- **Attention and discussion dropped** in personal care, travel, luxury and auto, while **ecommerce** and home delivery enjoyed the **spotlight**.
  - **Purchase intent dropped** in personal care & travel, but desire has accumulated in tourism & cars. Despite the significant fall in sales, automotive brand appeal has remained largely strong. We therefore think that consumers will buy these products en masse after the crisis. Hopefully this is a **shift rather than a loss**.



**How to act**

## Link the brand to the zeitgeist of the season (if relevant)

**Consumers in China embraced commercial messaging during this quarantine.**

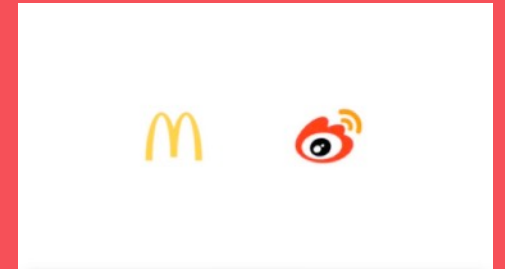
Brands that were able to best address their needs for increased safety (e.g. home - cleaning, anti-bacterial gels, vitamins for better immunity, etc.), helped them alleviate boredom (e.g. mobile gaming, painting) or eat well/indulge even if trapped at home for months (e.g. food delivery) worked best. Brands in these categories are doing well.



# Brand mood/tone doesn't need to be bleak

During these serious times when people are feeling insecure, angry and even trapped (quarantine), we learned content can be quite lighthearted and still get strong traction with audiences.

**Some of the most popular content on Weibo and TikTok nowadays are really humorous.**



# Don't be afraid to be out in the open

Many brands owners felt tempted and pressured to link themselves the COVID-19 zeitgeist even if this had no relevant connection to the spirit of the times. Consumer research shows that such content would feel quite forced and disingenuous.

We advise clients to **simply make use of this period** of increased consumption of traditional TV as well as digital content **to focus on equity-building** messaging instead.

Extensive research on investment in advertising during periods of crisis and recession shows that **brands that maintain or even increase their investment have a positive impact on sales figures** during and after a crisis. We even see a long-term impact.

During periods of crisis and recession, it is important to **maintain a direct relationship with customers** and the general public. Moreover, because some brands reduce or cancel their investments, **the share of voice of brands who keep investing will be bigger.**



# Go for acts, not just donations

The companies who are most applauded do more than just give money. They provide relief in dire need. The definition of “**Corporate Social Responsibility**” is evolving in the minds of consumers – they appreciate real actions over big donations.

## European examples

- Vandeveldde Lingerie > mouth masks
- Givenchy, DIOR > hand gel
- Stokerij Rubbens, De moor & Filliers > medical alcohol
- Colruyt, Delhaize > priority/delivery for care workers



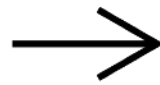
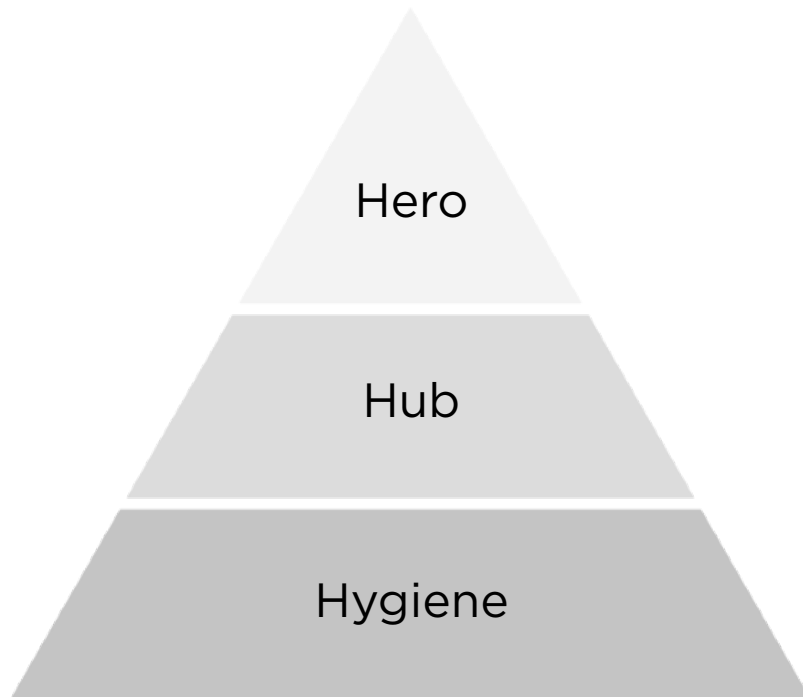
# Mentor, inform or entertain

An outcome of more time spent at home, is to meet the very human **desire for self- or house-improvement.**

Many will be prompted to **learn some life skills**, such as cooking for themselves. Yes, people will spend mindless hours online during this extended at-home period. **Many will look at brands to entertain them.**

A lot will also yearn to use some of that time usefully and will embrace platforms that connect them with entertaining content, teachers, experts and mentors in their quest to be entertained or to learn new skills.

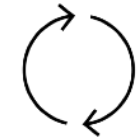
# Rethink your content strategy



Care



Counsel



Connect

# Make it about emotional connection in stead of brand monologue



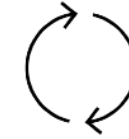
## Care

Connect emotionally with your audience and, as a brand, help them stay safe.



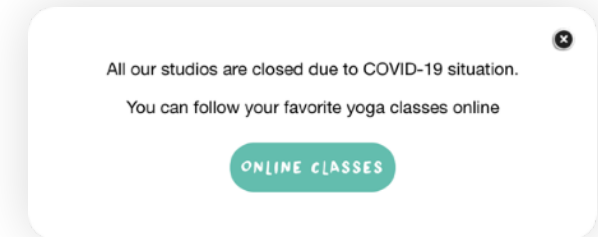
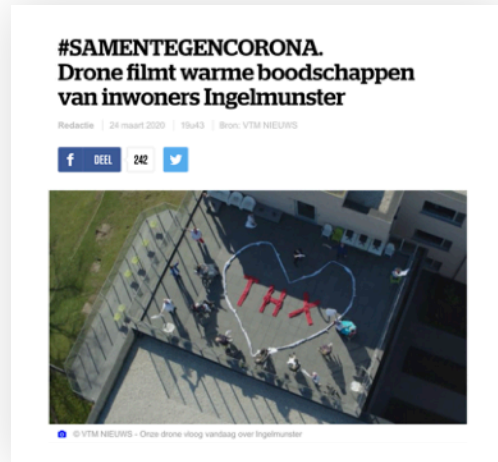
## Counsel

Share relevant information from your brand universe. That way they know you are there for them



## Connect

Take your real world relationship online and stay connected.



# Ideally you touch people on all three levels, like Nike



**IF YOU EVER  
DREAMED OF  
PLAYING FOR  
MILLIONS AROUND  
THE WORLD,  
  
NOW IS  
YOUR CHANCE.**

Play inside, play for the world.



**YOU  
CAN'T  
STOP  
US**



Meet Angela Manuel-Davis

**"LET'S DO THIS  
TOGETHER"**



Angela Manuel-Davis  
Nike Community Leader

# Stay calm. Stay Safe. We love you.

We will come back strong

**darwin**  
a BBDO boutique



**Thanks for information  
and inspiration to**

**BBDO  
KNOWS**



dentsu  
AEGIS  
network

**TROOPER**

*HeadOffice*