

Don't pause; **PIVOT!**

There is a need to understand the consumers' mindset during uncertain times. Here's a guide to doing just that

Source: Kantar Group



Pointers on media mix

1. Media investments now lean more towards home-based channels, where it's easier for consumers to look for everything they need.
2. Consumers put more value and trust on 'owned' media channels

Key pointers on ad content

1. Assure brand commitment; ensure product availability.
2. Be careful with performance-driven ads; consumers might think you're profiteering from the crisis.
3. Content from brands can show people how their products can help them adjust to current living conditions.
4. Use advertising to encourage, to empathize, and to unite people, showing them that they can trust you/your brand. .
5. Content should go hand-in-hand with advisories from local health authorities (e.g. giving hugs, handshakes, being outdoors, large gatherings)
6. For product-centric advertising: focus on what a consumer needs; assure them they can continue using your products.

Implication to ad spending

1. Ad spending can continue despite a crisis; media mix will need to be reviewed and adjusted.
2. Make sure you can fulfill a demand before even creating (a surge in) it.
3. Going dark can cause even bigger, more established brands lose traction