

A Marketers guide to:

ADAPTING TO THE REALITY OF COVID-19

A short guide for Marketers trying to reimagine ad creative. Recommendations and best practices for these challenging times.

Intro **ADAPTING TO THE REALITY OF COVID-19**

Amongst all of the business implications caused by Covid-19, those fighting to survive in the media world are noticing a huge impact on ad buying and ensuring ad efficacy. Having a plethora of creative assets to deploy isn't a new requirement but the current climate has exacerbated its need.

Quarantine and self-isolation mean consumers are at home with time to spare. This has resulted in:

- A significant **increase in time spent on social platforms** (at least +61% in most instances)
- Consumer **attention focussed on essential needs** (food, medicine and other necessities)
- **Entertainment as forms of distraction** (video content, gaming, music)
- **Re-imagining media plans** driven by this shift in media consumption

MEDIA CONSUMPTION

Percentage increase in media consumption across all in-home platforms. Based on 25,000 consumers across 30 markets.*



**Source: www.mediavillage.com/article/kantar-covid-19-barometer-reveals-shifts-in-consumer-attitudes-expectations-of-brands/*

Challenge **A NEED FOR NEW CREATIVE**

This increase in media consumption has accelerated the need for new creative, messaging and formats altogether.

A recent Kantar study showed that:*

- ⦿ whilst only **8% of consumers think brands should stop advertising** during this period;
- ⦿ ALL brands need to **adopt a sensitive tone and message**;
- ⦿ and **clearly communicate** their Covid action plan and how their brand is supporting people in need.

For many companies this means:

- ⦿ **Repurposing historical creative** (as developing entirely new creative becomes difficult)
- ⦿ **Changing imagery** to be more reflective of current conditions (for example; imagery reflecting social gatherings becomes insensitive during enforced quarantine)
- ⦿ **Adapting messaging** ('Buy in store' becomes 'Delivered to your door')
- ⦿ **Shifting media spends** (for example Out-of-Home ads to Facebook ads)
- ⦿ **Creating new marketing materials**, such as landing pages or website banners, to clearly communicate messaging

**Source: www.marketingweek.com/brands-advertising-coronavirus-crisis/*

6 Quick Wins **BEST PRACTICES AND RECOMMENDATIONS**

There are a number of quick and simple approaches you can take to address these challenges. The following recommendations and best practices are emerging in the market across the host of global brands we work with.

1

Make sure your **brand messaging is empathetic and sensitive** to local conditions and changing consumer perceptions.

2

Have **several messaging variations** to test and adapt what works.

3

Highlight any **cause marketing initiatives** your brand has undertaken to support customers at this time.

4

Move **creative to drive business sustainability**; offline experiences become online, pick-up in-store becomes free delivery (or variants on the same theme).

5

Plan a **calendar of creative** that can be ready and adaptive as conditions change. The Nielsen framework on the following page is a useful staging guide:

Use **appropriate imagery** that reflects global circumstances:

- Avoid large groupings of people unless it's clearly focussed at home or on family
- Focus creative on an 'at home' experience
- Clear call-to-actions, relevance to the current state of your customers and shorter paths to purchase where appropriate (e.g. Shoppable Instagram)
- Ensure any new creative adheres to platform best practices (for some brands this could be the first foray into certain formats)
- Use a mixture of format executions; think video + static. Assume attention will be harder to attract in an increasingly distracted customer base consuming significantly more rich video content.

6

Nielsen CALENDAR OF CREATIVE

Below is a useful staging guide from Nielsen showing six consumer behavior thresholds of Covid-19 concern.



*Source: www.nielsen.com/us/en/insights/article/2020/key-consumer-behavior-thresholds-identified-as-the-coronavirus-outbreak-evolves/



Solution **HOW CAN CREATIVE PARTNERS HELP?**

There is a burgeoning scene of creative companies that work within platform partner ecosystems (Facebook, Google...). Shuttlerock is one of them who:

- ① **Use existing client assets** (OOH billboard, magazine ad, product image etc) to transform them into new message or creative variations ready to be deployed directly, for example, into your Facebook Ads Manager account. Think a TVC becoming an Instagram Story.
- ② Have a **deep understanding of the best practices** across online platforms.
- ③ Offer a **fast turnaround and low-cost model** to iterate a multitude of assets.
- ④ A **deep appreciation of local conditions and cultural nuances** to ensure messaging is appropriate.

This low-cost model enables brands and agencies to quickly test new messaging (and in many instances new channels) refine narrative and reduce audience fatigue, whilst improving brand favourability for the long-term.



Word of wisdom

WHAT TO LOOK FOR IN A CREATIVE PARTNER

As you explore providers to solve this need, what should you look for?

LOW COST

You have already invested in your creative assets so any provider shouldn't eat too heavily into your existing media budget, whilst still considering the 50-80%* increase in ad performance that good creative can drive. In the current climate, **a provider that understands the importance of cost is critical.**

REAL DESIGN

Providers that have real designers that will add messaging nuance and sensitivity whilst ensuring that it aesthetically mirrors the original investment in the brand.

DEEP PLATFORM KNOWLEDGE

Deep platform knowledge and a close working relationship with those platforms, as well as teams of strategists that care about your brand and measurement of success.

SPEED

Fast turnaround is more important than ever in this ever-changing landscape.

GLOBAL SCALE

Finding a provider that can build at scale whilst not impacting performance is key. Being able to do this globally with local teams that understand cultural nuance has always been important but now more so than ever. People that are living and breathing in the different stages of Covid-19 are key to not getting it wrong.

**Source: www.ncsolutions.com/case-studies/five-keys-advertising-effectiveness/*

An aerial photograph of a lush green valley. The hillsides are covered in dense, vibrant green vegetation. In the lower-left corner, a small cluster of simple, rustic buildings with dark roofs is visible, nestled among the trees. The overall scene is a deep, rich green, suggesting a tropical or subtropical environment.

Conclusion

ADAPTING TO THE REALITY OF COVID-19

A creative provider should be exactly that: one with unrivalled knowledge of the digital landscape, paired with a deep understanding of the nuances of your brand, and layered with the experience of what it takes to succeed.

Successful brands will be those that strike the right balance between producing ads at pace and quality, whilst being relevant and empathetic to their broader consumers needs and situation.



If you would like more information on how Shuttlerock is helping companies during this difficult period, please reach out to us:

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