

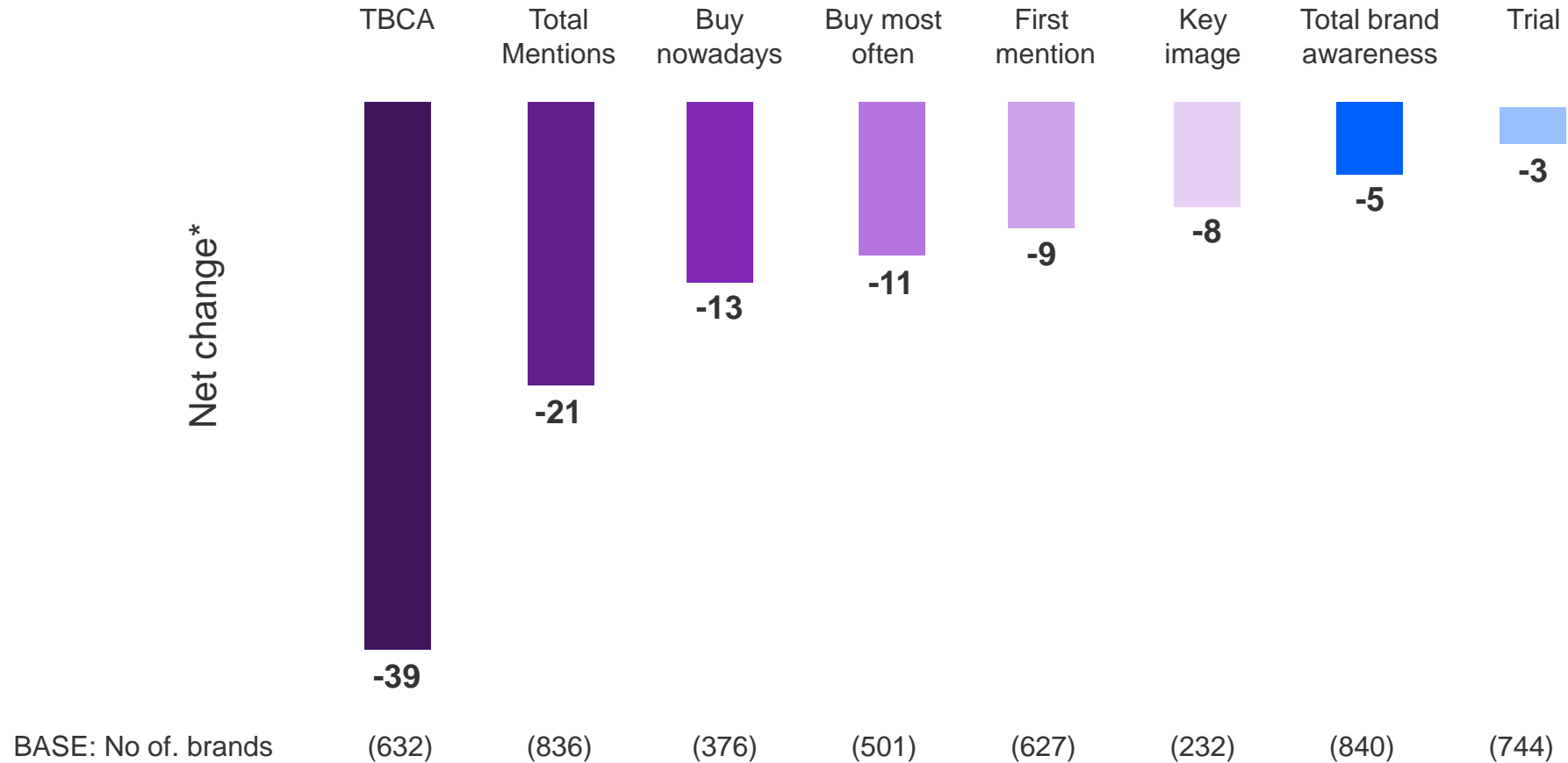
# KANTAR

Media Effectiveness  
during  
challenging times



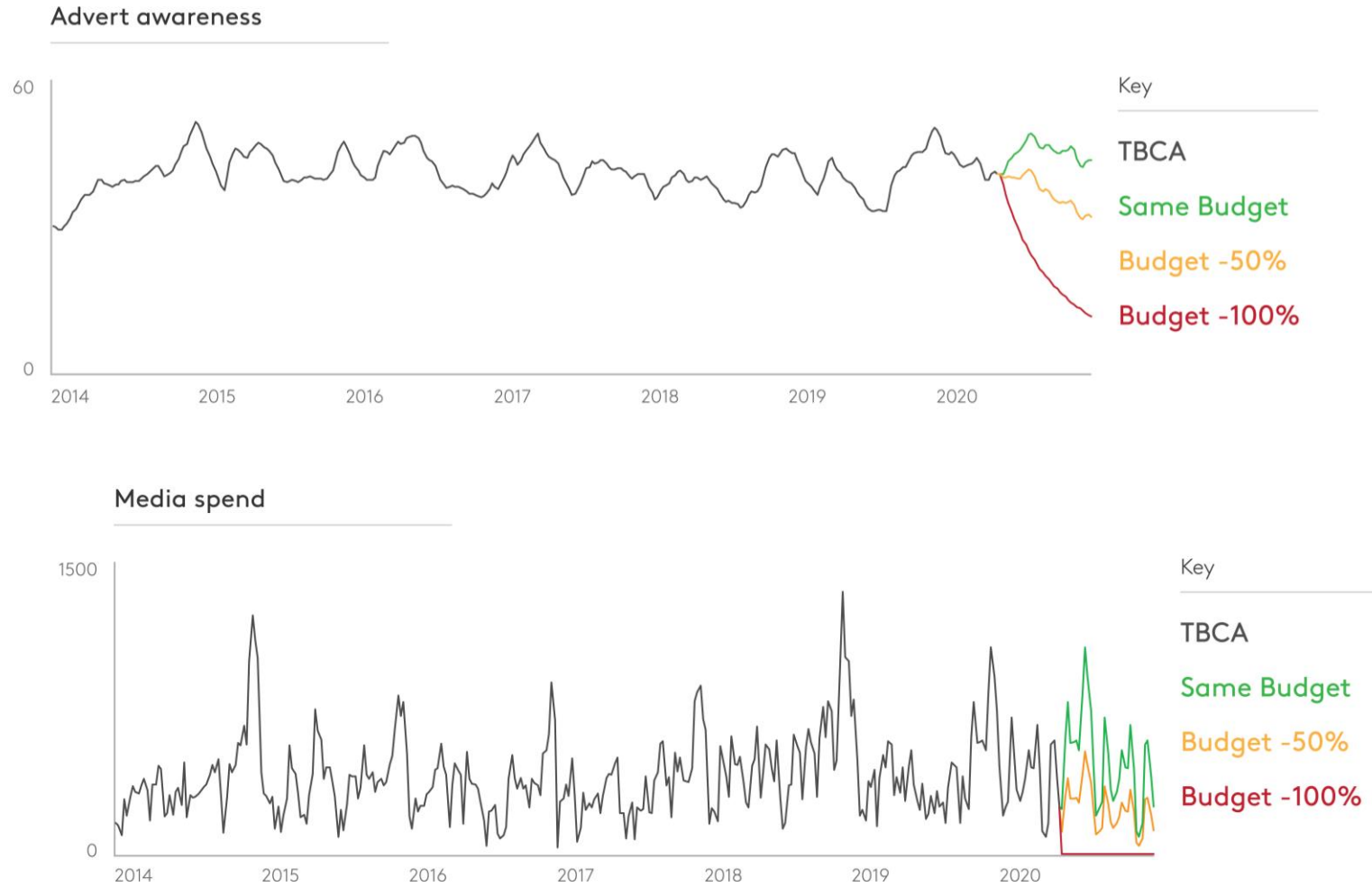
# What happens to brand health measures if you stop advertising on TV?

*Net effects on brand measures 6 months after stopping TV advertising*



# What happens if you decrease your adspend?

*Simulation for a real beer brand to March 2021*



# Media: some out of home channels lose relevance, for now

**Cinema advertising:** closing of cinemas after lockdown

- Short-term budget reallocations sensible and widespread

**Out of Home:** fewer people on the streets, in public places, or on public transport

- Outdoor advertising in new hotspots – e.g. closer to supermarkets and pharmacies, or donate for other causes
- Donating OOH space – e.g. United Airlines

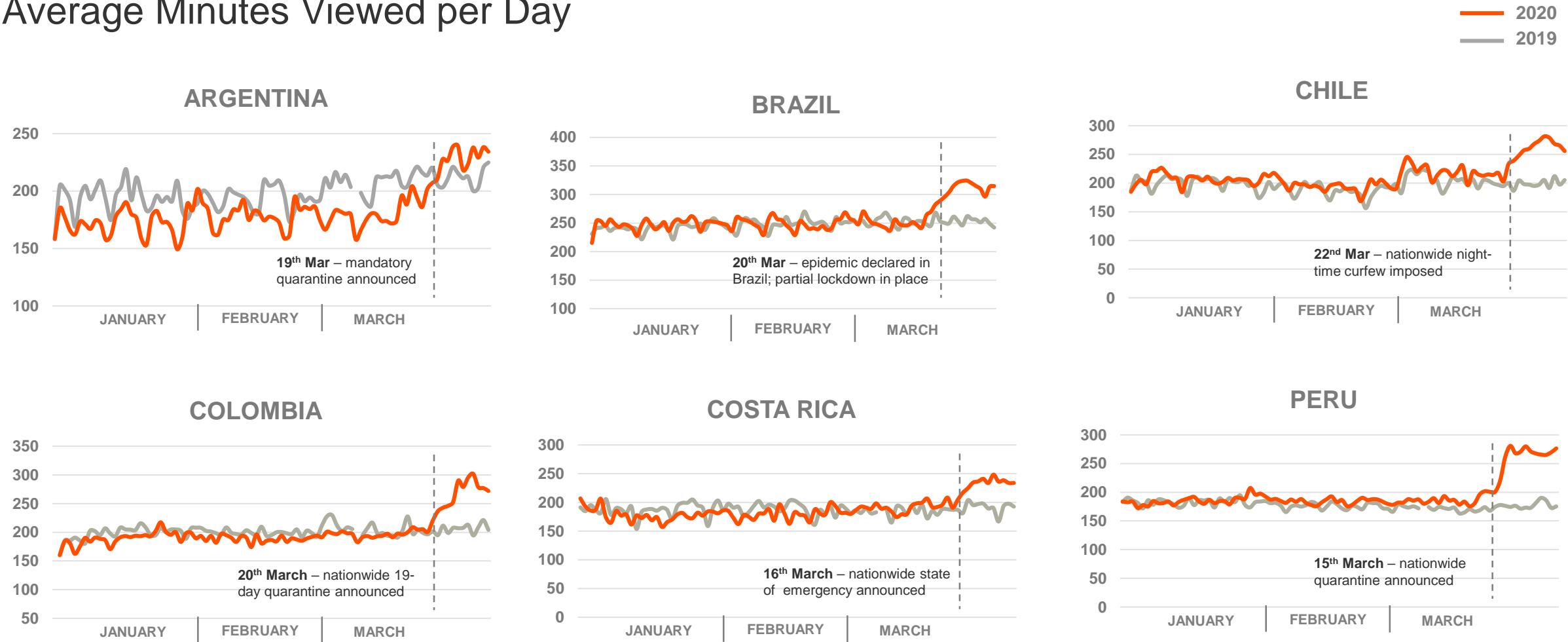
**Sponsorship:** Cancellation or postponement of live events (e.g. live sports events, concerts)

- Explore sponsorship alternatives: e.g. where contracts allow, sponsorship to be relocated to virtual events
- Increase in participation in eSports events already observable



# Increased viewing during lockdowns: country comparison (LATAM)

Average Minutes Viewed per Day





# In-home channels are more important:

What does this mean for you?

- Consider **increased/more effective use** of in-home channels – e.g. online, TV, print
- **Understand reach and frequencies** across channels
- Consider **emerging touchpoints and reconsidering how you use others** – podcasts, streaming services, e-sports, e-commerce, packaging, store staff
- **Be part of the interaction and discussion as appropriate**, e.g. social media, but relook at all scheduled activity to ensure it's appropriate

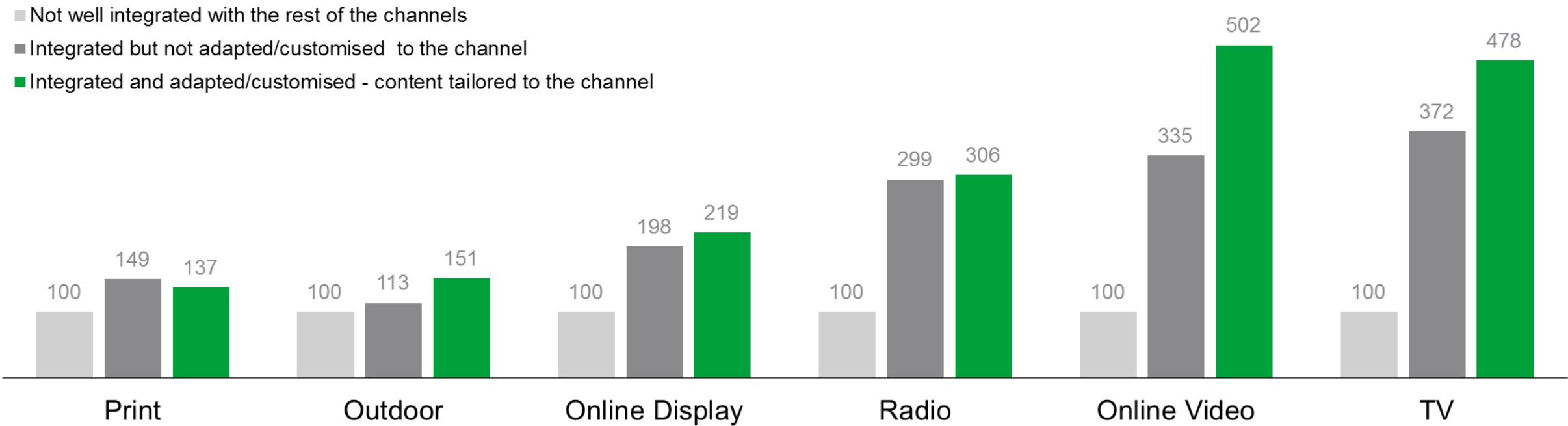
**But:**

- Ensure that message is right for the **new context**
- **Choose carefully:** 25% of touchpoints typically deliver 75% of brand impact
- Consider **the target** - who are the "new" at home target groups and how are you targeting them? As home workers, or parents with children?



# Integration AND customisation: TV and online video benefit most

Channel level contribution by campaign type



# We've seen before that strong brands recovered **NINE TIMES** faster following the financial crisis of 2008

