



THE SIGNALS

**Comunicare all'epoca del Coronavirus:
qualche risposta ai dilemmi delle marche**

A photograph of two men walking on a city street. Both men are wearing face masks and casual clothing. The man on the left is wearing a dark hoodie and a baseball cap, while the man on the right is wearing a dark jacket and a baseball cap. They are walking past a green decorative post in the foreground. In the background, there are parked cars and a building with a fire escape. The text "DOES CREATIVITY" is in large white capital letters, "still" is in yellow cursive script, and "MATTER NOW?" is in large white capital letters.

DOES CREATIVITY *still* MATTER NOW?

COMMUNICATION CONTEXT HAS CHANGED

The response to creativity is dependent on the context in which it's received, and clearly the communication context of most peoples' lives as changed:



Media
exposure



Connections with
family & friends



Expectations on
the Brands



Attitude towards
Comms



Media exposure

WHILE PEOPLE ARE UNDER QUARANTINE, THEY SPENT A LOT OF TIME ON MEDIA

RAPID GROWTH

+1 millions
+1,7 millions

TV audience 25th Feb. vs. 21st of Feb.

TV audience 10th of March vs. 3rd March

PRIME TIME IS BACK

+5,1 millions

TV audience in Prime Time:
March 2020 vs. March 2019

TOTAL AUDIENCES INCREASED

+4 millions

TV audience Total Day:
March 2020 vs. March 2019

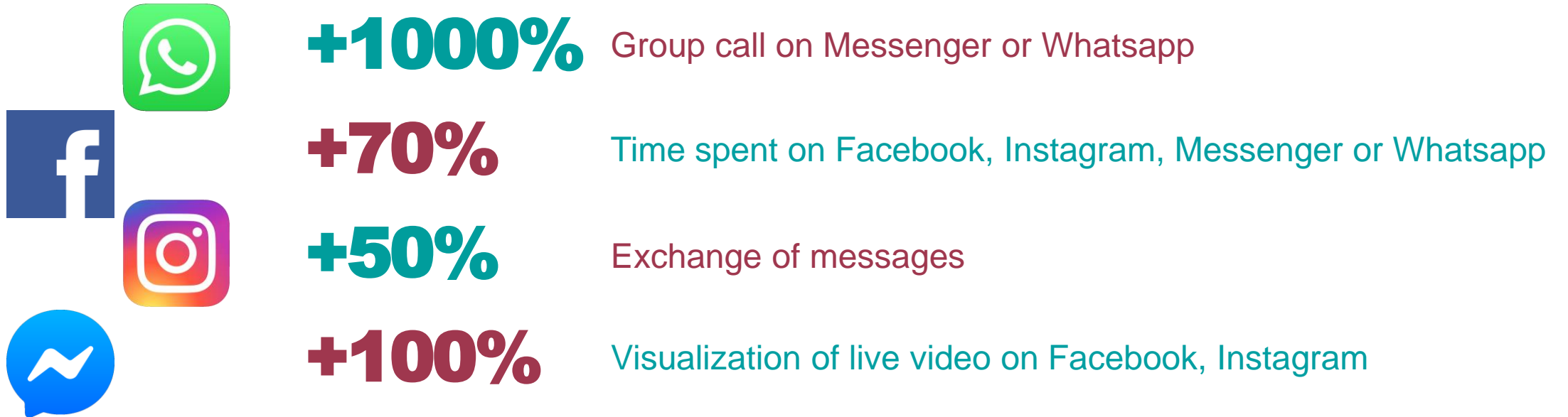
Source: Auditel





SOCIAL MEDIA ARE THE NEW NORMAL TO CONNECT WITH FAMILY AND FRIENDS, NOT JUST A LEISURE TOOL

Connections with family & friends



Source: Facebook

GOING DARK IS NOT THE ANSWER



Keep the brand light burning, because the cost of snuffing it out for the rest of 2020 and then trying to reignite it next year is gigantic”

MARK RITSON

Marketing Week, March 17, 2020



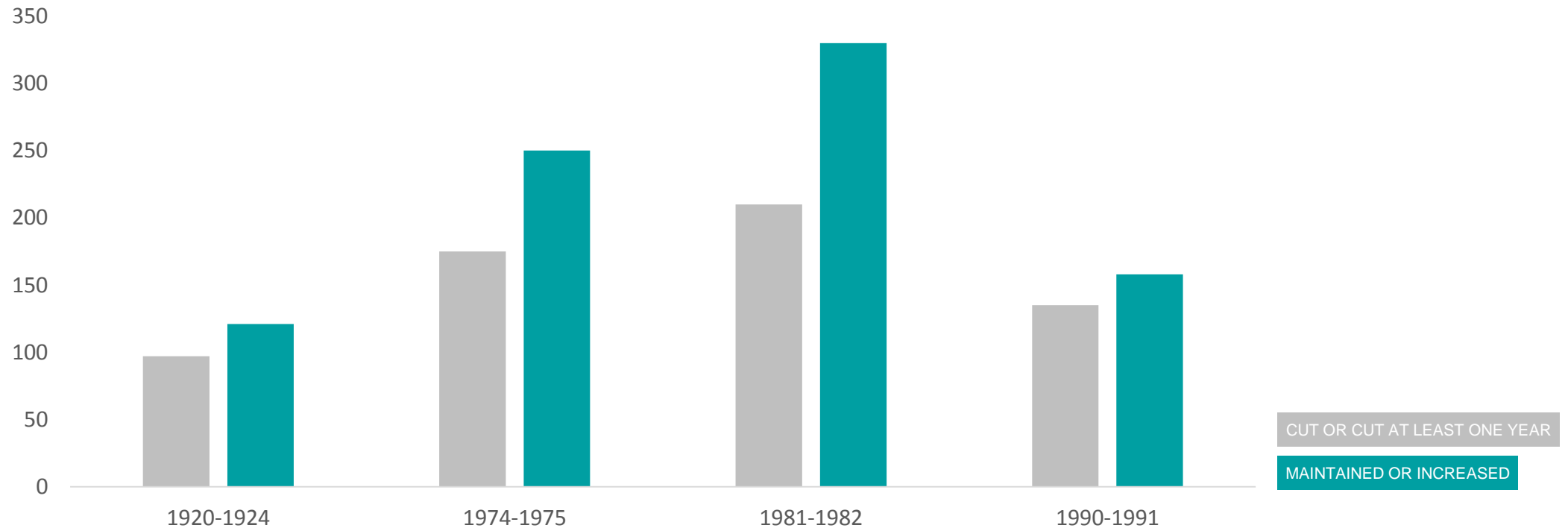
I think it also can [provide] **a sense of normalcy for people as their lives are anything but normal** in many parts of the world. And, so, for us, we think we have a responsibility to do that – whether it’s delivering our products or whether it’s advertising Cinnamon Toast Crunch.”

JEFF HARMENING

General Mills, March 2020

TO KEEP INVESTING MAY BE THE SAFEST ROUTE

Across all major recessions, advertisers who maintain or increase their advertising spend see higher sales increases in the last year of the period than those that do not



Sources: Vaile, Roland S (1929), "The Use of Advertising During Depression." Harvard Business Review; Meldrum and Fewsmith (1979), "How Advertising in Recession Periods Affects Sales.", American Business Press; McGraw-Hill Research (1985), Kamber, Thomas (2002), "The Brand Manager's Dilemma: Understanding How Advertising Expenditures Affect Sales Growth During a Recession." Journal of Brand Management, London Vol 10 Iss. 2, Nov, pg 106 -121.



Expectations
on the Brands

PEOPLE EXPECT BRANDS TO STAND BY THEIR SIDE

In general, consumers react positively to brand actions directed at helping humanity and contributing to a purpose, particularly in a time of need. However, the most impactful ads tie the creative message to an intended impact or contribution.

72%

Companies have a **social responsibility to offer aid** during Coronavirus

71%

I am interest in hearing from brands that can **help me navigate the crisis**

70%

I want to continue to hear from brands and companies on **what they have to offer**



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68%

Brands should **continue to communicate** in the current context



64%

Brands should **adapt their communication** to the current context



POSITIVE VIBES MATTER!

PEOPLE WANT TO FEEL OPTIMISTIC,
SECURE AND ENTERTAINED FROM ADV

Attitudes towards Comms

Positivity - 33%

They want to feel good again and improve their well-being. They want to feel calm, comforted, relaxed, hopeful, positive and optimistic.

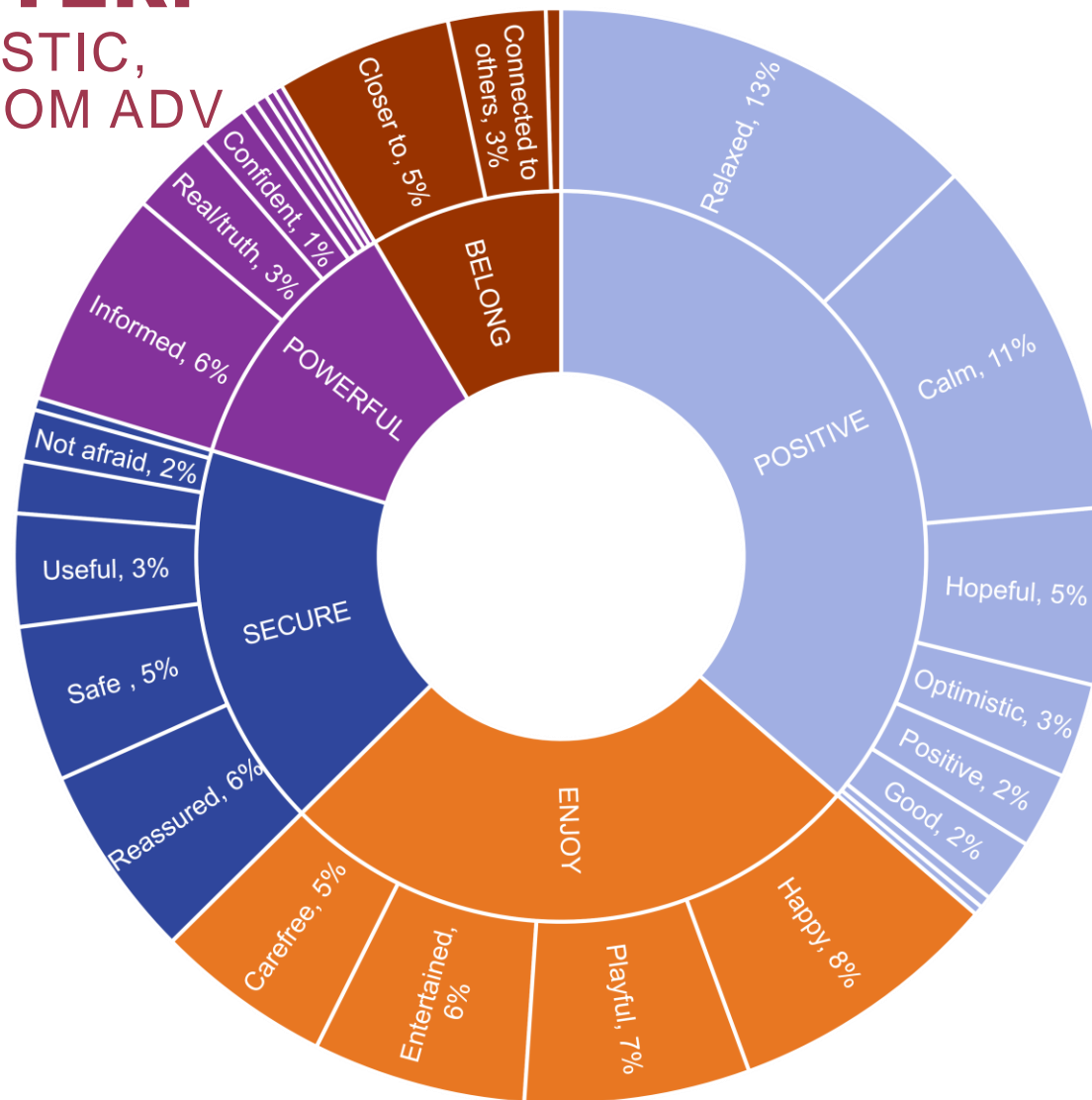
Enjoyment - 26%

People expect a hint of happiness and entertainment from advertising today: a remind of normality, a positive outlook on the future

Security - 17%

People want to feel safe and secure again. They want to be reassured that things will return to normal. There is no need to be afraid or to panic.

Aspirations to feel **Belonging** to our community is also there, while the need of functional information to **Empower** people is not big.

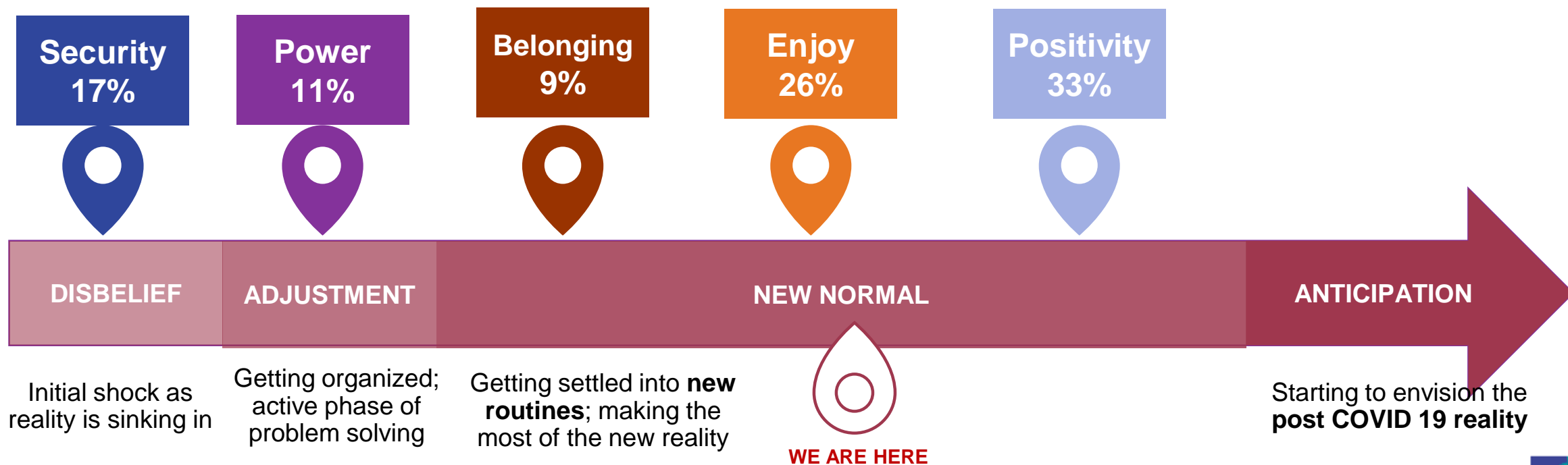


Given the current situation, how would you like advertising to make you feel?
Ipsos Poll, 3-6 April 2020; n=1198 adults aged 18+



Attitudes towards Comms

NOWADAYS PEOPLE EXPECT A POSITIVE OUTLOOK FOR THE FUTURE FROM ADS



CREATIVITY **STILL** MATTERS

... what are
the **RIGHT**
directions?

GAME CHANGERS



CONNECTING WITH THE MOMENT IS NOT ENOUGH

WE ARE SEEING EXTREMELY MIXED RESULTS. IS THIS THAT SURPRISING?

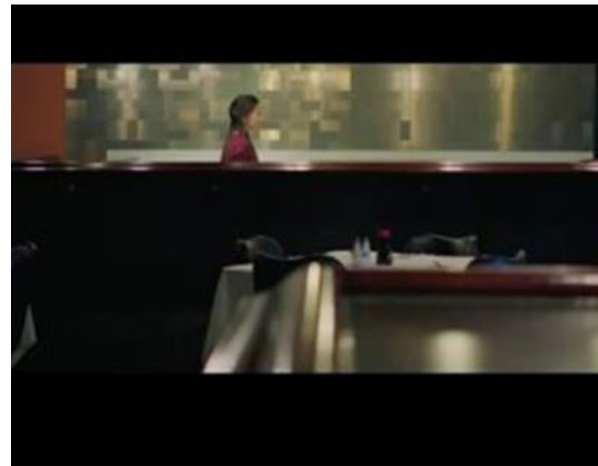
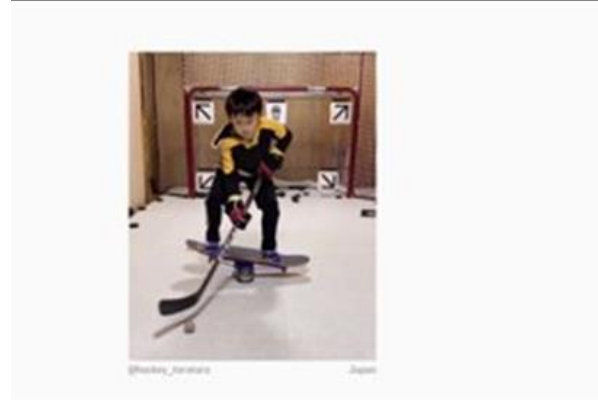
Extraordinary efforts are resulting in ads being developed in days, using existing footage, minimal time for review, breaking all conventions, scrambling to air as soon as possible.

Times have changed for all of us, but

CREATIVE QUALITY STILL MATTERS

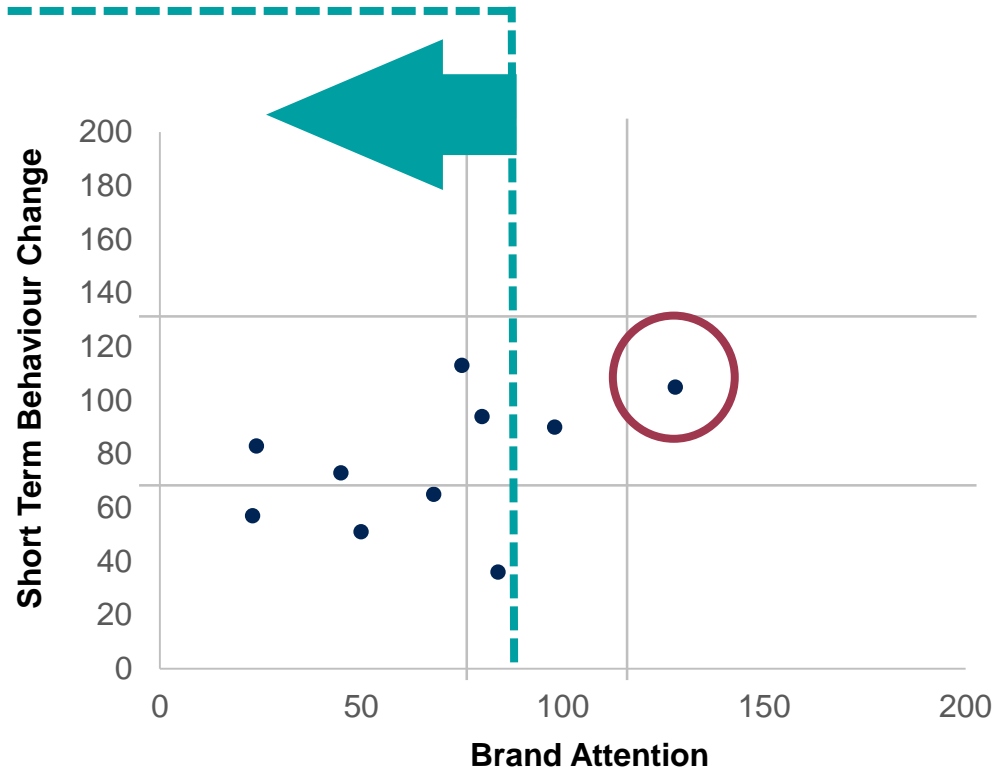
Ipsos tested 10 newly aired ads during March among broad, representative samples of 'general category users' using the new Creative|Spark methodology.

Categories include Automotive, Restaurant, Travel & Leisure, Retail, Finance, Food & Beverage, Telecoms



10 COVID ADS IN THE USA – MOST LIKELY TO BE IGNORED DUE TO COGNITIVE IMMUNITY SETTING IN

Weak ability to be memorized for the advertised brand



<https://www.youtube.com/watch?v=sCAkKI2dwhs>
FORD: REASSURANCE & SECURITY WIN, IN LINE WITH THE SENTIMENT OF AMERICANS

FORD HAS A CREDIBLE AND CONCRETE ROLE TO PLAY IN THE COVID-19 CONTEXT

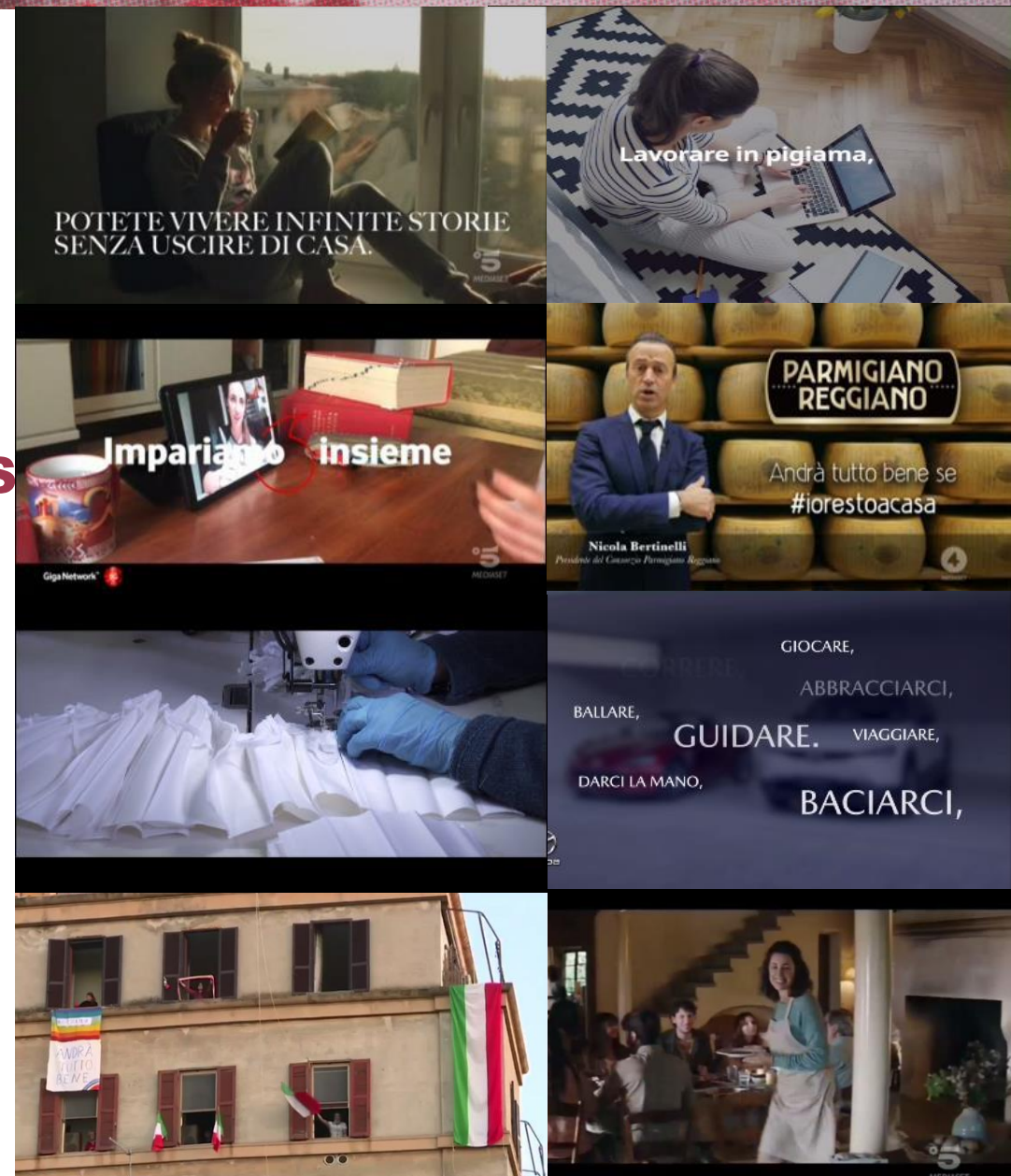
Ford has given to people in key crises in human history, such as building tanks and planes for America during World War II and payment relief to customers through the extreme weather events of 2019, before communicating they will lend the same support in the COVID-19 crisis.

OUR CREATIVE FIGHTBACK: A LIVELY SCENARIO

‘Communicating in the age of covid-19’ Trends: people looking for authenticity and a positive outlook

- 1 **PRESENCE AND EMPATHY WITH CONSUMERS**
- 2 **RECOGNIZING AND SUPPORTING THE “NEW NORMAL”**
- 3 **ITALIAN PROUDNESS**
- 4 **TAKE A POSITIVE BREAK**
- 5 **UNDER ‘CORONAVIRUS FILTER’**

Source: Ipsos- Communicating in the age of covid-19: opportunities and risks of our ‘new normal’, April 2020



3 KEY PRINCIPLES FOR THE CREATIVE FIGHTBACK

**BEING AUTHENTIC AND FAITHFUL TO
WHAT THE BRAND STANDS FOR**

**MAKING SURE YOU ACT AND DO, AS
MUCH OR EVEN BEFORE TELLING**

**FIND THE RIGHT STORY AND STRIKING
THE RIGHT TONE**



<https://www.ipsos.com/en/covid-19-creative-fightback>

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IPSOS CAN HELP YOU NAVIGATE THROUGH THESE CHALLENGING TIMES

Understanding consumers response is critical in crafting new communications that can help
Brands fighting this war against covid-19.



UNDERSTAND COMMUNICATION TRENDS

understanding of **what messages and styles** are more engaging for people



EXPLORE IDEAS

the **early and lean evaluation of your communication in the context** of covid-19 comms will diagnose reception and resonance of your activation



ASSESS IN THE CONTEXT

understand how communication impact on your brand, with a **unique brand-specific-time-sensitive benchmark** that considers the context of the moment

☞ **How does your brand can help people to navigate the 'new normal'?
And how are you going to communicate?**

GAME CHANGERS





GRAZIE!

Francesca.Nardin@ipsos.com

Nicola.Neri@ipsos.com

La registrazione di questo webinar sarà disponibile su nostro sito www.ipsos.it

