

COVID-19



RECALCULANDO...

Distancia Social vs Cercanía de Marca

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Jimena Leiberman, Creative Excellence Argentina

GAME CHANGERS



CONTENIDO

1. El COVID HOY – Una mirada global

2. “Distancia Social vs Cercanía de Marca”

- “Brand Strategy and rituals in a fluid low touch world”
- “Creative Fightback to ensure adequate brand proximity”

3. Cómo se aplica en nuestro país

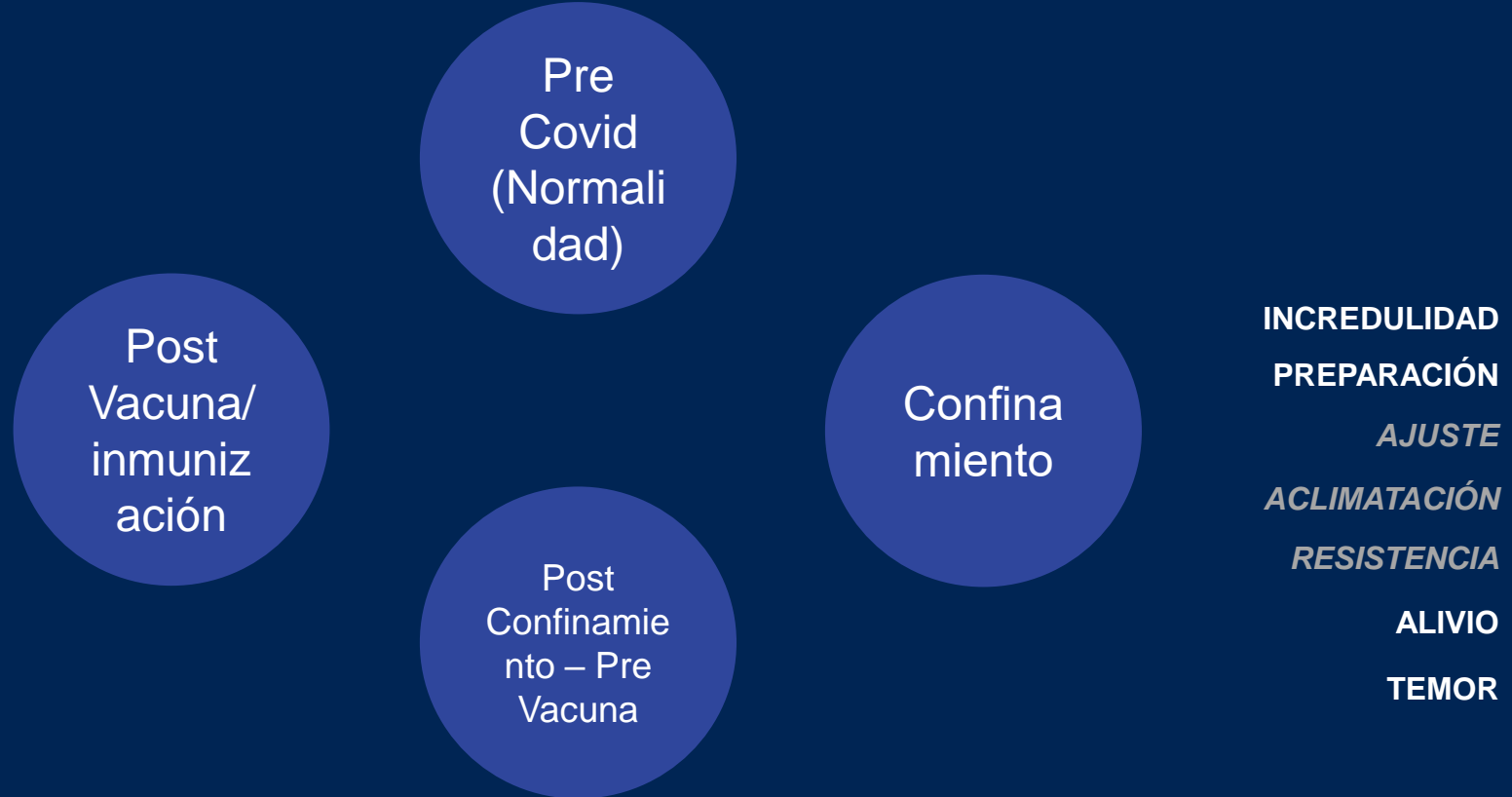
GAME CHANGERS



El COVID hoy – Una mirada global

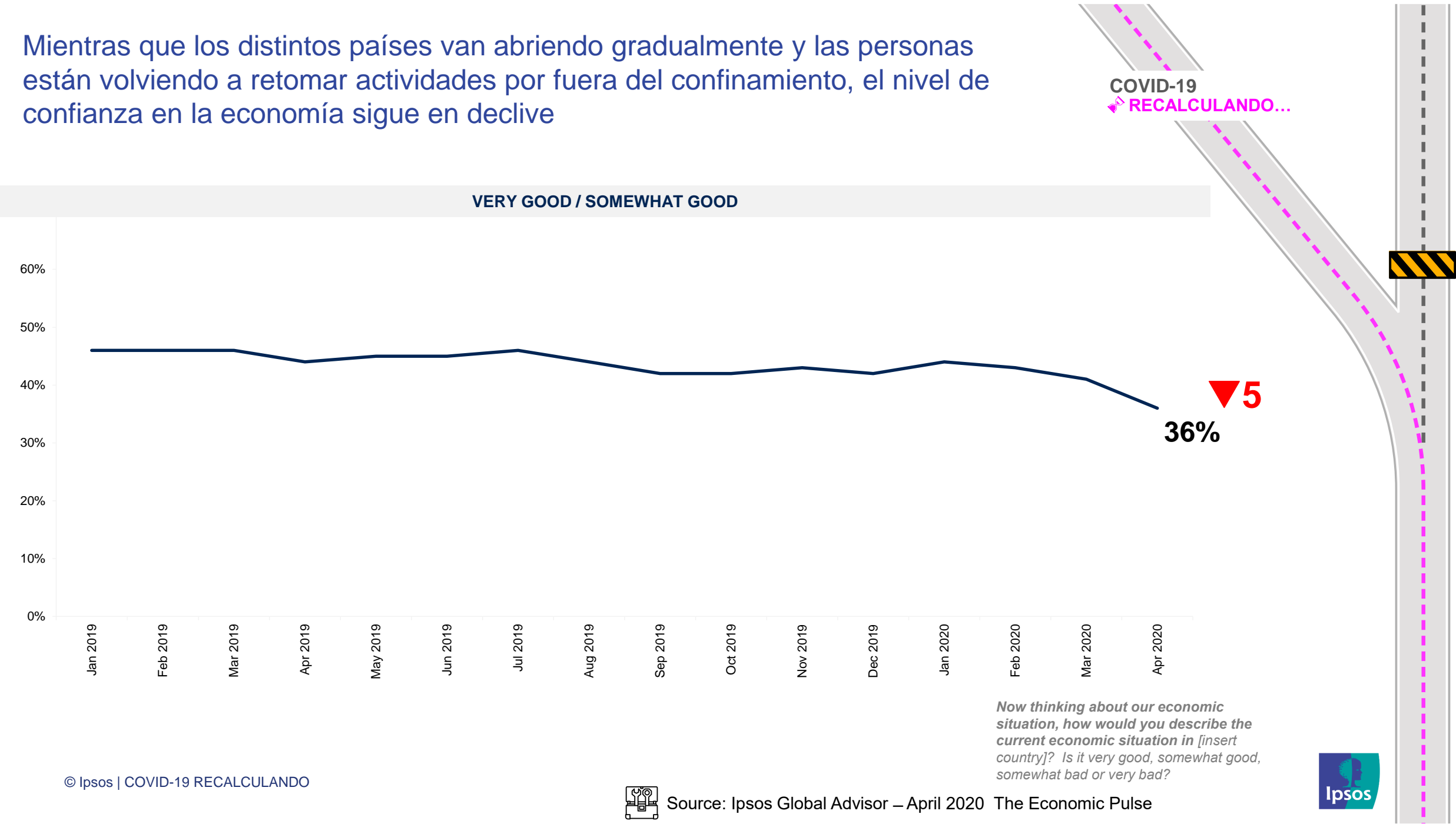
La Distancia Social y el aislamiento son las medidas que se están tomando globalmente, cómo esto afecta a las personas?

LOS ESCENARIOS -



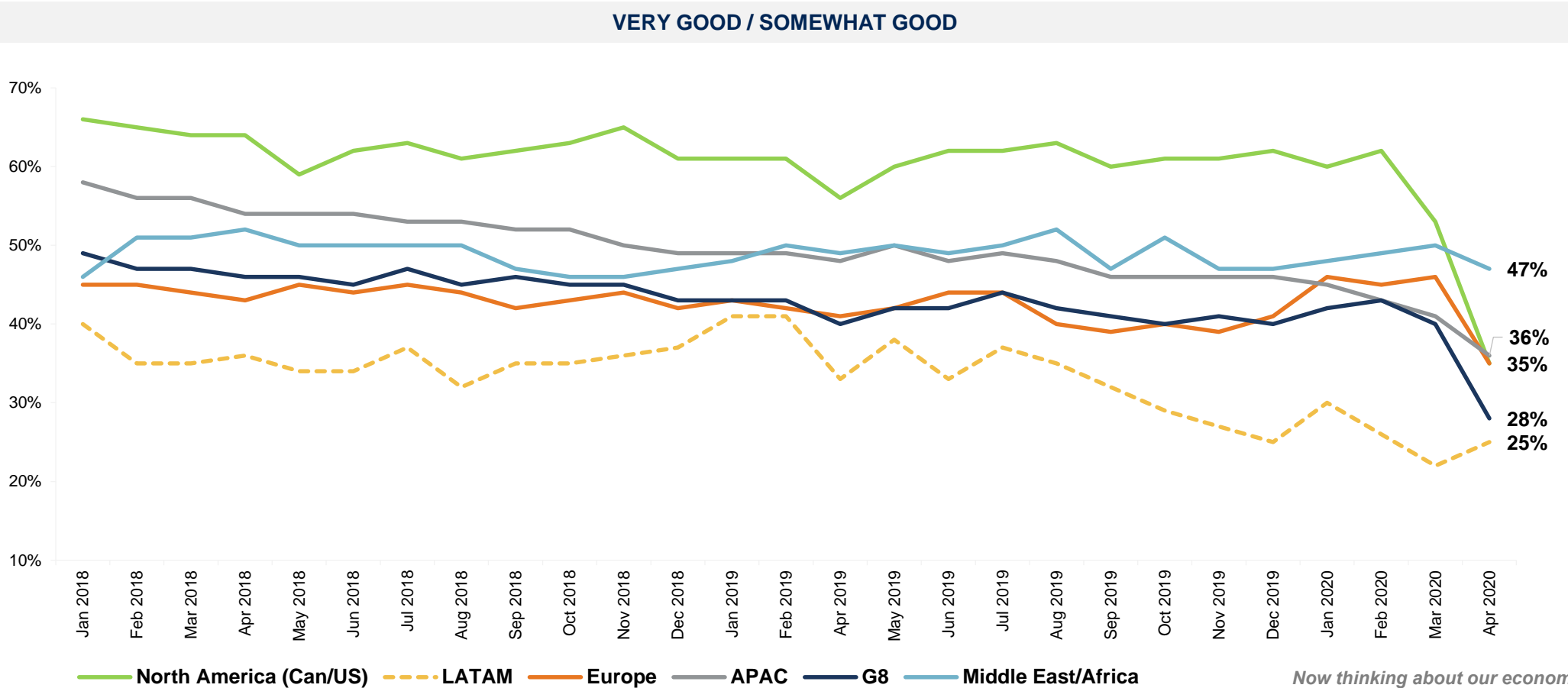
La pregunta aquí es cuanto durará cada etapa y como será el comportamiento de los consumidores en cada una

Mientras que los distintos países van abriendo gradualmente y las personas están volviendo a retomar actividades por fuera del confinamiento, el nivel de confianza en la economía sigue en declive



Donde en LATAM, el COVID se suma a la crisis económica de la región que venía desde el 2019, lo cual hace que las personas sigan perdiendo fuertemente la confianza en las economías de sus países

COVID-19
RECALCULANDO...



Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



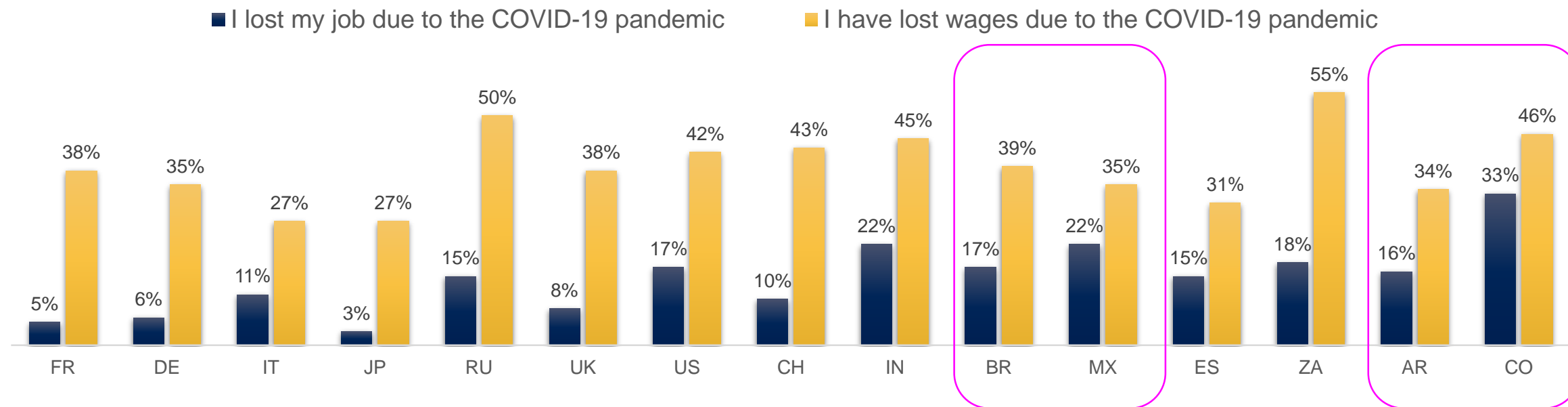
A medida que los países comienzan con el proceso de desconfinamiento en búsqueda de una reconstrucción económica, las personas están altamente impactadas en lo que es crucial en sus vidas: “Sus Trabajos”, esto va a impactar la forma como la gente se va a reaccionar en la reapertura

COVID-19
RECALCULANDO...

Do any of the following apply to you?

I lost my job due to the COVID-19 pandemic

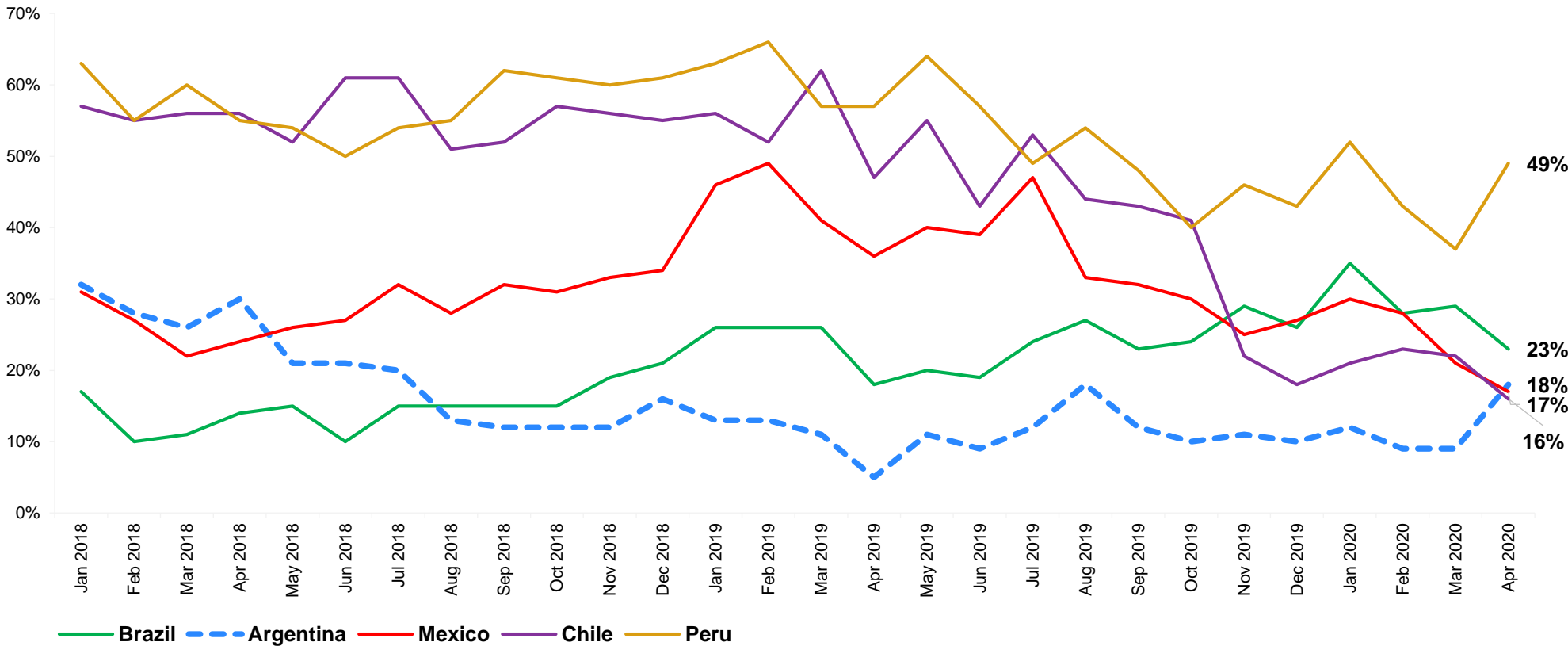
I have lost wages due to the COVID-19 pandemic



Siendo Chile y México los más afectados

COVID-19
RECALCULANDO...

VERY GOOD / SOMEWHAT GOOD



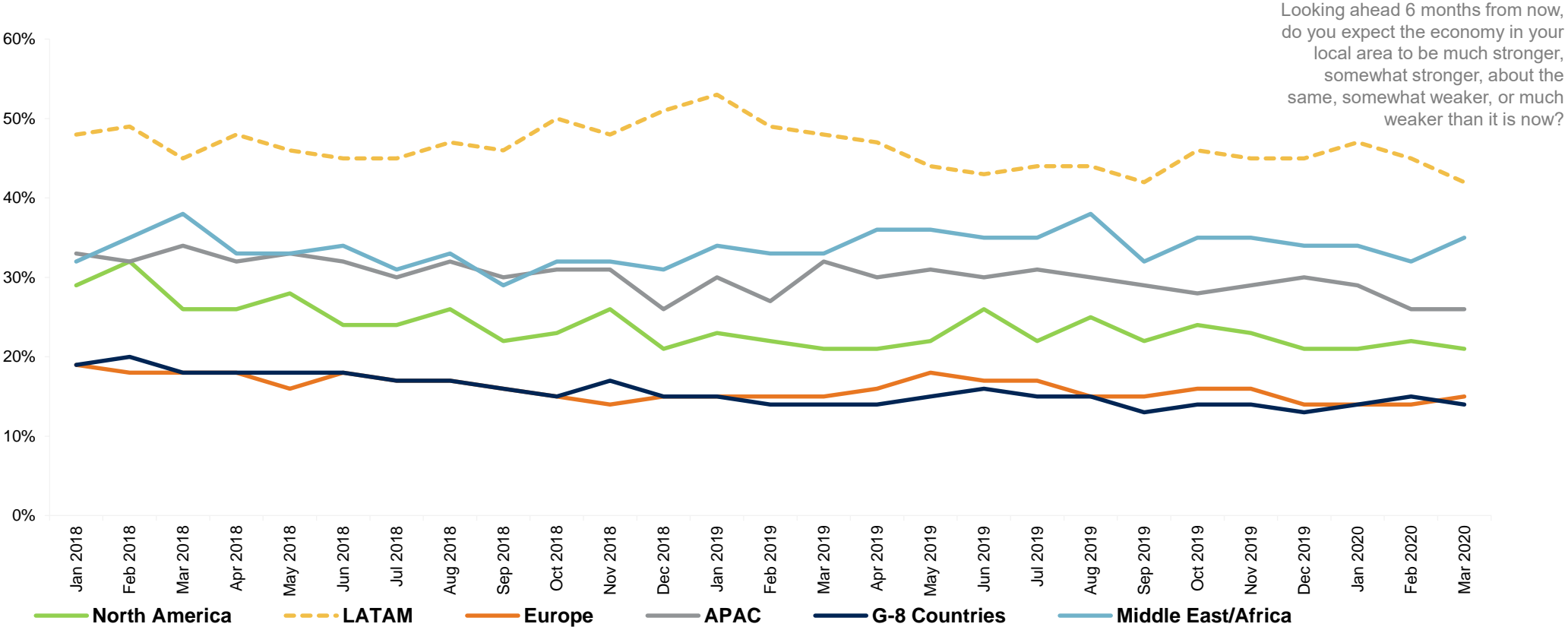
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



Sin embargo, a pesar de las crisis, LATAM es una región donde la gente se siente positiva y será importante para la recuperación

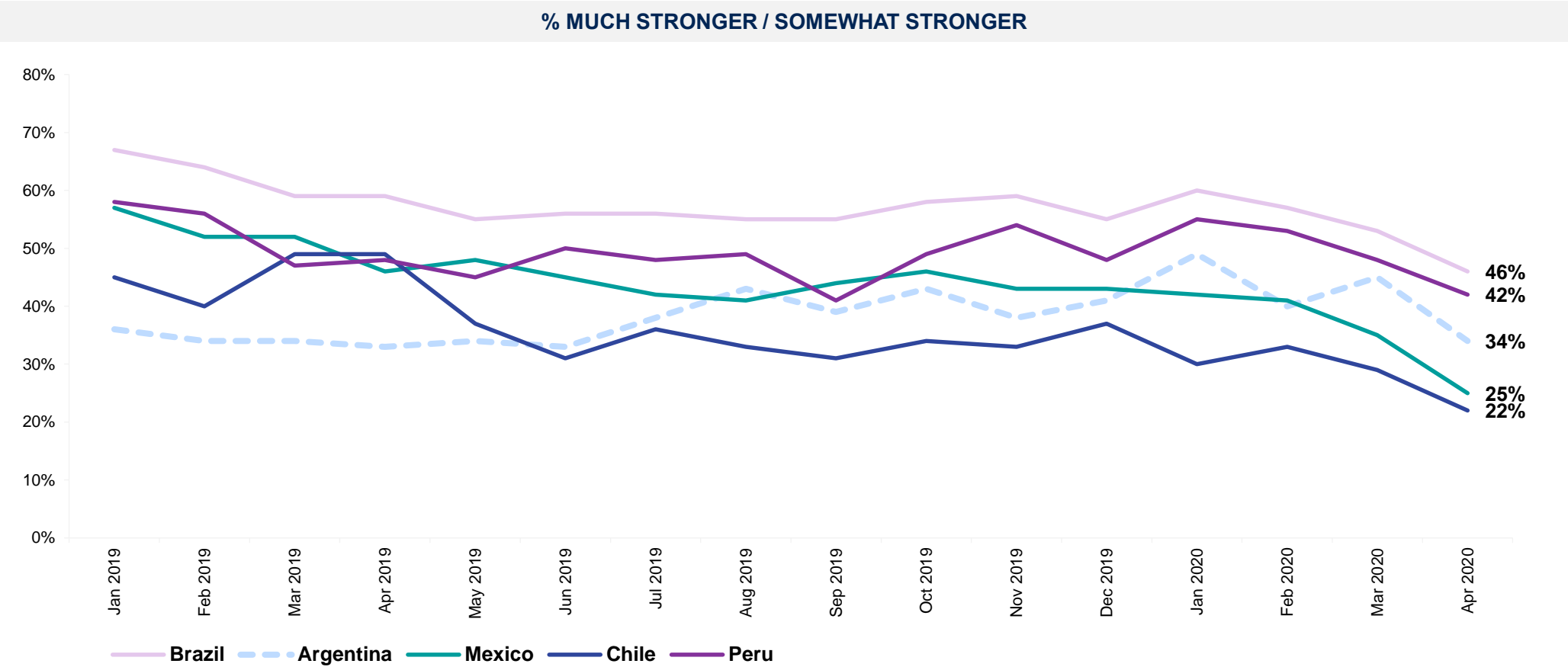
COVID-19
RECALCULANDO...

% MUCH STRONGER / SOMEWHAT STRONGER



Decayendo en algunos países lo cual muestra la importancia de acciones rápidas que pasen mensajes de optimismo a la comunidad

COVID-19
📢 RECALCULANDO...



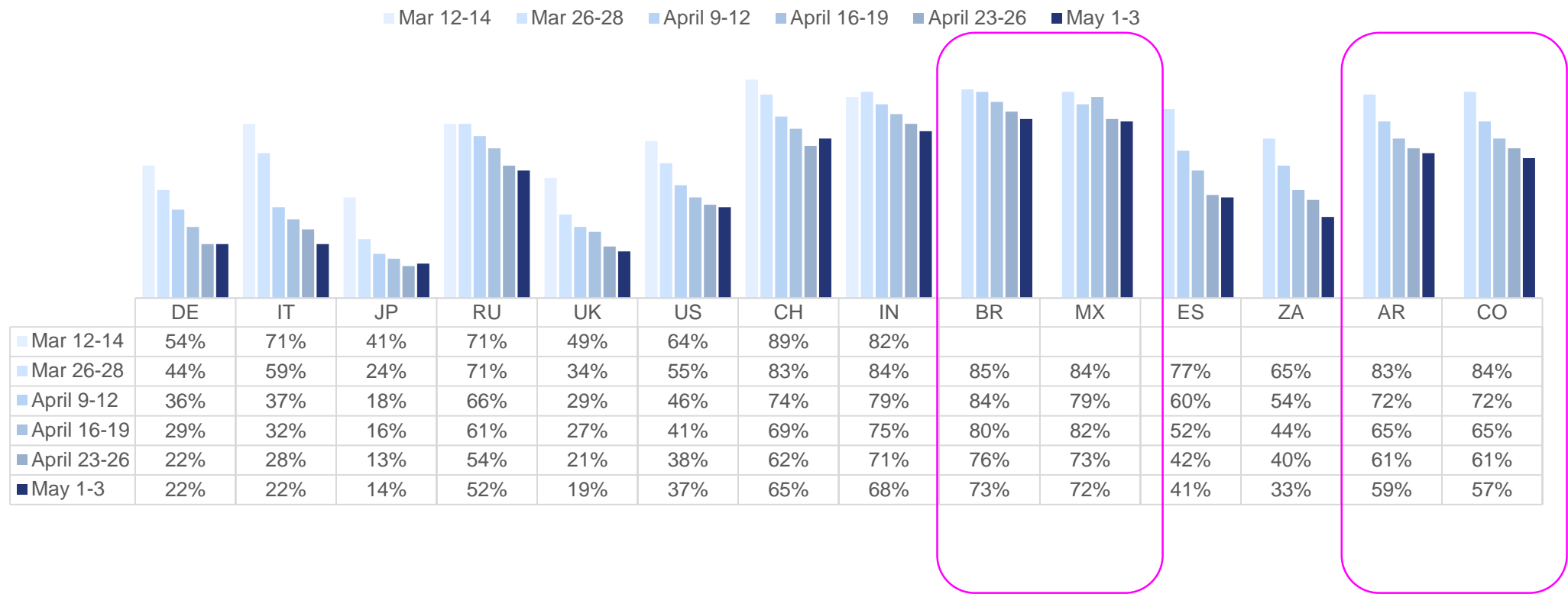
Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



Esta sensación de vulnerabilidad económica, combinada con el impacto de entender que las cosas no van a volver a la normalidad pronto, crea aún más ansiedad en los distintos países.

I expect things to return to normal by June

% STRONGLY + SOMEWHAT AGREE



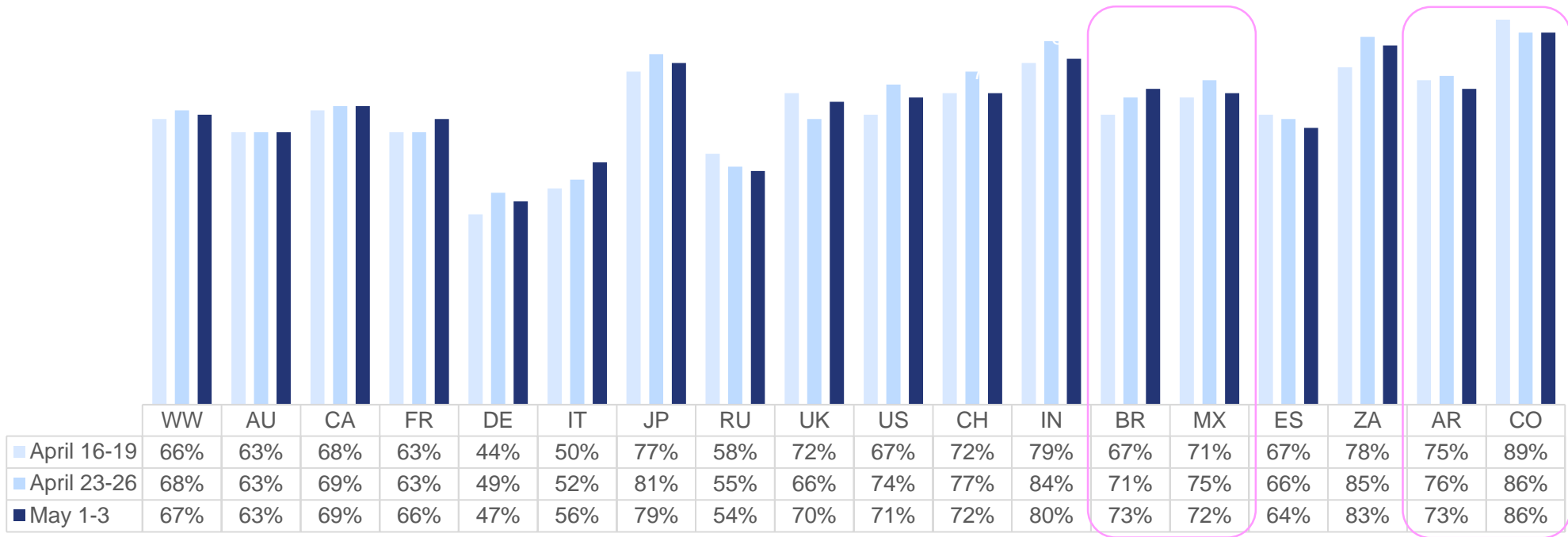
Por otro lado, la incertidumbre sobre una respuesta medica al COVID, hace que la gente, a pesar de que se comience a reabrir la economía, no vuelva como se espera

COVID-19
RECALCULANDO...

Even if businesses are allowed to reopen and travel resumes, I am going to be very nervous about leaving my home.

% STRONGLY + SOMEWHAT AGREE

April 16-19 April 23-26 May 1-3



To what extent do you agree or disagree with each of the following ?

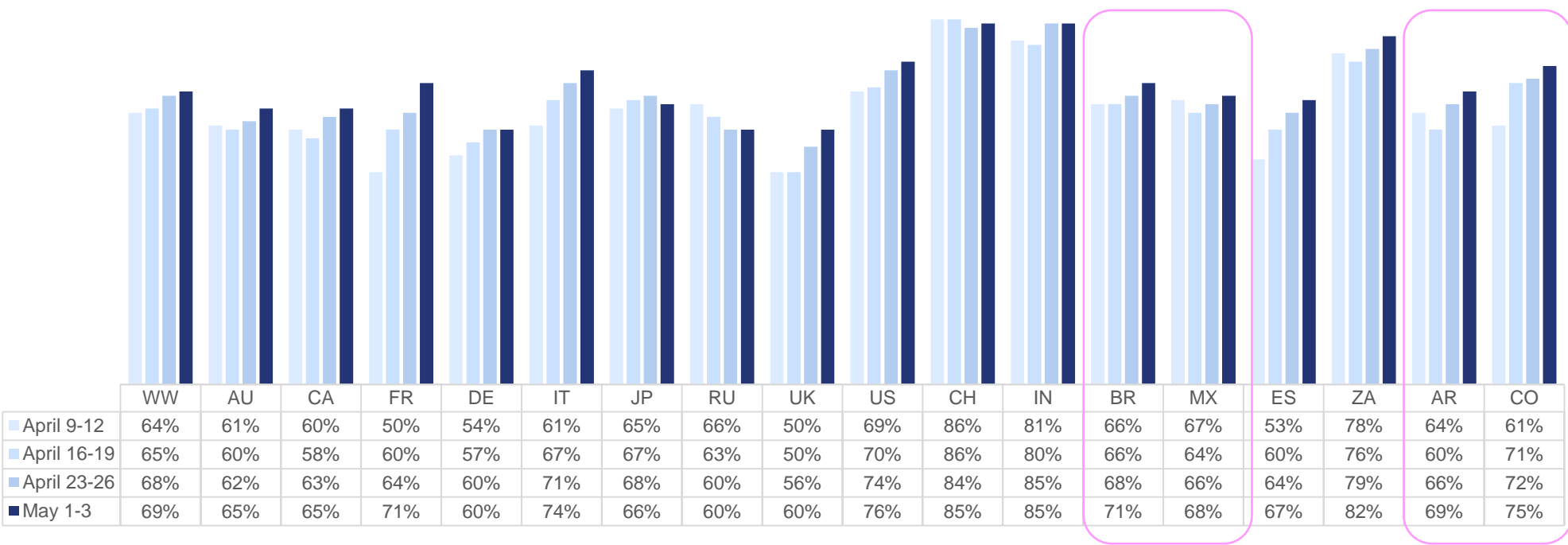


Con la mentalidad de evitar aquello que genere un riesgo y buscando alternativas para resolverlo, algo que podrá cambiar rutinas fundamentales

I will avoid public transport and use my car or other vehicle more than I did before

% STRONGLY + SOMEWHAT AGREE

April 9-12 April 16-19 April 23-26 May 1-3



COVID-19
RECALCULANDO...

To what extent do you agree or disagree with each of the following regarding the long-term impact.

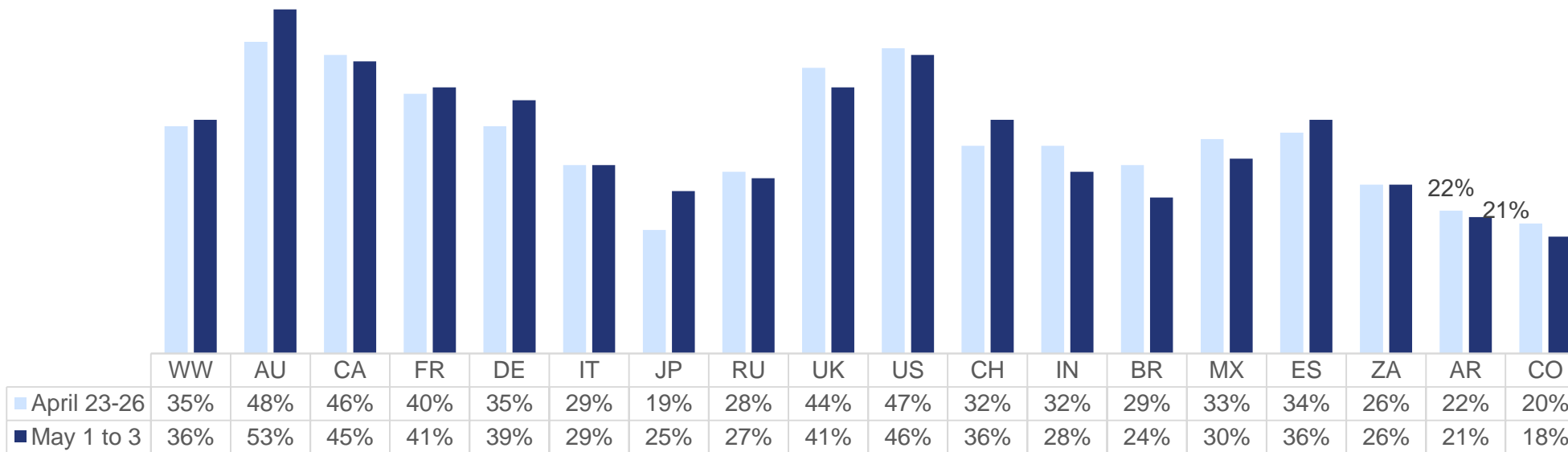


Con todas las rutinas alteradas....

Comer en un Restaurant

% VERY + SOMEWHAT COMFORTABLE

■ April 23-26 ■ May 1 to 3



COVID-19
RECALCULANDO...

Thinking longer-term, how comfortable would you be doing each of the following at some point in 2020?



EN RESUMEN PARA LATAM:

- Las personas continúan perdiendo la confianza en las economías semana a semana. Las marcas deben estar cerca para dar a la gente la estabilidad que necesitan.
- El sentimiento negativo sobre la economía se profundiza con la aceptación de que las cosas no volverán pronto a la normalidad.
- Esto disparará nuevas rutinas en búsqueda de disminuir la ansiedad.
- Temor por la salud, Tensión económica, Angustia y Ansiedad prevalecerán hasta la llegada de la vacuna.... Sin claridad de cuando.
- Es importante acompañar a las personas en la reapertura de las economías donde los sentimientos negativos se incrementan resultado de la incertidumbre.





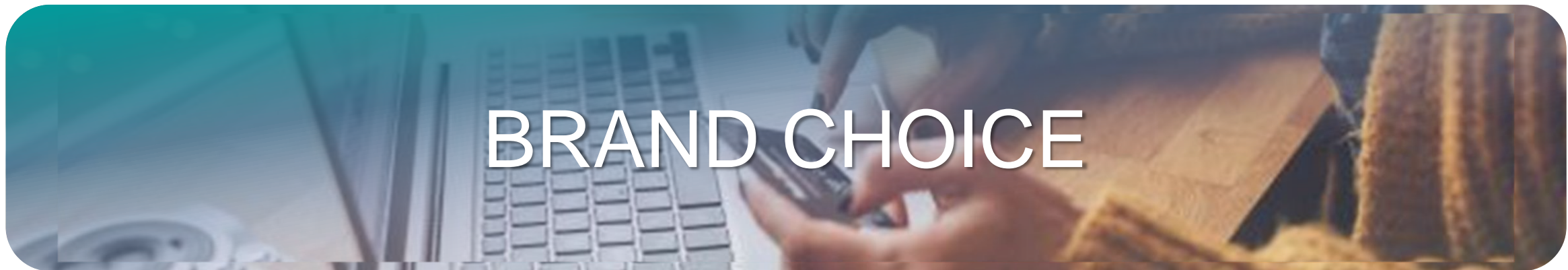
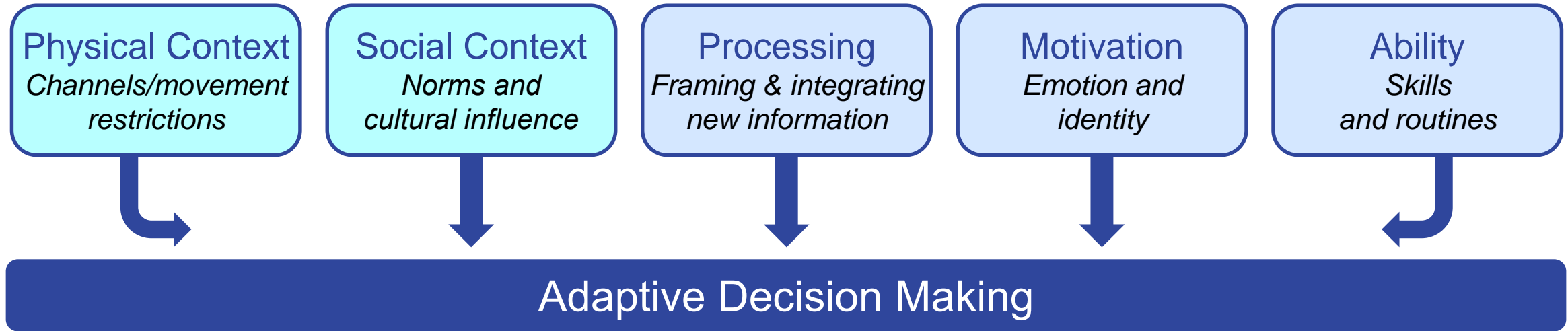
BEHAVIOR CHANGE: BRAND STRATEGY & RITUALS IN A FLUID, LOW TOUCH WORLD

GAME CHANGERS



SHAKEN CONTEXT & FLUID TIMES

Consumer decision-making and brand selection adapts based on **individual** and **contextual** characteristics.
In a fluid, 'low touch' time, it is hard to depend on automatic behaviors that reflect mastery of a past that no longer exists.





CONSUMERS EXPECT BRANDS TO PLAY A ROLE
DURING THE CRISIS
...AND GOING DARK IS A POOR STRATEGIC CHOICE

72%

COMPANIES HAVE A
SOCIAL RESPONSIBILITY
TO OFFER AID DURING
CORONAVIRUS

71%

I AM INTERESTED IN
HEARING FROM BRANDS
THAT CAN HELP ME
NAVIGATE THE CRISIS

70%

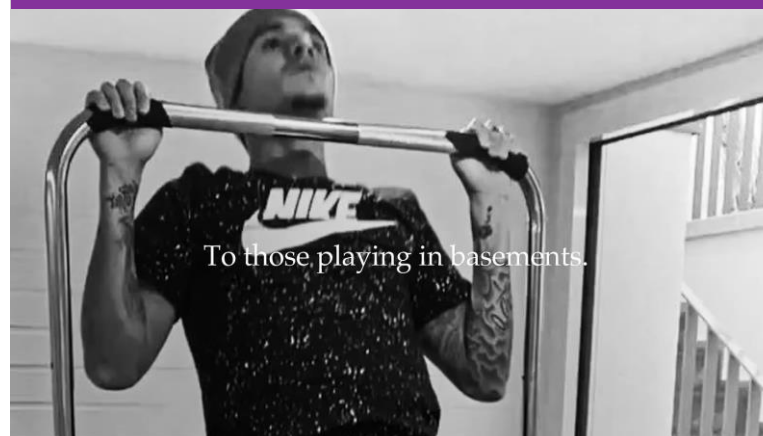
I WANT TO CONTINUE TO
HEAR FROM BRANDS AND
COMPANIES ON WHAT
THEY HAVE TO OFFER

HOW BRANDS RISE TO THE OCCASION

**SHOW EMPATHY AND
GIVE COMFORT**



**RECOGNIZE AND
AFFIRM NEW SOCIAL NORMS**



**HELP PEOPLE BUILD
NEW RITUALS AT HOME**



MARCH

APRIL

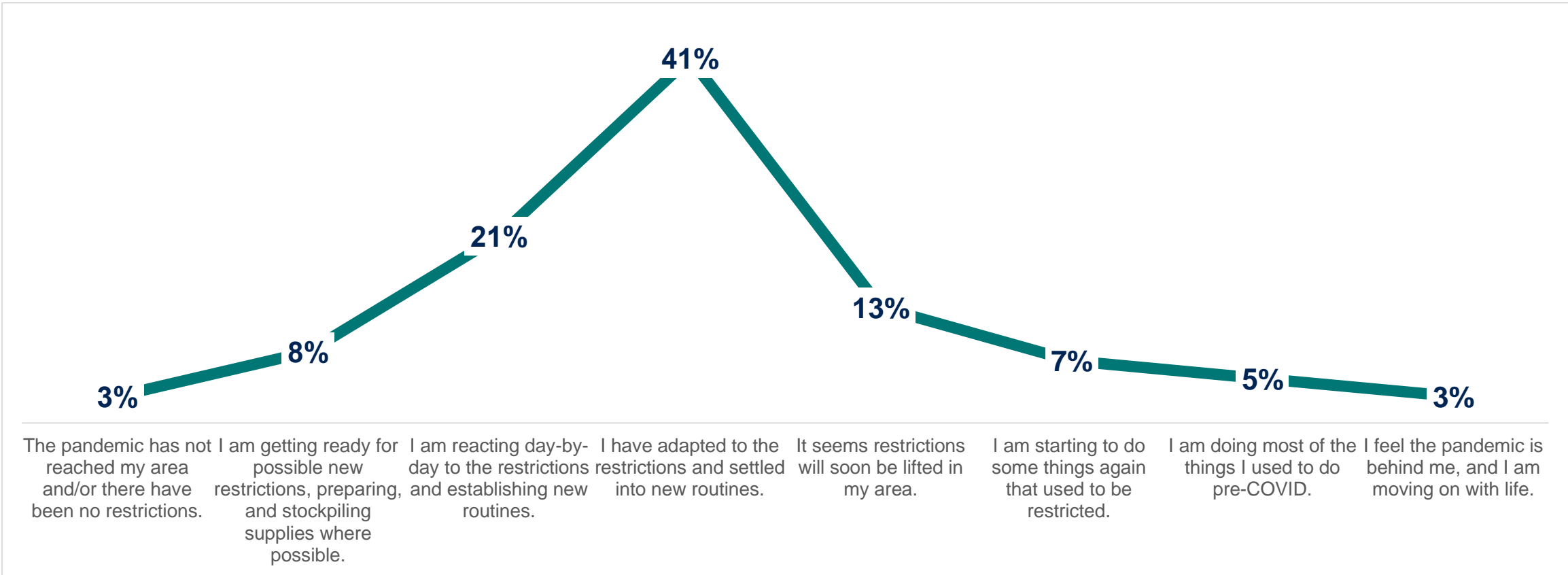
NOW

TAKING A STEP BACK

WHERE DO WE STAND AND HOW DO WE FEEL?

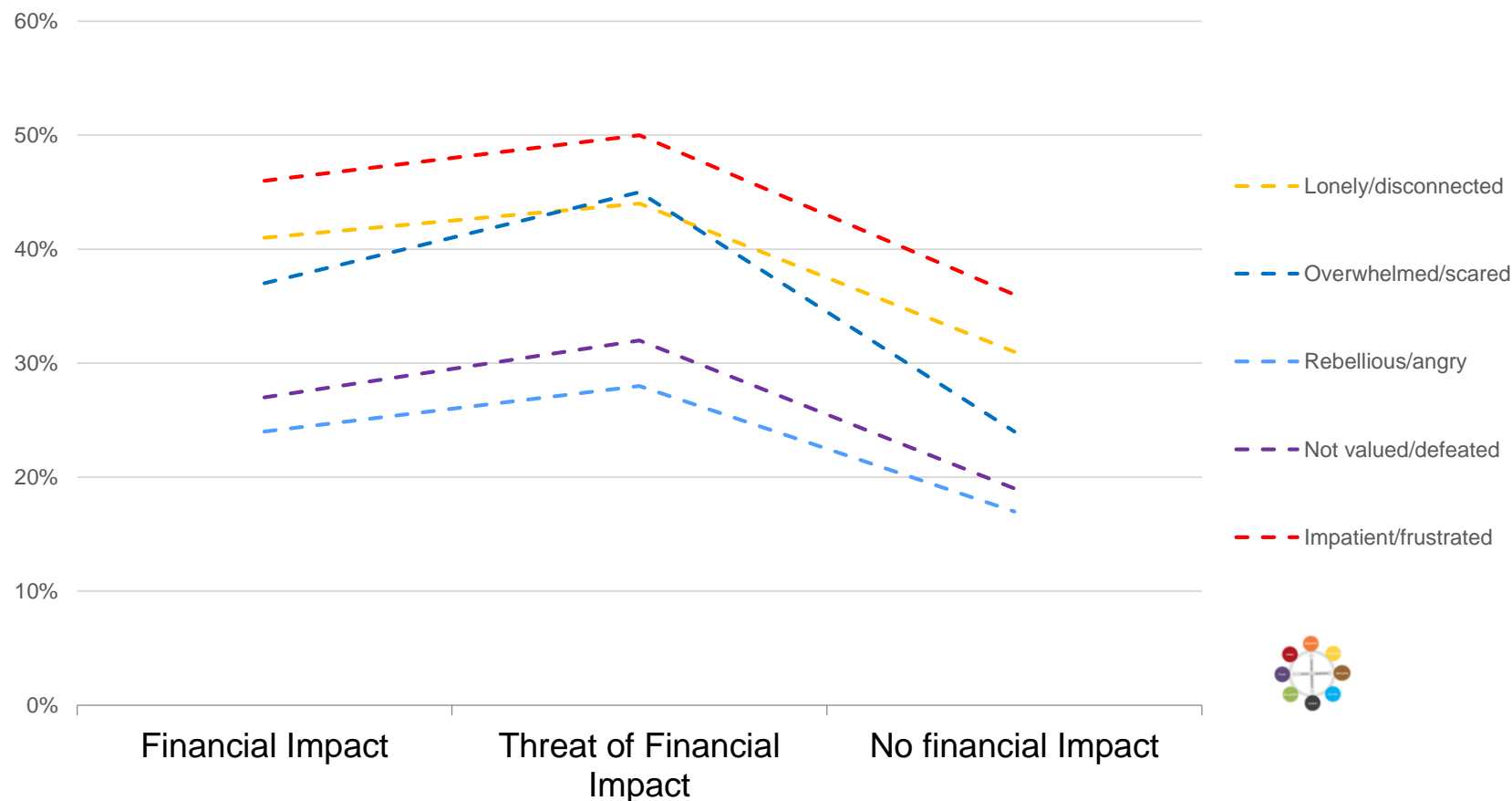
Across all countries, the majority are in the early stages of reaction and adaptation – with most either establishing or having established new routines.

There are often several phases or stages that people go through when times are hard. Which one of the following phases do you feel best describes your current situation



NEW ROUTINES DON'T ALWAYS EQUATE TO COMFORT STATE OF MIND IS LINKED TO PERSONAL FINANCIAL IMPACT

A financial setback – or the threat of financial hardship - has a serious effect on how people feel. They are more likely to say they feel **scared/overwhelmed**, angry, frustrated and not-valued.



Financial impact: Those that lost their job permanently or temporarily, or had their salary reduced for other reasons.

Threat of Financial Impact: Those that fear they will not be able to pay their bills in the near future

No Financial Impact: Those that don't meet either of the above requirements

For the next several screens you will see 4 sets of words that could represent your current state of mind. Please choose one set that most describes how you feel today and one that least describes how you feel today.



A WORD ON ROUTINE & RITUAL

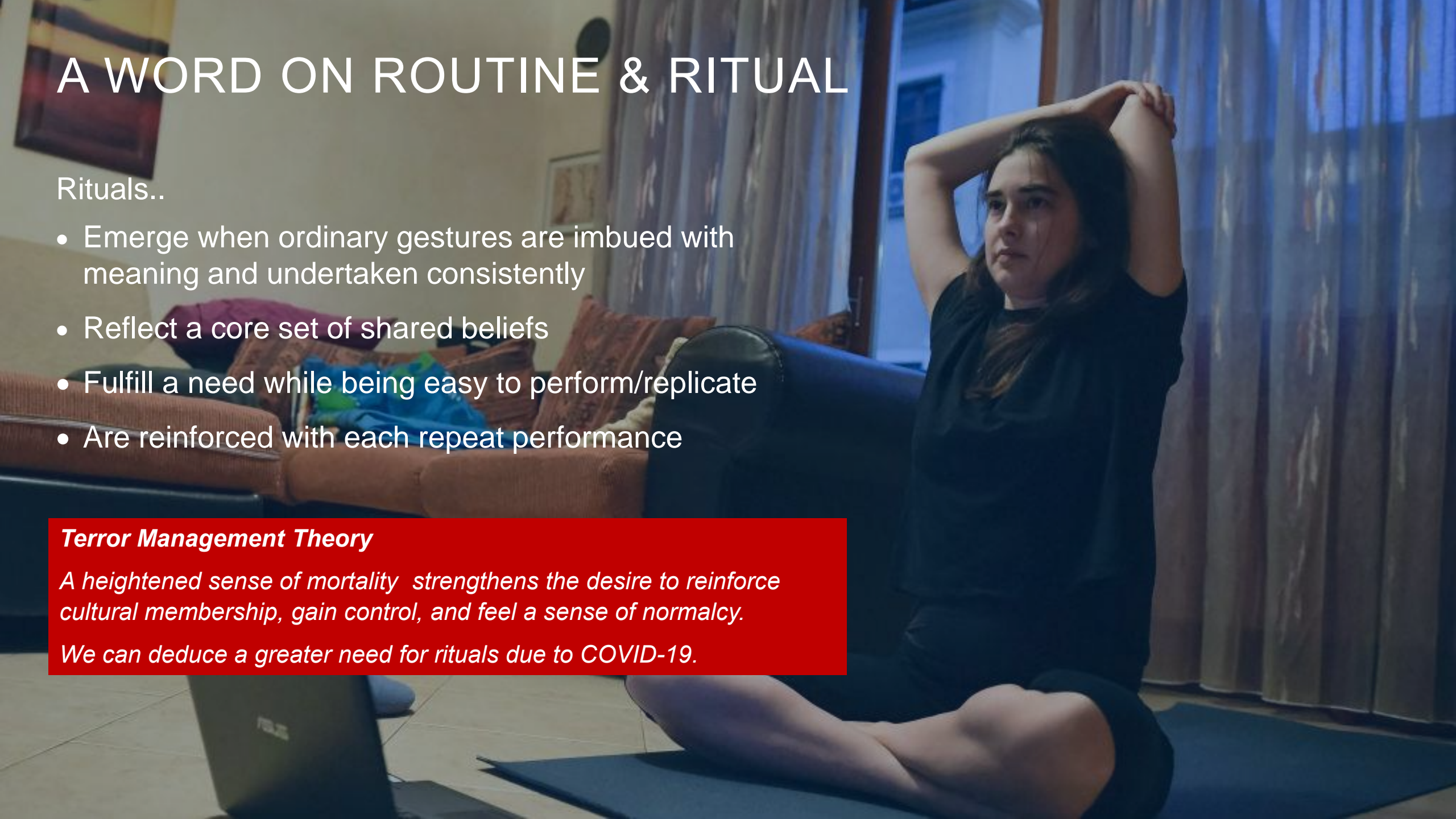
Rituals..

- Emerge when ordinary gestures are imbued with meaning and undertaken consistently
- Reflect a core set of shared beliefs
- Fulfill a need while being easy to perform/replicate
- Are reinforced with each repeat performance

Terror Management Theory

A heightened sense of mortality strengthens the desire to reinforce cultural membership, gain control, and feel a sense of normalcy.

We can deduce a greater need for rituals due to COVID-19.



IN THIS NEW LOW TOUCH CONTEXT, THERE IS AN OPPORTUNITY TO CONNECT BRAND-ASSOCIATED MEANING WITH NEW BEHAVIORS

HOW CAN BRANDS BECOME PART OF A RITUAL EXPERIENCE?

SEEK UNTAPPED RITUALS



Identify new, potentially durable routines that are not yet ritualized.

HELP INTERNALIZE NEW HABITS



Build benefit associations and affirm the behavior, building confidence in its mastery.

CULTIVATE A SENSE OF SHARED EXPERIENCE



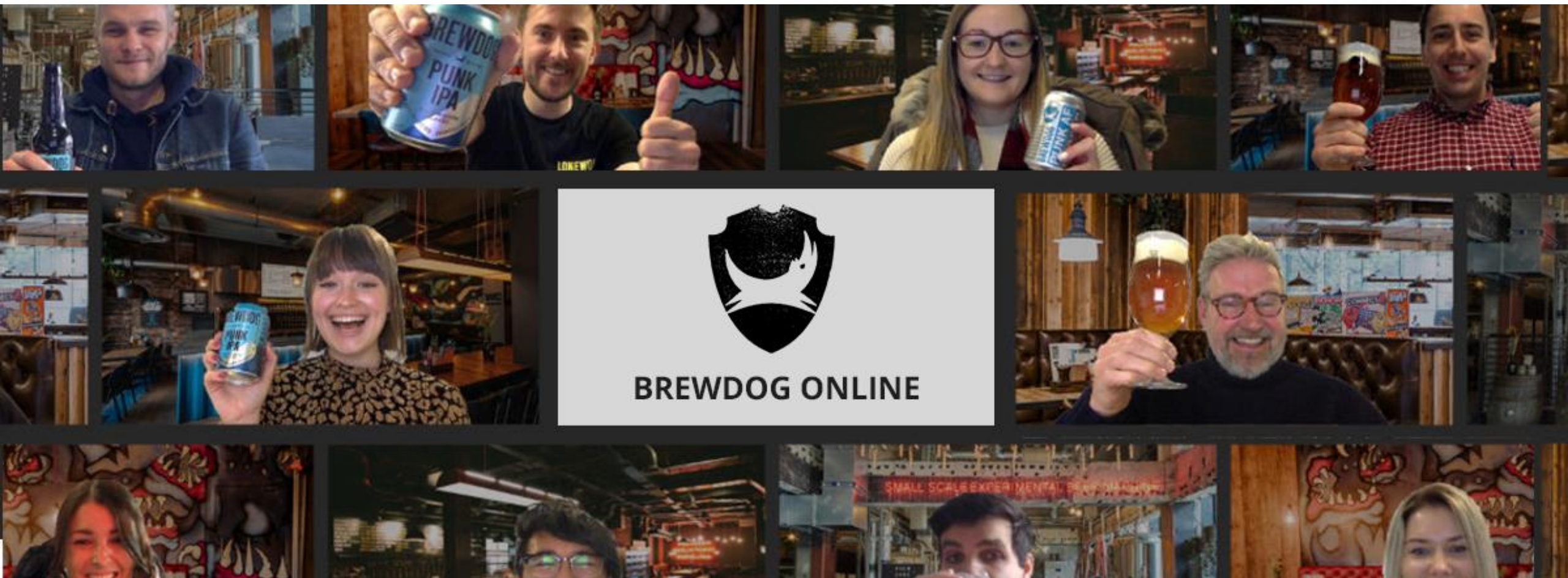
When trying new behaviors, people often feel self-consciously alone. Show them others are doing it too, so they will be more likely to repeat it.

DELIVER AN ALIGNED BRAND EXPERIENCE



Develop positioning and delivery that provide mutual reinforcement – laying the groundwork for repetition.

BREWDOG: ON THE PATH TO DRIVING RITUAL BEHAVIOR



“Brands that have people’s backs with companionship and solidarity during crisis get standing ovations.”

KEY TAKEAWAYS

1 Brands play an important **role in the economy** – and the public are eager for its recovery.

2 Brands have a **unique opportunity** to deeply connect in today's disrupted, fluid and low touch context.

3 An understanding of rituals provides insight into how routines can be developed to be durable, repeatable and associated with **brand meaning**

4 As automatic brand selection and behaviours are disrupted, now is the time for brands to become **central figures** in consumers' new rituals.



THE CREATIVE **FIGHTBACK**

Shaun Dix

Global Service Line Leader

CREATIVE EXCELLENCE

GAME CHANGERS



A photograph of two men walking on a city street. Both men are wearing face masks. The man on the left is wearing a dark hoodie, grey sweatpants, and a dark baseball cap with a white logo. The man on the right is wearing a dark jacket, dark pants, and a blue 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 and air conditioning units. A sign on the right side of the image reads "車房門口請勿泊車" (No parking in front of the car room entrance).

still DOES CREATIVITY MATTER NOW?

GOING DARK IS NOT THE ANSWER



Procter & Gamble believes the Covid-19 pandemic is a time for the FMCG company to “**remind**” consumers of its brands and their benefits rather than cutting back on marketing spend.

CFO Jon Moeller said: **P&G is “doubling down”**.

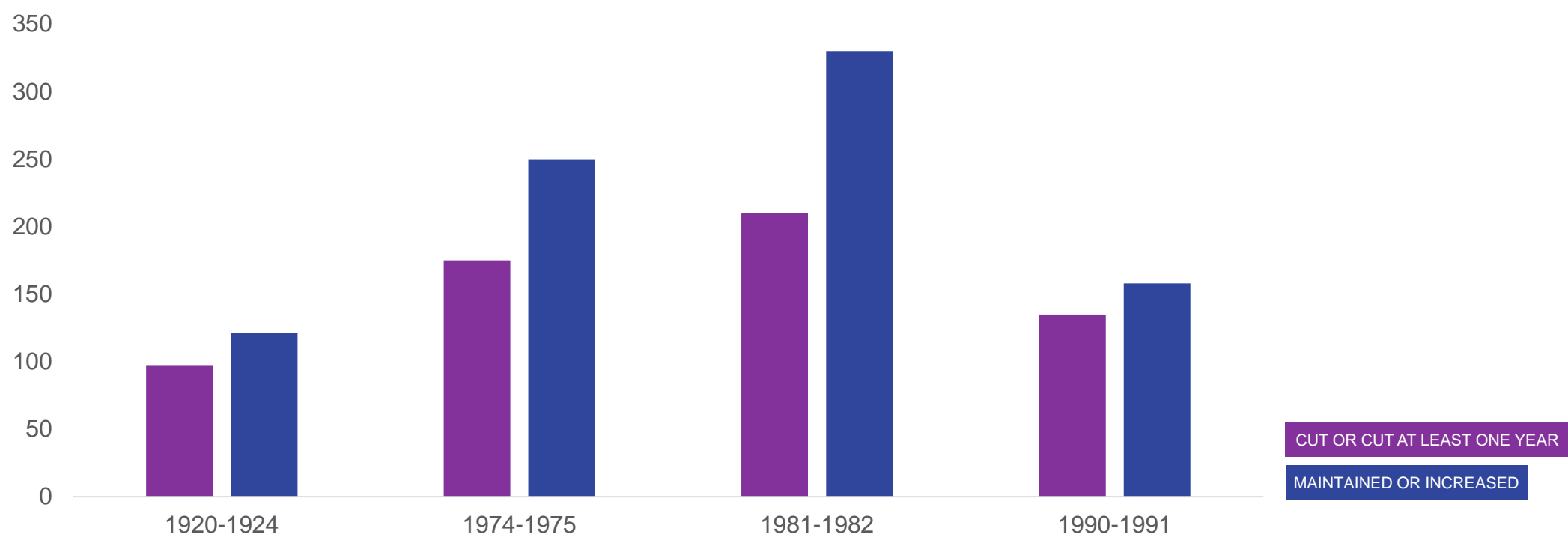
P&G has **increased marketing spend** in categories including beauty, healthcare and baby. Overall, its marketing investment was **up 190 basis points** in the quarter.

Sales of Bounty paper towels, Tampax tampons, Charmin toilet paper and Pampers diapers – rose by between 6% and 8%.

P&G confirms having learnt from previous recessions, which is improving their hand.

COMPANIES THAT MAINTAIN OR INCREASE ADVERTISING SPEND DURING RECESSIONS TEND TO SEE HIGHER SALES

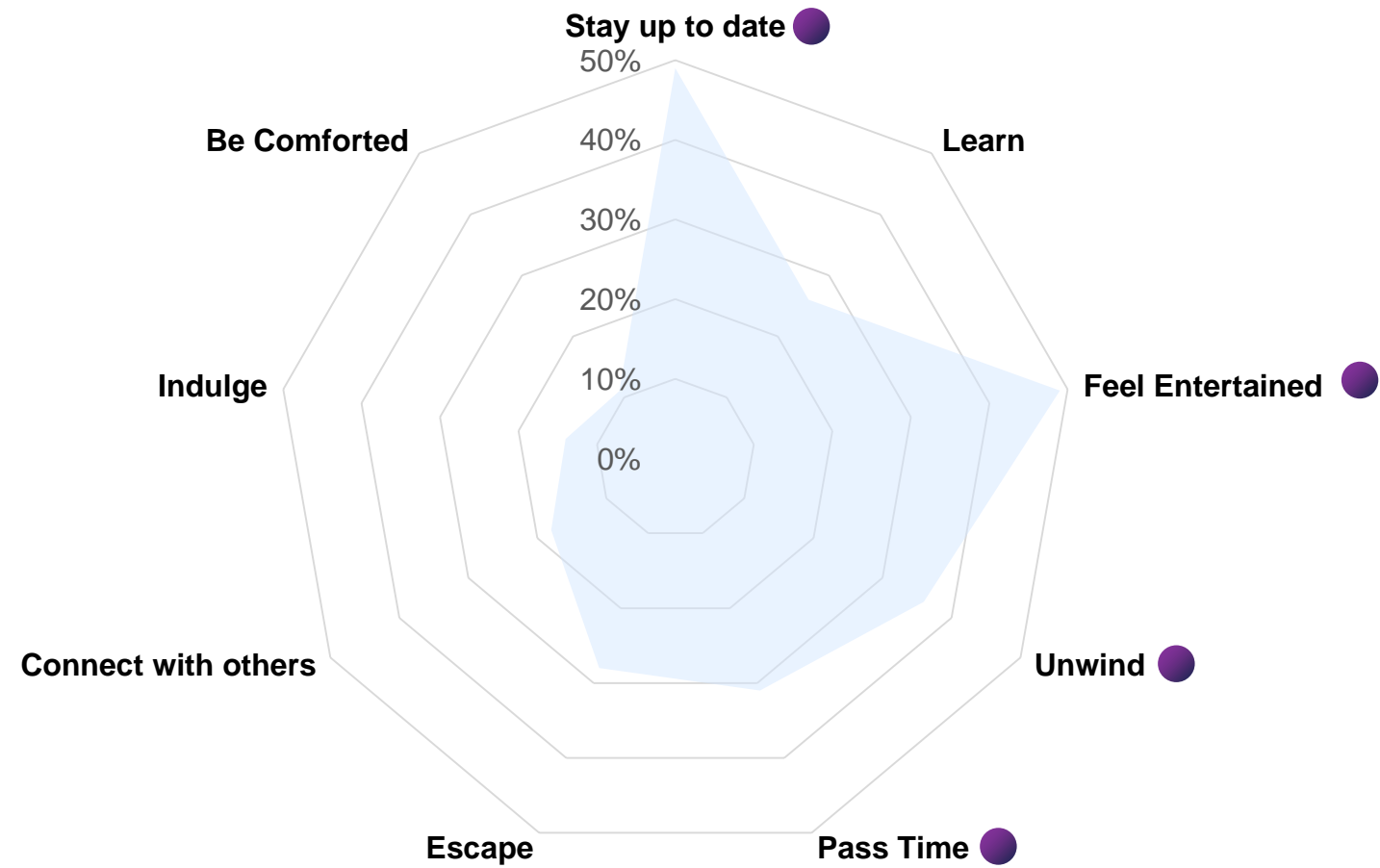
Across all major recessions, advertisers who maintain or **increase their advertising spend see higher sales increases in the last year of the period** than those that do not



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.

PEOPLE WANT ENTERTAINMENT AND ESCAPISM DURING THE CRISIS, AS WELL AS UP-TO-DATE INFORMATION

● What people want to fulfil MORE during the outbreak



Base: Total Sample of 3,000 adults 18-65. n=750 in each of: USA; UK; France; Germany
Q: What's your mindset when choosing something to watch, read or consume (whether on TV, social media, streaming, etc.) these days? Please select up to three.

PEOPLE WANT BRANDS TO TALK TO THEM



Completely/somewhat agree (T2B)

**I appreciate that the brands
continue to communicate in
today's climate**



67%



68%



61%

THEY WANT TO FEEL OPTIMISTIC AND SECURE FROM ADVERTISING



Security - 37%

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.



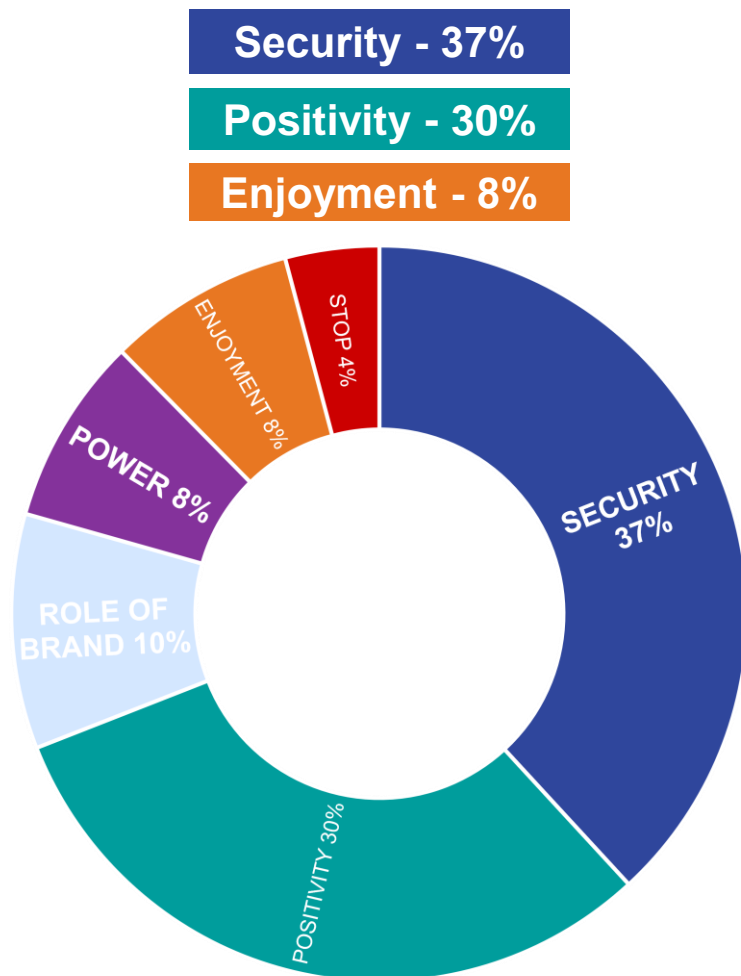
Positivity - 30%

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

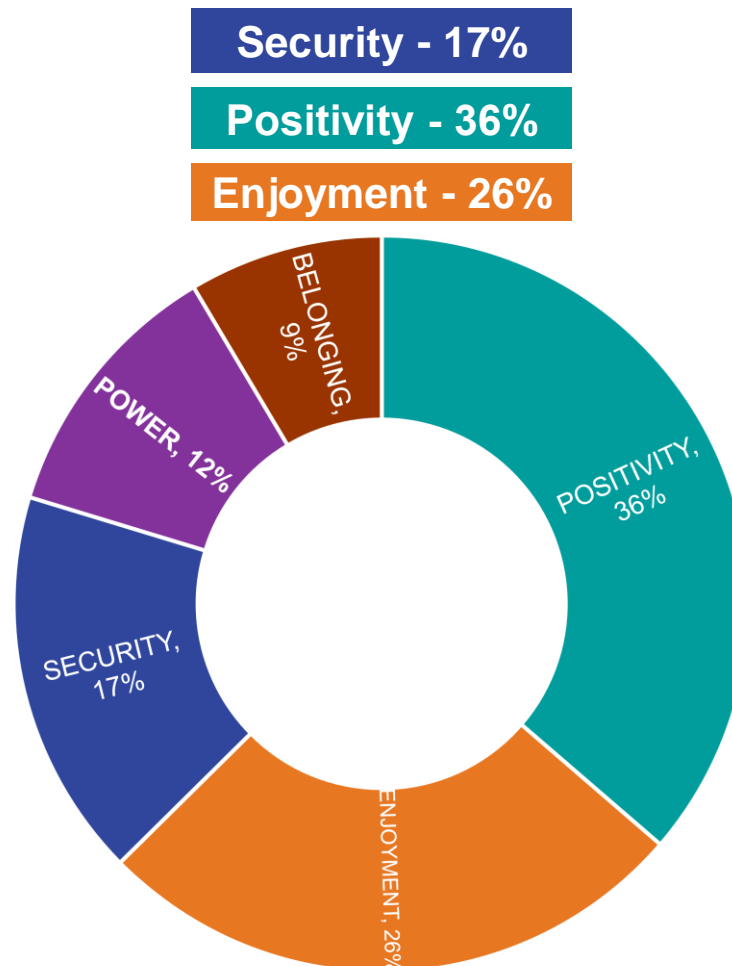


Given the current situation, how would you like advertising to make you feel?
Ipsos Poll, March 20, amongst 999 Adults in the USA

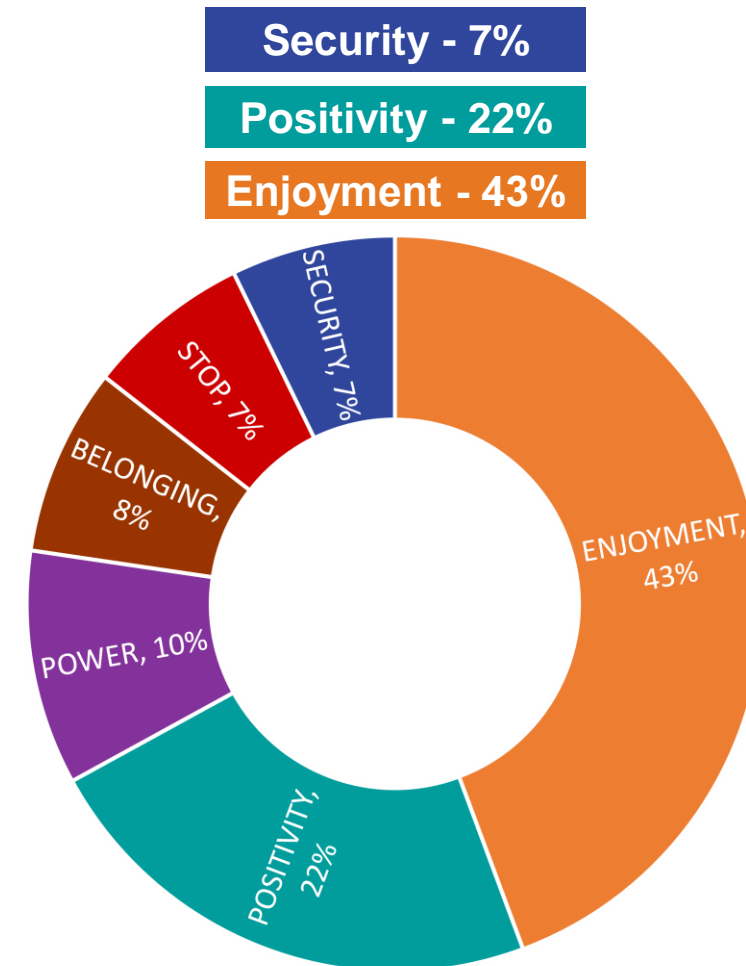
FROM SECURITY TO POSITIVITY & ENJOYMENT



US, March 20th

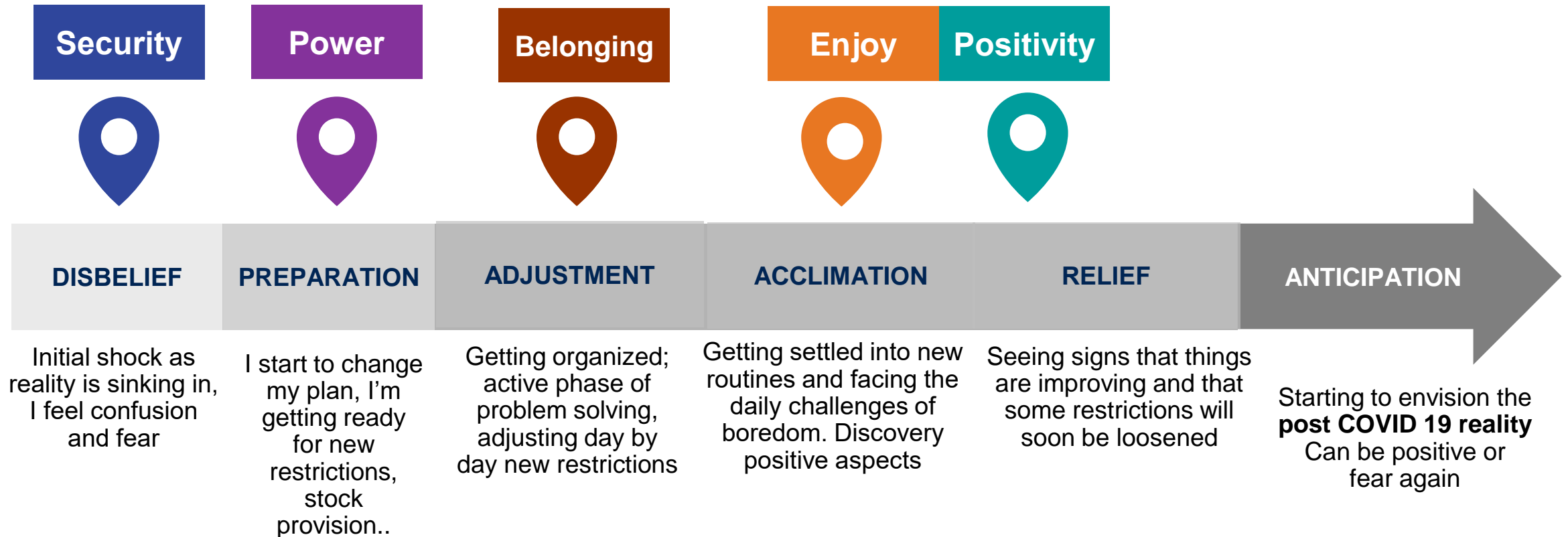


Italy, April 6th



France, April 18th

THINKING ABOUT WHERE WE ARE TODAY: ADVERTISING SHOULD CAPTURE THE RIGHT MOTIVATION



BUT IT IS IMPORTANT TO NOT GET CAUGHT IN THE SEA OF SAMENESS



65%

have seen
Coronavirus
related advertising

<20%

Connect this to a
specific company
or brand



Frankly, I'm tired of the sad-sac music playing along each ad. Tired of desperate looking people waving from dark windows. **Stop the “we’re here for you” lies...**

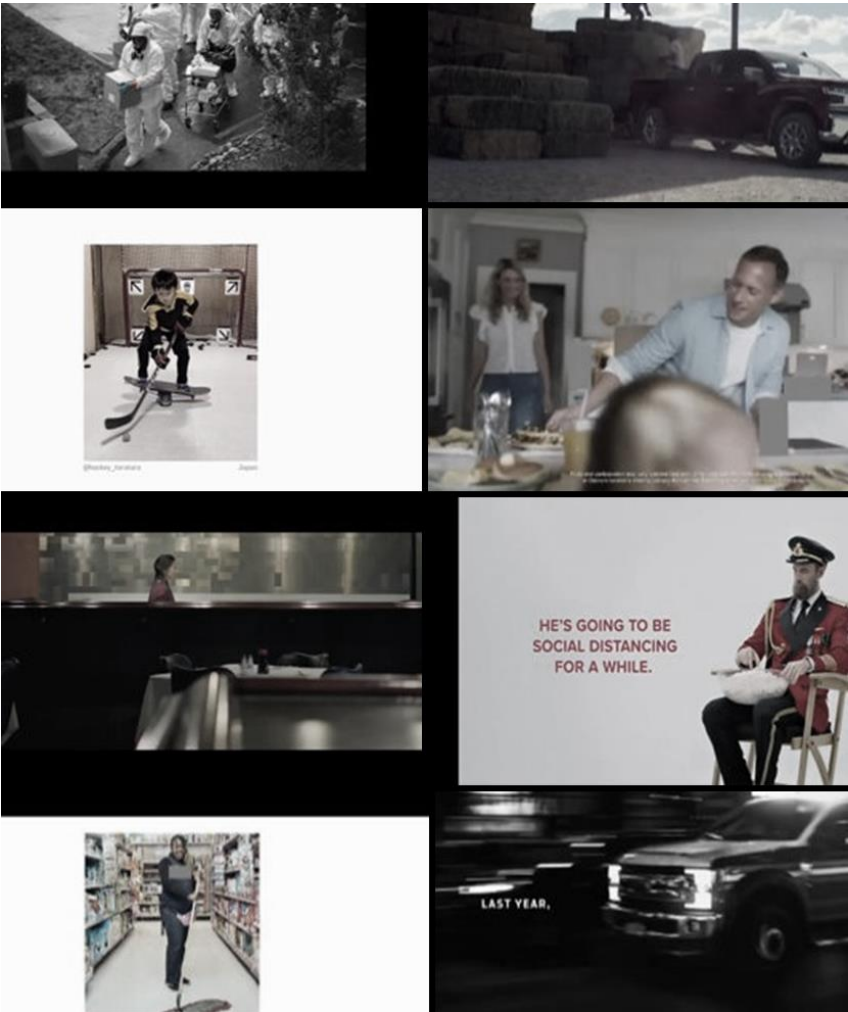
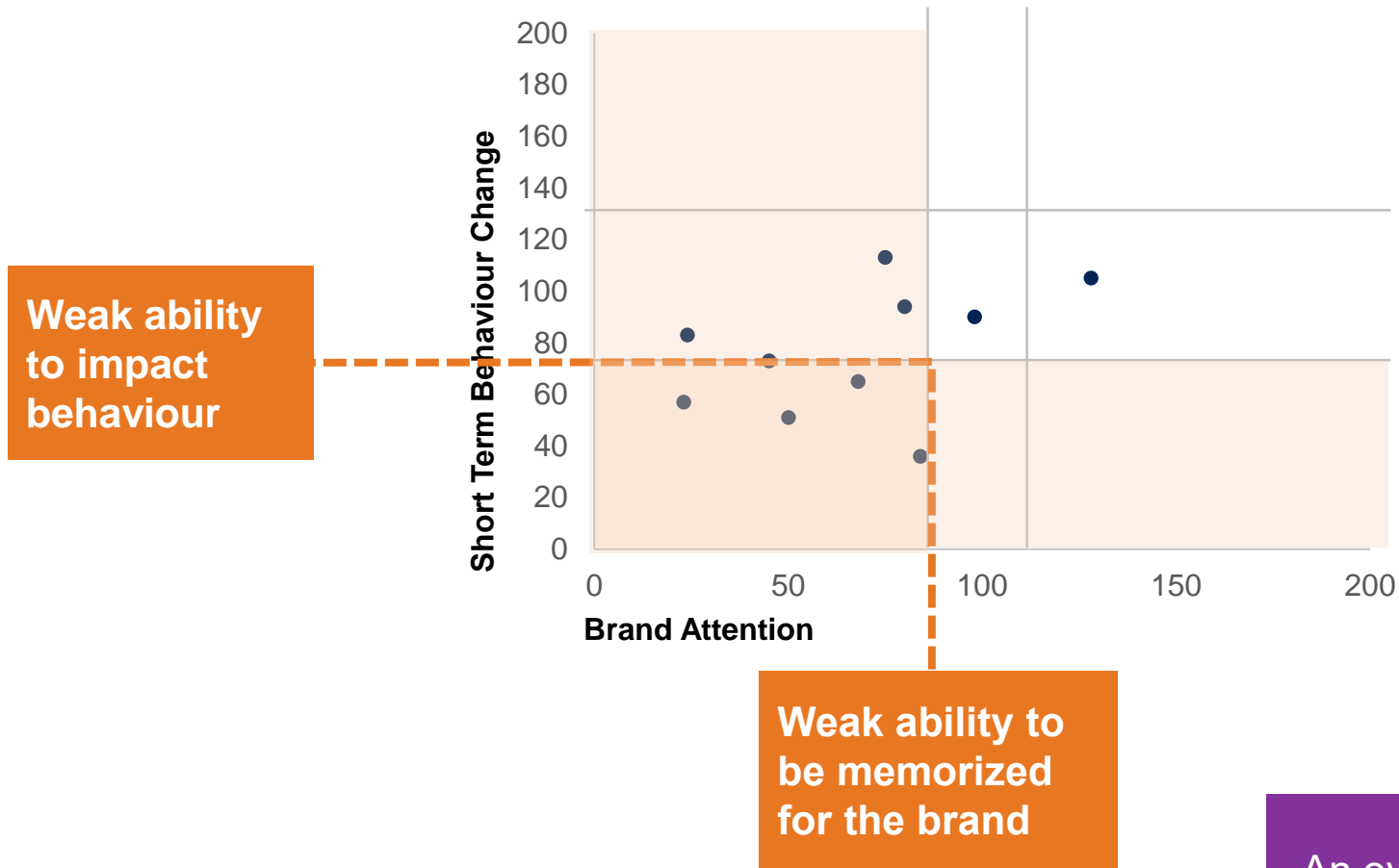


I need a break from the 24/7 COVID – advertising brings some normalcy to my life – well, it did....



I need to know where we are going – not that we are in unprecedented times, we all know

THE BRAND IS NOT STRONGLY ENCODED IN MEMORY IN THE MAJORITY OF CASES EVALUATED



An overdose of COVID communication: these evaluated ads do not help add brand value

WE ARE SEEING EXTREMELY MIXED RESULTS

Is this that surprising?

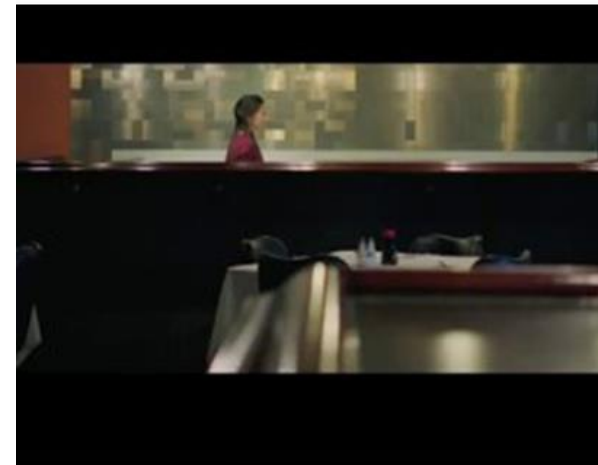
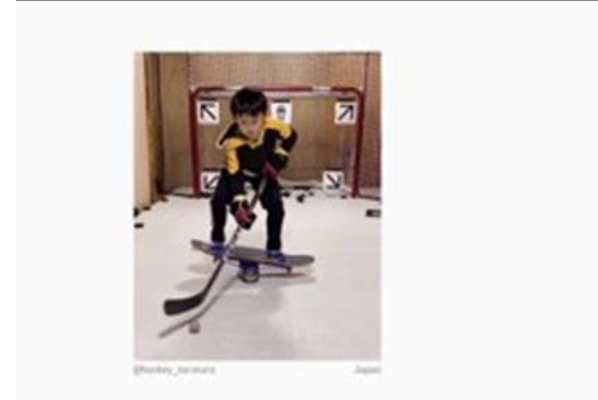
Extraordinary efforts are resulting in ads being developed in days, using existing footage, minimal time for review, breaking all conventions, scrambling to air as soon as possible.

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



REFRESHINGLY GOOD



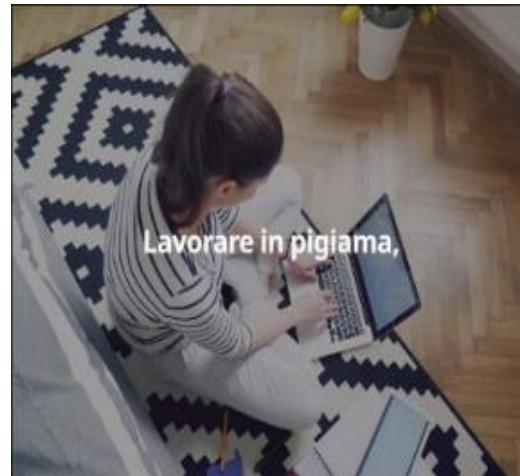
AUTHENTIC & CONSISTENT



Ikea France: 'the purpose
#MyHemelkea" faithful with
the brand DNA'



Ikea Italy: 'this brand
understands the
Moment we are experiencing'

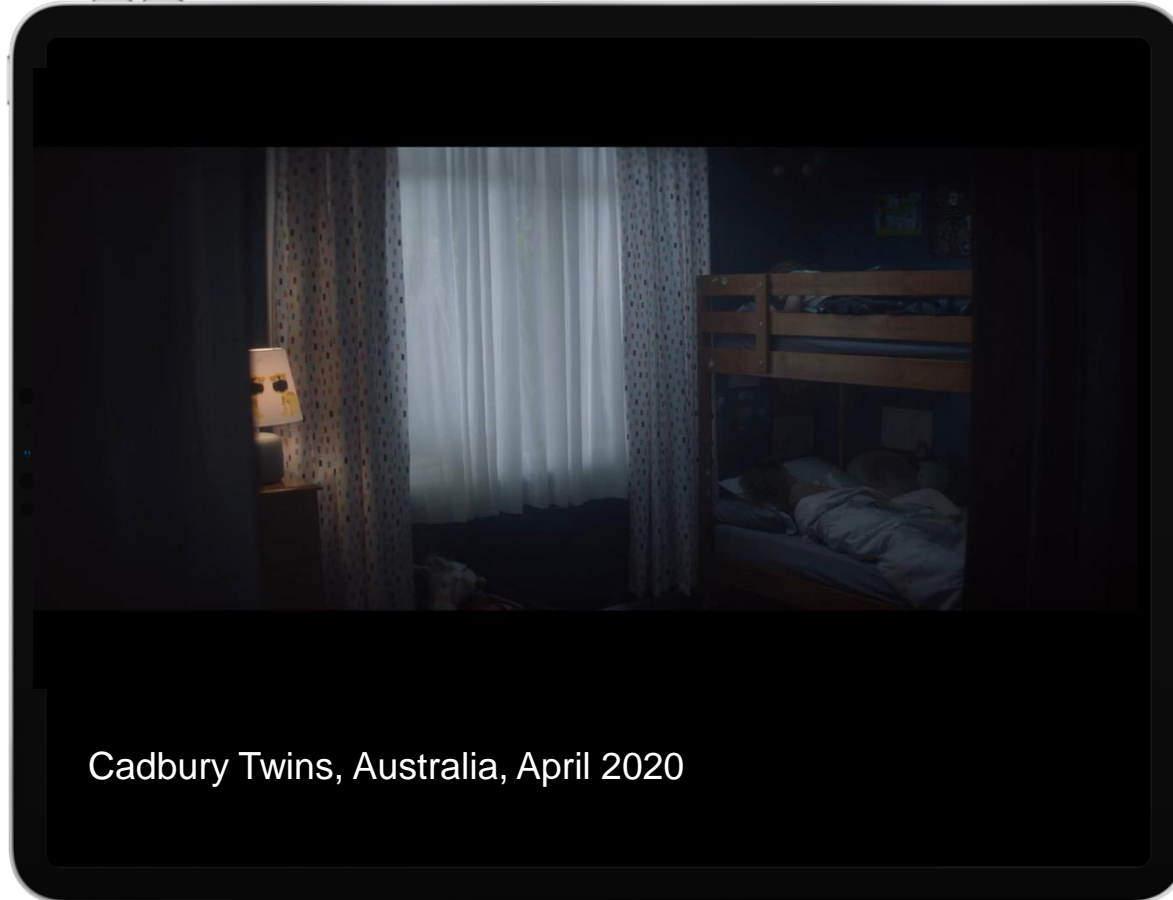


<https://www.facebook.com/IKEAItalia/videos/241079393722306/>

Ikea China: "My parents had
never seen how I look at
work. Now they do! "



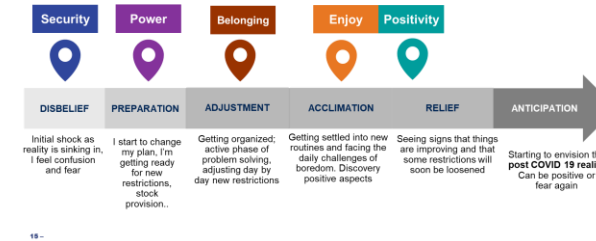
BE AUTHENTIC AND FAITHFUL



Cadbury Twins, Australia, April 2020

<https://www.youtube.com/watch?v=OeAR1T65jVc>

THE POWER OF YOU



In these challenging times, people expect brands to communicate first of all about **what they do best**, what they are, what they offer and how they can help with.



MAKE SURE YOU ACT AND DO as much as or before telling

TV : “Home made” VIDEO TO KEEP THE CONNECTION



PING PONG



FITNESS



SWIMMING

112

This ad is entertaining



A SERVICE OFFER ADAPTED TO THE CONTEXT

- New service “sport at home”
- Strong increase for “Decathlon coaching” application and traffic on “Decathlon sport advises”

VIRALITY & RETRANSMISSION



HOME BOBSLEIGH



HOME POLE VAULT

157

**I want to share with my
friends**

3 KEY PRINCIPLES TO SUCCEED IN THE CREATIVE FIGHTBACK

1

BE AUTHENTIC AND FAITHFUL
about what your brand stands for

2

MAKE SURE YOU ACT AND DO
as much as or before telling

3

**FIND THE RIGHT STORY AND
STRIKE THE RIGHT TONE**



OUR CHALLENGE IS...



CHOOSE THE RIGHT MOTIVATION YOU WANT TO PLAY ON to be relevant

CHOOSE THE RIGHT MESSAGE AND TONE to engage

BE AUTHENTIC AND FAITHFUL TO YOUR BRAND to be credible.

IT HAS NEVER BEEN SO IMPORTANT TO BE CONSISTENT TO WHO YOU ARE



KEY TAKEAWAYS

COVID-19



RECALCULANDO...



NUESTRAS MARCAS TENÍAN UN....

P
3

L
1

A
1

N
1



Pero la
pandemia
nos hizo
frenar y
recalcular



Sabemos que
no podemos
quedarnos
esperando que
todo vuelva a
la normalidad



“Explicando de qué manera operar y haciendo recomendaciones sobre la pandemia del coronavirus”



“Mucho texto concientizando sobre el coronavirus”

“Personas en cuarentena, jugando, estudiando, entrenando en sus casas. Y muchas ayudando”

“Relacionado a la *comunicación* en época de coronavirus”

“Mostraban diferentes lugares de Argentina y recomendaban hacer cuarentena”

Clarín 25/05/20



“Nueva normalidad”
Así fue el primer fin de
semana de turismo en Jujuy

Cuarentena, angustia y
miedo: ¿emoción
permitida o no?

Infobae 25/05/20



Por Enrique de Rosa

LA NACION

Polémica en las redes.
La cuarentena más larga
del mundo: la marcha de
la locura

23/05/20



ACTUALIDAD / PANDEMIA

Libre de coronavirus, Santa Cruz
habilita restaurantes y caminatas

POR ROBERTO TORRES, DESDE
SANTA CRUZ

Perfil 25/05/20



CUARENTENA
**MÁS CONTROLES
Y RESTRICCIONES
EN LA CIUDAD**

Marcha atrás
Cerrará “casi la mitad” de
los comercios de la
Ciudad que habían
reabierto

Lo reveló el vicesecretario de
Gobierno porteño, Diego
Santilli. Se calculan que
son alrededor de 25.000.



Clarín 25/05/20

Resulta clave entender
que etapas tenemos por
delante...



Y definir cuál es la mejor
forma de acompañar a
los consumidores en su
nueva normalidad.



DECATHLON

CONFINAMIENTO

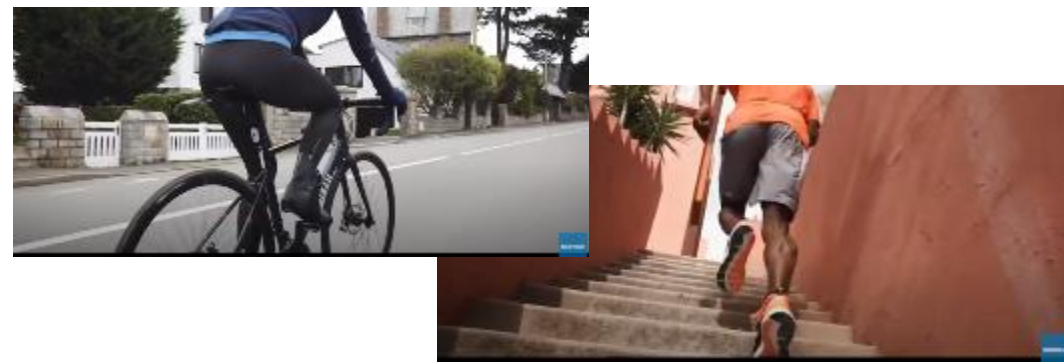
UNA OFERTA DE SERVICIOS ADAPTADA A CONTEXTO

- New service “sport at home”
- Strong increase for “Decathlon coaching” application and traffic on “Decathlon sport advises”



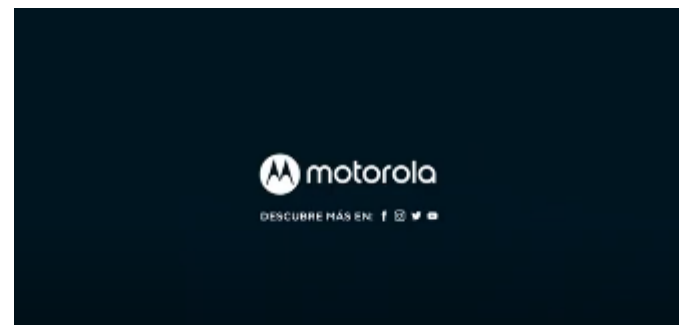
ETAPA DE FLEXIBILIZACIÓN: salidas para hacer deporte


NUEVA CAMPAÑA: “EL DEPORTE SALE DE CASA”





<https://www.youtube.com/watch?v=V3RrWDRScCo>





Nunca perdamos de vista que la **marca** tiene
que tener un **claro rol** en la historia.

No perdamos la oportunidad de construir o
fortalecer relaciones con el consumidor.



Que estemos todos en nuestras casas viendo más tele y estemos más activos en las redes, es una oportunidad para las marcas... lo que **NO** implica que nuestra campaña destaque.

La creatividad aún importa!

Y no debemos olvidar que el **contexto influye** y puede afectar la respuesta hacia la marca





¿Tenemos que seguir hablando del Covid-19?

- Sino tenemos un claro rol que cumplir, deberíamos evitarlo para no ser parte del montón!
- También es clave entender si el consumidor no esta cansado del tema y espera que lo acompañemos con otro tipo de mensaje.

A tener en cuenta...

- **Tenemos que volver a aprender: el consumidor no es el mismo que conocíamos.**
- **Cómo nos mostramos: debemos cuidar el tono y el mensaje.**
- **Busquemos que nuestra marca tenga un claro rol en la comunicación.**
- ***Si decidimos invertir....asegurémonos de que se note!***

THANK YOU

GAME CHANGERS



Seguinos en   