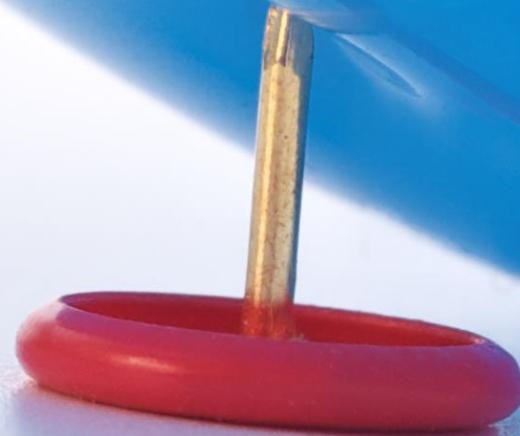


INDUSTRIES IN FLUX  
**ADVERTISING  
THROUGH CRISIS**





Tyler Kelly  
President | Centro

# WHAT WE'LL COVER TODAY

- + Management Through Crisis
- + Media Consumption Changes
- + Opportunities in Advertising
- + Open Q+A

# MANAGEMENT THROUGH CRISIS

## AREAS OF FOCUS:

### 1 FLEXIBILITY

100 Operate Anywhere  
75 Adaptive Tactics

### 2 EMPATHY

Support Team + Clients  
Human-focused business

### 3 OUTCOME

Stay Focused +  
Come Out Stronger

Jan 1, 2020

Jan 31, 2020

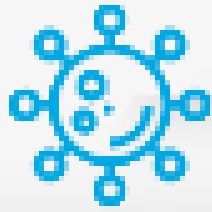
Mar 1, 2020

Mar 31, 2020





# **MEDIA CONSUMPTION**



# THE CORONAVIRUS IMPACT:

## MEDIA CONSUMPTION CHANGES DURING THE COVID-19 PANDEMIC

**22%**

Increase in week-over-week  
web traffic

*Verizon*

**250k**

New Netflix subscribers  
in one weekend

*Mintel*

**12%**

Uptick in video streams

*Verizon*

**61.5%**

sports superfans who subscribe  
to at least one streaming service

*MRI Doublebase*



Traffic to trusted digital publishers increases



Broadcast news remains the preferred way to get breaking news




Video streaming subscriptions and usage surge



Connected TV inventory increases



Live sports viewing shifts to streaming video services and gaming



# **ADVERTISING OPPORTUNITIES**

# SPENDING CHANGES

% Change in spend peak  
March vs. peak-February (2020)

## LARGEST UPTICK

**46%**

Religion & Spirituality

**44%**

Education

**10%**

Home & Garden

## LARGEST DROP

**-95%**

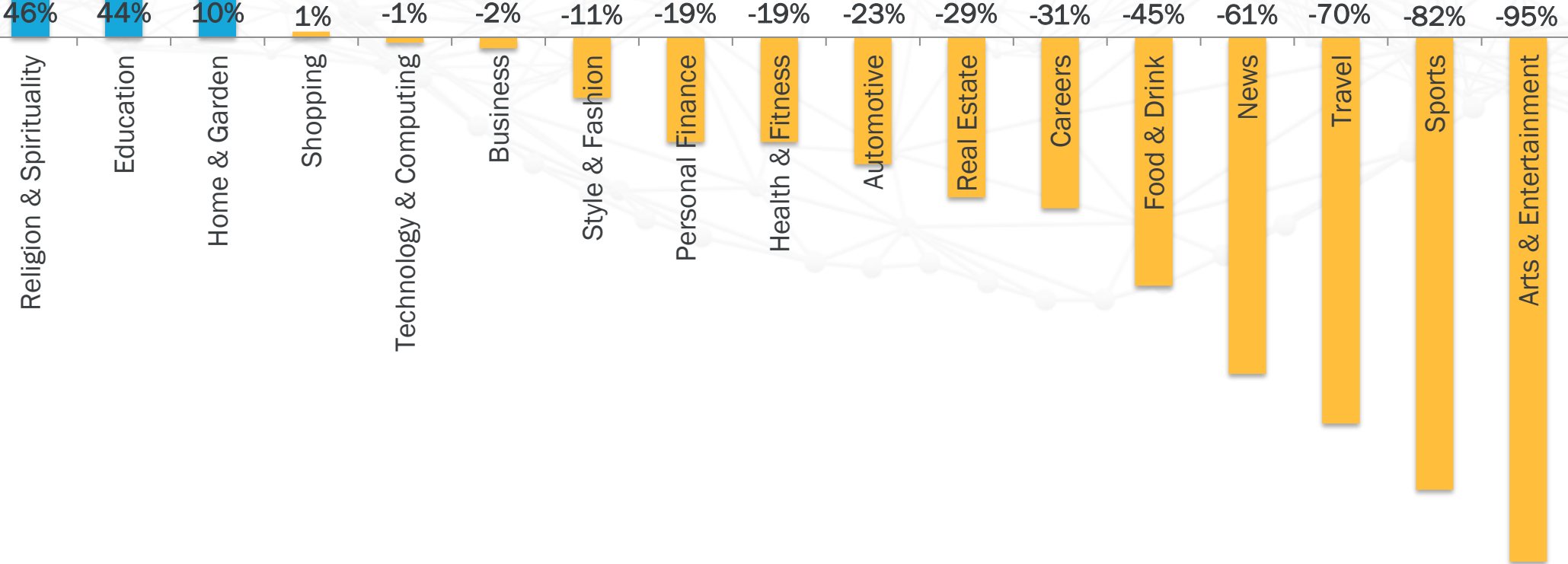
Arts & Entertainment

**-82%**

Sports

**-70%**

Travel



Source: Centro





KEEP  
CALM  
AND  
CARRY  
ON

Long-term benefits of advertising during recessions have shown to **increase sales and build market share** with the best ROI on ad spend

### What Are Consumers Saying?

**86%**

say companies who advertise during a “down economy” are **top of mind** when it comes to making purchase decisions

**86%**

say they **feel better** about a company’s commitment to products and services when they advertise in a recession

# SHIFTING EVENT BUDGETS

CANCELED

✓ Pro / College Sports

CANCELED

✓ Olympics

CANCELED

✓ Festivals

CANCELED

✓ B2B Events

## REACH CUSTOMERS



CTV



Audience  
Segments



Contextual  
Targeting



# INDUSTRIES TO THRIVE AMID COVID-19

## CPG / Grocery Stores

- 35% decrease in in-store foot traffic from 1/20-3/30 (NinthDecimal)
- U.S. online grocery orders have risen 123% Y/Y (FoodBev)

## Healthcare

- Cleveland Clinic has seen a 15x increase in telehealth visits (STAT News)
- 60+% of U.S. consumers believe telemedicine is effective and would consider using it (GlobalWebIndex)

## Education & eLearning

- Online visits to Family & Youth Education sites/apps increased 80% WoW in March (comscore)
- EdTech thriving, as schools across the country move to e-learning (SensorTower)

## QSR

- Restaurant closures have created a 59% uptick in food delivery interest (The Verge)
- 47% of customers said they are “very willing” to try delivery (Datassentials)



**Cannabis:** 20% surge in home deliveries and 10% increase in order value

(MJBizDaily)

# EMPATHETIC MESSAGING IN CREATIVE

A Facebook advertisement for taxact. The ad features a red background with white text that reads: "STAY HOME WASH YOUR HANDS DO YOUR TAXES". Below the text is a "Learn More" button with a right-pointing arrow. At the bottom, there are icons for likes, comments, shares, and a bookmark. The text "8 likes" is visible, followed by the text: "taxact Coronavirus is no joke. Neither are your taxes. You take care of you, and we'll help you take care of the rest."

A dark blue banner with white text. The main text reads "The cure is.US" in a large, serif font. Below this, in a smaller font, it says "SEE WHAT YOU CAN DO TO HELP AT". At the bottom, the text "Thecureis.US" is displayed in a white, serif font. The banner has a thin orange and white horizontal stripe at the very bottom.

A Facebook advertisement for IDEA Public Schools. The ad text says: "We're handing out over 25,000 free meals daily to make sure every child has healthy food while learning from home." Below the text are two images: one showing staff members with a food cart outside, and another showing a staff member in a kitchen. Below the images are two buttons: "Breakfast, Lunch and Supper" and "Handed C". A "Learn More" button is also present. At the bottom, there are icons for likes and comments, with the number "6" next to them.

A Facebook advertisement for DribbleUp. The ad text says: "Is your kid's school closed? Keep them active with a DU Smart Soccer or Basketball → dribbleup.com". Below the text is a video showing a child playing soccer in a living room. Below the video is a "Shop Now" button. At the bottom, there are icons for likes, comments, and shares, with the numbers "644", "267 Comments", and "209 Shares" respectively.


A banner for Manchester-Boston Regional Airport. On the left, it says "MHT SAFETY HAS ALWAYS BEEN OUR FIRST PRIORITY". Below this, it reads: "We understand the concern among travelers, surrounding COVID-19. We are working hard to keep you healthy and safe." On the right, there is the Manchester-Boston Regional Airport logo and a "Learn More" button with a right-pointing arrow.


# EMPATHETIC MESSAGING IN CREATIVE




WE'RE OPEN FOR  
**DELIVERY**  
— OR —  
**CARRYOUT**

**ORDER NOW**


 Pizza Hut



GET COMFORTABLE  
*Stay Safe!*



**SAVE \$300**  
when you shop safely from home

 **big fig**  
The Mattress For A Bigger Figure

Use Promo Code:  
SAFE

**SHOP ONLINE**

Macaroni Grill Easter Dinner | Pre-Order Before April 11th | For Pickup & Delivery  
[www.macaronigrill.com](http://www.macaronigrill.com)  
Celebrate Easter With One Of Our Delicious Family-Style-To-Go Meals!  
Choose Between Lasagna Bolognese Or A Braised Lamb Shank  
Upgrade! Pre-Order Now.

 Banner Health

Ante la  
**COVID-19,**  
no estás  
sola.

**Infórmate aquí**



**QUESTIONS?**  
**THANK YOU!**

# INDUSTRIES IN FLUX:

## A WEBINAR MINISERIES *FROM THE HOME OFFICE*



PART 1: April 9<sup>TH</sup> // Advertising Through Crisis



PART 2: APRIL 16TH // STATE OF QSRs



PART 3: April 23<sup>RD</sup> // State of Pharma and Health



PART 4: April 30<sup>TH</sup> // State of CPG



PART 5: May 7<sup>TH</sup> // State of Education