

INDUSTRIES IN FLUX **STATE OF CPG**

INDUSTRIES IN FLUX:

A WEBINAR MINISERIES *FROM THE HOME OFFICE*



PART 1: April 9TH // Advertising Through Crisis



PART 2: April 16TH // State of QSR



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



PART 4: April 30TH // State of CPG



PART 5: May 7TH // State of Education

OUR EXPERTS



April Weeks

Executive Vice President

Media Services & Operations



Jared Rosenbloom

Senior Director

Client & Media Services

WHAT WE'LL COVER TODAY

- + COVID-19 Impact and CPG Trends
- + Shifting Consumer Behaviors
- + Advertising Opportunities and Digital Media
- + Open Q+A



COVID-19 IMPACT AND CPG TRENDS



**TOTAL U.S. CPG SALES INCREASED
\$8.5 BILLION FOR TWO WEEKS ENDING
MARCH 21, 15X THE AVERAGE RATE OF
CHANGE FOR A TYPICAL PERIOD.**



IMPACT TO CPG BRANDS



Stocking up on essentials and panic-buying



Climbing online orders for non-perishable foods and household goods



Increasing consumption of homemade meals



Returning to comfort brands with 50% increase in categories such as cookies and salty snacks



Reversing trend toward organic and non-toxic cleaning products



10%

Increase in
Overall Beverage
Sales



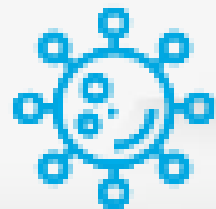
40%

Home Care
Products Sales
Increase



206%

Sales Growth
in Fresh Meat
Alternatives



THE CORONAVIRUS IMPACT:

MOST IN-DEMAND ITEMS

Top U.S. Product Out-of-Stock Categories



TOILET TISSUE
22.90%



HAND SANITIZER
23.60%



DRIED BEANS
33.40%



NAPKINS WET
45.90%



BLEACH
47.90%



PERSONAL THERMOMETERS
47.90%



LIQUID HAND SOAP
57.10%



HH CLEANERS GEN
PURPOSE
63.10%

Toilet Paper
Hand Sanitizer
Dried Beans

*Figures represent average in-stock % since February 24, 2020



SHIFTING CONSUMER BEHAVIORS



GROWTH IN ONLINE CPG SALES

Year-over-Year Increase Week Ending April 18

69.5%



Food

27.2%



Baby Care

22.3%



Pet Care

47.7%



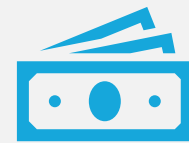
Health & Beauty

57.5%

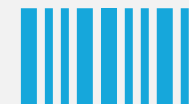


Household Care

RECESSION-LIKE BEHAVIORS



Brand Switching from Mainstream to Value Brands



Increase in Private Label



Cost Valued More than Convenience





ADVERTISING OPPORTUNITIES

CPG TABLE STAKES IN A PANDEMIC

1

Data Tracks Evolving Consumer Habits

Leverage first party data via
DMP and Facebook to model
current/potential customers

Utilize third party data to find
new potential customers

2

Digital Channels Winning the Pandemic

CTV, Streaming Audio and
Local News have seen
massive upticks

3

Get Creative

Be thoughtful and human
with messaging. Get hyper-local
with your creative strategy

FOLLOW YOUR EVOLVING CONSUMER

1ST PARTY

Collected by CPG Brand X through a
direct relationships with evolving
consumer behaviors

IDENTIFIES USERS VISITING THE CLIENT'S SITE



CREATE LOOK-A-LIKE MODELS FOR NEW PROSPECTS

3RD PARTY

Collected by an external entity
**that is used for targeting
and performance**

CAST A WIDE NET WITH 3RD PARTY DATA PARTNERS

dun & bradstreet



nielsen

PS PUSHSPRING



CUEBIQ

OPTIMIZE BASED ON PERFORMANCE

MODIFY YOUR MEDIA MIX DURING A PANDEMIC

CHANNEL

OPPORTUNITY

OTT/CTV



Understanding the power and adaptability of CTV to find and reach your audience when there are limited live events

STREAMING AUDIO

 Spotify  Pandora  targetspot



Consider revamped audio messaging that is both family friendly and uplifting

LOCAL NEWS



Leverage custom white lists of local news sites and/or local publishers to support communities with localized messaging

GET CREATIVE

2 PRONGED APPROACH



STRATEGY

National and regional brands need to think hyper-local

People are spending an unprecedented amount of “time spent” with ad units

Carousel, Page Grabber, Contobox, Articles, POV's



MESSAGING

The human element: overcommunicate on “being there” messaging

Look for low budget ways to produce digital and video assets

centro
WEBINAR

Type in your
questions
for our Q&A

Thank You!



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