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PERSPECTIVES ON COVID-19

WHAT'S NEXT? CONSUMERS + MARKETERS + MEASUREMENT

nielsen  
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# 11 WHAT TO CONSIDER?

## DON'T MISS THE OPPORTUNITY TO BUILD THE CORE

### KEEP THE CORE

CONTINUE TO **BUILD YOUR CORE**  
**CONSUMER BASE & BRAND**  
**WITH EQUITY MESSAGING** FOR  
LONGER TERM BRAND  
STRENGTH AND RESILIENCE

+

### MESSAGE MATTERS

ADAPT YOUR MESSAGE TO BUILD  
RELEVANCE IN THE RIGHT  
CONTEXT WITH AGILITY AS THE  
ECONOMIC AND EPIDEMIC  
ENVIRONMENT EVOLVES

+

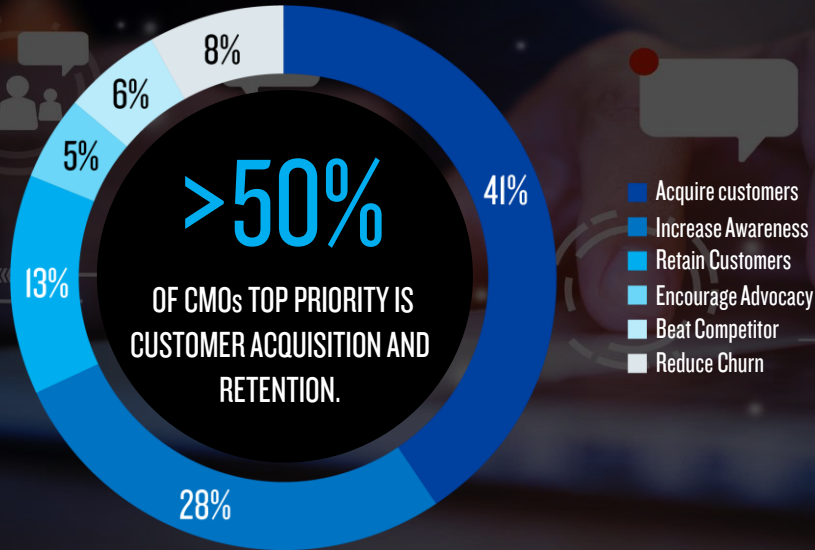
### MORE TO THE CORE

ACTIVELY TARGET NEW CONSUMERS  
ACROSS MEDIA CHANNELS TO  
**CATCH, CONNECT, AND CONVERT**  
**EXPERIMENTATION OPPORTUNITIES**  
& BUILD THE CORE

# 11 WHAT TO CONSIDER?

## OPPORTUNITY (OR RISK) TO DRIVE CUSTOMER ACQUISITION

NIELSEN MARKETING REPORT PROVIDES  
THE TOP PRIORITY FOR CMO'S



- Acquire customers
- Increase Awareness
- Retain Customers
- Encourage Advocacy
- Beat Competitor
- Reduce Churn

HOW TO IDENTIFY &  
TARGET AUDIENCES TO  
BUILD ENGAGEMENT?

BRANDS THAT  
LEVERAGE  
PURCHASE BASED  
TARGETING

The Right **CONSUMER**  
The Right **MOMENT**  
The Right **CONTEXT**

>**2X ROI**

VS. BRANDS THAT LEVERAGE  
BROAD REACH  
(DEMO OR GEOGRAPHIC)

# 11 WHAT TO CONSIDER?

## OPPORTUNITY (OR RISK) TO DRIVE CUSTOMER ACQUISITION

### EFFECT OF COVID-19 ON US INTERNET USERS BRAND LOYALTY

#### RISK OF CHURN

**19%** LESS BRAND LOYAL AND PURCHASE WHAT IS AVAILABLE

NEW CUSTOMER ACQUISITION **12%**

TAKE OPPORTUNITY TO DISCOVER NEW BRANDS

GROW SHARE **21%**

PURCHASING A MIX OF USUAL BRANDS & NEW BRANDS

RISK OR REWARD?

MAINTENANCE STILL MATTERS

**48%**

CONTINUE TO PURCHASE THE SAME BRANDS THEY ALWAYS DO

The Right **CONSUMER**

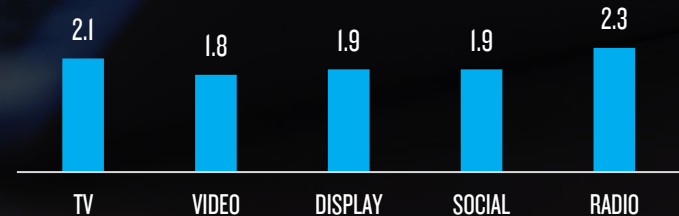
The Right **MOMENT**

The Right **CONTEXT**



@ THE RIGHT LEVELS TO REDUCE WASTE AND MAKE YOUR MEDIA WORK HARDER

#### AVG. EFFECTIVE FREQUENCY BY VEHICLE - [GLOBAL CPG]





# ONE MEDIA TRUTH

**“THE PRICE OF LIGHT IS LESS THAN THE COST OF DARKNESS”**

**- ARTHUR C. NIELSEN -**