PERSPECTIVES ON COVID-19
WHAT’S NEXT? CONSUMERS + MARKETERS + MEASUREMENT
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
WHAT TO CONSIDER?

OPPORTUNITY (OR RISK) TO DRIVE CUSTOMER ACQUISITION

NIELSEN MARKETING REPORT PROVIDES THE TOP PRIORITY FOR CMO’S

>50% OF CMO’s TOP PRIORITY IS CUSTOMER ACQUISITION AND RETENTION.

>2X ROI

HOW TO IDENTIFY & TARGET AUDIENCES TO BUILD ENGAGEMENT?

BRANDS THAT LEVERAGE PURCHASE BASED TARGETING

The Right CONSUMER

The Right MOMENT

The Right CONTEXT

SOURCE: Nielsen Marketing Report
WHAT TO CONSIDER?

OPPORTUNITY (OR RISK) TO DRIVE CUSTOMER ACQUISITION

EFFECT OF COVID-19 ON US INTERNET USERS BRAND LOYALTY

RISK OR REWARD?

19% LESS BRAND LOYAL AND PURCHASE WHAT IS AVAILABLE

48% CONTINUE TO PURCHASE THE SAME BRANDS THEY ALWAYS DO

12% NEW CUSTOMER ACQUISITION

12% TAKE OPPORTUNITY TO DISCOVER NEW BRANDS

21% GROW SHARE

21% PURCHASING A MIX OF USUAL BRANDS & NEW BRANDS

48% MAINTENANCE STILL MATTERS

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]

<table>
<thead>
<tr>
<th>Vehicle</th>
<th>Avg. Effective Frequency</th>
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SOURCE: Nielsen Compass Database | eMarketer
ONE MEDIA TRUTH

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

- ARTHUR C. NIELSEN -