PERSPECTIVES ON COVID-19
WHAT’S NEXT? CONSUMERS + MARKETERS + MEASUREMENT
BUILDING A RESILIENT BRAND IS (AND WILL CONTINUE TO BE) ABOUT VALUE

VALUE = A SET OF BENEFITS VS. THE COST REQUIRED

POWERED BY: MEDIA PLANNING  ➤➤  MESSAGING & CREATIVE  ➤➤  INNOVATION  ➤➤  REVENUE MANAGEMENT
WHAT’S NEXT?

CONTENT THAT CONNECTS IS CRITICAL TO CONVERSION

CREATIVE IMPORTANCE CONTINUES:
MESSAGE ALWAYS MATTER

CONTRIBUTION TO EFFECTIVENESS

- Creative: 49%
- Media: 36%
- Brand: 15%

INCREASED FOCUS ON:
QUALITY & EFFICACY

- 49%

WILLING TO TRADE UP ON PRICE FOR PRODUCTS WITH QUALITY AND SAFETY ASSURANCES

As COVID-19 fears amplify, consumers are looking for assurances that the products and supply chains they depend on are safe and sanitary.
CORPORATE SOCIAL RESPONSIBILITY CAN TRANSLATE INTO CONVERSION

WHAT TO CONSIDER?

At the moment of truth in store, online and elsewhere consumers are making a choice and a choice that is heavily influenced by brands with a social purpose.

55% of consumers will pay extra for products and services from companies committed to positive social and environmental impact.

+5% year on year revenue growth for brands that promoted sustainability actions through marketing programs.

Source: Nielsen Global Corporate Social Responsibility Report
WHAT’S NEXT?

ADAPTING TO THE TIMES IN A TIMELY MANNER BUILDS CONNECTIONS

Source: Nielsen Ad Intel

CHARITABLE RELIEF

We will fight this together

FRONTLINE ASSISTANCE

To our NHS heroes

For those supporting our community on the frontline, Gett drivers are offering £10 fixed fares on your rides, anywhere within London Zones 1-3.

We’re here if you need us.
Thank you for all you’re doing.
From everyone at Gett

BACKING KEY MESSAGES

IF YOU EVER DREAMED OF PLAYING FOR MILLIONS AROUND THE WORLD,
NOW IS YOUR CHANCE.

Play inside, play for the world.
ONE MEDIA TRUTH

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

- ARTHUR C. NIELSEN -