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PERSPECTIVES ON COVID-19

WHAT'S NEXT? CONSUMERS + MARKETERS + MEASUREMENT

nielsen  
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# BUILDING A RESILIENT BRAND IS (AND WILL CONTINUE TO BE) ABOUT VALUE

VALUE = A SET OF BENEFITS **VS.** THE COST REQUIRED



QUALITY · EQUITY · CLAIMS · UNIQUENESS · PRICE · INCENTIVES · ...

POWERED BY: MEDIA PLANNING >> MESSAGING & CREATIVE >> INNOVATION >> REVENUE MANAGEMENT

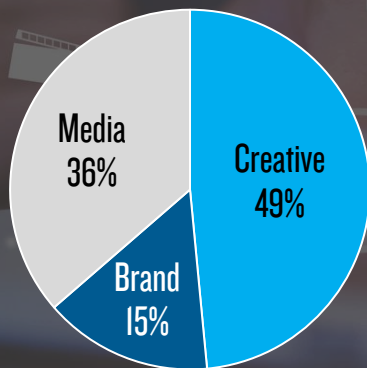
## n WHAT'S NEXT?

## CONTENT THAT CONNECTS IS CRITICAL TO CONVERSION

CREATIVE IMPORTANCE CONTINUES:

## MESSAGE ALWAYS MATTER

CONTRIBUTION TO EFFECTIVENESS



INCREASED FOCUS ON:

## QUALITY &amp; 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.

## 11 WHAT TO CONSIDER?

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# CORPORATE SOCIAL RESPONSIBILITY CAN TRANSLATE INTO CONVERSION

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

# 11 WHAT'S NEXT?

## ADAPTING TO THE TIMES IN A TIMELY MANNER BUILDS CONNECTIONS

CLICK ADS TO VIEW

### CHARITABLE RELIEF



### FRONTLINE ASSISTANCE



**DRINKS ARE FREE FOR ALL NHS, EMERGENCY AND SOCIAL WORKERS IN ALL UK RESTAURANTS.**

**THANK YOU FOR EVERYTHING YOU ARE DOING LOVE BK.**



**A BIG THANK YOU**

From next week, our stores will be delivering piping hot pizza to say a big thank you to frontline healthcare staff. Stores across the UK will play their part to help Domino's donate 100,000 pizzas to these heroes.



**To our NHS heroes**

For those supporting our community on the frontline, Gett drivers are offering £10 fixed fares on their 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 -