

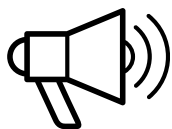


AFFINITY X<sup>®</sup>

# Coronavirus Covid-19

SALES UPDATE

AffinityX is keeping a close eye on the spread of the Coronavirus (COVID-19) and the impact it is having on ad campaigns amidst uncertain economic conditions, changing consumer habits and affected supply chains. Since history has demonstrated that an economic slowdown can negatively impact advertising, we have a few suggestions for you to share with your advertisers, to help boost sales and build momentum with existing campaigns.



## Why Keep Advertising?

### 1). With the Corona outbreak, more and more people are working from home

People working remotely have higher internet consumption, driving more exposure to your advertiser's digital campaign.

### 2). Momentum Loss

By stopping a media plan mid-campaign, your advertiser will lose momentum. The overall effectiveness of the campaign will decrease.

### 3). Increase share-of-voice

Many of your advertisers' competitors will let their advertising efforts go dark during this economic slowdown. This is an opportunity for your advertisers to grow market share!

### 4). Learning from history

Take a page out of the book from Wrigley and Coca-Cola – (see the Case Studies listed on the next page). By increasing advertising during an economic slowdown, it can help your advertisers grow their businesses!



## Messaging Matters!

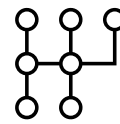
For active campaigns, consider the following:

- **Doublecheck your active campaign creative**  
Ensure your advertiser's campaign creative aligns with their current business operations during the Corona outbreak. Does the message, offer and call-to-action align with how their business is currently functioning?
- **Tout new services** – Many local businesses are expanding their business services in response to the Coronavirus. If your advertiser is set up to fulfill orders online, or deliver goods to people's homes, help them promote that message to prospective customers.
- **Prevention efforts** – Local businesses with foot traffic can use a digital campaign to communicate to their customers about the precautionary measures they are taking to ensure that customers have a safe shopping experience. (IE: hand sanitizer, antibacterial hand wipes, increased frequency of cleaning, stronger disinfectant cleaners, etc.)



## Industry Opportunities

- Cleaning/sanitizing services for the home (Stanley Steemer, Molly Maid, etc.)
- Restaurants utilizing Grubhub / Doordash / Uber Eats for delivery
- HealthCare / Hospitals / Wellness Centers / Dentists – (public service announcements)
- City Organizations – (public service announcements)
- Non-Profit Organizations – (public service announcements)
- Grocery stores offering online ordering and delivery
- SMBs offering e-commerce
- Tax professionals offering virtual services
- Service Industries offering emergency services - (Plumbing, HVAC, Roof repair)
- Home improvement & décor – (with the influx of people working from home due to COVID-19, people are spending more time at home and noticing the things that need attention)



## Shifting Tactics

- As the COVID-19 outbreak continues to grow, consumer habits are evolving as people are spending more time at home. People are spending more time online, on streaming devices, on social media, and consuming more videos.
- This is a good time to review the tactics of your advertisers' campaigns, to ensure they work in light of evolving consumer behavior.
- Tactics that *may* need to be shifted include event targeting, geo-fencing and conversion zones. However, not all industries will be impacted. Ask yourself, "During this time, will consumer behavior change for my advertiser's industry?"
- For example, a retail store may currently be running a conversion-zone based campaign tracking in-store traffic. It may be wise to shift that campaign to a call-tracking based campaign.
- Tactics that may work well in this season include: programmatic display, native advertising Social Media, Video / Pre-Roll / YouTube TrueView, Addressable Geotargeting and CTV / OTT.



### COCA-COLA

## Learning From History

### WRIGLEYS CHEWNG GUM

During the Great Depression, the American economy suffered and many businesses pulled back on advertising dollars. Coca Cola did just the opposite, and invested in a positive advertising campaign with the tagline "The Pause that Refreshes". During the first year of the campaign, **SALES ACTUALLY DOUBLED!** The economy may have been depressed, but "the pause that refreshes" appears to have been just what Americans needed to lift their spirits.

In 1891, William Wrigley Jr. founded Wrigley chewing gum. The chewing gum business was highly competitive in the late 1800s. During the financial recession of 1907, Wrigley mortgaged everything he owned to borrow \$250,000 and purchase deeply-discounted advertising space that would otherwise have cost him \$1.5 million. With his competitors shying away from spending on advertising during the recession, he launched a massive advertising campaign. The campaign proved to be hugely successful. In just a few weeks, Wrigley grew its market from the Midwest to the entire United States. By 1910, sales increased from \$170,000 to more than \$3 million. Wrigleys became the biggest gum manufacturer in the world. **TAKEAWAY?** Investing in advertising while your competition is pulling back could lead to a winning proposition!

## Key Reminders:

**FOR EVENT-BASED CAMPAIGNS:** If the event is cancelled, please submit a Helpdesk Ticket  
**TRAINING:** AffinityX will hold a training webinar covering all of these topics on Fri. 3/20. Link is forthcoming.

