



HOW COVID-19 AFFECTS MARKETING — BY THE — NUMBERS



PRESENTED BY

LEAP GROUP

Commercials. Pre-roll ads. Streaming services. Social media. The world is now saturated with messaging surrounding the coronavirus. While genuine and heartfelt in nature, it's becoming noise. Audiences are starting to turn COVID-related commercials into viral memes. Or worse, audiences are starting to tune out the messages altogether.

The fine line between genuine messaging and tuning into what is relevant is not new. COVID-19 is affecting every business, brand and person today. Ignoring the pandemic could be just as detrimental as starting your messaging off with slow, soft piano music that's indistinguishable from the commercial that played right before.

Our LEAP Panel team — LEAP Group's online consumer panel that's deployed to capture the voice of targeted audiences — researched exactly how COVID-19 is affecting marketing as well as the type of messaging that is engaging consumers.



HOW COVID-19 AFFECTS MARKETING BY THE NUMBERS

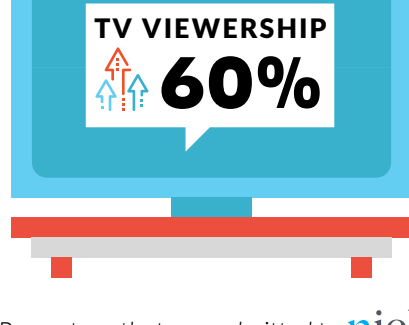
Our LEAP Panel discovered consumers are going to remember how brands adapted and positioned themselves during the pandemic.



50%
OF CONSUMERS STATED THEIR TRUST AND LOYALTY TO A BRAND WILL BE AFFECTED BY THE BRAND'S BEHAVIOR DURING COVID-19.

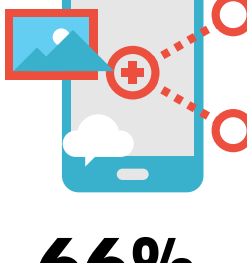
Brands that are responding in a genuine, helpful manner during COVID-19 are gaining loyalty purchases.

ENTERTAINMENT



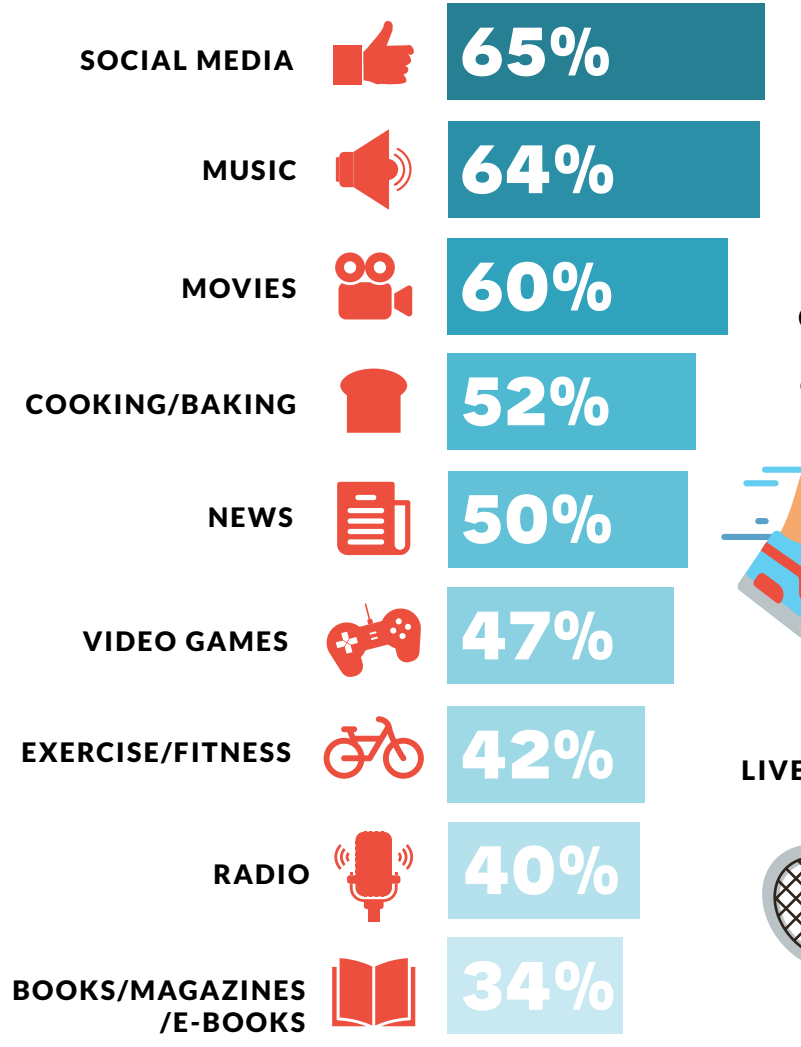
*Percentage that was admitted to **nielsen**

60%
OF REMOTE EMPLOYEES WATCH TV DURING WORK HOURS*

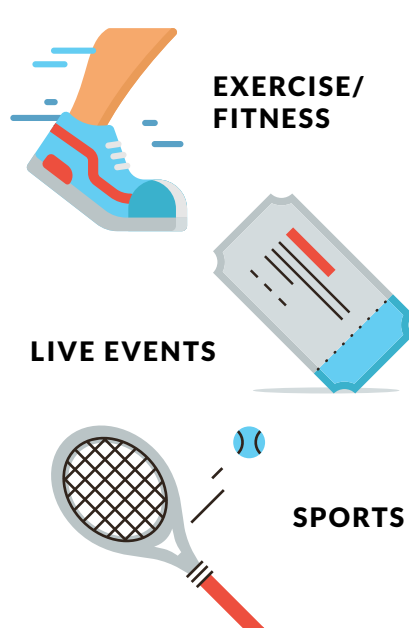


66%
STREAMING-SERVICE SUBSCRIPTIONS

TYPE OF CONTENT BEING VIEWED:



CONSUMERS ARE SPENDING LESS TIME WATCHING:



Comfort is key. Across all forms of media, Nielsen is finding people are re-watching, re-reading, re-consuming all their favorite media.

AUDIO STREAMING



CONSUMERS ARE LISTENING TO FEWER PODCASTS

Likely because commuting has decreased.



30%
CHILDREN'S MUSIC



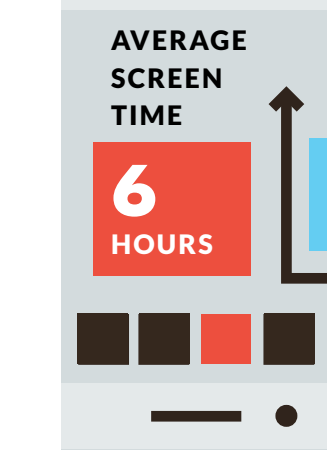
13%
MUSIC VIDEO VIEWERSHIP



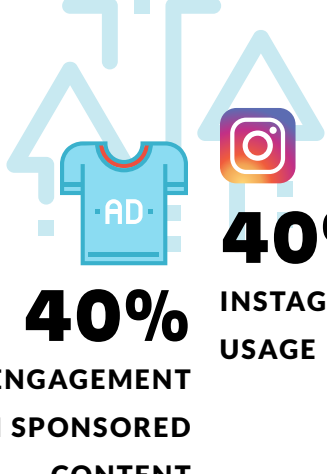
Nielsen reported audiences listening to audio are specifically looking to artists or brands that have used their resources to aid in COVID-19 efforts².

SOCIAL MEDIA

One of the leading ways for entertainment and remaining connected with friends.



18%
SCREEN TIME



40%
INSTAGRAM USAGE



According to Later, since brands can't gather at studios to shoot fresh content, social media influencers are becoming a source for brands and marketers³ to promote their products or services.

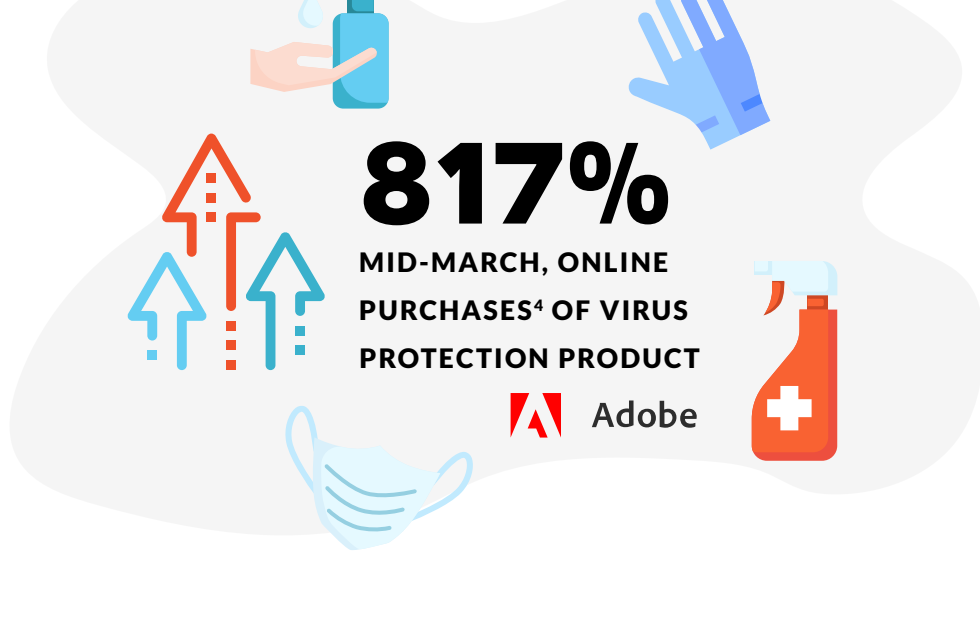
SHOPPING



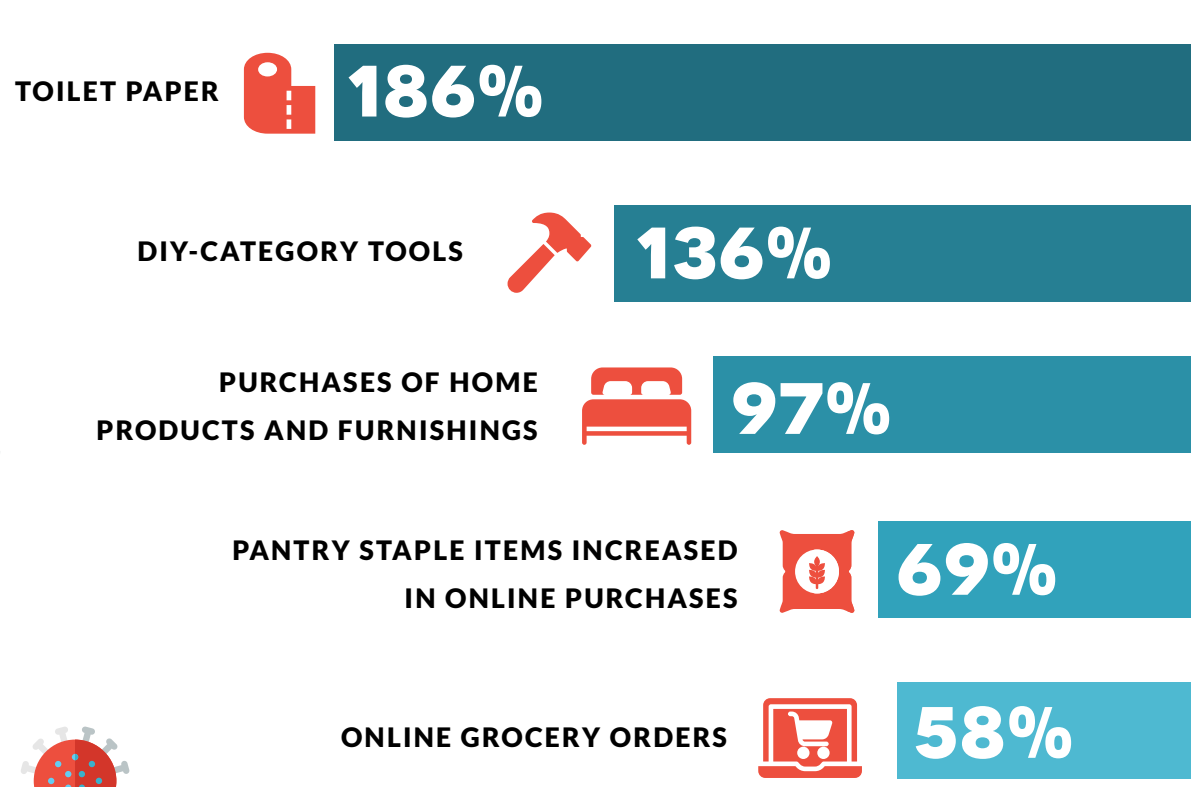
IN-STORE SHOPPING EXPERIENCES ARE OFF-LIMITS



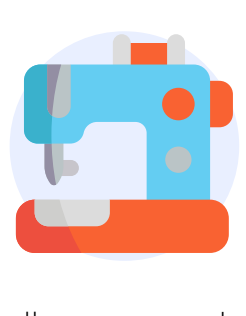
33%
E-COMMERCE (IN ORDERS FROM PREVIOUS YEAR)



WHAT PEOPLE ARE BUYING:



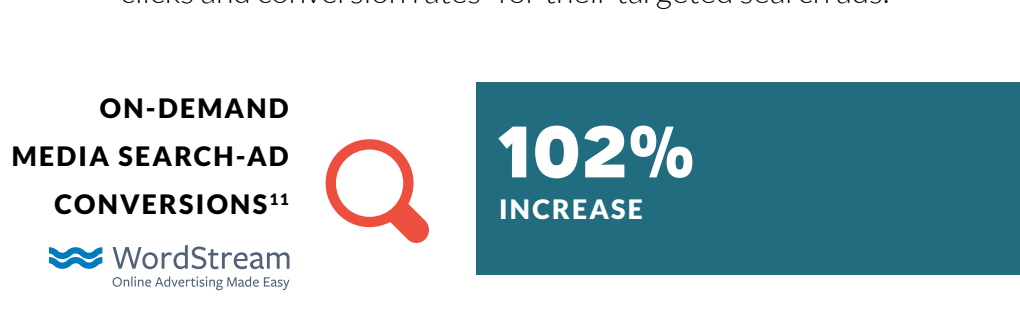
People have financial confidence shopping for "nonessential" items. But they are listening to influencers.



Additionally, consumers have been using the extra time at home to check off some projects that have been on their to-do lists.

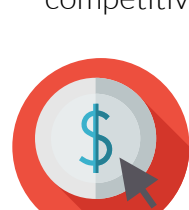
SEARCH

Brands in health and medical verticals are seeing increased clicks and conversion rates⁷ for their targeted search ads.

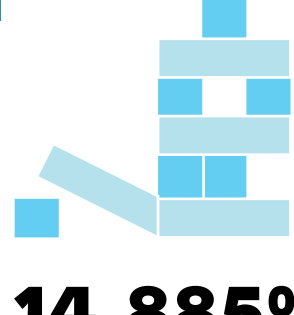


41% INCREASE
BEAUTY PRODUCTS¹⁰

CPCs have fallen in price⁹, opening up the field to what is normally an expensive competitive field for keywords.



THIS COULD BE A GOOD TIME FOR FINANCE BRANDS TO BUY IN TO PPC



14,885%
SEARCHES FOR JENGA

Jenga has become a best seller game on Amazon with its searches increasing over the previous year.

Infographic sources:

1. [Nielsen explains how COVID-19 could impact media usage across the US](#)
2. [Nielsen explains how COVID-19 could impact media usage across the US](#)
3. [The Impact of COVID-19 on Influencer Marketing](#)
4. [How COVID-19 is Impacting Online Shopping Behavior](#)
5. [How COVID-19 Is Changing Online Shopping Behavior](#)
6. [How COVID-19 Is Changing Online Shopping Behavior](#)
7. [The small Business Guide to COVID-19: How the Novel Coronavirus Pandemic Has Impacted Online Advertising–And How to Respond](#)
8. [The small Business Guide to COVID-19: How the Novel Coronavirus Pandemic Has Impacted Online Advertising–And How to Respond](#)
9. [The small Business Guide to COVID-19: How the Novel Coronavirus Pandemic Has Impacted Online Advertising–And How to Respond](#)
10. [The small Business Guide to COVID-19: How the Novel Coronavirus Pandemic Has Impacted Online Advertising–And How to Respond](#)
11. [The small Business Guide to COVID-19: How the Novel Coronavirus Pandemic Has Impacted Online Advertising–And How to Respond](#)