



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.

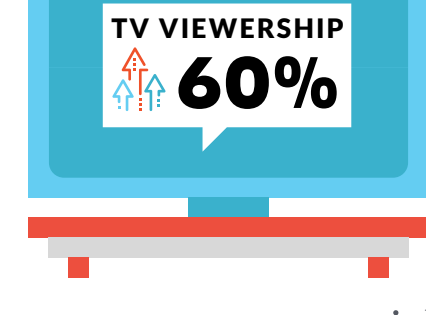
Our LEAP Panel team – LEAP Group's online consumer panel that's deployed to capture the voice of targeted audiences – researched exactly how COVID-19 is affecting marketing as well as the type of messaging that is engaging consumers.



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.

ENTERTAINMENT

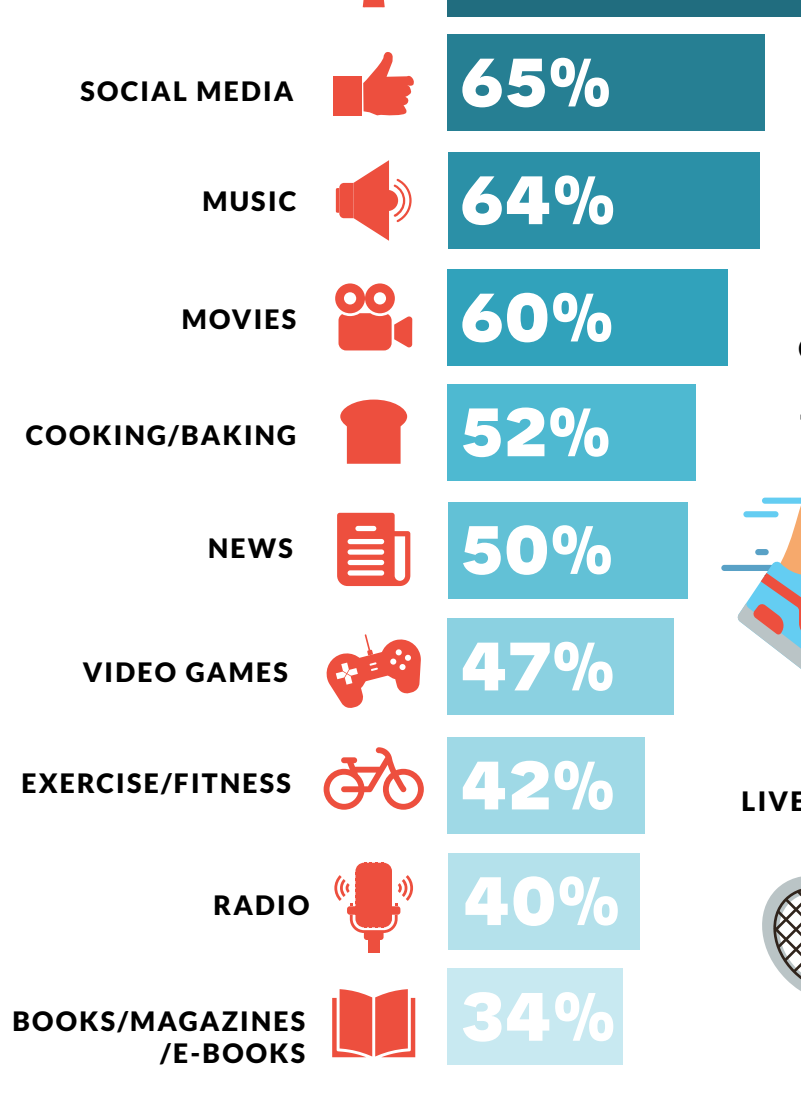


60% OF REMOTE EMPLOYEES WATCH TV DURING WORK HOURS^{1*}

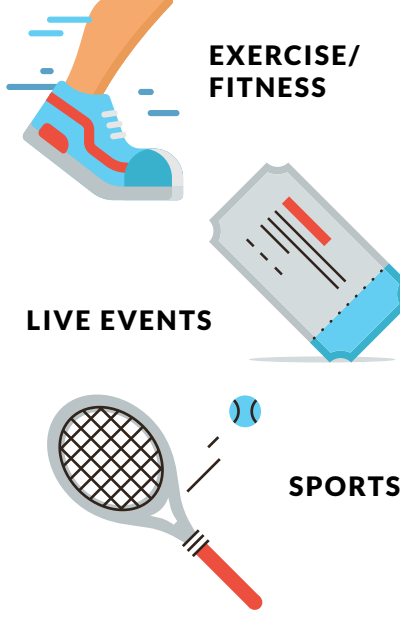
*Percentage that was admitted to **nielsen**

↑↑↑ **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.



npr



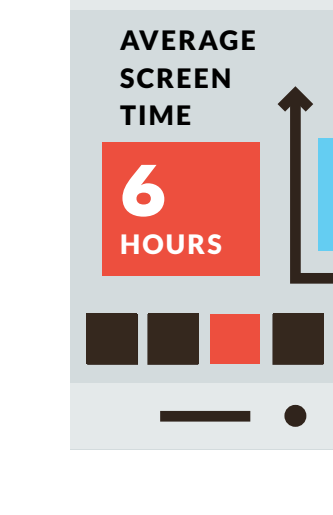
Billboard



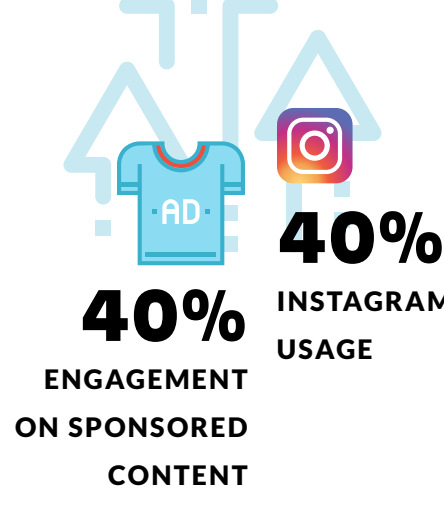
Nielsen reported audiences listening to audio are specifically looking to artists or brands that have used their resources to aid in COVID-19 efforts².

SOCIAL MEDIA

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



↑↑↑ **18%** SCREEN TIME



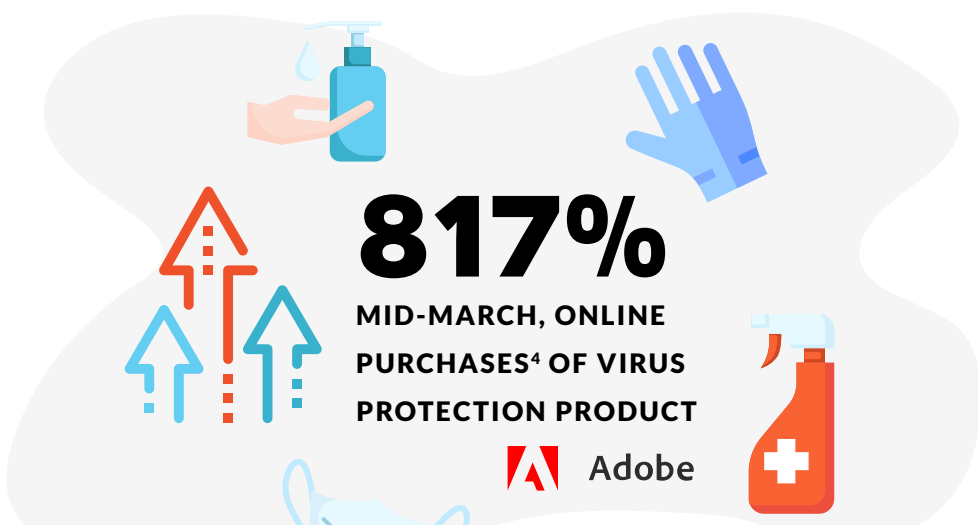
40% ENGAGEMENT ON SPONSORED CONTENT



Later

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



Adobe



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.

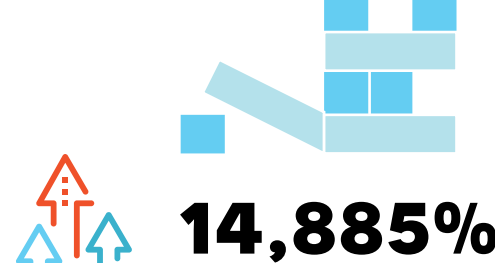


WordStream
Online Advertising Made Easy



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



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](#)