

## 5 THINGS TO CONSIDER WHEN ADVERTISING DURING THE COVID-19 PANDEMIC

*There's never been a more crucial time to message your brand carefully.*

The current COVID-19 pandemic has created enormous challenges for all businesses in New Zealand, including those in the advertising and marketing sectors. Businesses are having to change the way they operate, as well as the way they market their products and services.

*It is the brands that continue to be present and visible who consumers will remember when the doors open back up and we get back to a 'new' normal.*

Here are five things all businesses should consider when navigating the tricky waters of COVID-19:

01

### YOUR CONSUMERS ARE WORRIED, AND THEIR FOCUS HAS CHANGED

Marketing in the midst of a global pandemic is always going to be a delicate task. You need to know where people are coming from and what they are focused on, because their needs have understandably changed. For the time being, people are rightly concerned about their health and that of their loved ones, and everything else is taking a back seat

You can respond by scaling back sales orientated advertising and providing reassuring messages instead. Let people know what safety and sanitation precautions your business is taking to alleviate their concerns. There will be plenty of time to sell products when the COVID-19 crisis has passed, but for now, a more understanding tone is the right approach.

02

### PEOPLE ARE CONCERNED ABOUT THEIR FINANCES

COVID-19 has had an extreme ripple effect throughout the economy that has sent the stock market spiraling. This means people are not only worried about their family's health, they're also stressed about their finances.

Businesses can respond to these concerns by offering special pricing, new financing deals and other incentives designed to set their customers' minds at ease. These messages resonate strongly in these troubled times. Being human and transparent is key.

03

### BUSINESSES ARE EXPECTED TO DO THEIR PART

If COVID-19 has taught us anything, it is that everyone is in this together. From the restaurant on the corner to the big airlines, every business is navigating this crisis in its own way.

At the same time, businesses are expected to do their part, so use this opportunity to talk about what you're doing to help.

04

### SHOPPERS ARE FOCUSED ON THE BASICS

As staying at home and practicing social distancing becomes the norm, consumers are becoming more focused on the basics — the items they need to sustain themselves and their families during this time.

You can respond to this new reality by focusing your marketing efforts on your products that are in the highest demand and prioritising your online shopping channels to serve customers within their homes. If this is done well, you might even see your cash flow improve during these challenging financial times.

05

### HOW YOU BRAND YOURSELF NOW CAN SET THE TONE FOR FUTURE SALES

Demand is likely to remain subdued for some time yet, but that doesn't mean it's going away. Indeed, financial experts expect a spike in shopping and product demand once a vaccine is developed or a solid treatment is found.

As a business, you can prepare for this pent-up interest by building your brand and creating bonds with your community. From helping out with local needs to being visible in media channels and active on social media and other online channels, there are things you can do to enhance your brand awareness and be ready for the shopping spree to come.