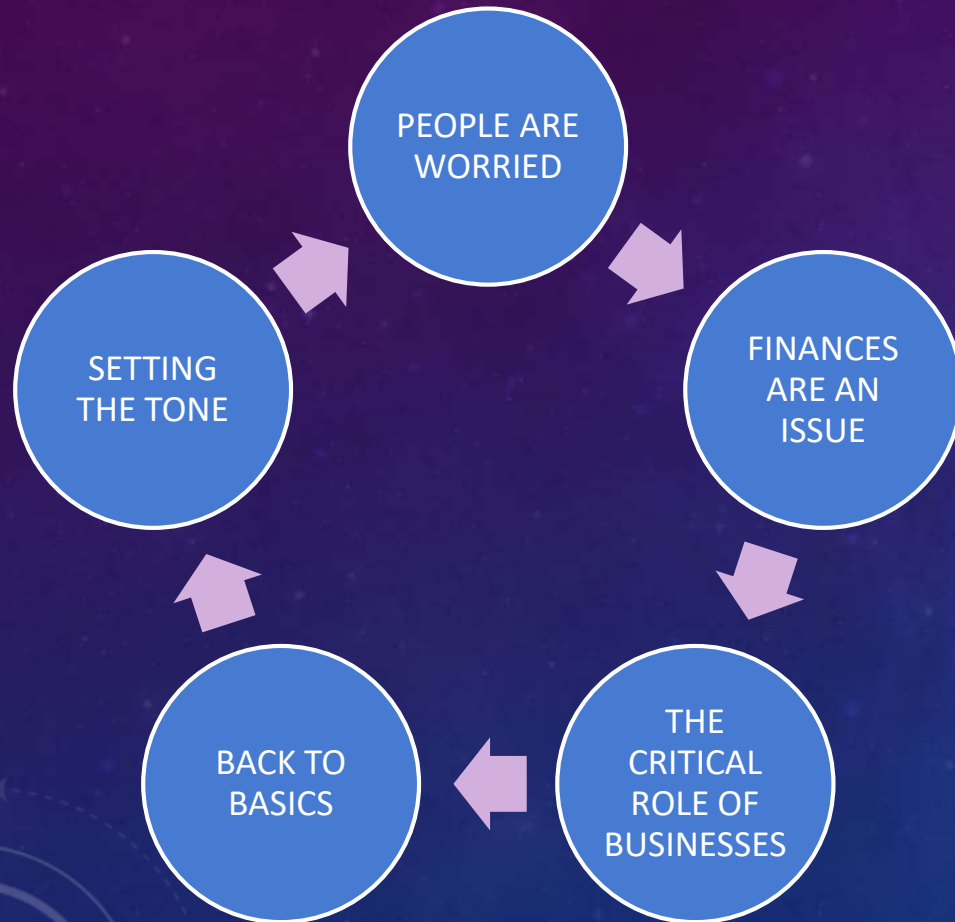


The background is a dark blue gradient with abstract white and light blue circular patterns. On the left side, there is a large circular scale with tick marks and numbers ranging from 140 to 260. Other smaller circular elements with arrows and partial scales are scattered across the background.

# BRAND POSITIONING AND ADVERTISING DURING COVID 19 PANDEMIC

BY IRENE KIWIA  
FRONTLINE MEDIA MANAGEMENT  
DAR ES SALAAM, TANZANIA  
MAY 2020

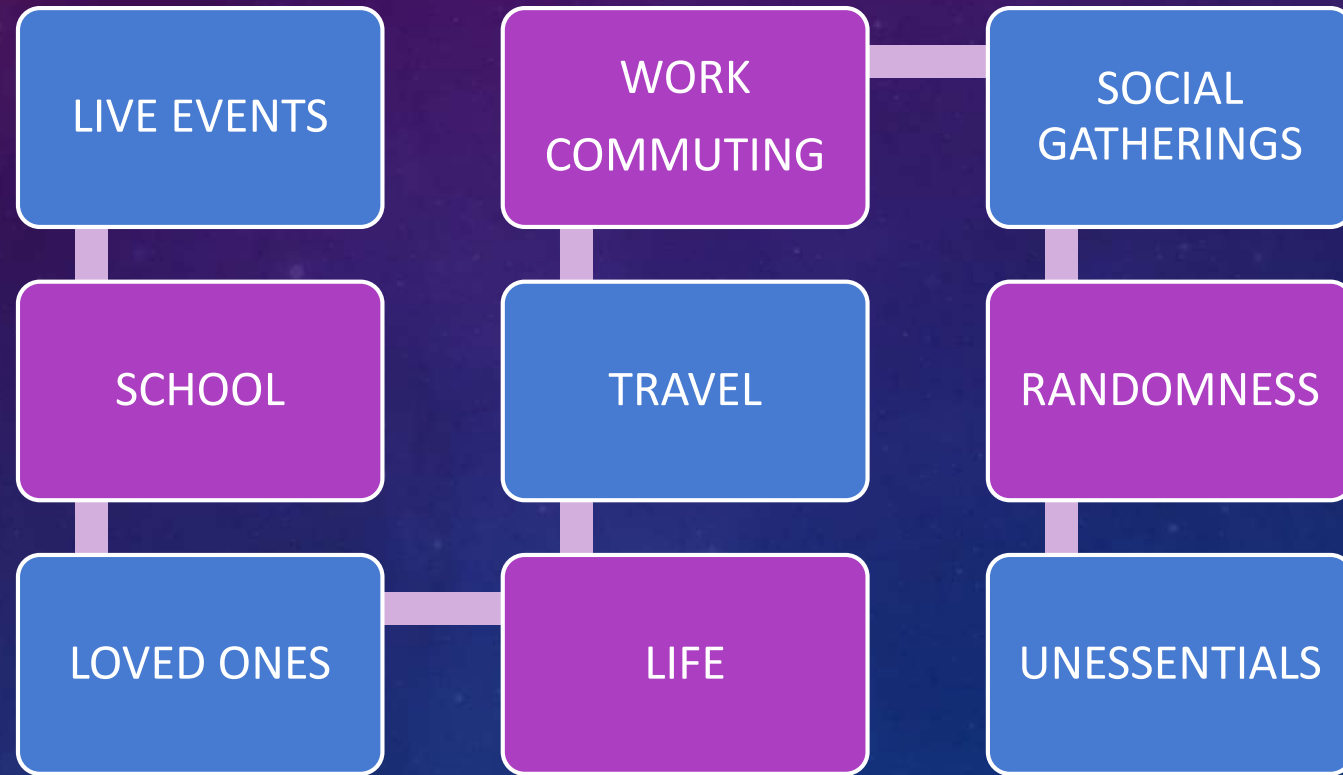
# MMMMHH...



## 30-second summary

- In order to adapt to the “new normal” 24% of people plan to delay large purchases.
- 42% are planning to cook at home to save money over the next six months.
- People are spending anything between 3 to 7 hours on social media in a day.
- VARIOUS surveys found that 68% of people find it helpful when ads show regard of the current scenario and 62% know that brands mean well.
- 42% of market leaders mentioned that their marketing teams lacked the bandwidth to quickly adapt to shifting priorities and create new content.

# WHAT DO PEOPLE MISS THE MOST?



# THE NEW NORMAL...

Streaming services: 42.0% user increase, driven by 18-44 year olds

Work/telecommuting: 25.4% user increase, driven by 25-44 year old homeowners

Online shopping: 30.7% user increase, driven by 25-34 year olds

Social media usage: 33.8% user increase, driven by 18-44 year olds

Mobile gaming: 21.1% user increase, driven by 18-24 year old male renters

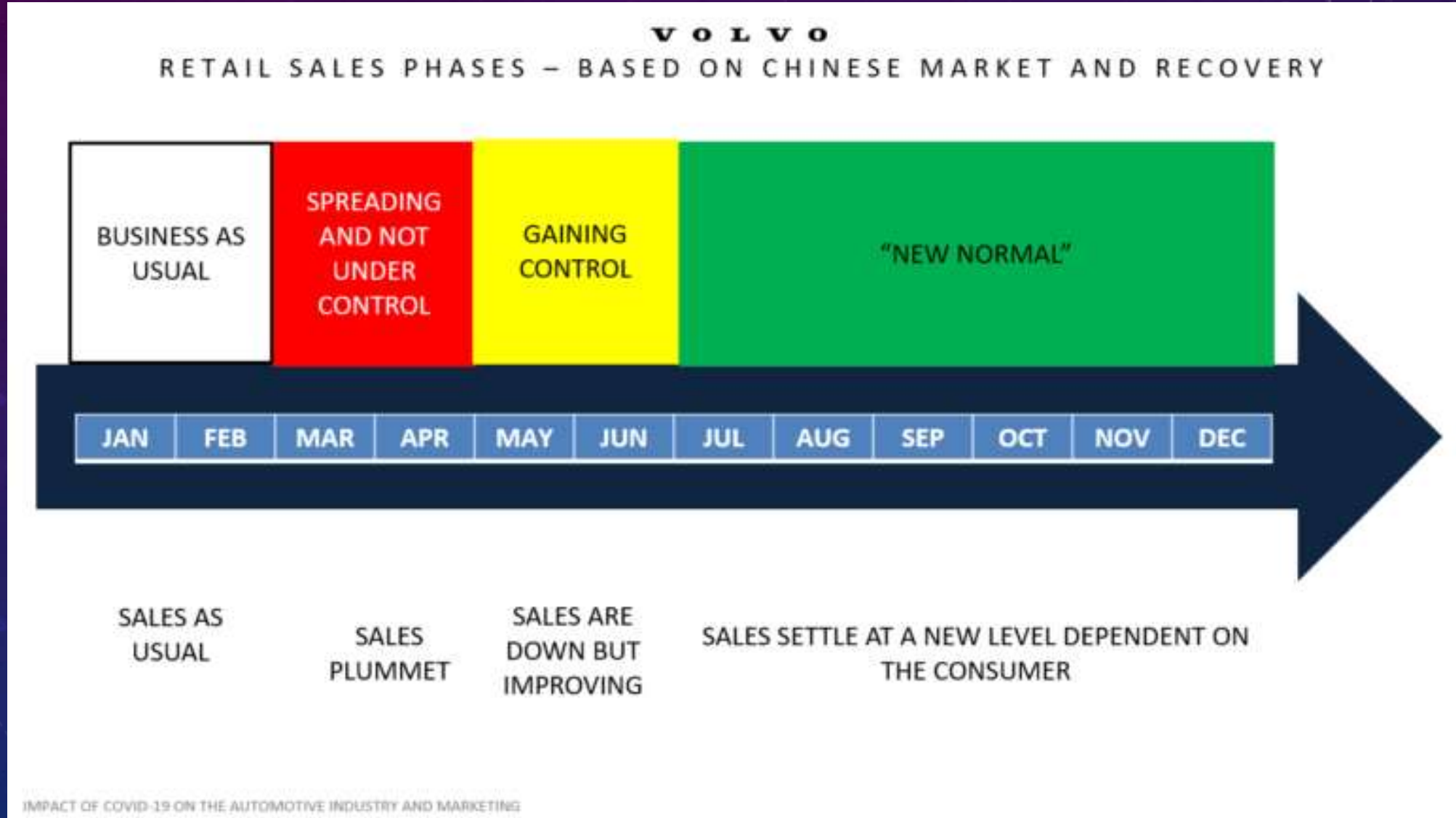
Virtual workouts: 14.4% user increase, driven by 35-44 year olds

- 49% plan to delay travel
- 44% plan to delay major medical procedures
- 24% plan to delay home improvements or repairs
- 24% plan to delay large purchases
- 12% plan to delay car repairs

# WHAT TO DO?



# SALES PHASES TO CONSIDER...



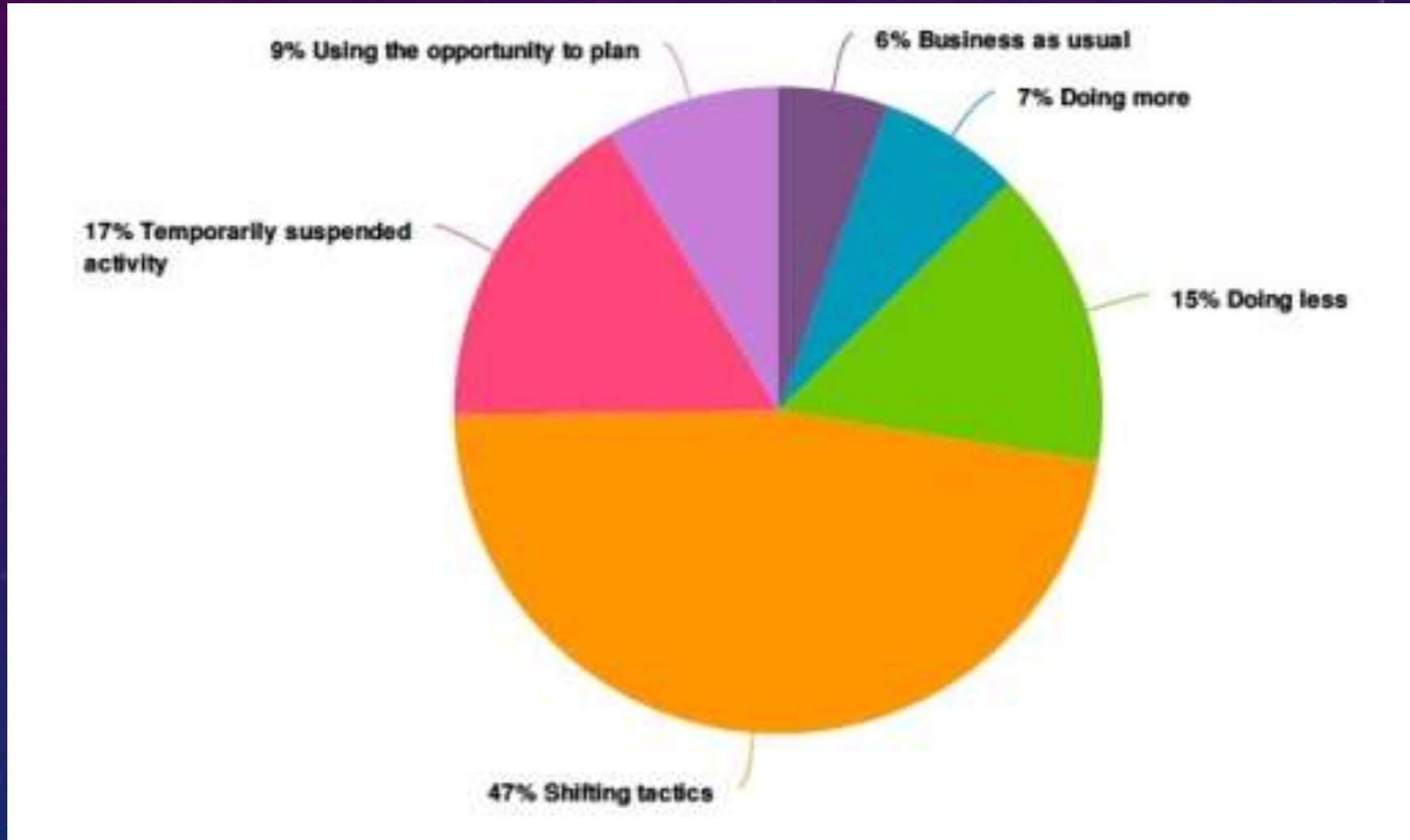
# WHAT ARE ADVERTISERS MAIN CHALLENGES?

## Biggest Challenges Marketing Teams Face during the Pandemic



N = >100

# HOW ARE COMPANIES ADJUSTING?





ALIGNING, ALIGNING, ALIGNING!!!

**IF YOU EVER  
DREAMED OF  
PLAYING FOR  
MILLIONS AROUND  
THE WORLD,**

**NOW IS  
YOUR CHANCE.**

Play inside, play for the world.



TO DO...

**MYER one**

Women Men Beauty Kids Home Entertainment Giftorium Sale



Your home office  
dress code

NOW OFFERING



**CONTACTLESS  
DELIVERY**



ALL ORDERS ARE NOW CASHLESS & CONTACTLESS

# NOT TO DO...

 **Bupa Australia**  
Sponsored · 

Don't panic. Get Bupa Health Insurance.





**Because there are other ways to be prepared.**

BUPA.COM.AU  
**Bupa. Because life happens.**

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**Pre-order now!**

WE CARE ABOUT YOUR HEALTH & WELLBEING

Essentials to keep you safe & well this season are now available at [katies.com.au](#).

*Online Exclusive*

[SHOP NOW](#)



# NOT TO DO...



1. Don't shut it down
2. Add value
3. Be able to react fast
4. Be empathetic
5. Creativity is key

“Great advert KFC, bad timing. Finger lickin’ no good.”

**THANK YOU!**

**60.8%**

**of employees either occasionally, often or always ignore emails at work.**

**BE CREATIVE**