



AMOBEE

COVID-19 CPG RESTART PLAYBOOK

Brand planning for
changing times

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The outbreak has already caused an array of changes in shopping behavior, and we're focused on understanding the ones that will come next, how long they'll last, and whether any will stay with us after the outbreak is behind us.

Scott McKenzie, Nielsen global intelligence leader

Covid-19 drove demand for consumer products sky-high while also creating widespread supply shortages. CPG brands that had been stable for decades experienced inventory blind spots and raced to keep up with product demand as panic buying ensued and consumers were faced with empty store shelves at every turn.

In many CPG categories, consumers have shifted to adaptive behaviors that could become permanent, and only brands that are equipped with data-driven tools and flexible strategy will recover, retain, and expand market share and consumer trust.

This Playbook offers a series of steps for re-launching your marketing and media plan so you can exercise a first-mover advantage in the days and weeks ahead as the country begins to reopen.



Reassess your audience



Craft your messaging

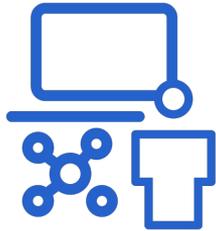


Realign your media plan



CHECKLIST

1 REASSESS YOUR AUDIENCE



How has the pandemic affected your audience and segmentation?

- ❑ Have the disposable income and product interests of your audience changed?
- ❑ How have your audiences been impacted in different areas of the country?
- ❑ Is the mindset and experience of your audience targets still changing? Are they evolving week-to-week? (frequently the answer to this is Yes)
- ❑ Are you looking to defend existing market share or push to win new share?
- ❑ Should your propensity scores be revised?

2 CRAFT YOUR MESSAGING



Should your messaging be updated?

- ❑ How has consumer sentiment shifted toward your brand and competitors in the context of the crisis?
- ❑ Are you driving brand awareness for share-shift or lower-funnel purchase intent?
- ❑ Does the tone of your messaging align with consumer experience and stress levels during this time?
- ❑ Are you facing any supply chain constraints that may require different messaging by region?

3 REALIGN YOUR MEDIA PLAN



What strategic adjustments will help you adapt to a U.S. economic restart?

- ❑ How has your audience's media consumption changed?
- ❑ Can you first test your audience and messaging insights in email or other owned media?
- ❑ How has your audience distribution across TV and digital changed post Covid-19?
- ❑ With the TV Upfronts evolving, are you using real-time viewership data to help evaluate a new way to invest? Are you leveraging technology to help with flexibility, strategic audiences, and ADU's?

EXAMPLES & INSIGHTS

REASSESS YOUR AUDIENCE

Finding new and innovative ways to reach and engage audiences can be a challenge for any marketer, especially during and after a global crisis. A lack of timely and meaningful audience insights for cross-screen targeting intelligence can severely limit effective planning and campaign execution.

Now more than ever as the economy restarts, brands and agencies need to get ahead of real-time data about trends, topics, behaviors, interests, and sentiment so they can better assess shifts in consumer behavior and unlock new planning opportunities across all screens.

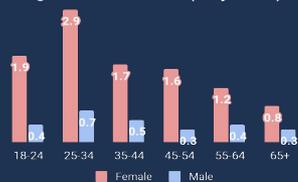


Online Beauty Intenders Got Older

In the example below, there was a significant audience shift during the pandemic as the beauty intender demographic skewed to older women (35-44) and men (45-54). The data also shows that consumers with a household income of \$100-150k were more likely to make their purchases online than they were a year ago, whereas income brackets of \$150k and higher showed less interest year-over-year. This underscores the need to expand targeting methodologies to identify new and emerging CPG demographic segments as consumer behaviors shift and level-set in the critical weeks and months ahead.

Beauty Brand Intenders | Demographic Breakdown

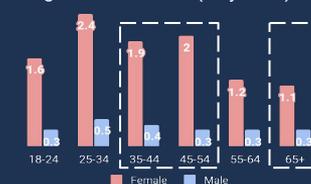
Age x Gender Skew (May 2019)



HHI Skew (May 2019)



Age x Gender Skew (May 2020)



HHI Skew (May 2020)



*Amobee Brand Intelligence, May 2020

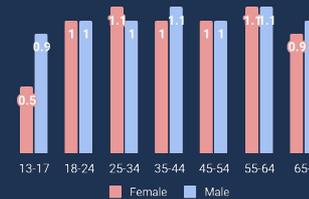
UNDERSTAND THE IMPACT OF BEHAVIORAL TRENDS

Teens discovered home brew

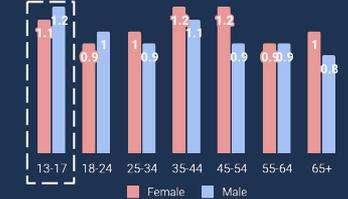
Looking at another example, we see how the recent crisis influenced at-home coffee consumption among teenagers. In April 2019, teenagers under-indexed as home coffee drinkers, but a year later during the pandemic, teenagers were almost two-times more likely to be drinking their java at home than the general U.S. population. This means that your customer segmentation has expanded with new opportunities to build loyalty with millennial at-home coffee drinkers. In concert with this demographic shift, data also shows an increase in online news content consumption year-over-year on sites like BuzzFeed and NPR, indicating how one behavioral trend can influence others.

At Home Coffee Drinkers | Audience Profile

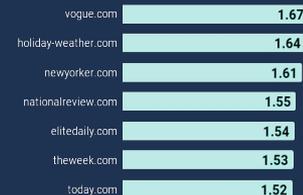
Age x Gender Skew (May 2019)



Age x Gender Skew (May 2020)



Top Skewing News Sites (May 2019)



Top Skewing News Sites (May 2020)



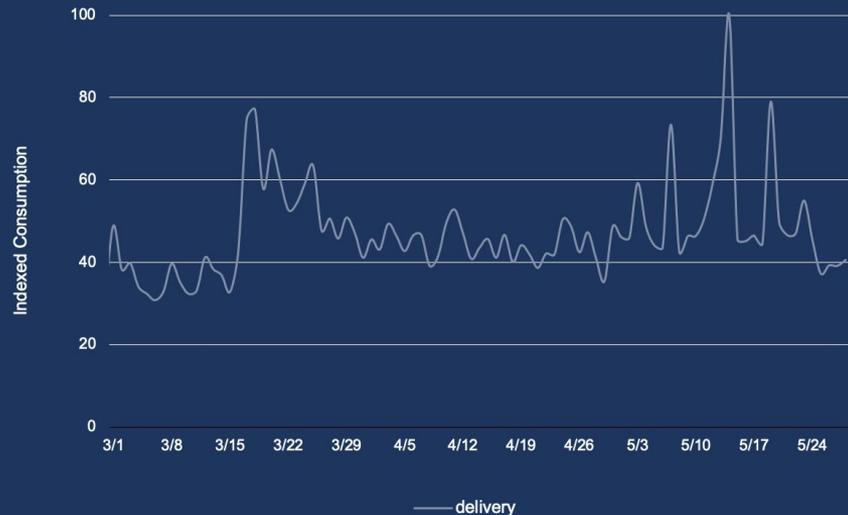
*Amobee Brand Intelligence, May 2020

EXPLORE ALL SALES DELIVERY CHANNELS

Alcohol sales changed with the seasons

The data shows that trends throughout April drove increased demand for alcohol delivery as opposed to pickup, and that consumer interest in specific seasonal, warmer-weather alcohol products and beer flavors helped drive this engagement. Marketers can capitalize on these learnings by ramping up media according to observed real-time consumption and by leveraging custom precision targeting to reach consumers with alternate delivery channels.

Delivery | Online Engagement | Mar - May 2020



*Amobee Brand Intelligence, May 2020

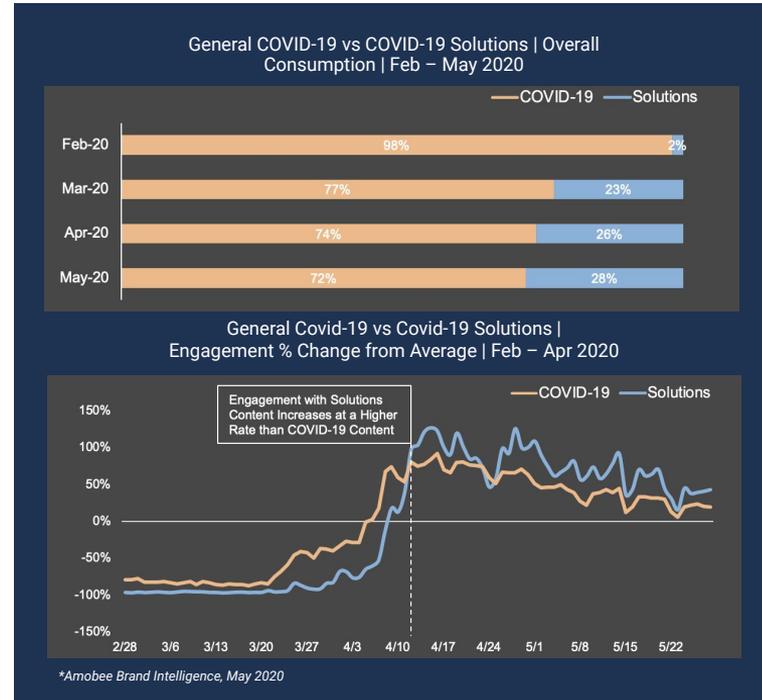
CRAFT YOUR MESSAGING



Brands that are locked in legacy campaign strategy and lack self-aware insights on how consumer sentiment has shifted over the last 90 days run the risk of coming across as tone deaf in communications to new and existing customers.

Market data indicates that consumers are quickly pivoting as they look for new product and service solutions. While many brands' initial Covid-19 response focused on conveying empathy to consumers during social distancing restrictions, a leading-edge creative strategy two weeks ago has quickly become outdated.

Media messaging that speaks specifically to new behaviors taking shape will likely have a significant market advantage.



LEVERAGE INSIGHTS TO SEIZE THE MOMENT

Sanitizing became top priority

Looking at the cleaning product category, disinfectants are now the top cleaning product among Americans due to Covid-19. Data shows that in March 2019, the top categories were bleach and scented products, followed by affordable products. A year later, that focus shifted dramatically to disinfectants, bleach, and sanitizing products, while interest in scented and affordable products dropped. This signaled a major shift in how consumers perceive household products, and how product efficacy became prioritized over affordability and scent. This insight should be applied to both marketing creative and packaging creative.

Once you have new messaging insights directing your creative, first thing to consider is A/B testing creative. The best place to test new messaging is in owned and operated media, like your website and email channels.

Cleaning Product Associations | YoY Change

March – May 2019



March - May 2020



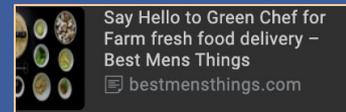
*Amobee Brand Intelligence, May 2020

CONNECT WITH NEW CONSUMERS

Millennials rebounded on meal kits

In another example of brand messaging that closely follows shifts in consumer behavior, a year before the pandemic, millennials were highly engaged with fresh-ingredient home delivery meal kits such as Home Chef and Green Chef. That engagement dropped precipitously over the holiday season but then spiked back up during the pandemic as shelter-in-place orders took hold and consumers were eager to engage with meal kits and delivery from brands such as Chick-fil-A and Taco Bell. In this scenario, positioning your messaging to complement home cooking trends can help you better connect with your intended audience and even expand into new consumer demographics.

Meal Kit Trends Among Millennials | Apr 2019 - May 2020



*Amobee Brand Intelligence, May 2020

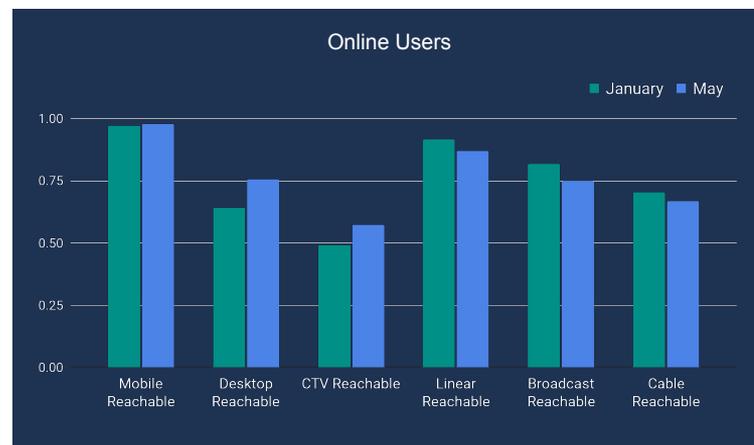
OPTIMIZE YOUR REACH ACROSS ALL SCREENS

The next big shift in consumer behavior is channel consumption. Home isolation has accelerated consumer time and financial investment in streaming products like Hulu, Sling, Tubi, Pluto, and Roku, which create increased scale for time-shifted TV experiences.

With a substantial increase in news consumption paired with a corresponding drop in live sports, advertisers need to take a hard look at their existing network and daypart mixes in broadcast TV. According to eMarketer, TV ad spend is expected to drop by up to 29% in the first quarter of this year. Luckily, with a rise in addressable inventory on the biggest screen in the home, there are ample opportunities to fill in the delivery gaps of any adversely affected TV commitment.

The data here shows how addressable audiences have evolved across all screens and channels before Covid-19 to now. This example shows the shifts with respect to audience availability in mobile, desktop, CTV, broadcast, and cable channels between

January and May of this year. While mobile remained flat, we see gains of 11% in desktop and 9% on CTV, as well as a drop of 5%, 7% and 4% on TV, broadcast and cable respectively.



LET IN-STORE INVENTORY INFORM MEDIA SPEND

Grocery and stock shortages quickly became a stark reality during the pandemic, putting many brands and their competitors in a precarious position.

With real-time data visualizations on shopper consumption trends and in-stock CPG store availability, brands can more easily get ahead of potential shortage issues. This empowers them to cut media spend where their products have run out of stock and heavy-up in geo-locations where competitor stock is in short supply.

Major CPG reduces waste

By optimizing media targeting, ads were served only to *relevant* in-store locations

Goals

- Generate awareness of a new product launch across markets to drive relevant in-store visits
- Concentrate media spend in ZIP Codes carrying the new product and eliminate advertising spend where consumers are unable to purchase product

Results & Insights

66%

Prevention of potential media waste

29%

Increase in campaign budget reach

ADAPT TO NEW TIME-SHIFT REALITIES

Shoppers changed their ways

The data here shows that year-over-year engagement around grocery shopping online and in-store changed pre- and post-Covid-19. Weekly shopping cycles that were previously predictable, with the highest shopper engagement taking place on Sunday and Monday in the latter part of the day, shifted to Tuesday and Wednesday in the middle of the day as consumers tried to limit grocery trips and avoid crowds and traffic. This indicates that grocery browser behaviors have time-shifted to accommodate how consumers choose to spend their time during and, quite possibly, after the pandemic. This creates new opportunities for brands to better align their media to this change.

Grocery Shopping | Timing Engagement

Jan - May 2019



Jan - May 2020



*Amobee Brand Intelligence, May 2020

FIND YOUR AUDIENCE WHEREVER THEY ARE

CPGs must upgrade their inventory strategies by understanding the proper channels and content types for reaching today's consumers. More time at home and shifting consumption habits have resulted in more time on streaming platforms and increased engagement with stay-at-home, entertainment, and gaming content.

CPGs can **defend and gain market share** by adjusting their media plans to focus on inventory that aligns with at-home consumption trends. Using Brand Intelligence insights and Amobee's strong inventory partnerships, CPGs can **execute turnkey activation on premium media aligned with these audiences.**

Amobee provides access to a variety of premium publishers and platforms. A sample of these are shown here. *Note:* there are many more available within the Amobee DSP.

For publisher recommendations and CPG inventory packages, contact your Amobee Account Team or solutions@amobee.com.

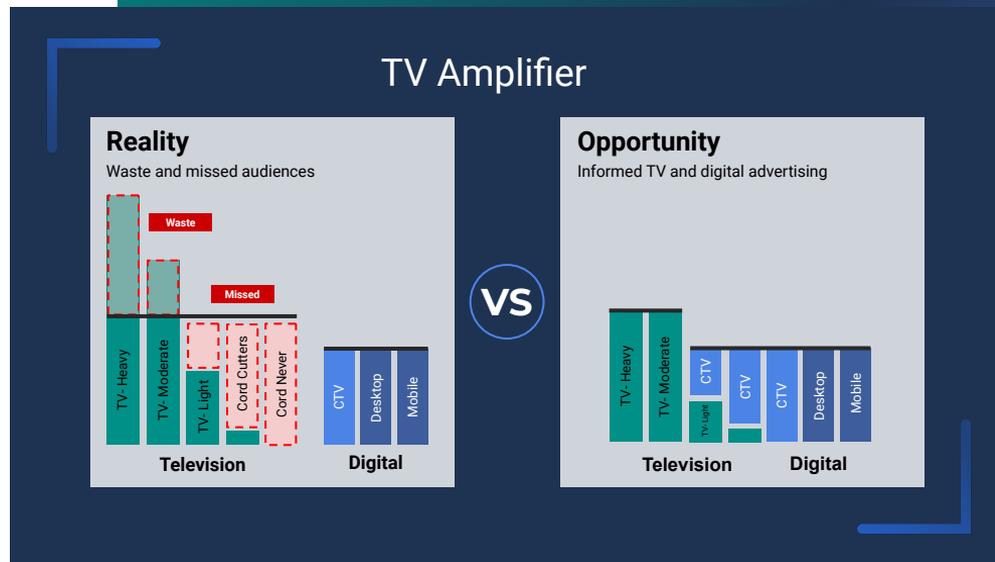
Access premium publishers and platforms aligned to at-home inventory consumption



STAY FLEXIBLE ON MEDIA COMMITMENTS

If you're in the process of reassessing commitments made in the 2019 upfronts, your best bet is to ensure that new digital buys complement any TV strategies that offer you little to no flexibility. To achieve this, we offer our flagship TV Amplifier solution, which makes it easy to optimize your reach and frequency across all screens, including TV, CTV, digital, and social media.

Amobee's integrations with Nielsen and Inscope enable advertisers to find under-exposed or unexposed audiences and complement traditional TV buys by targeting these audiences on digital devices (desktop, mobile, and CTV).



MASTER THESE KEY RESTART REALITIES

- No matter what vertical you're in, your audience has changed over the last 60 days and your propensity modelling needs to change with them.
- People that were in-market for your product may not be now, or you're faced with an entirely new audience that you need to adjust your messaging for.
- To survive and thrive in a post-pandemic world, you need to know who your audience is, where they are, and how you can most effectively communicate with them.





GET STARTED

COVID RESTART: TURNKEY ACTIVATION WITH AMOBEE

For qualified campaigns, Amobee can provide the following analytic and activation solutions:

Audience & messaging tools

Covid sentiment and market trends analysis	Weekly	Customized Covid-19 analytics pack tracks changes in consumer engagement and sentiment for your brand, competitors, and pandemic topics of your choice.
Pre/post Covid audience analysis	Monthly	Analyze your existing audiences for changes in income demographics, product interests and brand sentiment from March to current time period.
TV-aware digital plan	One-time	Plan across screens with a reach curve analysis of your Linear TV schedule coupled with an omnichannel programmatic forecast of proprietary TV Amplifier segments.

Media tools

Contextual brand safety filters for pandemic topics	Unlimited	Dynamically suppress non brand safe content, with filters that optimize away pandemic related topics as they evolve throughout the flight of the campaign.
In-flight brand-specific covid association and trend report	Monthly	Ongoing consumer engagement, sentiment and pandemic trends analysis packs to drive optimization of messaging and media in-flight.
In-flight cross screen reach report	Monthly	Household and person based reach and frequency across TV, CTV, Desktop and Mobile.
In-flight media waste report	One-time	Media cost waterfall analyses to measure and optimize working media over campaign flight.
Campaign management services	Available	All aspects of analytic services, media planning and campaign execution can be fully managed by Amobee on behalf of your brand.

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