



# COVID-19 TRAVEL RESTART PLAYBOOK

Brand planning for  
changing times

“

*Once lockdown restrictions are eased, the day trip will be the first activity that will see a revival as people are free to explore their local areas and enjoy nature again.*

*Caroline Bremner, head of travel for Euromonitor International*

# CHECKLIST

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During Covid-19 and its aftermath, the travel industry needs a reset.

In the days and weeks ahead as the country begins to re-open, by thoroughly assessing marketing performance and shifting consumer behaviors, travel marketers can future-proof their plans and tactics with new tools for the present and future consumer reality.

This Playbook offers a series of prescriptive steps for re-launching your marketing and media plan so you can exercise a first-mover advantage as new consumer behaviors begin to take hold.



**Reassess your audience**

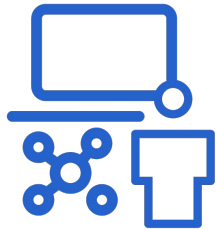


**Craft your messaging**



**Realign your media plan**

# 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.

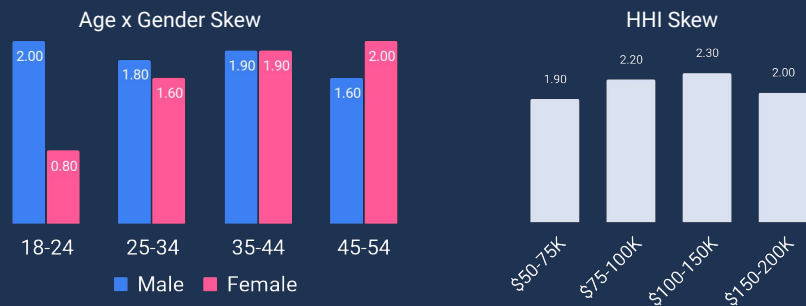
Now more than ever as the economy restarts, travel brands and agencies need to get ahead of real-time data about trends, topics, behaviors, interests, and sentiment so they can better assess shifts in consumer behavior and unlock new planning opportunities across the web, social, mobile, video, and TV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

## Everyday leisure travelers stayed active

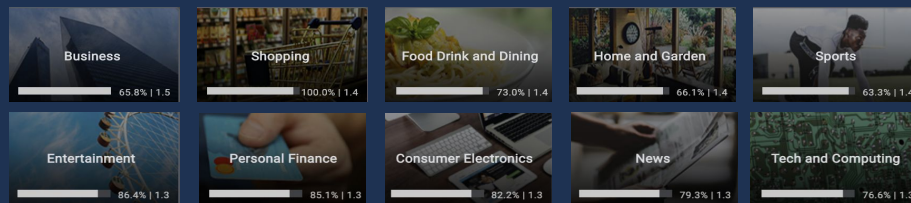
At the height of the pandemic, our data shows that this key audience skewed to a lower age bracket for males and a higher age bracket for females. Household income brackets also skewed higher. This invigorated demographic of travelers showed higher-than-usual engagement with personal finance, business finance, gaming consoles, fitness activities, sports figures, and commercial real estate.



### Demographic Profile | Budget Leisure Travelers | May 2020



### Top Skewing Interests | Budget Leisure Travelers | May 2020



\*Amobee Brand Intelligence, May 2020



# DISCOVER NEW PRIORITIES AMONG TRAVELERS

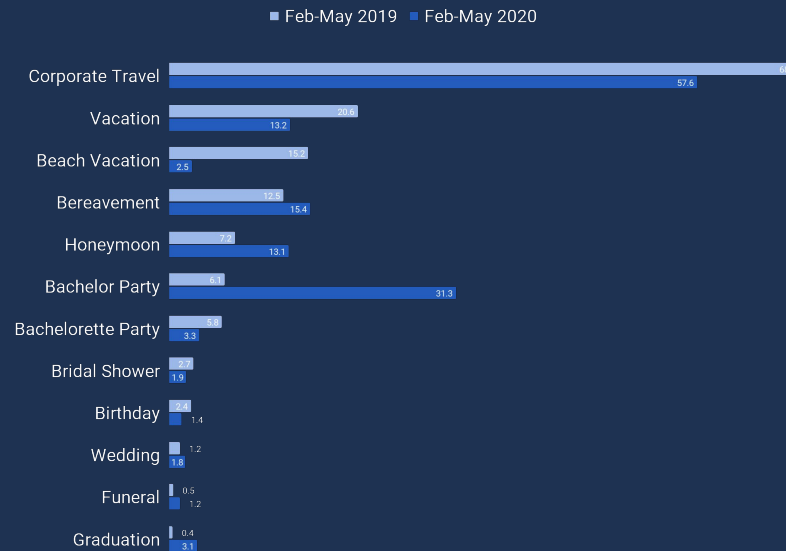
## Special and sacred events still matter

Looking at the event-travel category specifically, travel bookings overall saw a steep decline in March as non-essential travel diminished. However, consumer interest in booking flights for special occasions and one-time events like weddings and honeymoons that could be rescheduled increased year-over-year.

It is worth noting that during times of crisis, bachelorette parties are more likely to be cancelled, but bachelor parties are more likely to be rescheduled. This data speaks to both occasion and demographic composition for the travel audience.

Complementary to the data from the chart before, segmentation should now consider young males and occasion travellers in their audience composition.

## Moments Around Booking a Flight | Skew | YoY Comparison



*\*Amobee Brand Intelligence, May 2020*

# TAP INTO THE CONSUMER ZEITGEIST

The industry has been moving toward the convergence of TV and digital, but in this era of Covid-19, it's happening at a much faster pace and with greater importance. With **Amobee Brand Intelligence**, marketers can unlock the power of unrivaled audience insights to take advantage of new planning opportunities across TV, connected TV, desktop, mobile, and social media. Amobee BI tools provide answers that solve for marketer's most critical objectives:

- Transform audience and contextual insights into empowered media activation based on historical trends.
- Gain a deeper understanding of the interests, topics, considerations, and trending content that is top-of-mind for your audience.
- Measure and analyze organic interests across your brands and audience over time to identify key industry, economic, and audience changes.
- Break down the competitive landscape by brand or product to fully comprehend how your solutions measure up in-market.



## Trending Conversations | Summer Travel | Travel Context | May 2020



48% of Americans have cancelled summer travel plans: survey  
dailyhive.com



Covid-19 Travel Statistics, Ticketmaster Offers Refunds for Postponed Events and More  
milesforfamily.com



Should travelers cancel their vacation to Mexico? Travel experts discuss the options.  
usatoday.com



How to Cancel and Get a Refund for Your Upcoming Flights Out of PHL  
phillymag.com

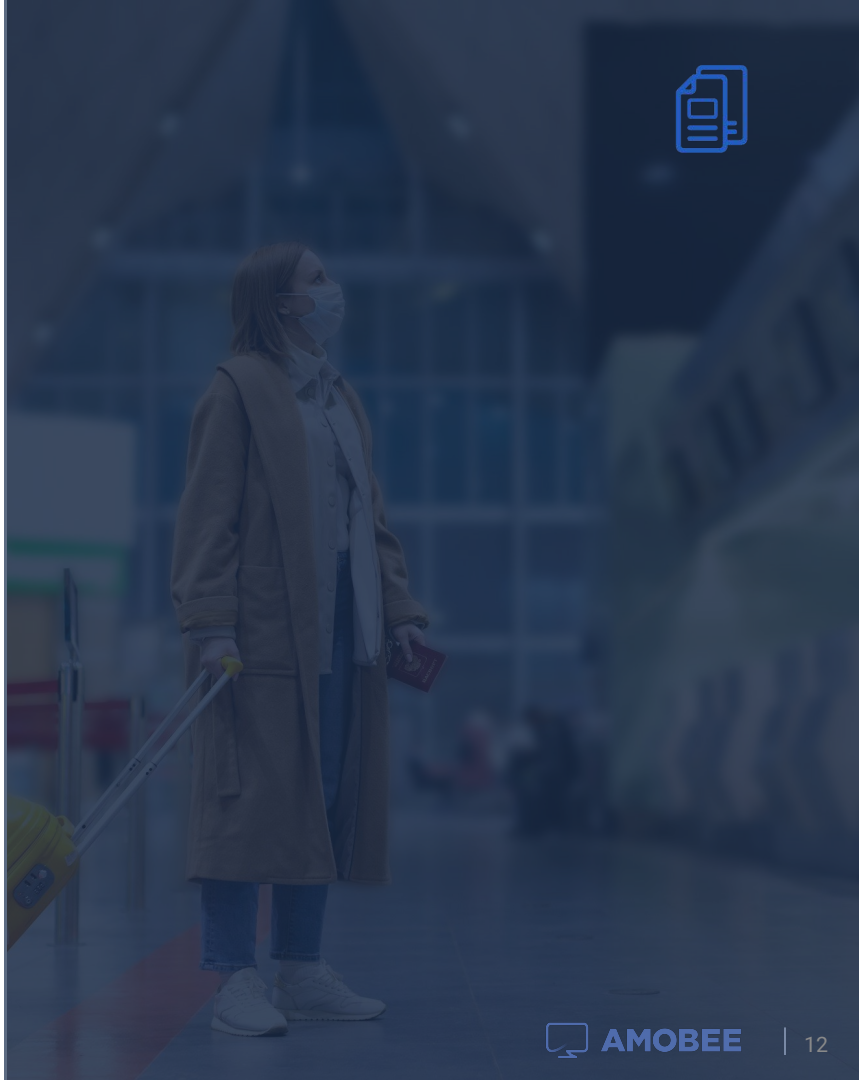
\*Amobee Brand Intelligence, May 2020

# 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.

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



# BE ATTENTIVE TO NEW SAFETY CONCERNS

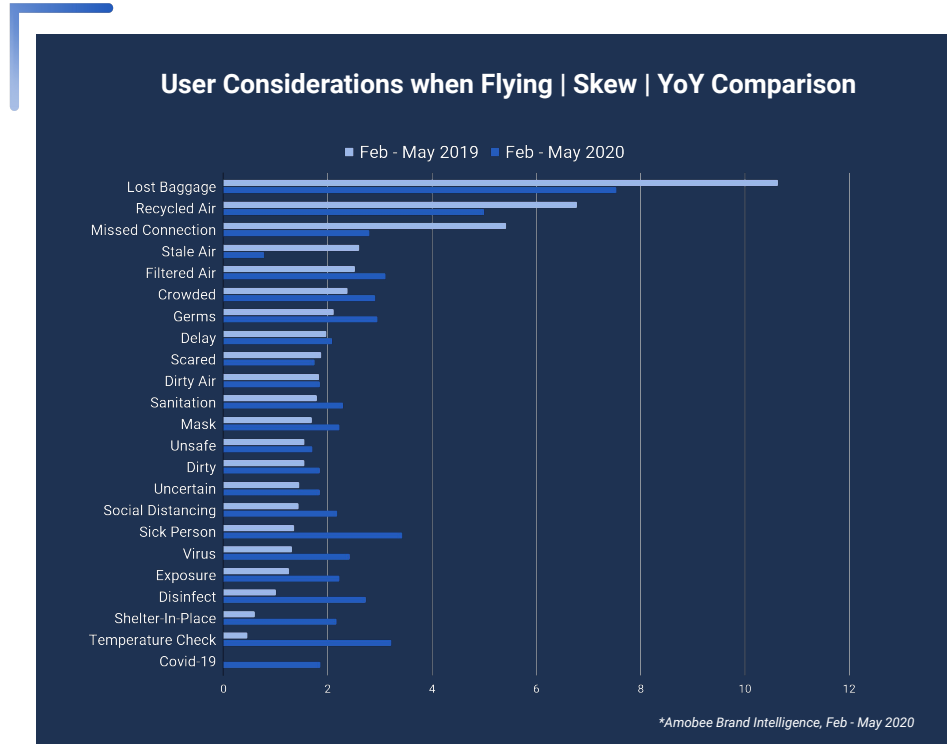


## Flying considerations have shifted

Comparing associations to flying from Feb-May 2020 to exactly a year prior, we see an increase in travel considerations in the following areas:

- Sanitation measures: dirty, stale air, disinfect, filtered air
- New protocols: temperature check, mask
- Social distancing concerns: crowds
- Exposure: virus, sick person
- Shelter-in-place

These new safety considerations have made other common concerns when flying, like lost baggage and missed connections, less salient.



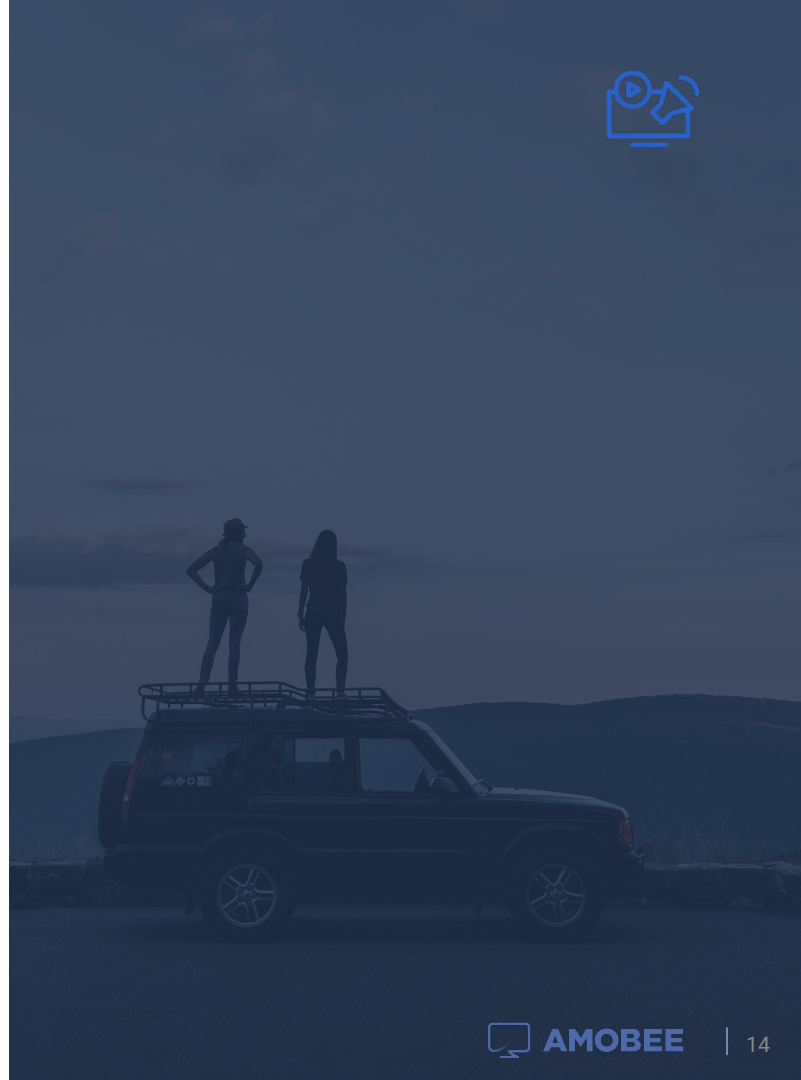
# REALIGN YOUR MEDIA PLAN

Now that you have revised and tested **who** your target audience is and **what** you need to say to them in your restart strategy, the last imperative is to re-plan **where** to most effectively communicate with them through paid channels.

**There are two vectors that you should consider:**

- Content
- Channel

Content targeting is about hitting your consumers at the right time with the right message that allows you to stay top-of-mind and ahead of the curve in a new normal. Activating within the right channels allows you to scale by casting a wider net among travelers who are in-consideration or in-market for a new adventure as restrictions begin to relax.





# FOLLOW SHIFTS IN CONSUMER MINDSETS

## Camping and road trips maintained popularity

While engagement with Book a Flight peaked in the first two weeks of March as people scheduled flights to return home in response to shelter-in-place orders, our data shows that even during the pandemic, safe travel by car to conservative, safe locations was still popular. Engagement with camping skyrocketed in April, peaking at 150% above average during the last week of April, and engagement with road trips continues to steadily increase, peaking at 60% above average in the first week of May. The drop in camping content after April is an encouraging sign that road tripping was a momentary fascination. This is a leading indicator that consumer mindsets are stabilizing around travel. With major metro areas opening up in June, these first steps toward normalcy provide an immediate opportunity for advertisers to connect with families and consumers looking for affordable and safe recreation.

2020 Travel Associations to Vacation | 2020 MoM Comparisons



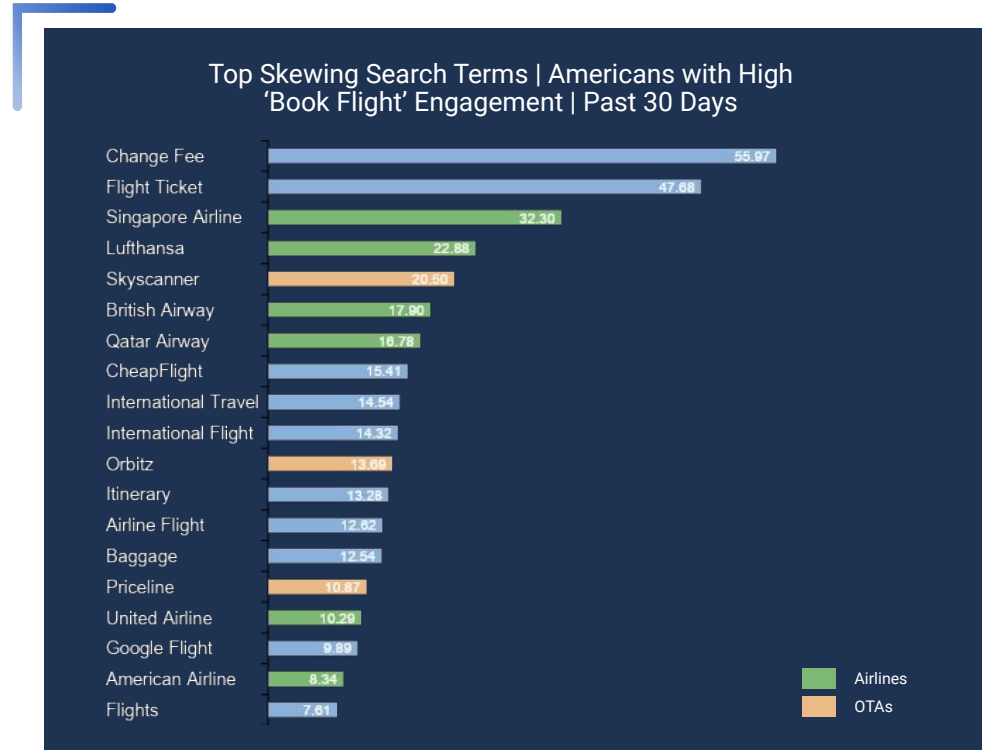
\*Amobee Brand Intelligence, Jan - May 2020

# HARNESSTRENDS IN TRAVEL SEARCH



## Consumers still searched for favorite airlines

Even as consumers searched for immediate travel relief by ground, the graph to the right highlights the top skewing search terms among Americans with an in-market level of engagement around “book flight” content over the past 30 days. Analyzing these search terms, the data shows that online users who were ready to book flights were researching across a variety of airlines, with the most popular being Singapore, Lufthansa, British Airways, Qatar, United, and American, and popular OTAs such as Skyscanner, Orbitz, and Priceline.







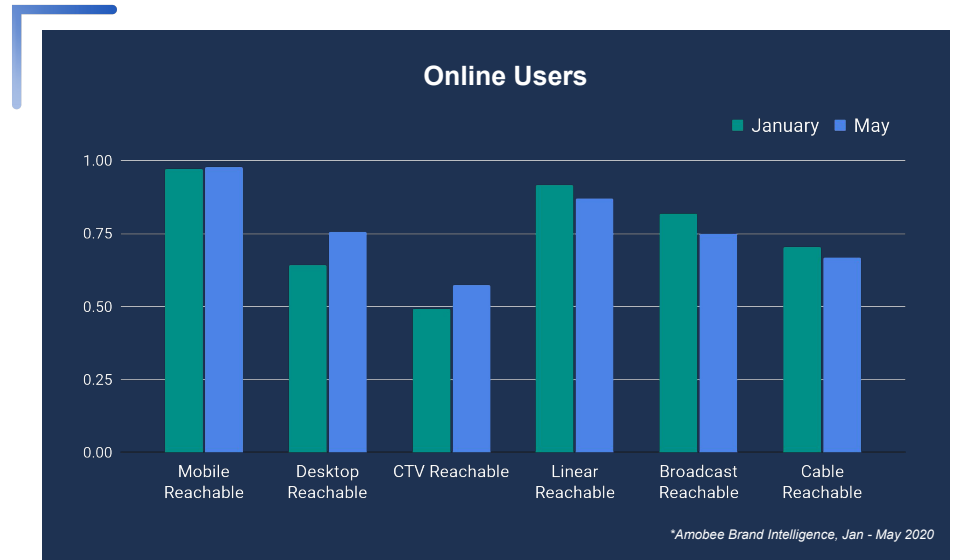
# OPTIMIZE YOUR REACH ACROSS ALL SCREENS

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 below shows how Online Users have evolved across all screens and channels before Covid-19 to now. This example shows the shifts in the same SUV Auto Intender segment 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 Linear, Broadcast and Cable respectively.



# FIND YOUR AUDIENCE WHEREVER THEY ARE

Consumers are streaming at high rates and engaging with content related to personal finance, health, tech, home & garden, food & drink, entertainment, and gaming. To keep up, brands must realign media plans and inventory strategies to changing consumer habits. Amobee provides access to a variety of Covid-relevant premium publishers and platforms, as well as tailored insights based on real-time digital content engagement trends.

Travel advertisers 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, advertisers can **execute turnkey activation on premium media aligned with these audiences**. A sample of premium publishers and platforms available are shown here.

Contact your Account Team or [solutions@amobee.com](mailto:solutions@amobee.com) to secure insights-based publisher recs and verticalized inventory packages.

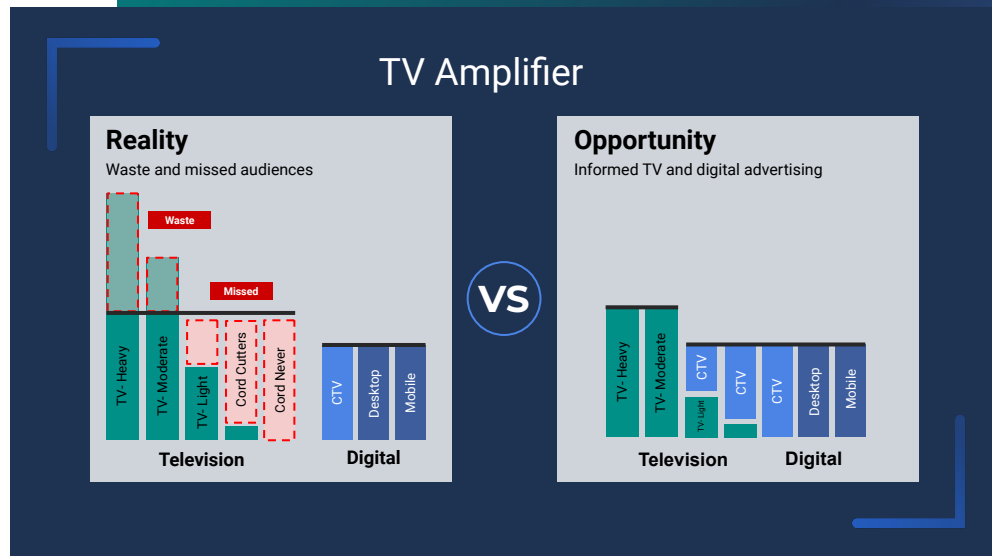
Access premium publishers and platforms aligned to at-home inventory consumption



# 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).



# KEY RESTART TAKEAWAYS

- No matter what vertical you're in, your audience has changed over the last 90 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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Thank you.





**AMOBEE**