

# KANTAR

## COVID-19 Barometer India Research

Understanding Consumer  
Sentiments and Implications for  
Brands

India Webinar Series- 1

3<sup>rd</sup> April 2020



# Speakers



**Soumya Mohanty**

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South Asia  
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Kantar



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Kantar

# KANTAR

“Before the 21 days”

Soumya Mohanty

Chief Client Officer, South Asia, Insights Division,  
Kantar

3<sup>rd</sup> April 2020





*We will be in a position of having a blank page for a new beginning because lots of companies and money will be wiped out in the process of slowing down.*

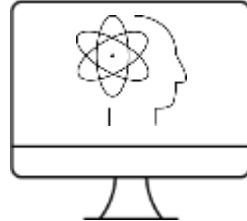
*Redirecting and restarting will require a lot of insight and audacity to build an economy with other values and ways of handling production, transport, distribution and retail.*

Li Edelkoort

# How we have built your story



Our Global COVID-19 Barometer and India COVID-19 sentiment survey looking at consumer's attitudes, behaviours and expectations



Using Social Intelligence tools and Google Insights to understand consumers sentiments and reaction towards the situation



Using Kantar's WorldPanel data to understand change in consumer buying behaviour post the outbreak of COVID-19

\*\* Survey among panellists



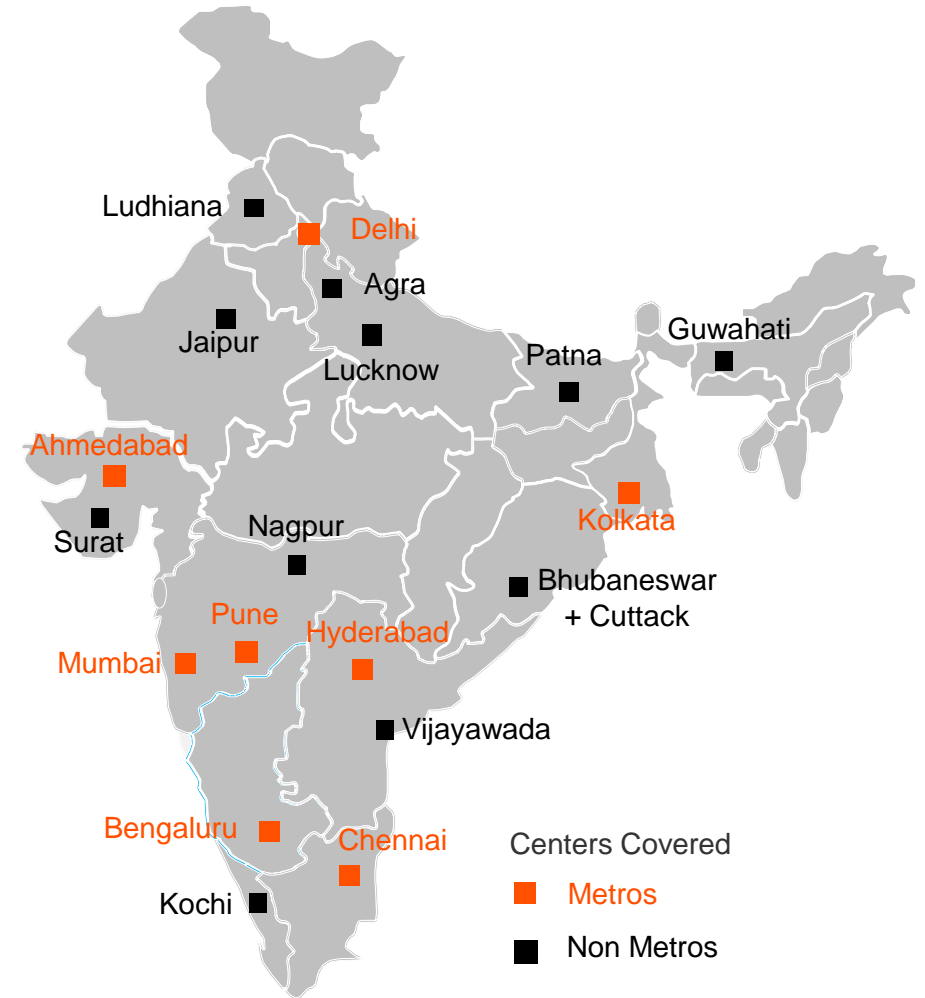
Thought-leadership, analysis, and intelligence on learnings from around the globe

# BRANDZ

Using the world's largest brand equity database to bring you learnings on the importance of strong brands

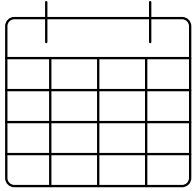
# COVID19 - India sentiment survey details

- Males and females
- NCCS AB
- 18+ years
- Online Mobile Survey conducted between 21-22 March 2020 covering a sample of 1100 covering 19 cities and 15 states across India

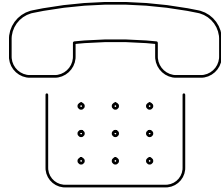


# Worldpanel's survey details on panelists

Only Hygiene categories



Study done between 20<sup>th</sup> and 23<sup>rd</sup> March, before the Lockdown was in place



Interviews done telephonically



Coverage across the country, but reporting at the Country or Zonal level



Close to 2,300 housewives across all SECs interviewed

# What you will hear today..

## A very anxious nation...

Need to reassure and stabilize

## Back to basics...

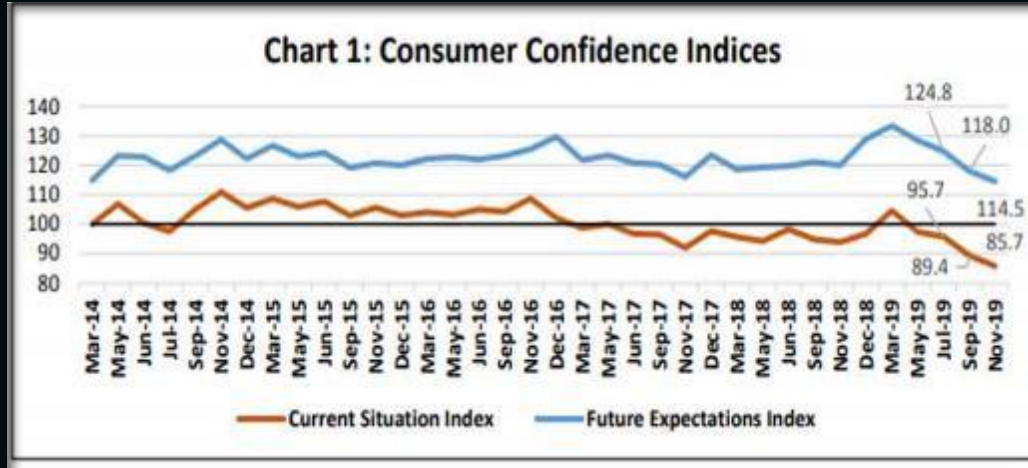
Provide a vision to look forward to

## Physically distant, emotionally together...

Individual vs collective – reorient your brand



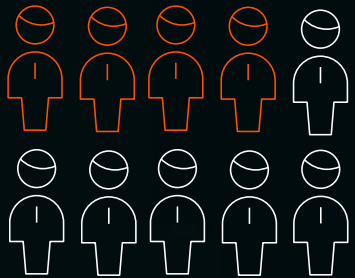
# We were not very happy even before COVID-19



Indian Consumer Confidence Index has been declining through the later half of 2019 signalling weaker sentiments



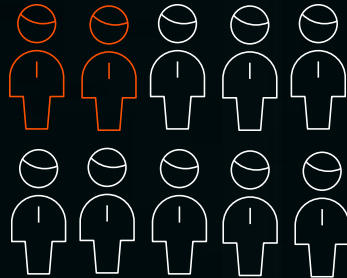
Net better off



41%

Believe that they are better off financially compared to last 12 months

Net better off



21%

Believe that they will be better off financially in the next 12 months

## The mood was one of “Wait & Watch”

**47%**

Of Indians say that they feel stressed these days. The percentage has increased from 39%

**79%**

Worry about corruption in government/law enforcement systems

**87%**

Lack physical and mental health counseling

**82%**

Concerned about exposure to pollutants and contaminated air

**64%**

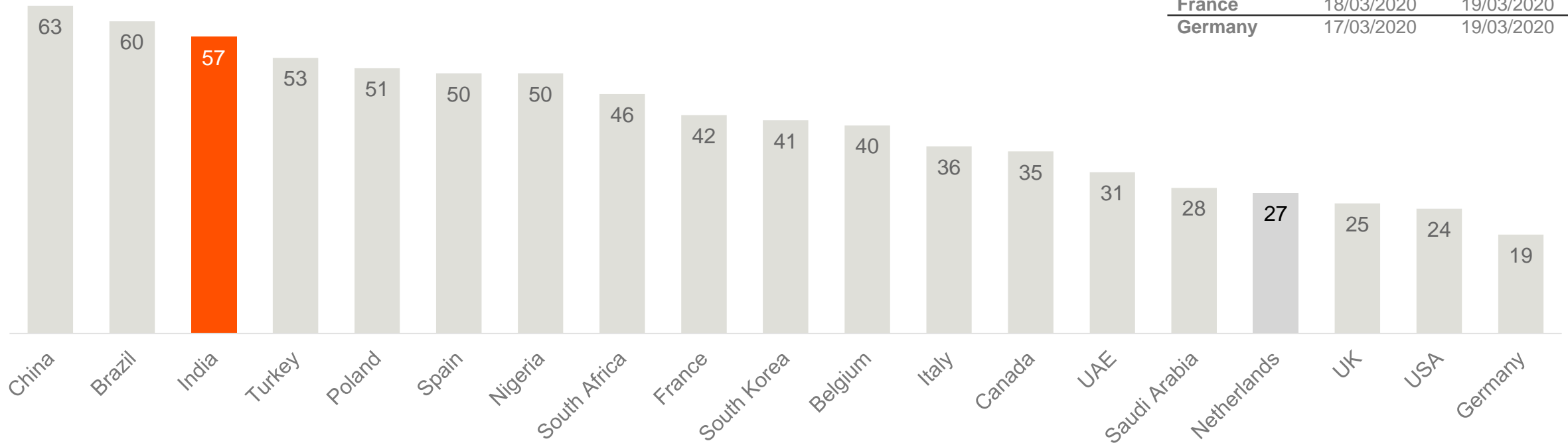
15-19 aged consumer worries about crime and violence around them



IMPACT WE SEE IN OUR SENTIMENT

# Now, edgy and anxious, India is much closer to China than US

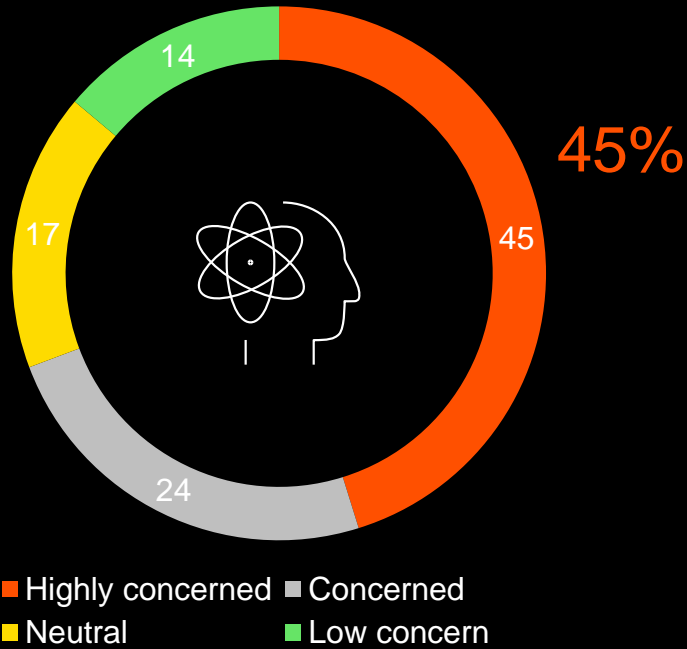
“COVID-19 -The situation concerns me hugely”



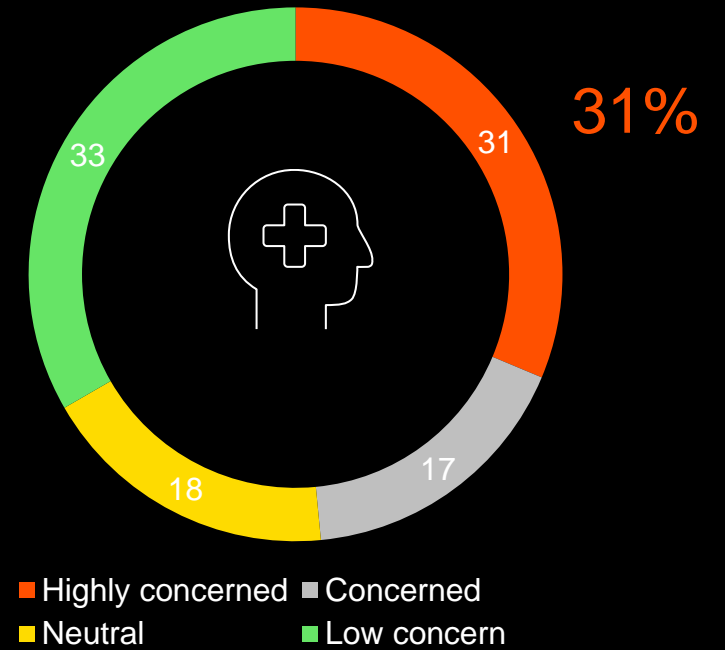
	FW start	FW end
Italy	14/03/2020	19/03/2020
UK	13/03/2020	18/03/2020
South Korea	18/03/2020	20/03/2020
USA	15/03/2020	18/03/2020
France	18/03/2020	19/03/2020
Germany	17/03/2020	19/03/2020

# Disruption bothers us more than health concerns

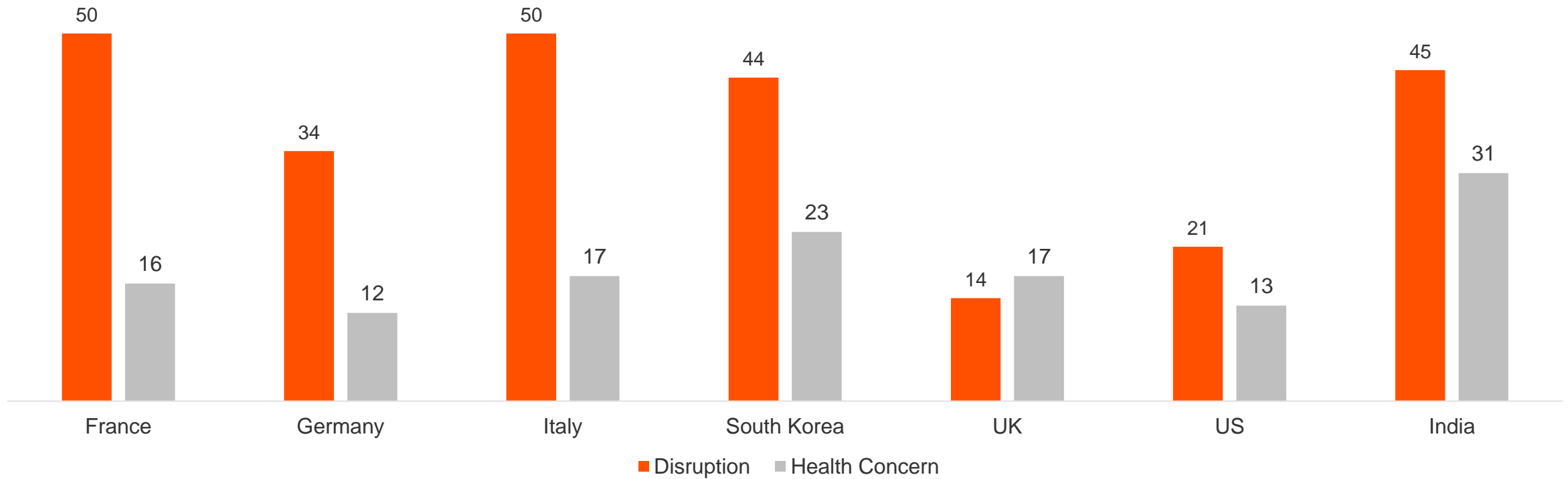
## Experiencing day to day disruption










## Concerned about health



# This is true across the world



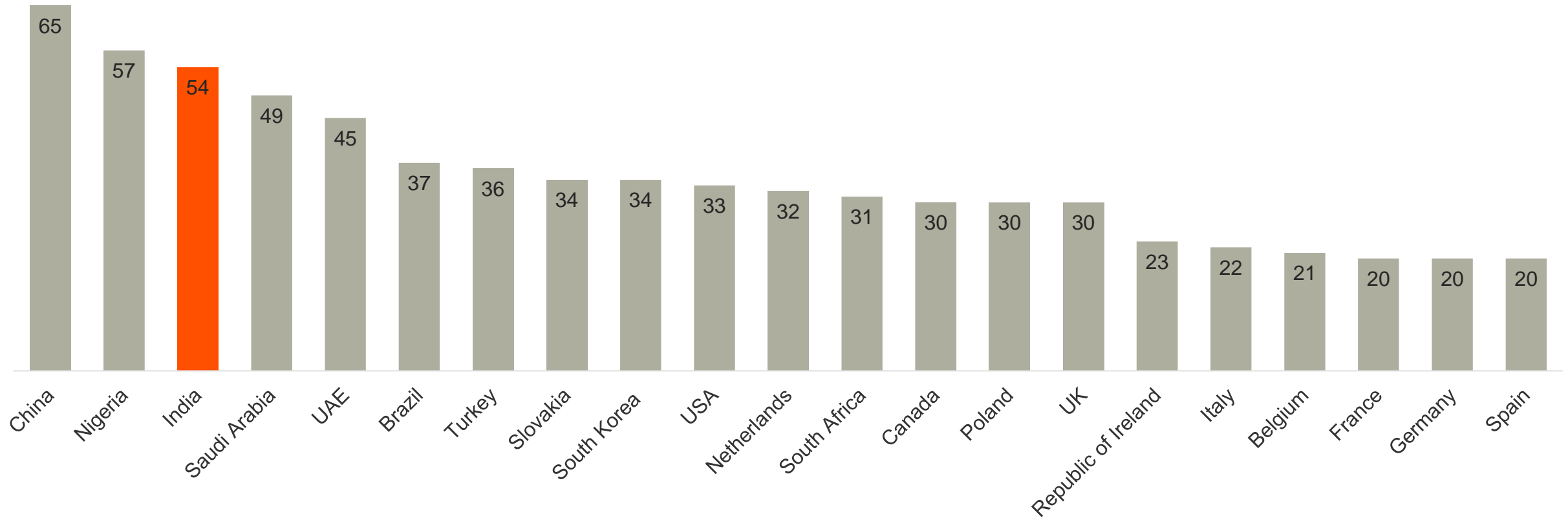
# We are worried about everyday disruption, not yet a recession

%High Concern/ Agree	FRANCE 	GERMANY 	ITALY 	SOUTH KOREA 	UK 	US 	INDIA 
Disruption	50%	34%	50%	44%	14%	21%	45%
Be Financially prepared	25%	16%	34%	36%	17%	21%	47%
Economic Recession	31%	24%	30%	18%	18%	15%	18%
Health	16%	12%	17%	23%	17%	13%	31%

# Like other Asian and LATAM markets we are expecting a quick recovery








*as we monitor the lockdown, these trends will change*

I believe economy will recover quickly once this has died down

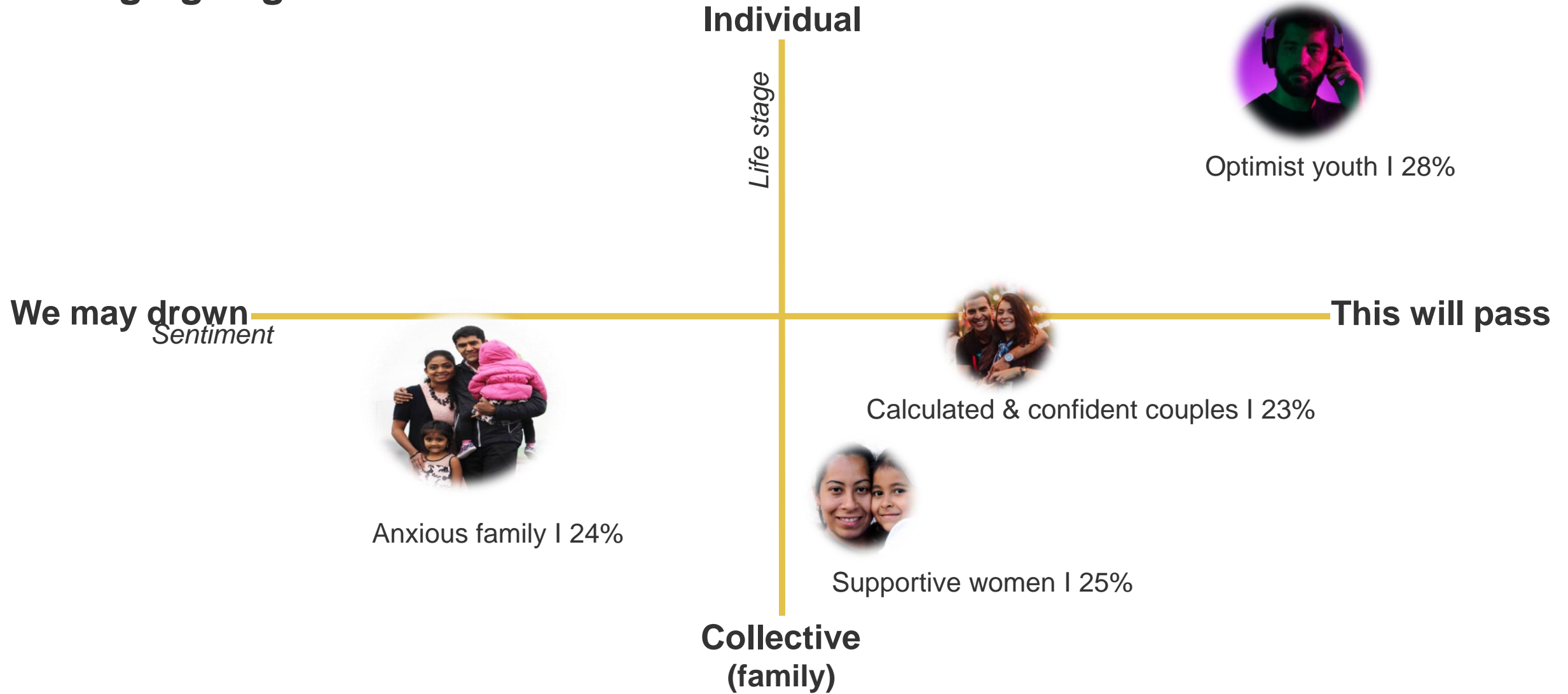





**Readiness is all for the Europe/ US. India closer to South Korea. France stands out as an exception.**

	FRANCE	GERMANY	ITALY	UK	US	SOUTH KOREA	INDIA
% Prioritizing							
Being prepared and informed	29%	35%	40%	40%	46%	29%	28%
Ready to work harder/take this head on	25%	28%	25%	16%	16%	11%	23%
Stick together	20%	14%	11%	6%	5%	27%	21%

# Emerging segments





“If Winter comes,  
can Spring  
be far  
behind?”

## An anxious nation waits it out, pre Lockdown

We have been waiting & watching the world fall victim with **heightened anxiety**. When it did happen our approach is pragmatism.

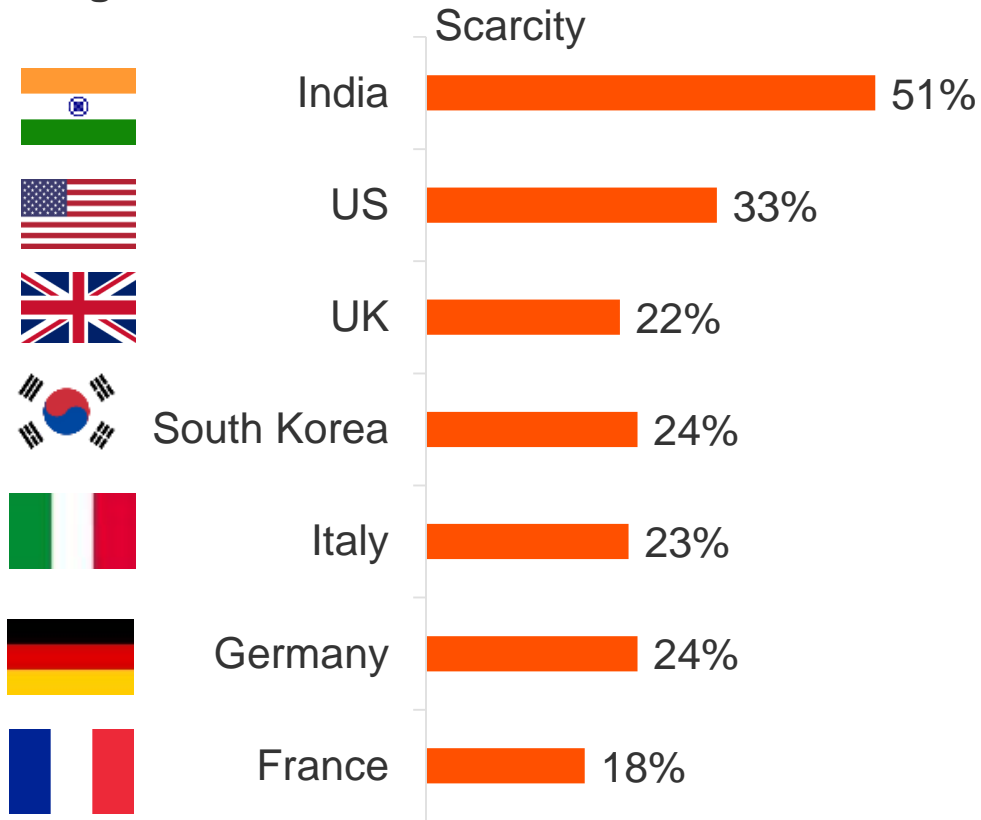
Our insecurities are not very different from rest of the world, only stronger. For this class of people surveyed, it is a disruption and not a disease.

But what separates us from British and **Americans is optimism and a sense of community**. We expect a quick recovery and are willing to work hard to fight it out.

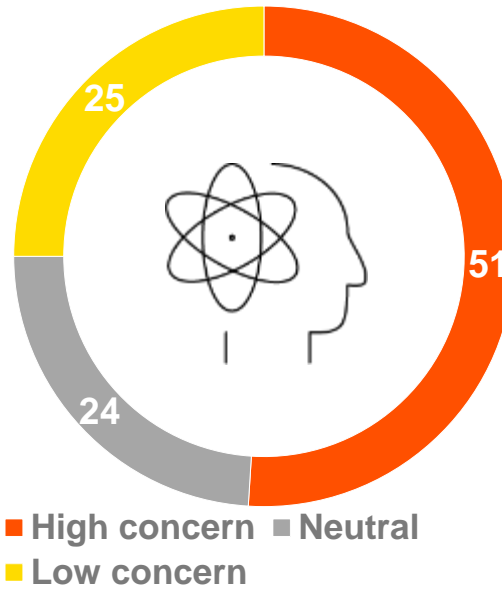
THE IMPACT WE SEE IN BEHAVIOURS

# We are optimistic attitudinally, but behaviours are contrary

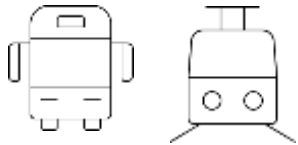



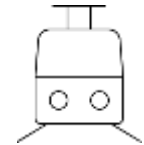
## %High Concern



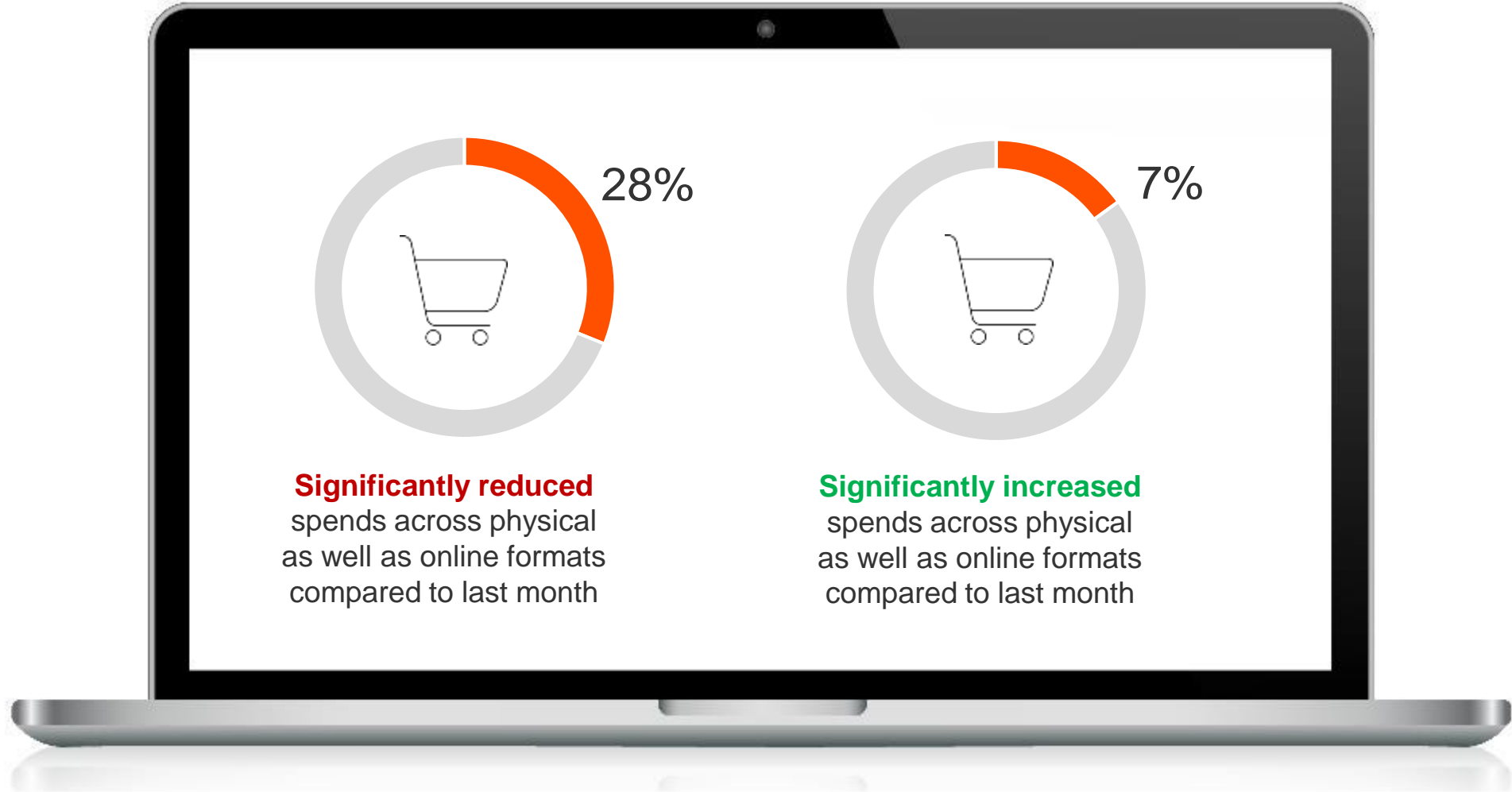
## I am stocking if situation gets worse



# Shared mobility will take a hit

		Stop completely	Use less	Unchanged	Use more
	<b>Public Transport</b>	55%	32%	5%	4%
	<b>Taxis/ride hailing apps</b>	35%	41%	11%	8%
	<b>Private vehicles</b>	17%	27%	20%	32%
	<b>Airlines-domestic travel</b>	58%	19%	8%	6%
	<b>Railways-domestic travel</b>	57%	26%	9%	4%

# Will we learn to live with less?



# We differ from China in some significant ways



**41%**

of digital penetration

**16%**

Net commerce users

**\$40Bn**

Online retail transaction value

**3%**

share of Online retail to the Total  
Retail Value



**59%**

of digital penetration

**42%**

Mobile payment users

**\$1.5Tn**

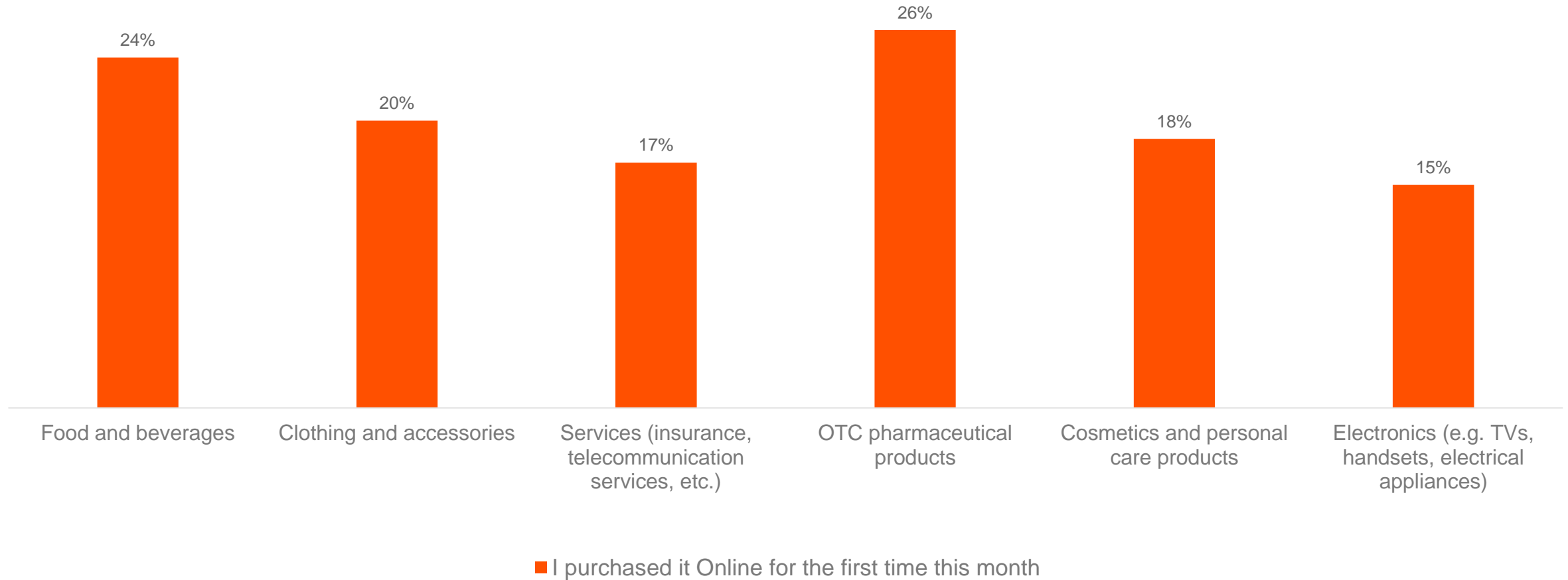
Online retail transaction value

**25%**

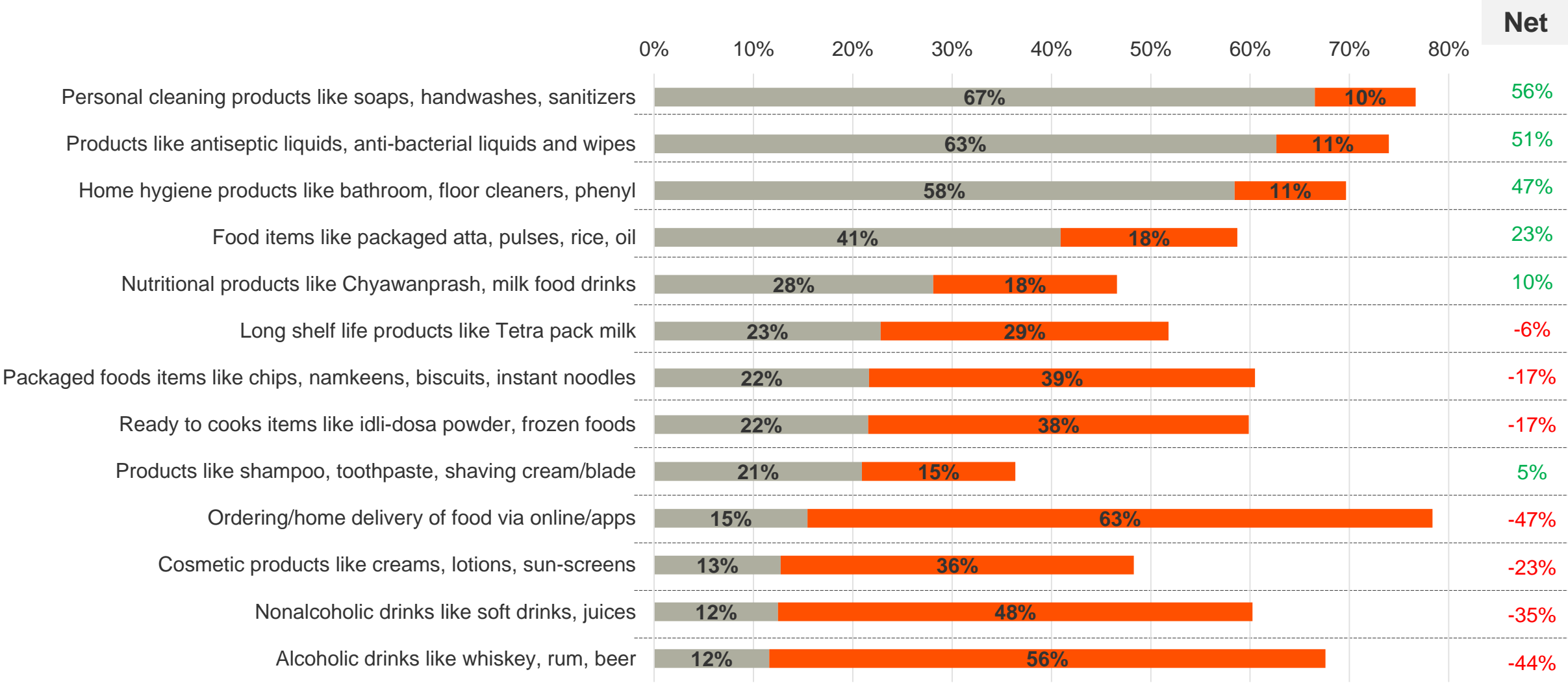
Share of Online retail to the Total  
Retail Value



# However, first purchases online is being made across categories

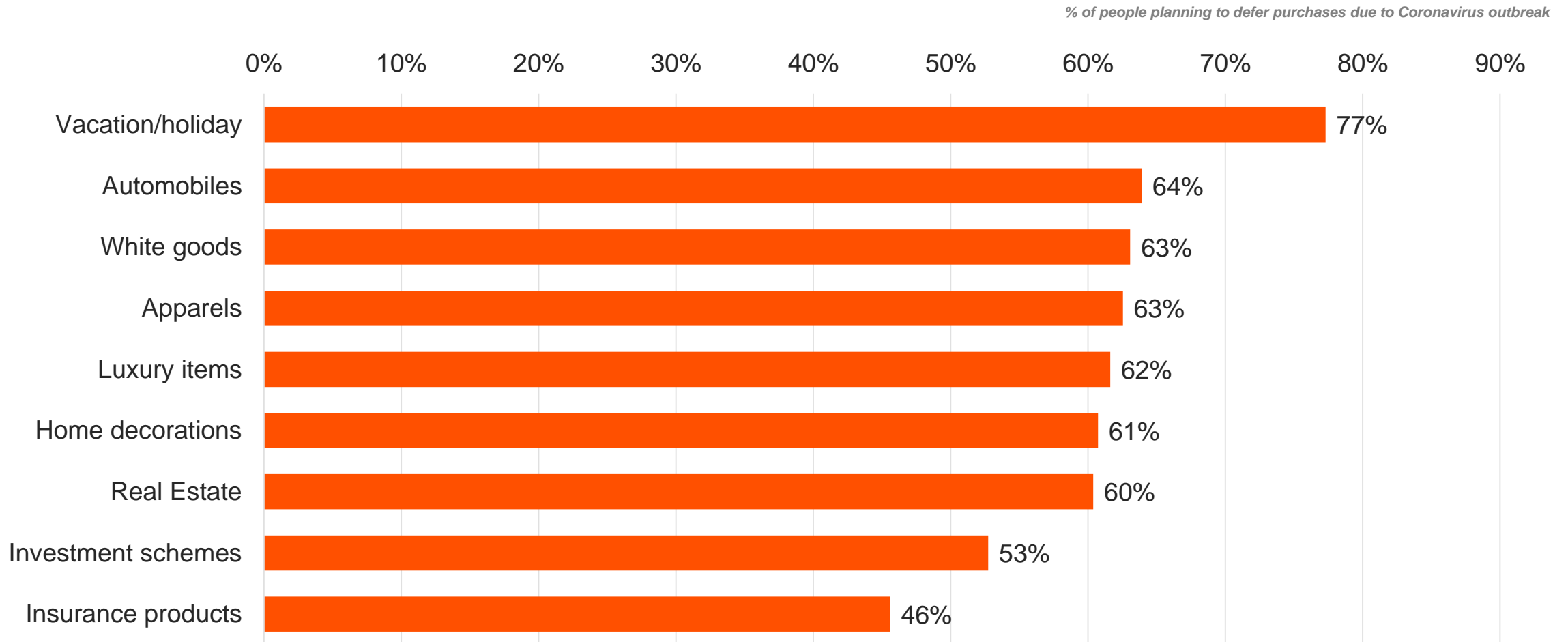


# Back to basics, across the board decline in packaged F&B , cosmetics purchase



# Planned purchases being deferred, especially vacations and high ticket items

...*Investments and Insurance will be less impacted*



Hygeine is here to stay

# Increased focus on health and hygiene



91%

Indian households washing hands more often now



47%

Indian households claim increased toilet cleaning, more so in rural (49%) vs urban (43%)

Top 3 categories claimed to have been bought after a long gap



# Portfolio of hygiene categories has extended

- Liquid Dishwash & Scourers
- Toilet
- Bathroom Cleaners
- Floor Cleaners
- Antiseptic Liquids
- Hand Sanitizers
- Hand Wash Bar Soaps



41%

Bought a new hygiene category

17%

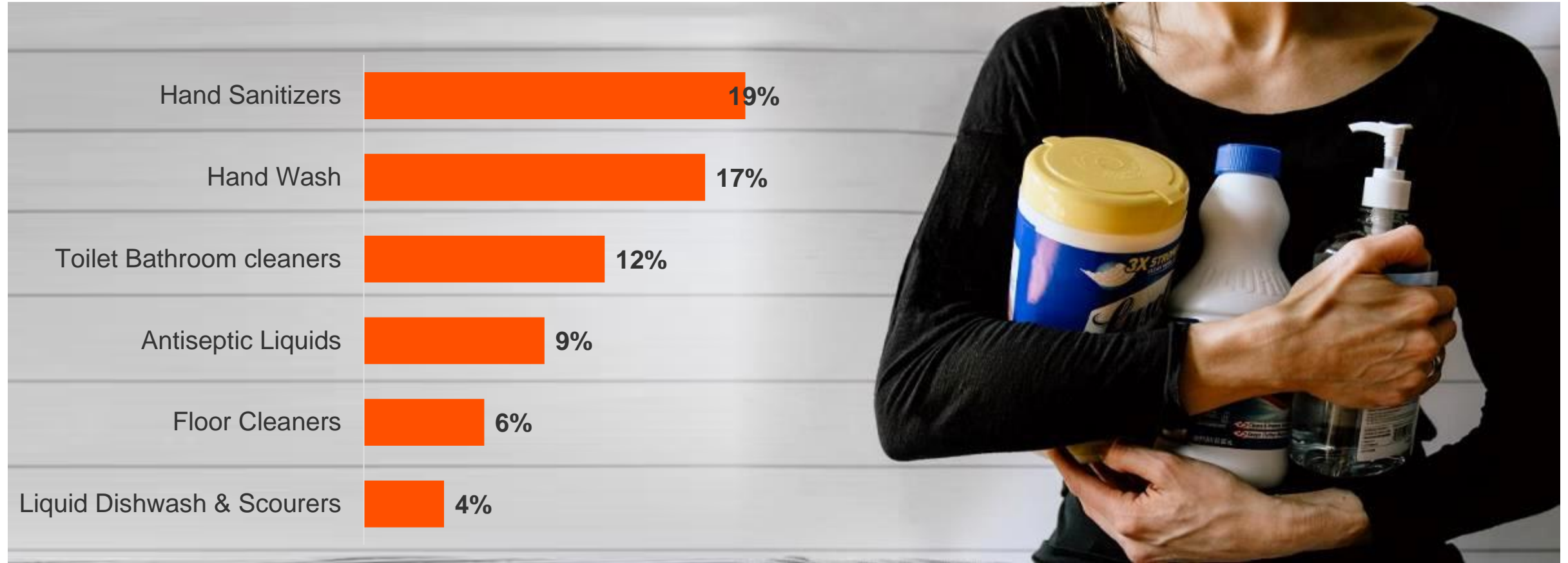
Couldn't purchase a hygiene category that they were looking for because of emptying shelves


13%

households claim to have bought at least one category in more quantity (stocked up) than usual

# Toilet cleaners and Sanitizers are entering basket

*Bought for the first time*





“Disappointment  
won’t last a  
lifetime unless  
you lie down and  
give into to it”

## A rocky road ahead

There is optimism of quick recovery, but stocking up as well, mainly essentials – preparing for the worst.

**Whether we will learn to live with less has to be watched.**

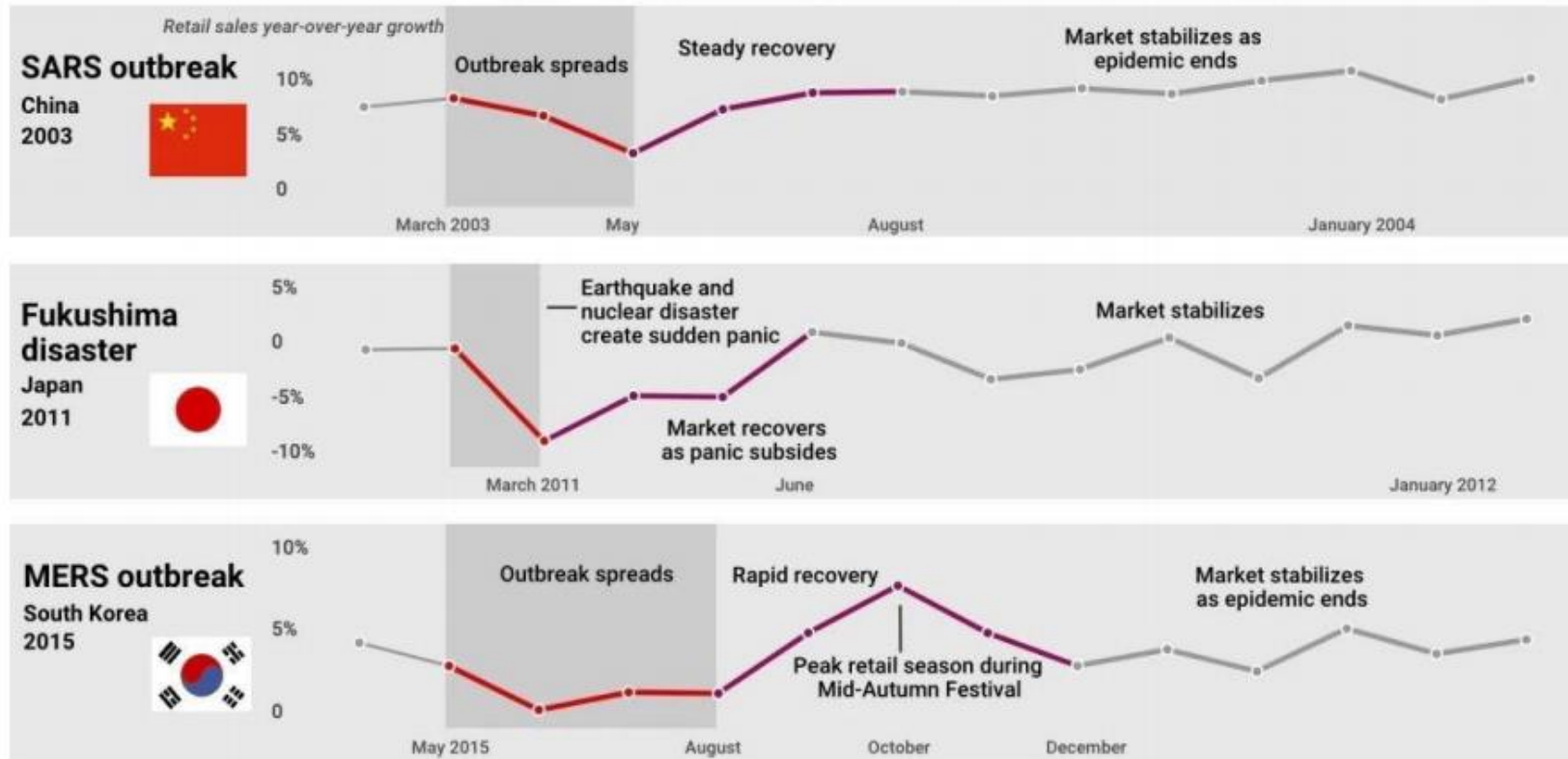
We had over the years shed the frugality of our parents & lived it up—is the pandemic just a pause, or will it make us more cautious about future?

**Brands that stay away may run the danger of falling by the way!**



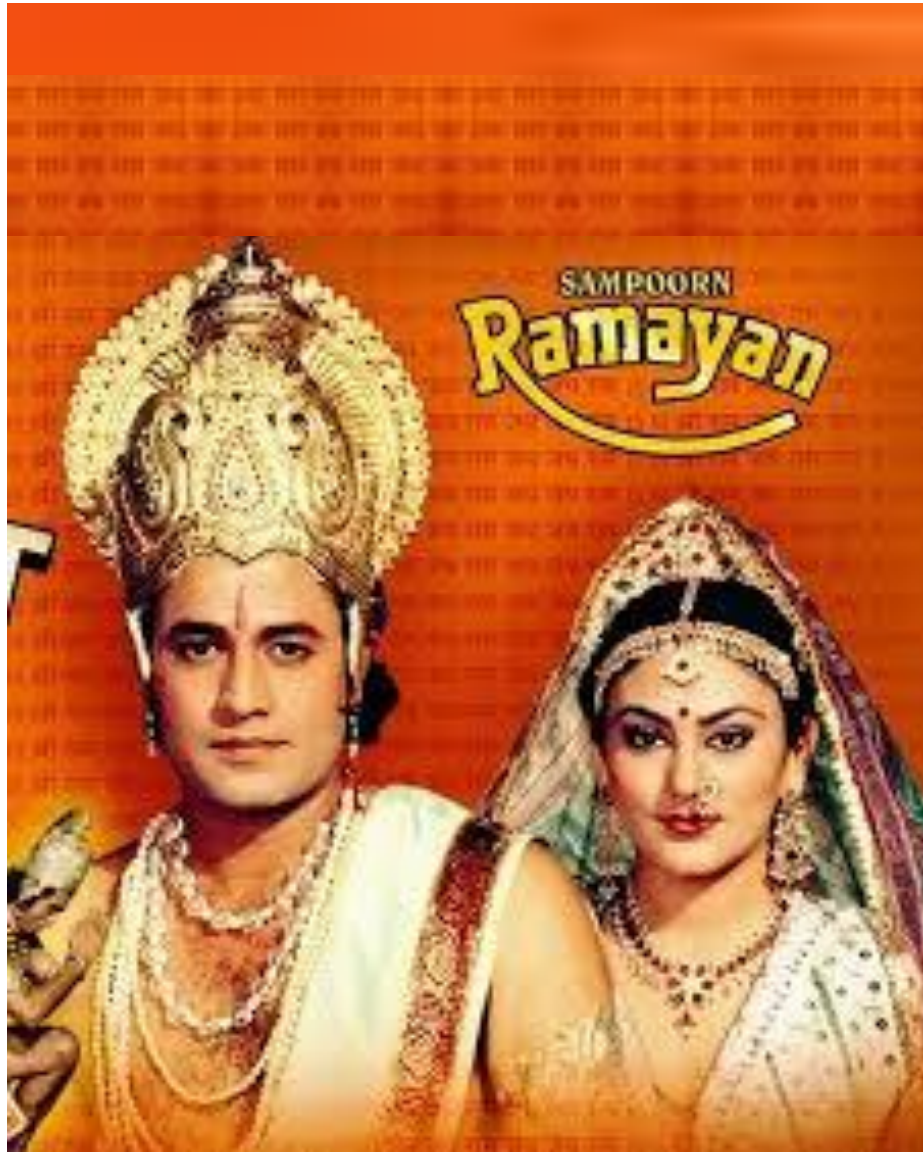
# ROLE OF BRANDS

# Precedent – Previous events showed elastic economic behavior



Sources: China National Bureau of Statistics; Japan Ministry of Economy, Trade and Industry; South Korea government statistics

Previous epidemic/disasters have shown short term impact, but generally recovery is seen over a period.

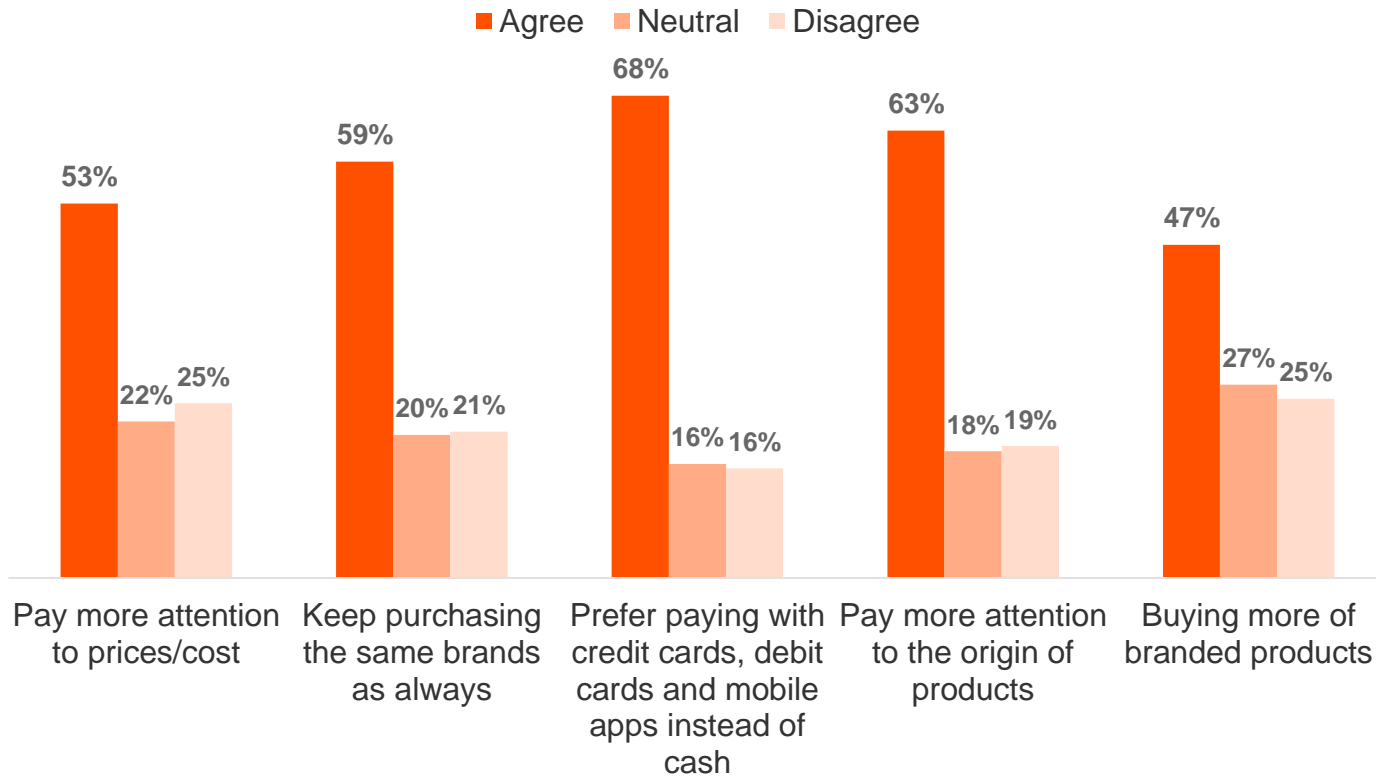


**This pandemic differs in its global reach and the impact on consumer psyche.**

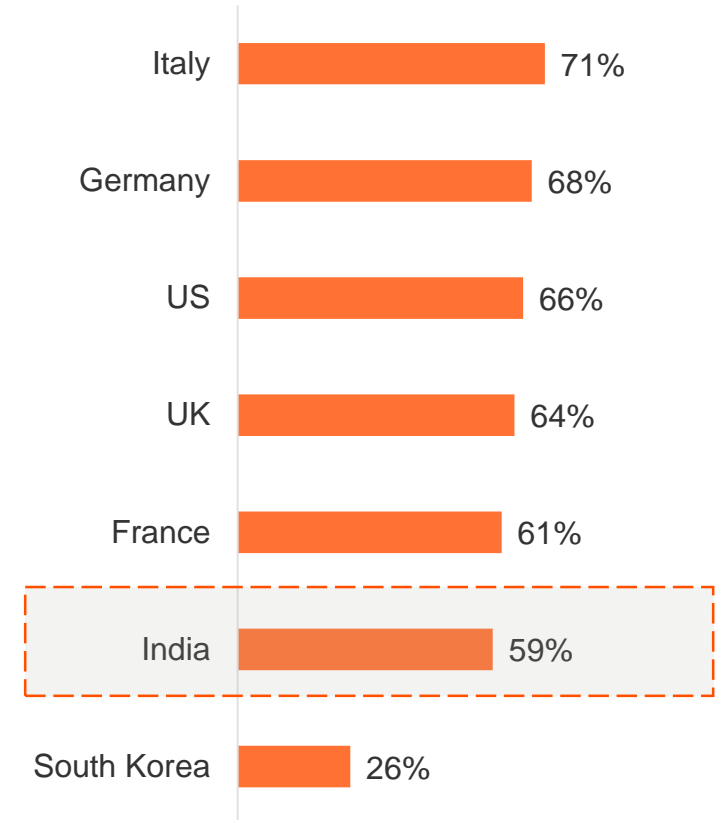
- Will it be back to future or past?
- Will we celebrate freedom or learn to enjoy solitude?
- Will we come out & consume, or learn to live with less?
- If we cant trust strangers, how will we learn to trust brands again?

# We may already have started down-trading, attitudinal loyalty lower

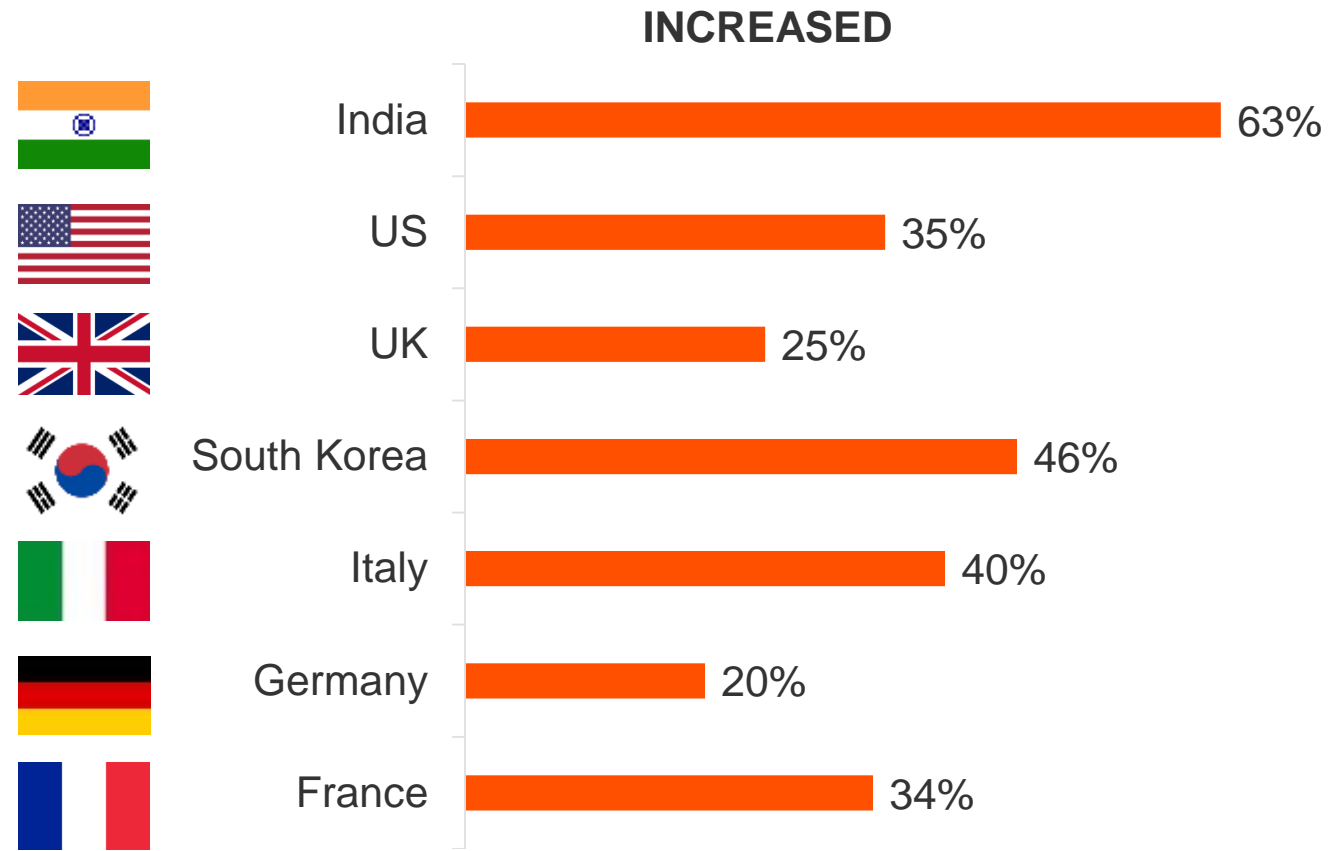
## Change in shopping behavior - India



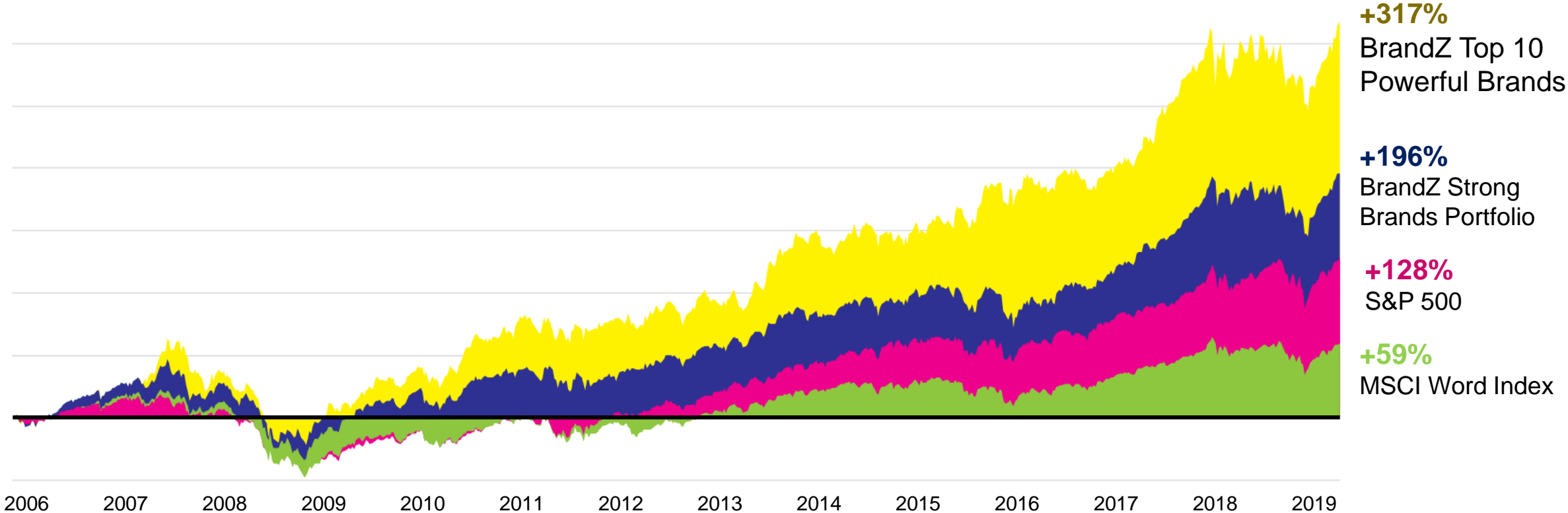
## Keep purchasing the same brands as always



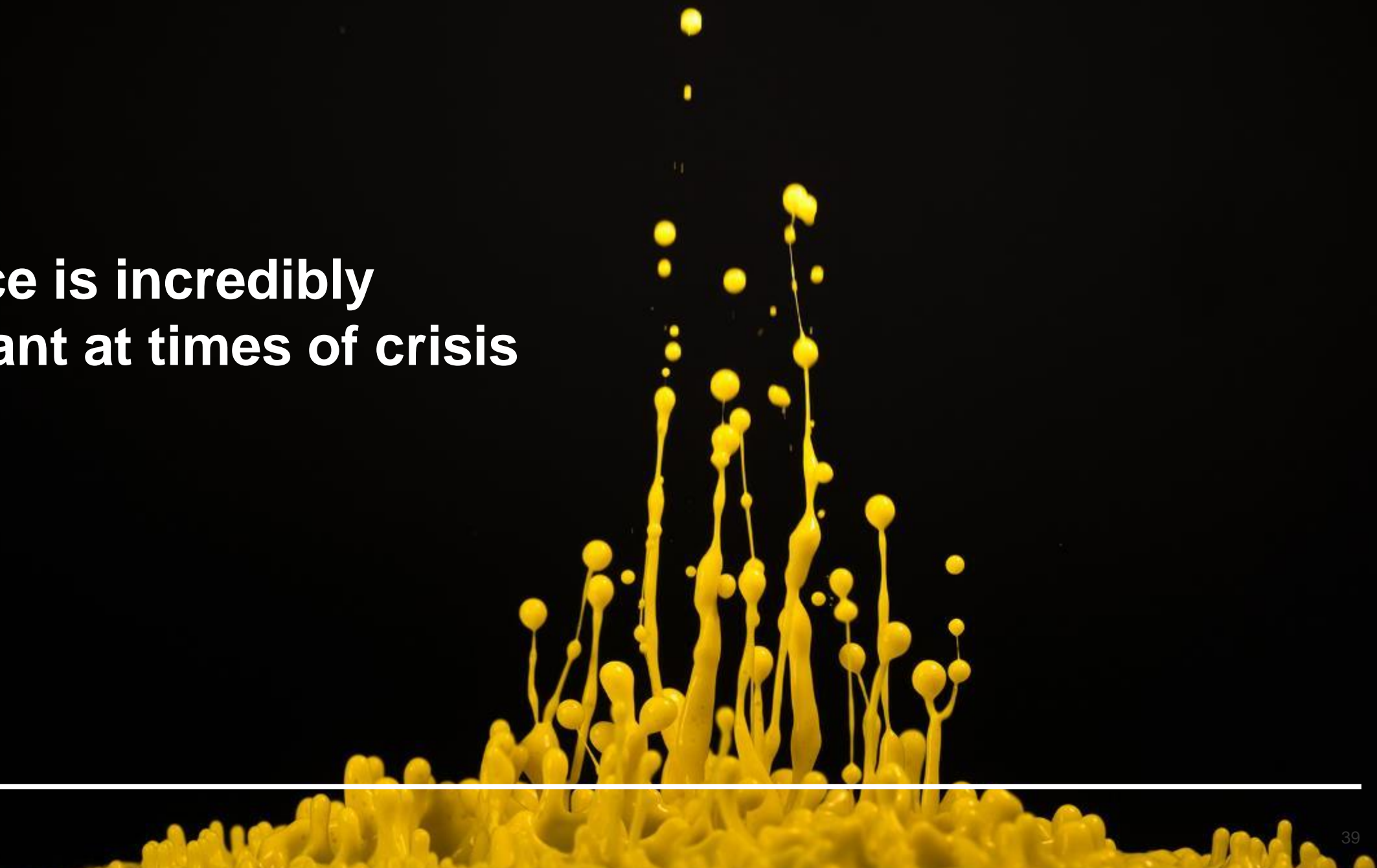
# What is likely to stay is an increased attention to the origin of products now *...much more than Europe and US*



# We've seen before that strong brands recovered NINE TIMES faster following the financial crisis of 2008



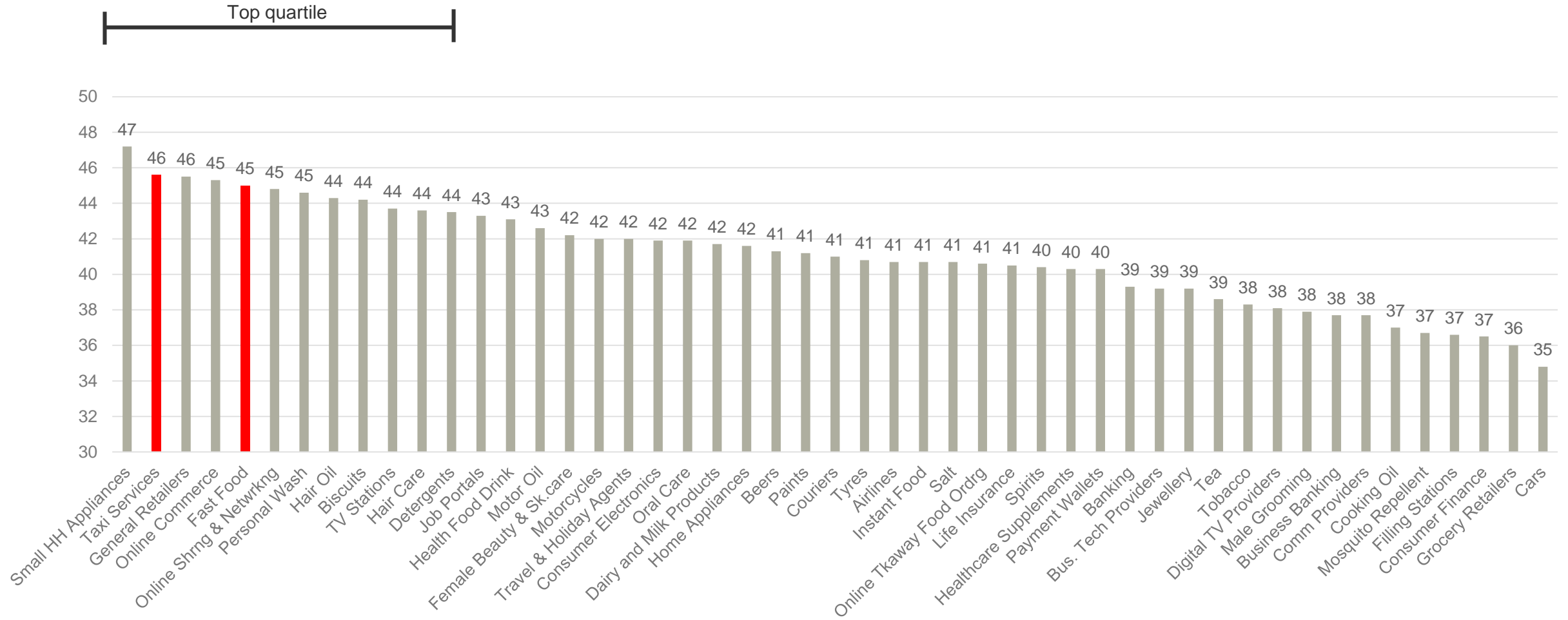
**Salience is incredibly  
important at times of crisis**



# Salience plays a crucial role in brand equity and consumer decision making

% contribution of Salience to Power in India categories 2018/19

India 2019 = **Salience 41%**, Difference 26%, Meaningful 33%





# We don't want advertising to be seen as exploitative

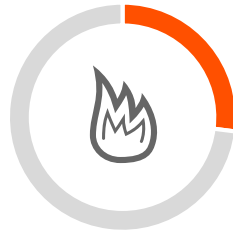
Consumers expect advertising to help them navigate the new normal with a positive perspective

## Brands should:



28%

Be a trusted source of accurate information



27%

Attack the crisis and demonstrate that it can be fought



15%

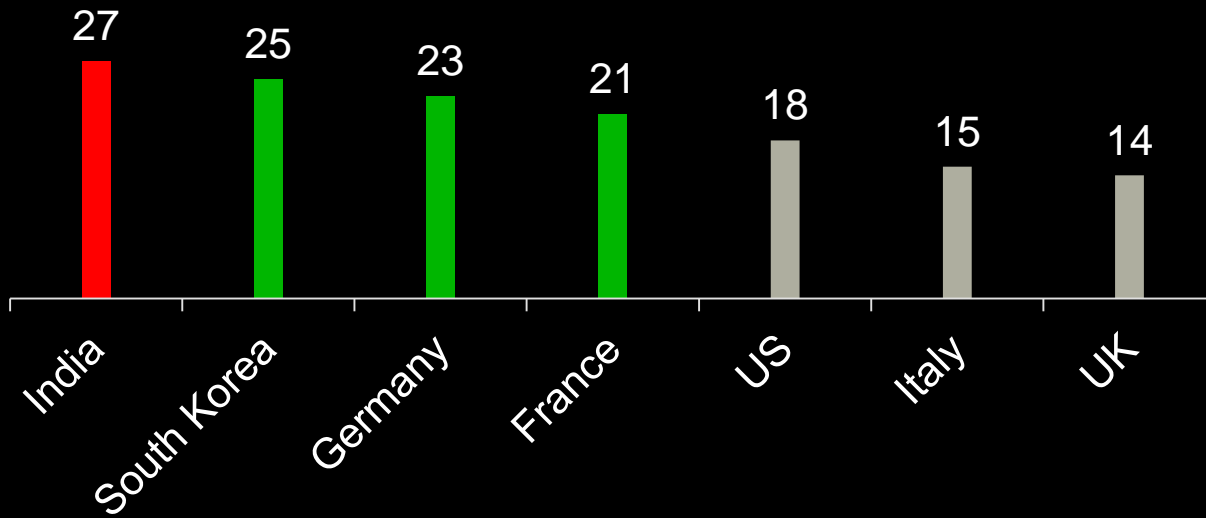
Be practical and help consumers in their everyday life

## Advertising should:

- Show how they can be **helpful** in the new everyday life **79%**
- Inform** about their efforts to face the situation **77%**
- Should offer a positive perspective **74%**
- NOT exploit** coronavirus to promote a brand **71%**

# We want brands to take the fight home

Attack the crisis and demonstrate that it can be fought



# This needs re-imagining what we do and how we do it

## Donations

During the crisis many brands donating money or resources to the cause. This type of baseline CSR is important to show brands are supporting their audiences

### Mukesh Ambani donates hospital, isolation facility for COVID-19 positive patients

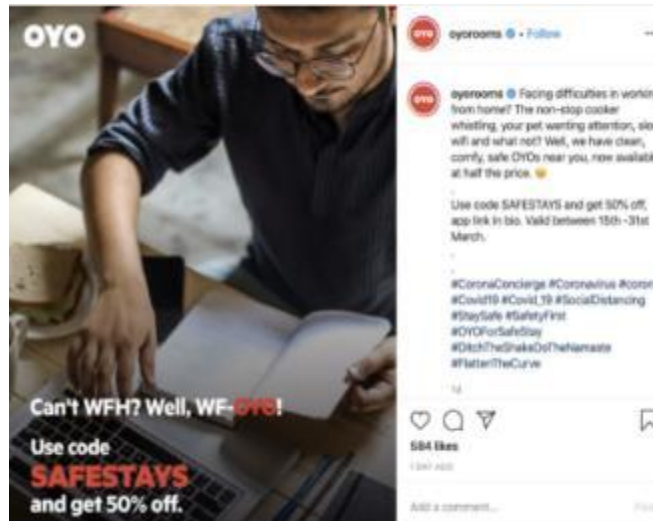
Coronavirus Outbreak: Reliance Foundation is already providing free meals to people across various cities in partnership with NGOs and has also said it would double the salaries of those who earn less than Rs 50,000.



The screenshot shows a news article from NDTV. The main headline is "Mukesh Ambani donates hospital, isolation facility for COVID-19 positive patients". Below the headline, there is a sub-headline: "Coronavirus Outbreak: Reliance Foundation is already providing free meals to people across various cities in partnership with NGOs and has also said it would double the salaries of those who earn less than Rs 50,000." The article features a photograph of Mukesh Ambani. There are also social media sharing icons and a "Coupon codes found!" notification.

## Altered business models

Faced with impact on their business, some brands have altered their business models to enable consumption of their products during the epidemic



The screenshot shows an Instagram post from OYO (@oyorooms). The post features a photograph of a man in a dark shirt working at a desk with a laptop. The text on the image reads: "Can't WFH? Well, WF-OTO! Use code SAFESTAYS and get 50% off." The Instagram post text says: "Facing difficulties in working from home? The non-stop cooker whistling, your pet wanting attention, slow wifi and what next? Well, we have clean, comfy, safe OYOs near you, now available at half the price. Use code SAFESTAYS and get 50% off, see link in bio. Valid between 15th - 31st March." The post has 584 likes and 1387 comments.

## Category leadership

Certain brands have taken a leadership role during the crisis. Even in the face of their businesses being disrupted they are re-defining their categories to unlock long term growth

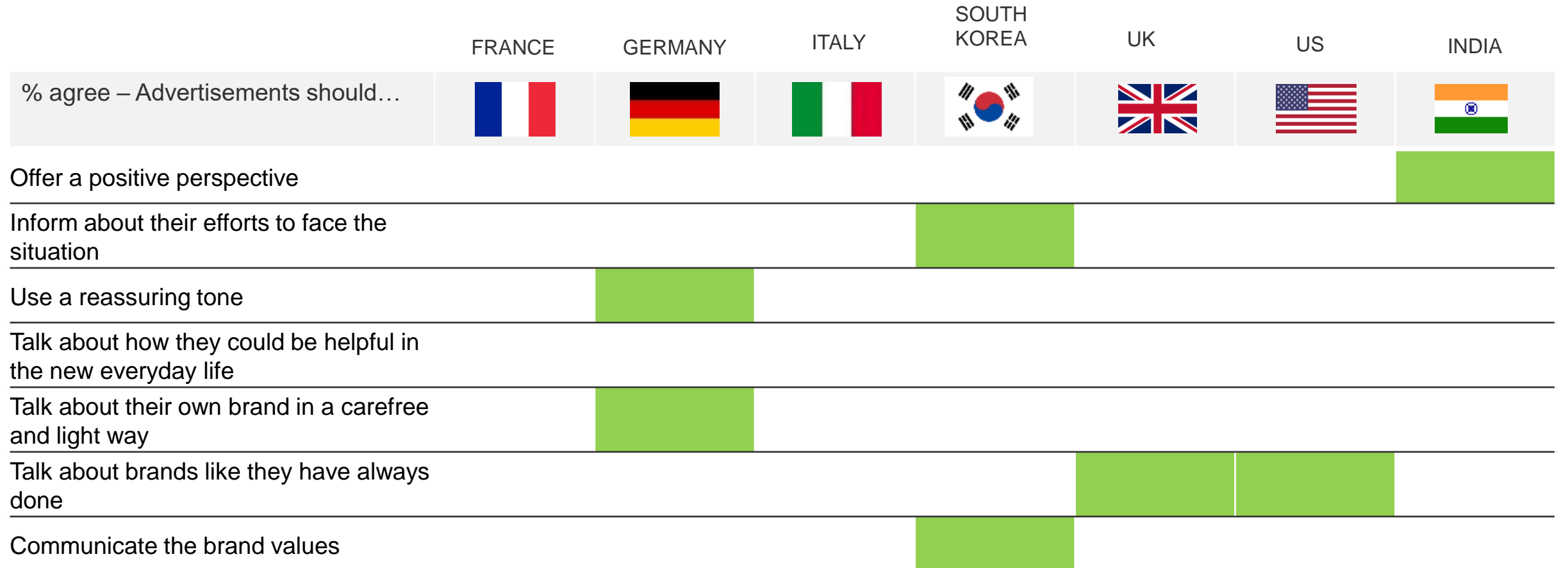
### Diageo India to make 3 lakh litres of hand sanitisers and donate masks

The liquor firm's 15 manufacturing units are being repurposed to manufacture hand sanitisers and donation of extra neutral alcohol (ENA), according to a stock exchange filing by the company.



The screenshot shows a news article from ET Bureau. The main headline is "Diageo India to make 3 lakh litres of hand sanitisers and donate masks". Below the headline, there is a sub-headline: "The liquor firm's 15 manufacturing units are being repurposed to manufacture hand sanitisers and donation of extra neutral alcohol (ENA), according to a stock exchange filing by the company." The article features a photograph of hands being washed with sanitizer. There are also social media sharing icons and a "CORONAVIRUS UPDATES" banner.

# Saying what you always say may not help

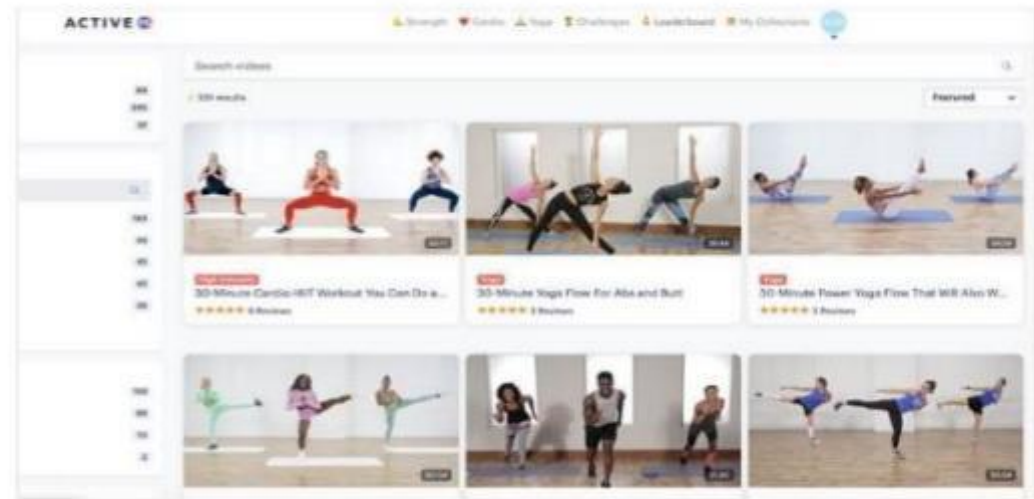


# Remember, communication is not the only marketing lever

**Nike and PopSugar Fitness:** Offered their premium features training club app for free



Source: [Adweek](#)



Source: [Popsugar](#)

**Finally...**

**Changing behaviour may be irreversible...**

Adapt to the new situation ASAP

**We are learning to adjust...**

If you don't build desire, we will learn to live with less

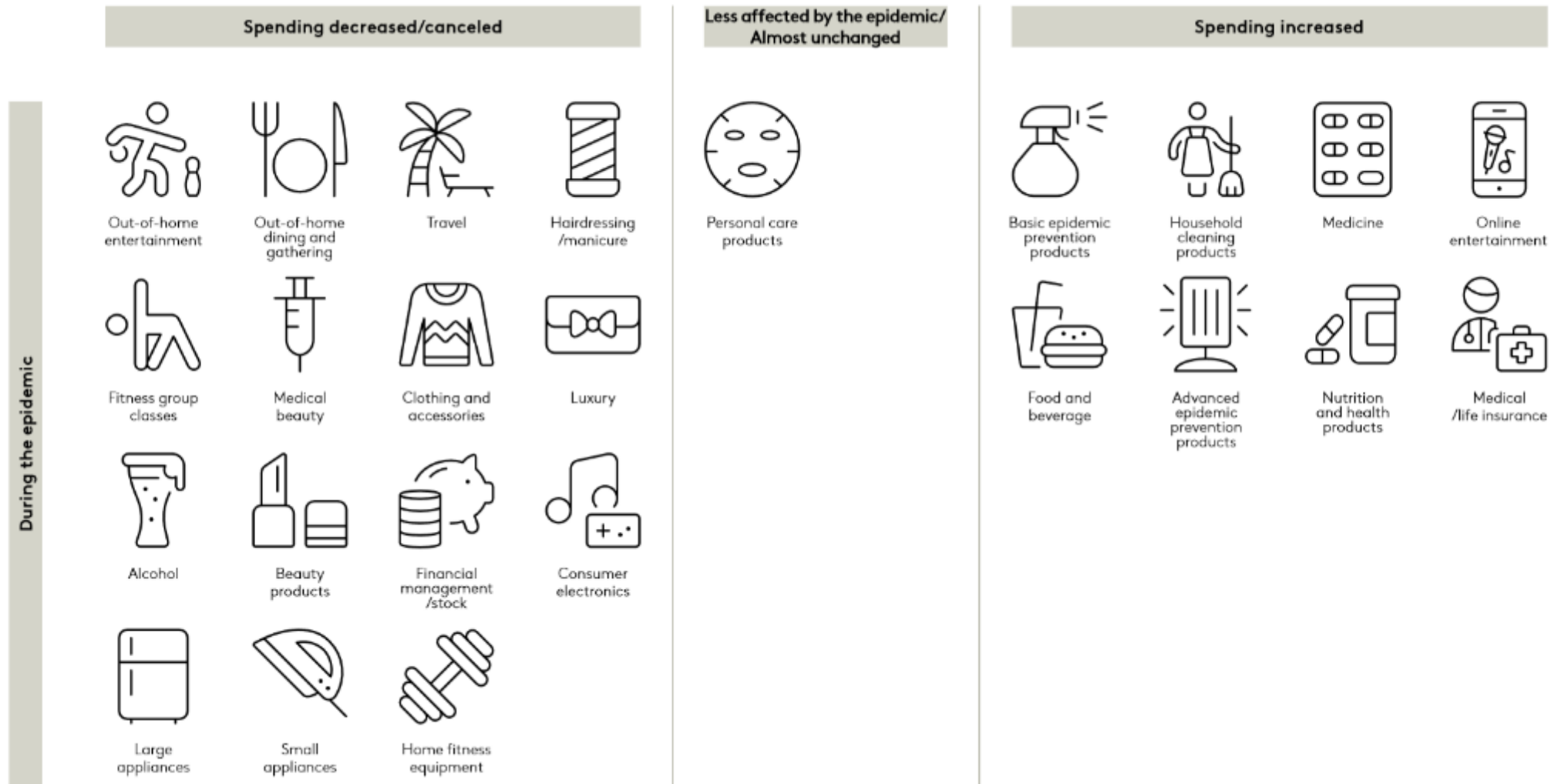
**But our spirit is up for a fight...**

Redefine your strategy in the new context

# What we can learn from China

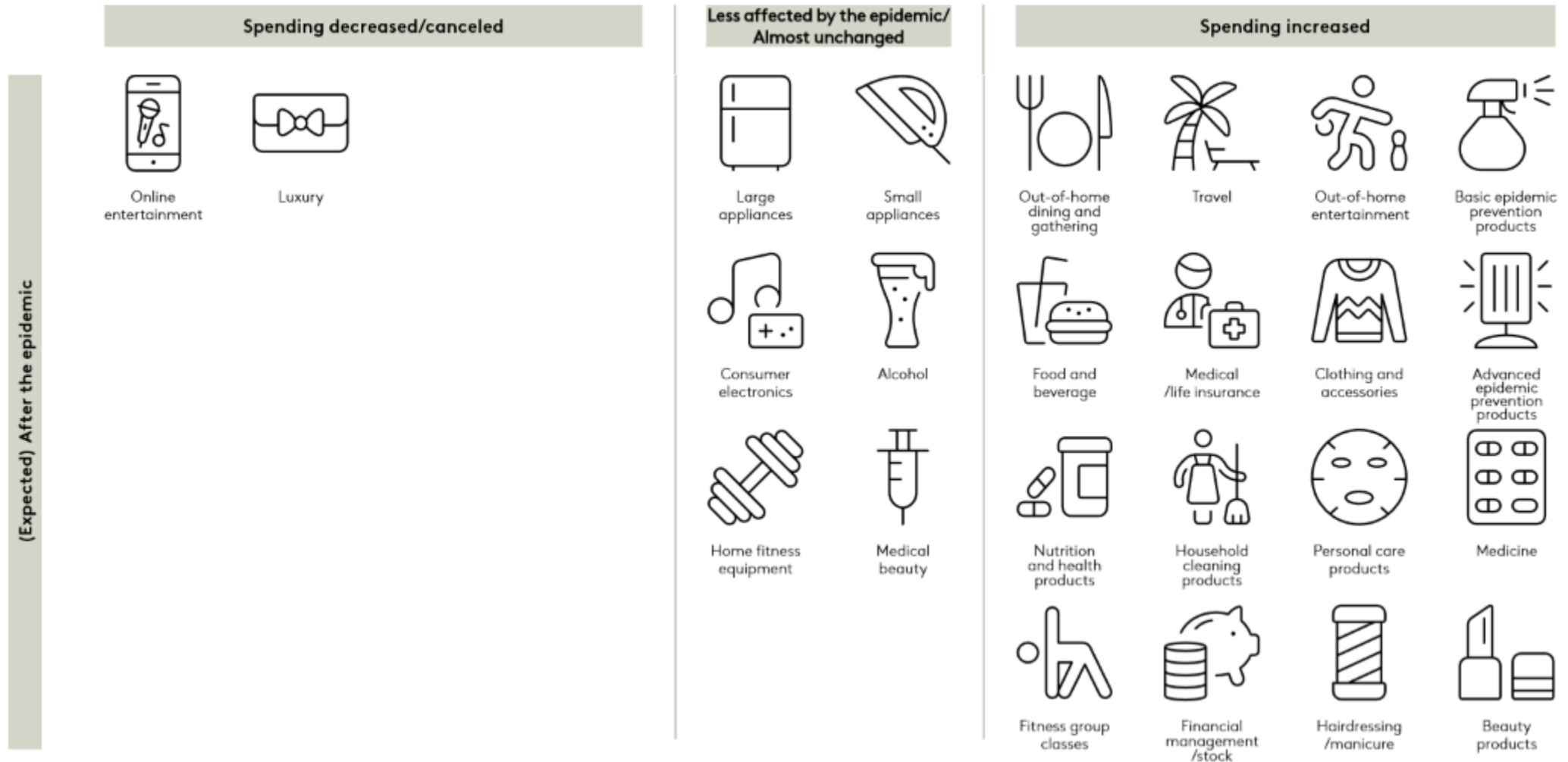


# The impact on certain sectors was profound during the pandemic





# But after the pandemic, there is huge potential for rebound



# Many consumers tried new things



34%

Online consultation



33%

Online education courses



29%

Telecommuting software



26%

Pay for online entertainment



21%

Watch live broadcast through mobile phone



18%

Social e-commerce/  
Community groups




14%

Buy indoor fitness equipment



13%

Try online banking



“If Winter comes, can Spring be far behind?”

## Emerging Lessons

**PAY ATTENTION** to the changes of consumer mindsets, consumption behaviour and lifestyles

**DON'T ASSUME A NORMAL OR A NEW NORMAL** Some habits may stick , while not doing others can create intense longing. None of the trends in China are new , disruption has just accelerated it. India may take that route or not.

**BE FLEXIBLE** in the annual business plan, marketing & channel strategy, and the investment plan.

**BE THE ENGINE** interact, enhance consumers stickiness, aim for first mover advantage on the new consumption battlefield.

# We are here to help...

- Launching **COVID-19 Barometer** in India to track shifting mindsets over next 4 weeks
- Access our **COVID-19 global Barometer**
- **WorldPanel** to track as baskets evolve
- **TGI and other syndicated assets** ongoing cultural insight
- **Agile, online solutions** so you don't lose touch with your customers
- **Webinars & Custom Virtual Workshops**



# The State of the Nation

What are people talking about  
COVID-19 online?

And how should brands respond

Poonam Kumar

3<sup>rd</sup> April 2020



# Our Survival brain is on high alert. Dealing with uncertainty is like a kick in the pants



What's safe and what isn't?



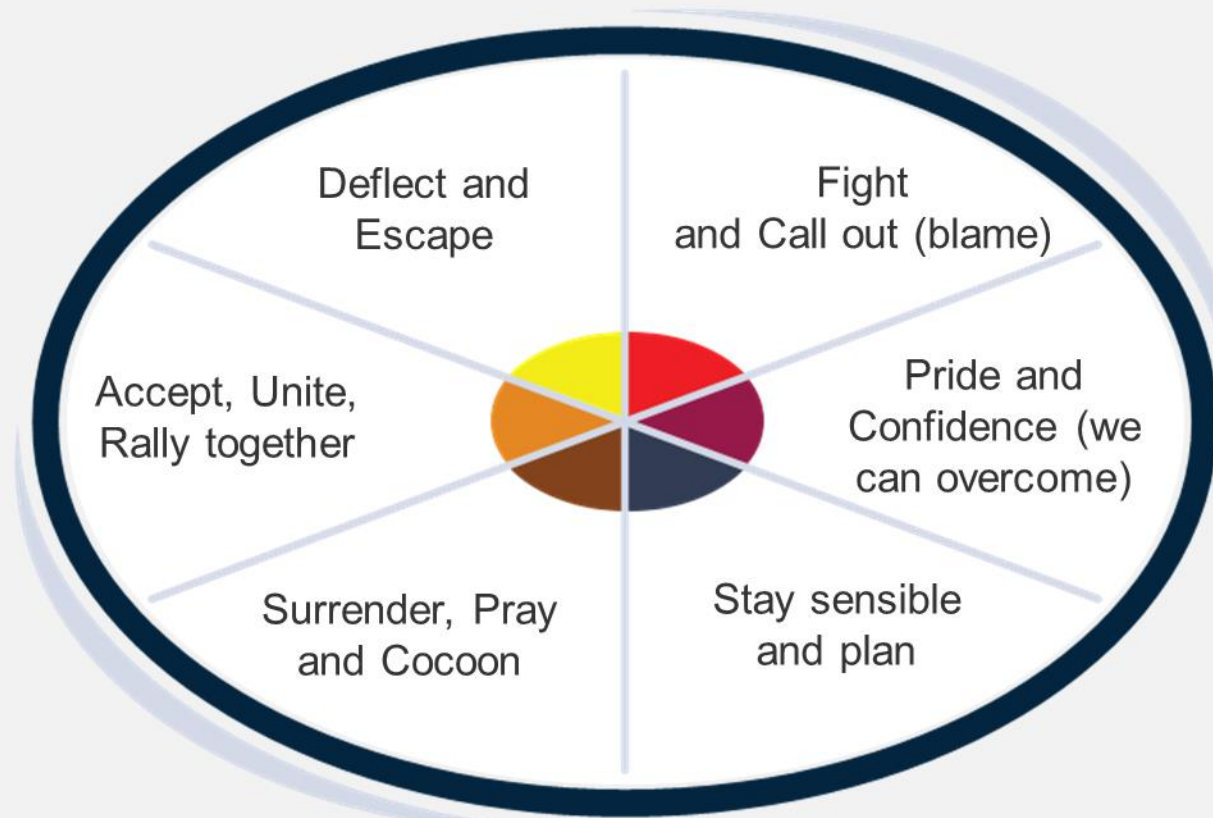
Uncertainty creating untested stories – most equal danger



Assuming worst, over-personalization, frightening conclusions intensified by both real and fake news



# People respond differently to uncertainty and fear



NEEDSCOPE®



# People respond differently to Uncertainty and Fear



# Unite, Rally & Support



1.  
Rally behind  
the leadership  
Show solidarity

2.  
Gratitude to  
those keeping  
us safe and  
comfortable

3.  
Setting past  
differences  
aside

4.  
Proactively  
spreading  
positivity and  
calm

5.  
Indian Pride –  
showing the  
world. #Civil  
Obedience is  
what will free  
India this time

6.  
Inspired by  
the collective  
spirit



**Crisis behavior** – Unite to fight a common enemy, support leaders and those fighting from the front. **High stress, high optimism.**

**The new normal** – A nation at war against an oppressive virus where each of us should do our bit to make India free. **I am because we are. A new sense of unity**

**Self-protection** – Important to maintain a positive self. **Unity, solidarity**

# Fight & Call out



1.  
Fight and call out  
“COVIDIOTS”

2.  
Fight and call out detractors

3.  
Fight and call out the leadership

4.  
Fight and call out the culpable upper-class

5.  
Fight and call out celebrity culture

6.  
Fight and call out police brutality



**Crisis behavior** – Finding places to park the blame. **High stress, high anger.**

**The new normal** – An apocalyptic world where the nation is fragmented, violence reigns and every day is confined to the insides of their homes. **Idiots are destroying my world**

**Self-protection** – Fight till their voice is heard. **Be Heard**

# Surrender, Pray & Accept



1.  
Worried  
about the  
vulnerable

2.  
Putting health  
& safety  
above all else

3.  
Accepting  
and finding  
upsides

4.  
Healing  
through faith  
and prayer

5.  
Sacrifice is  
worth it

6.  
Must try not  
to burden  
others or put  
anyone at  
risk



**Crisis behavior** – Staying home and taking care of loved ones, not endangering the rest of the world. **Acceptance, Desire to help**

**The new normal** – A world to regroup, acknowledge forces that are bigger than us. **Cocooning, Worrying, Caring**

**Self-protection** – Faith, Prayer, Care, Acceptance

So what should Brands do?

BRANDS –  
SHOULD  
NOT HIDE



DON'T  
HIDE

N1TEL1TE

# This is not a time to focus on short term equity and quarterly sales



Time for brands to **show up and support** – 92% say they wish to hear from brands



Keep the light on – show people **what you are made of**



Time to **speak to people and not consumers**. Make it less about you and more about them.



It is the time to **build trust** by setting your agenda aside and helping people heal and feel better.



Be **human, real, vulnerable**.



**Signal your values** in a way that is needed.



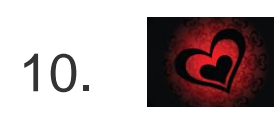
**Empathize** (I see you, I feel what you feel).



**Help people trust themselves** and believe that they will come through this



**Don't add to the cacophony** of conflict and confrontation



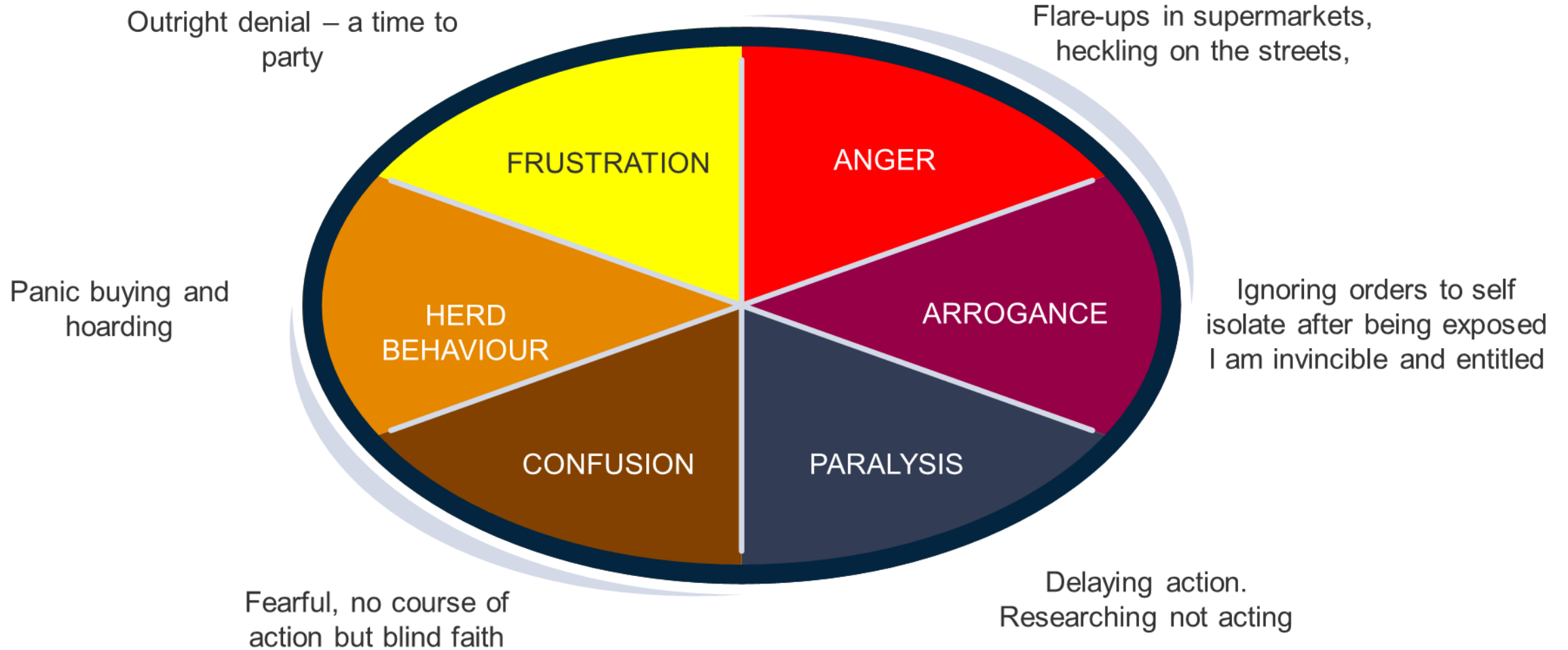
It is the time to **build greater meaning**.

# We saw the Indian response to COVID-19. How are we coping with the lockdown? The psychology of lockdown and the tensions created

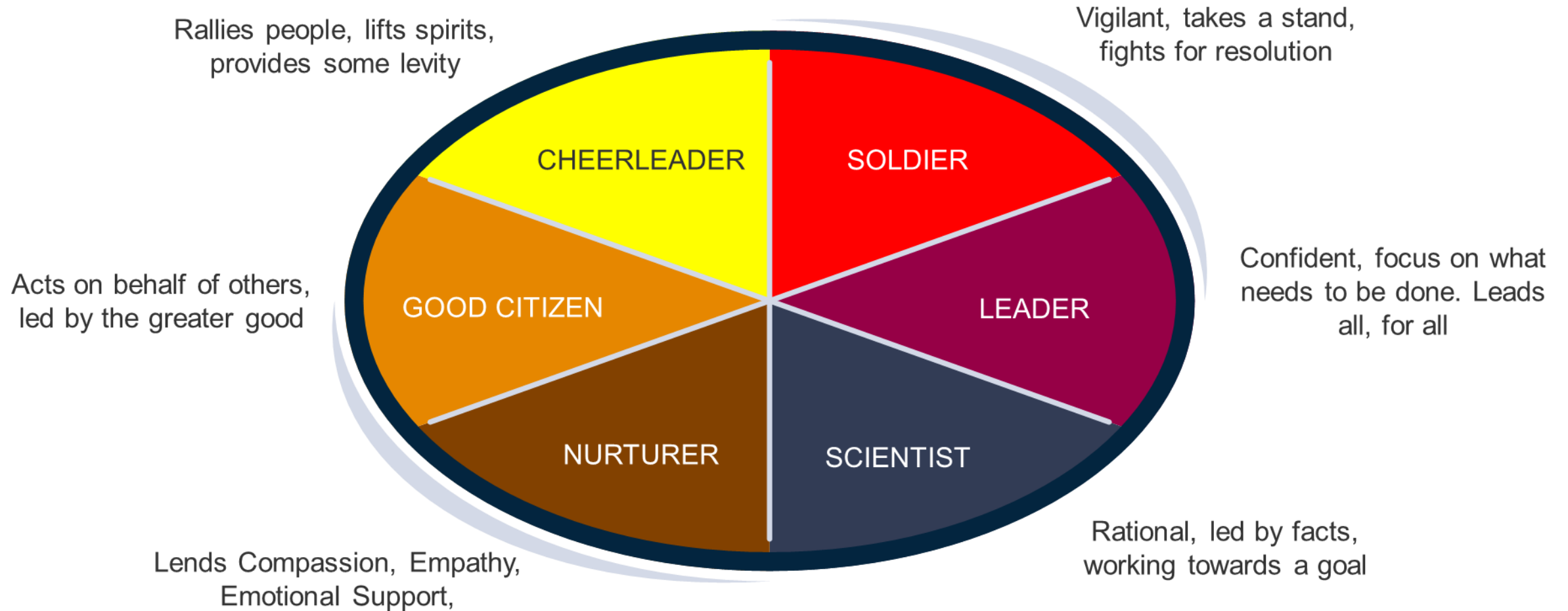




# Six ways that people respond to lock down: the bad



# Six ways people respond to lock down – the good



# How can a brand be a good lockdown partner?

1. Reflecting the reality

2. Finding the good

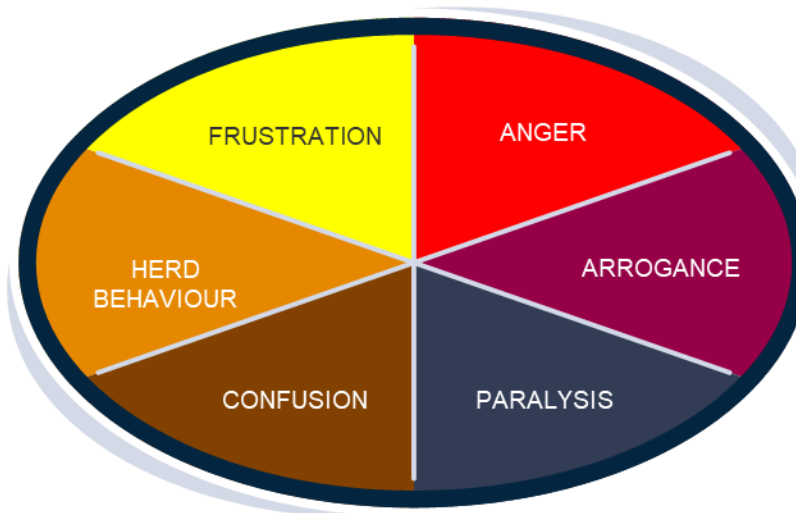
3. Sharing the burden

4. New beginnings

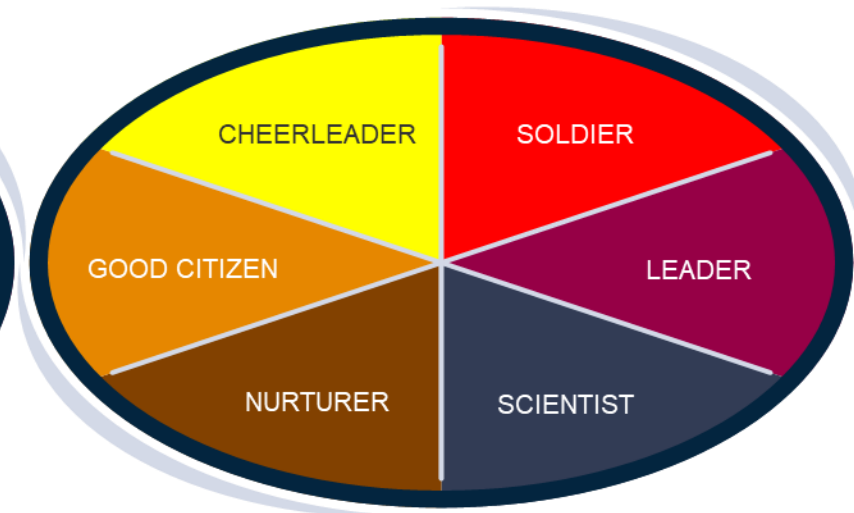


NEEDSCOPE®

Understand the response



Counter the bad behaviour



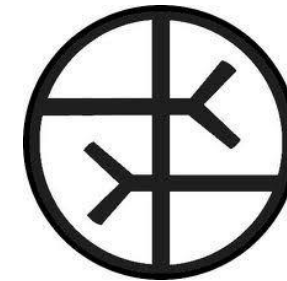
Reinforce, Role model the Good

# How can a brand be a good lockdown partner?

Regardless of how we respond, we all need Healing, Reassurance, to Know that we are being Seen and Heard



悟  
CALM



1. Reflecting the reality

2. Finding the good

3. Sharing the burden

4. New beginnings

# Reflecting the Reality

Let's see how brands are doing it



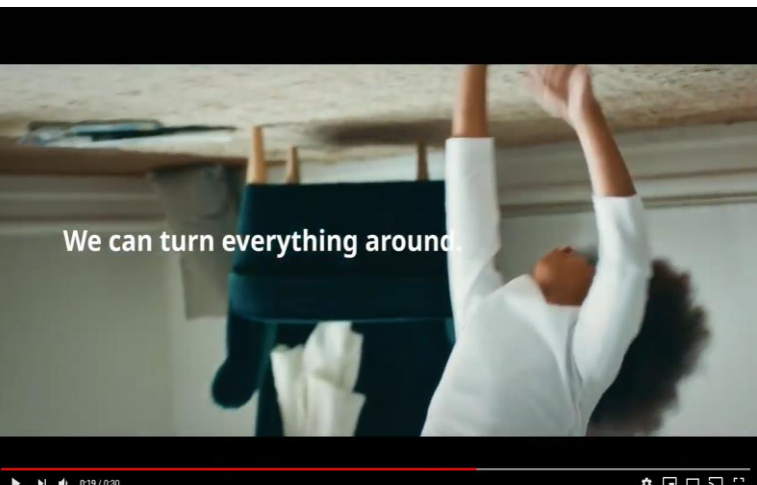
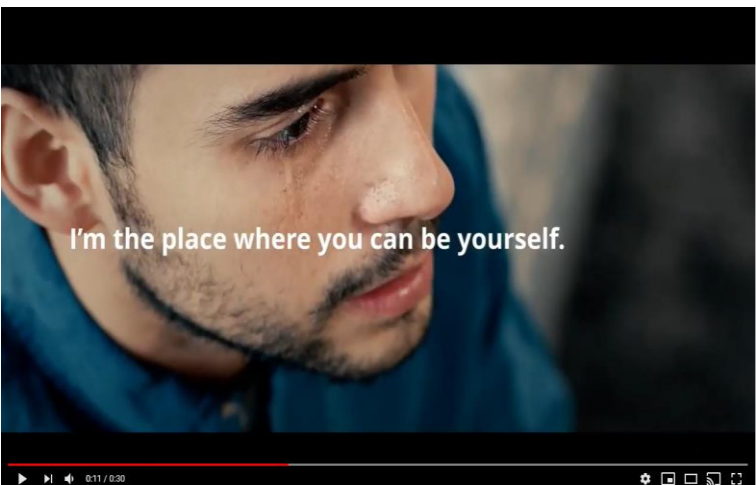
This is not an ad  
for Lifebuoy.  
This is a public  
service message.



# Those that got it Wrong!

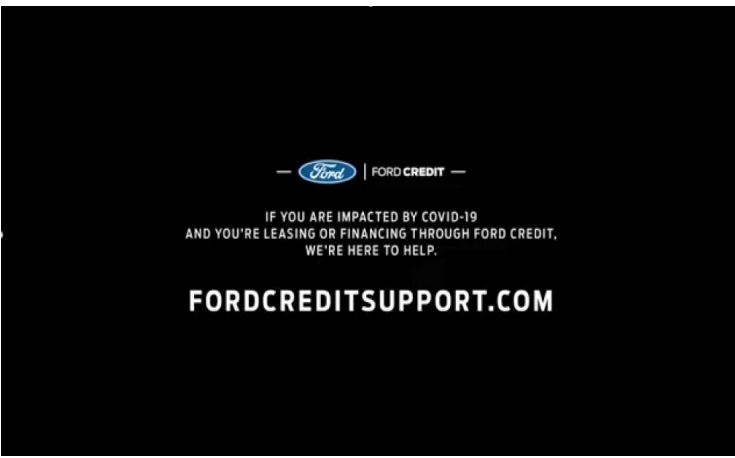
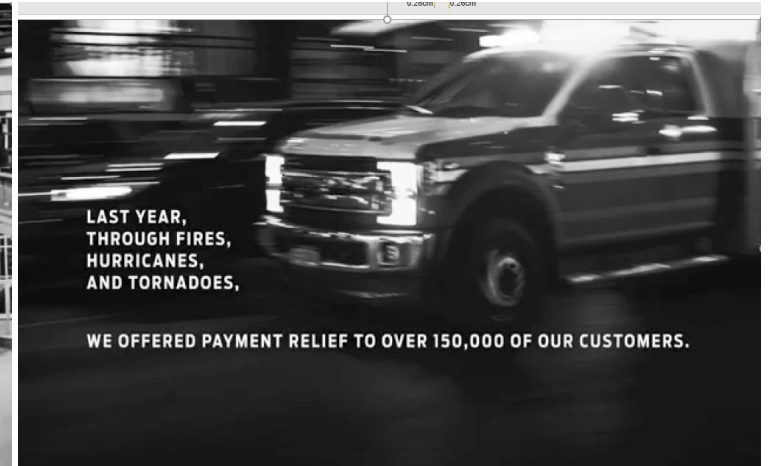


# Finding the Good Ikea – I Stay Home



# Sharing the burden

## What you **DO** matters as much as what you **SAY**



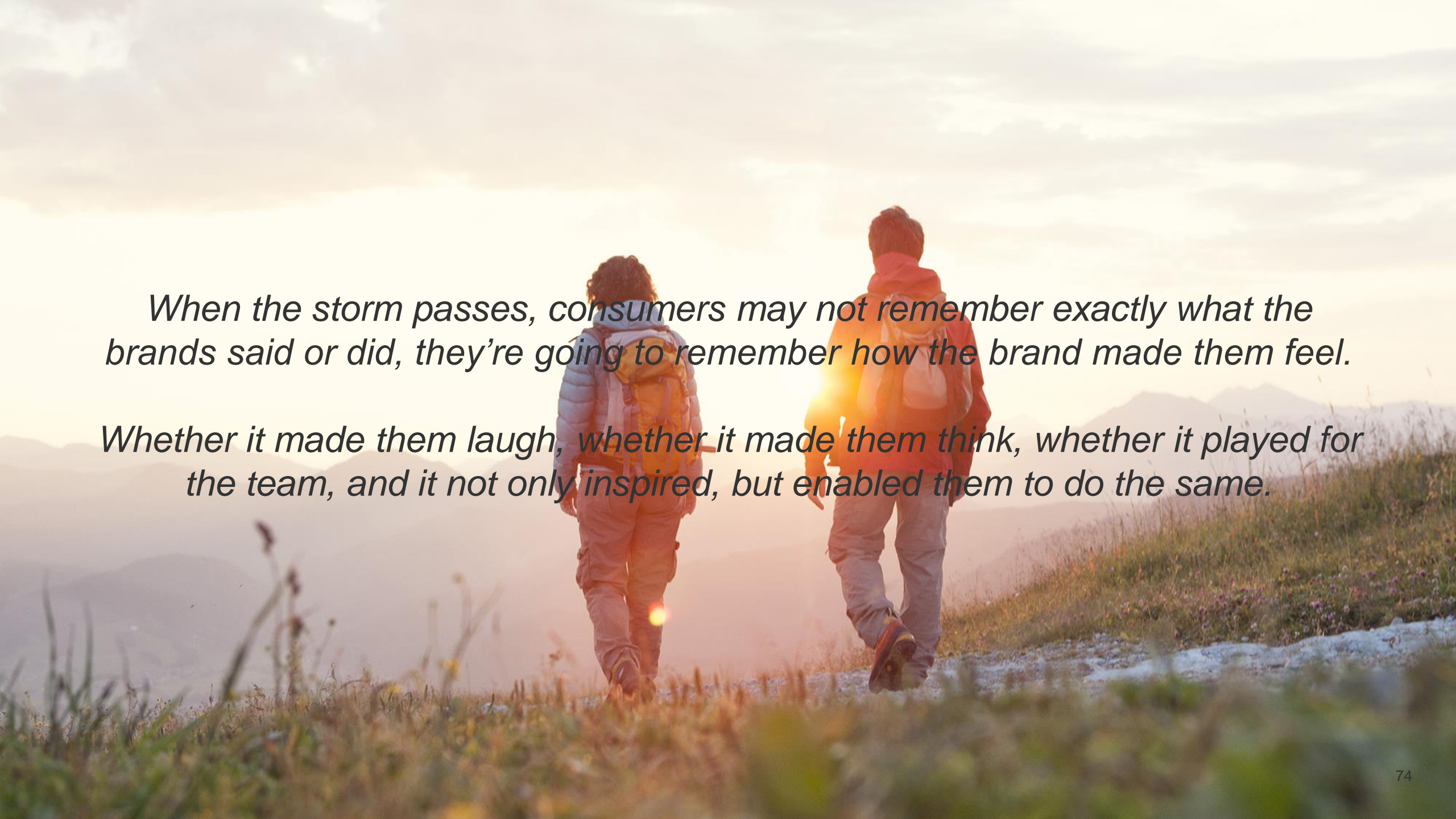


# These are difficult times, but also unique opportunity to do much more, be much more – some strategies for brands

1. Wartime spirit – Pride, Courage, Romantic ideals to elevate the spirit
2. Recalibration and Repurposing – Giving perspectives on what's really important.
3. Going up to the Front – So many owe so much to so few. Generating collective feelings of responsibility
4. Doctrines of mindfulness – Refreshing real meaning, living fully in the moment, a collective moment of truth
5. Saying Thank you and everything else that matters
6. A silent hug - Stirring people back to what makes us human, relatable human moments
7. Humor – a way to cope. Gallows humour or just plain silly fun
8. Pitching in heartily – Knights on scooters
9. Needing our neighbors more than ever

The need for brands to be more human than ever



A photograph of two hikers walking away from the camera on a mountain trail. The hiker on the left is wearing a light-colored jacket and a backpack, while the hiker on the right is wearing a red jacket and a backpack. The sun is low on the horizon, creating a warm, golden glow and a lens flare effect. The background shows a vast landscape of mountains and a valley under a cloudy sky.

*When the storm passes, consumers may not remember exactly what the brands said or did, they're going to remember how the brand made them feel.*

*Whether it made them laugh, whether it made them think, whether it played for the team, and it not only inspired, but enabled them to do the same.*

# KANTAR

## Media in the time of Covid-19

Pablo Gomez

3<sup>rd</sup> April 2020

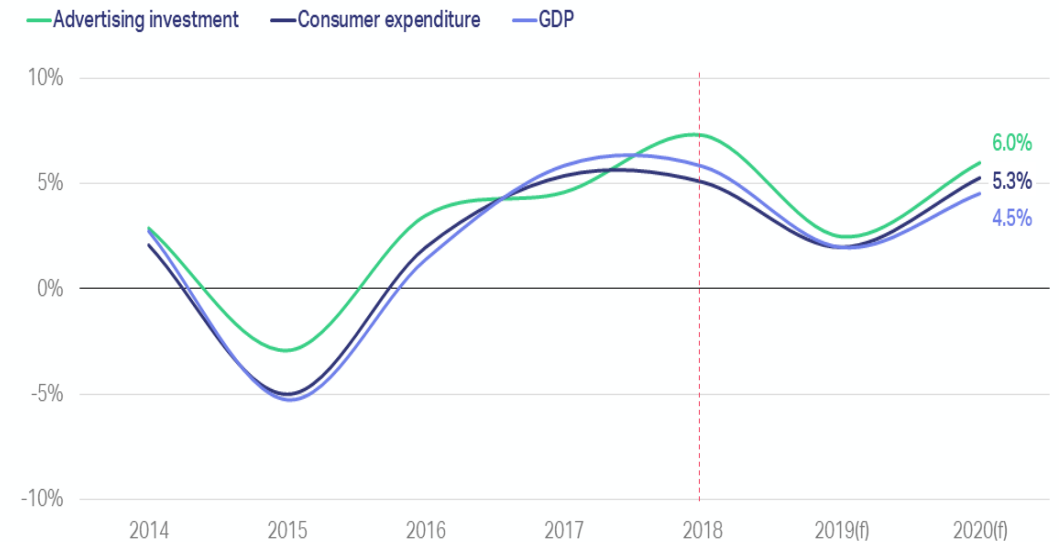


# What can we expect of the media investment in 2020?

Before the outbreak, GDP growth was expected to be close to a 3% and Group M anticipated a growth in media of +3.9%.

Because of an expected slowdown on consumer expenditure, potential problems on products supply and an impact on GDPs, **we expect a significant negative impact in media investment.**

Global, Year-on-year % change, US dollars, Current prices



SOURCE: WARC Data, IMF, Euromonitor

Forecast data from WARC was before Coronavirus outbreak

# Shall I continue or stop my media investment?

*Just 8% of consumers think that brands should stop advertising*

- Using analytics and time-series data to simulate three different spend scenarios (stay the same; decrease by 50%; go dark) for a real beer brand, we can see that if it were to go totally dark it could lose about 13% of existing volume sales – market share that would be very hard to recover in the future.

The solution?

- Minimize the time you go dark, not more than 6 months
- Or just decrease investment, not lower than 50% to minimize impact.



# Which touchpoints should I focus on?

## Go for Digital... but don't forget TV

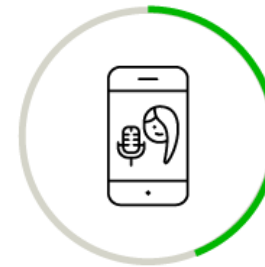
52% of consumers in 6 Asian countries declare to be cutting down on leisure outdoor activities and are spending more time at home.

This has a clear impact on media consumed:

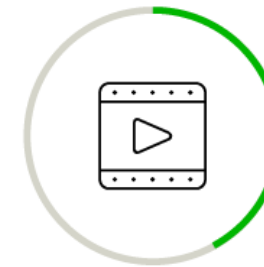
-Less OOH, experiential events, or transport.

-More Digital and TV

What consumers are doing more:



Short video APP  
44%



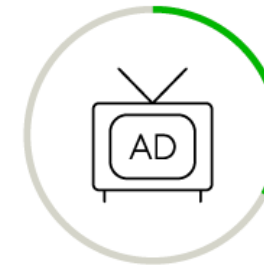
Video website APP  
42%



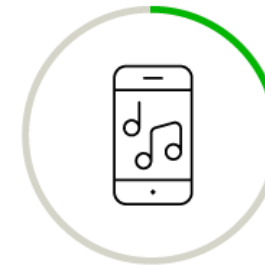
News platforms  
37%



Social media  
34%



TV advertisement  
33%



Online music  
26%

# Which touchpoints should I focus on?

## The come back of TV

Data from Kantar Media Spain -a country currently in lockdown- shows how TV consumption has increased exponentially this last weeks.

**News** have been the main driver, as people have the need to be continually informed of the evolution of the situation.

But Kantar Media Spain also think that people will suffer of “news saturation” and will start moving to other types of entertainment beyond: like **Netflix, Amazon Prime or HBO.**



# Which touchpoints should I focus on?

## Don't miss e-Commerce

SARs has been considered the "genesis" of the ecommerce in china, when Chinese people Unwilling to go out for anything but the essentials, began shopping online.

This time we see the same pattern across the rest of the Asian countries. Where **32% of respondents** declared that they have increased their online shopping activities.





# Inspiration – How Next is embracing digital transformation

Next will not slow down its investment in marketing and online systems during the coronavirus pandemic, instead seeing an opportunity amid the global crisis to accelerate its long-term business plan.

*“Anything we can do during this period, where actually volumes and all the systems problems associated with high volumes online will disappear, gives us a bit of breathing space to accelerate some of the developments we were planning on doing.”*

Simon Wolfson – Next CEO

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## Next: Coronavirus will give us ‘breathing space’ to accelerate long-term growth

*Next believes it could weather a loss of more than £1bn, or 25%, in annual full price sales caused by Covid-19 and that the business must embrace change despite the crisis.*



By **Ellen Hammett** | 19 Mar 2020

Share this article



# How I can get most of my media investment?

## Focus and Optimization

How to get the most of my media investment?

- TV and Digital create the highest level of synergies. A campaign combining the right channels will generate additional ROI.
- Customize the creatives to the digital platforms will increase the ROI a 67%. Don't use the same TVC in the digital platforms.

### Ways to Optimize Media Investment:

#### **Right Channel Combination:**

Gives an additional 24% of impact

#### **Customizing content to digital:**

Gives an additional 67% of impact

# How can I get most of the media investment?

## Use Online to be "Always On" with your consumers

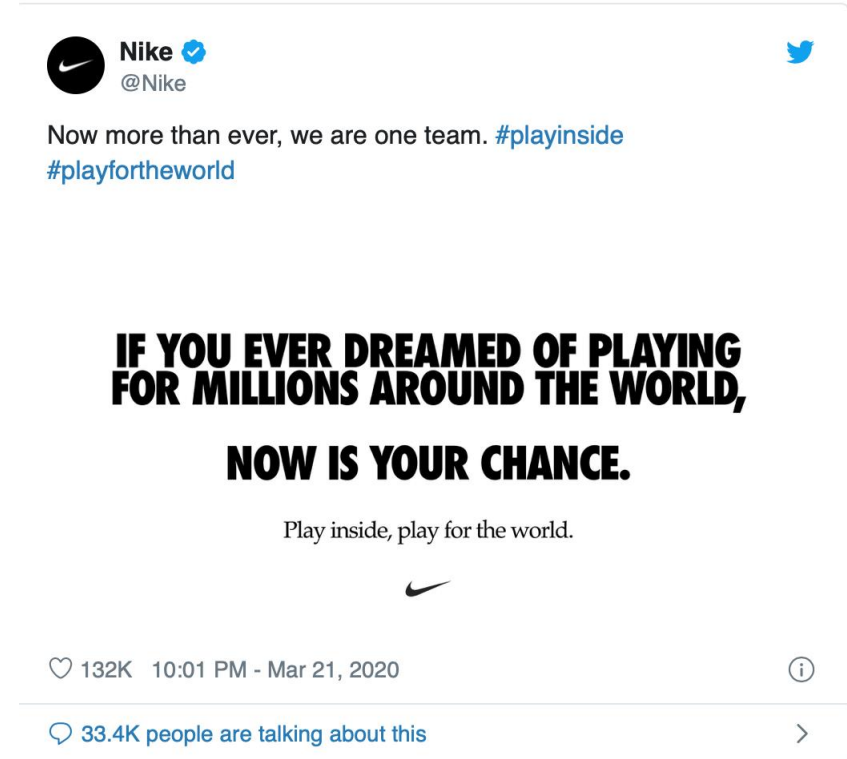
Digital is more effective and efficient when is always on.

Make sure there is sufficient frequency per week to make an impact. A weekly frequency of 1+ will be more effective.

<b>Campaign length</b>	<b>Create AWARENESS</b>	<b>Build ASSOCIATIONS</b>	<b>Drive MOTIVATION</b>
7 weeks or less (base n=20 campaigns)	<b>7%</b>	<b>8%</b>	<b>5%</b>
8 weeks or more (base n=14 campaigns)	<b>11%</b>	<b>11%</b>	<b>14%</b>
<b>Additional impact with higher campaign length</b>	<b>+4%</b>	<b>+3%</b>	<b>+9%</b>
<b>Weekly exposure</b>	<b>Create AWARENESS</b>	<b>Build ASSOCIATIONS</b>	<b>Drive MOTIVATION</b>
Less than ~1 per week (base n=23 campaigns)	<b>8%</b>	<b>10%</b>	<b>6%</b>
More than ~1 per week (base n=11 campaigns)	<b>10%</b>	<b>13%</b>	<b>10%</b>
<b>Additional impact with higher weekly exposure</b>	<b>+2%</b>	<b>+3%</b>	<b>+4%</b>

# Inspiration, How Nike continues to be in touch with consumers

“We know in times like these that strong brands get even stronger. And I truly believe that no one is better equipped than Nike to navigate the current climate.”  
John Donahoe - Nike CEO



The image shows a screenshot of a tweet from Nike (@Nike). The tweet text reads: "Now more than ever, we are one team. #playinside #playfortheworld". Below the text is a large, bold, black graphic that says "IF YOU EVER DREAMED OF PLAYING FOR MILLIONS AROUND THE WORLD, NOW IS YOUR CHANCE." followed by the Nike logo and the tagline "Play inside, play for the world." The tweet has 132K likes and was posted at 10:01 PM on Mar 21, 2020. There are also 33.4K people talking about this tweet.

**Nike** @Nike

Now more than ever, we are one team. #playinside #playfortheworld

**IF YOU EVER DREAMED OF PLAYING FOR MILLIONS AROUND THE WORLD, NOW IS YOUR CHANCE.**

Play inside, play for the world.

132K 10:01 PM - Mar 21, 2020

33.4K people are talking about this

# In summary



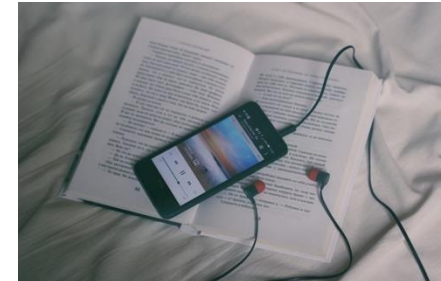
## BE READY FOR BUDGET CUTS

We expect a decrease on advertising and media investment. This is the best time to look for efficiencies.



## AVOID OR MINIMIZE BLACKOUT

Don't be off for more than 6 months or continue with at least 50% of investment.



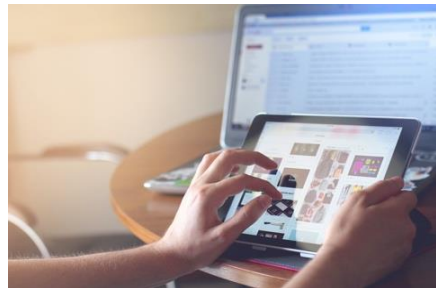
## FOCUS ON DIGITAL and TV

Also explore new platforms like News or Music Streaming services.



## UP-SCALE YOUR ECOMMERCE CAPABILITIES

Ecommerce boomed in china during SARS, this will probably happen in other countries now.



## OPTIMIZE YOUR INVESTMENT

finding the right combination of channels and customizing the content



## BE ALWAYS ON

In the digital channels, ensuring a *sufficient* investment per week, is an effective way of be in touch with your consumers.

**KANTAR**

**Media in the  
time of  
Covid-19**



Thanks for joining the webinar today.  
Watch out for the next webinar coming soon.

For more information, please write to:  
[chhavi.bhargava@kantar.com](mailto:chhavi.bhargava@kantar.com)