



# Covid-19

**ADVERTISING THROUGH CHANGE**

**“The very reason LIFT Digital and OnMilwaukee exist is because we believe that our community has massive potential, and we want to help package, promote and protect Milwaukee and our partners’ goals.”**



Source: OnMilwaukee Photo: Visit Milwaukee

# Consumer behavior during Covid-19



**Nielsen data suggests that media consumption rises nearly 60% when consumers were asked to stay at home during past crises.**

Source: Nielsen explains how COVID-19 could impact media usage across the US



**This trend could be even stronger for teenagers. In Seattle, teen media consumption increased 104%.**

Source: Nielsen explains how COVID-19 could impact media usage across the US



**In China, annual advertising is expected to grow 3.9%. Advertising on Social Media is +22% and e-commerce is +18%.**

Source: Coronavirus will impact ad spend but could drive shift to utility, e-commerce and live-streaming



**According to Pinterest, users are actively searching for solutions, planning for future moments, and seeking positivity. Make sure your brand is there for those needs.**

Messaging focused on bringing  
**US TOGETHER**



“Our doors may be closed but, our mission isn’t.”



“We’ll be ready and waiting for when you can travel again.”



**HYUNDAI**



“Most importantly we are providing ways to stay connected to each other”



**“Let us take care of you  
while you take care of  
yourself”**

**KAY**  
JEWELERS



**“Because Love Conquers All”  
“Show them your love is  
stronger than ever”**



**“Things are changing, but  
we’re still here for you”**

## TARGETED DISPLAY



Behavioral, Demographic,  
Geographic, Psychographic,  
& Keyword

Display ads are more powerful than ever. Stay top of mind with supportive, and positive messaging.

## CONNECTED TV



Users are downloading and subscribing to streaming services at an increasing rate and they can't be reached with a TV-only strategy.

## AUDIO



Similar to video, audio is another place users are looking for entertainment. They are streaming music and tuning into podcasts.

**TACTICS**  
to implement

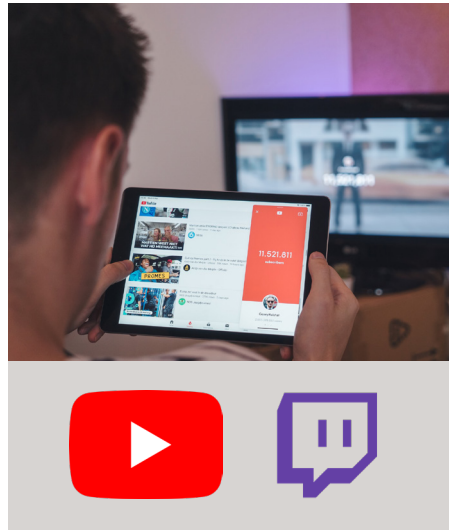
Make sure your advertising mix reflects current changes in consumer behavior.

## SOCIAL MEDIA



More people are on social media while at home scanning for updates and staying connected. This is a time to be sensitive and a great opportunity for your brand to stand out.

## YOUTUBE & TWITCH



Users might be stuck inside, but they are still craving social interaction. They are connecting in new ways such as Virtual Happy Hours, concerts, and workouts. These are currently becoming the new normal.

## AMAZON



Advertise where your customers are shopping and leverage Amazon's audience data. Target users based on streaming behaviors, books they are reading, music they are listening to, or stores they are supporting.

# Advertising during economic slowdowns

**“WHEN TIMES ARE GOOD YOU SHOULD ADVERTISE,  
WHEN TIMES ARE BAD YOU MUST ADVERTISE.”**

Source: Advertising through a recession, Forbes Sept 2019

A study on U.S. recessions, showed companies that maintained or increased advertising during the 1981-1982 recession benefited from sales growth during and after the recession.

Source: ocreative

In China, only 7% of clients stopped spending completely because of the outbreak.

Source: Coronavirus will impact ad spend but could drive shift to utility, e-commerce and live-streaming

## COMPANIES THAT ADVERTISE WILL BE ABLE TO:

1. Increase market share
2. Promote new services & products
3. Strengthen bond with consumers

# WHY?

SHOULD YOU KEEP ADVERTISING



We look forward to  
**CONNECTING**

**For more information please contact  
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**JEFF SHERMAN**  
Co-Founder & President

