

COVID-19 and the Asia Pacific consumer

No change to consumer attitudes to advertising in Asia?

We mined our databases and tested ads to bring you the answers



Will advertising during the current COVID-19 chaos serve its purpose or will it be a waste of precious marketing dollars?

Should you pull your campaign, change from its product-focus to offer emotional support?

Can you test your advertising with certainty? Will results be affected by people's mindset?

The last thing you need is for your ads to appear self-serving. Rather than suspending your ads, do the due diligence of suspending your own viewpoint and put yourself in the consumers' shoes. **Here's your creative checklist to take stock of your ads and the creative development process during the COVID-19 crisis:**

Should you be advertising now?



Brands that should consider slowing down or stopping spend now:

- With country lockdowns and travel bans >> travel and tourism
- With current social distancing >> restaurants, out-of-home entertainment, or sports
- Products in short supply >> toilet paper, personal cleaning products, store-cupboard essentials



Brands that should increase spend in the short term:

Categories that can make people's lives easier during the crisis such as supermarkets, food delivery services, home entertainment providers. Content from these brands should put people ahead of profit and demonstrate how their products and services can help people adjust to a different way of living.

What sort of content should you be putting out?



In some categories, ads need to be **product-centric**, focusing on people's reported needs to be assured that products and services are safe to use



In other categories, suspend product advertising, **provide emotional support** by showcasing positive values or suggesting solidarity and togetherness



Or simply show that **you are thinking of people**



It's critical to be **authentic**, in line with the brand's values



Deliver advertising that suggests a degree of normality can **help to prevent panic** and impact on mental health that is expected as a result of uncertainty and self-isolation



Ensure that content doesn't show behaviour that is contrary to **local health authority advice and government regulations** around social distancing, or that would cause panic



Content **need not specifically reference coronavirus** as awareness is high; however it shouldn't exploit either (e.g. price hike on essentials)



Not all content need to be new; **old ads and footage can work** just as well during the crisis as before



Use of **appropriate humour** can be acceptable; undergo pre-testing to be sure



Continue use of your **ad-testing tools** to check how your audience will receive new content. Our **agile solutions** including Link Express and Link Now for Kantar Marketplace, allow this to be done quickly and cost effectively. **Discover more at www.kantarmarketplace.com**

This is the third in a series of Kantar's COVID-19 and the APAC consumer webinars. Contact Irene.Joshy@kantar.com or tune in to our experts across Kantar share insights to help your brand manage the effects of COVID-19 and prepare for the future at <https://www.kantar.com/Inspiration/Coronavirus>.

About Kantar

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