



# **CORONAVIRUS**

## **HUMANIZING**

### **EFFECTIVE MEDIA DURING COVID-19**

**20<sup>TH</sup> OF MARCH 2020**

# EXECUTIVE SUMMARY

1.

The Corona pandemic is disrupting public life. The necessity of staying at home and "social distancing" is a new situation people find themselves in now.

2.

The changing circumstances have significant impact on people's life and daily routines. Private time spent and the consumption of media are one of major aspects.

3.

Stay-at-home-consumers massively increase their usage of certain media channels. Predominantly TV and online channels benefit, whereas OOH or Cinema is mostly affected (obviously).

4.

The current situation reveals a unique and valuable opportunity for brands to create a higher "proximity" to consumers.

5.

Content and messaging are key: they need to address the right tonality and relevance!

6.

Brands stepping back now and remaining "silent" are less likely to leave an impact. Furthermore, a "comeback" after a long break will require even more resources.

7.

Streamline efforts by bridging the gap between media and creativity (in the Serviceplan Group we call it ÜberCreativity)



**THE SUN WILL  
COME OUT  
TOMORROW**

# PLEASE GET IN TOUCH



**MATTHIAS BRÜLL**

MANAGING DIRECTOR

MEDIAPLUS INTERNATIONAL

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M.BRUELL@MEDIAPLUS.COM

M +49 170 578 36 54

# BUILDING BEST BRANDS

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