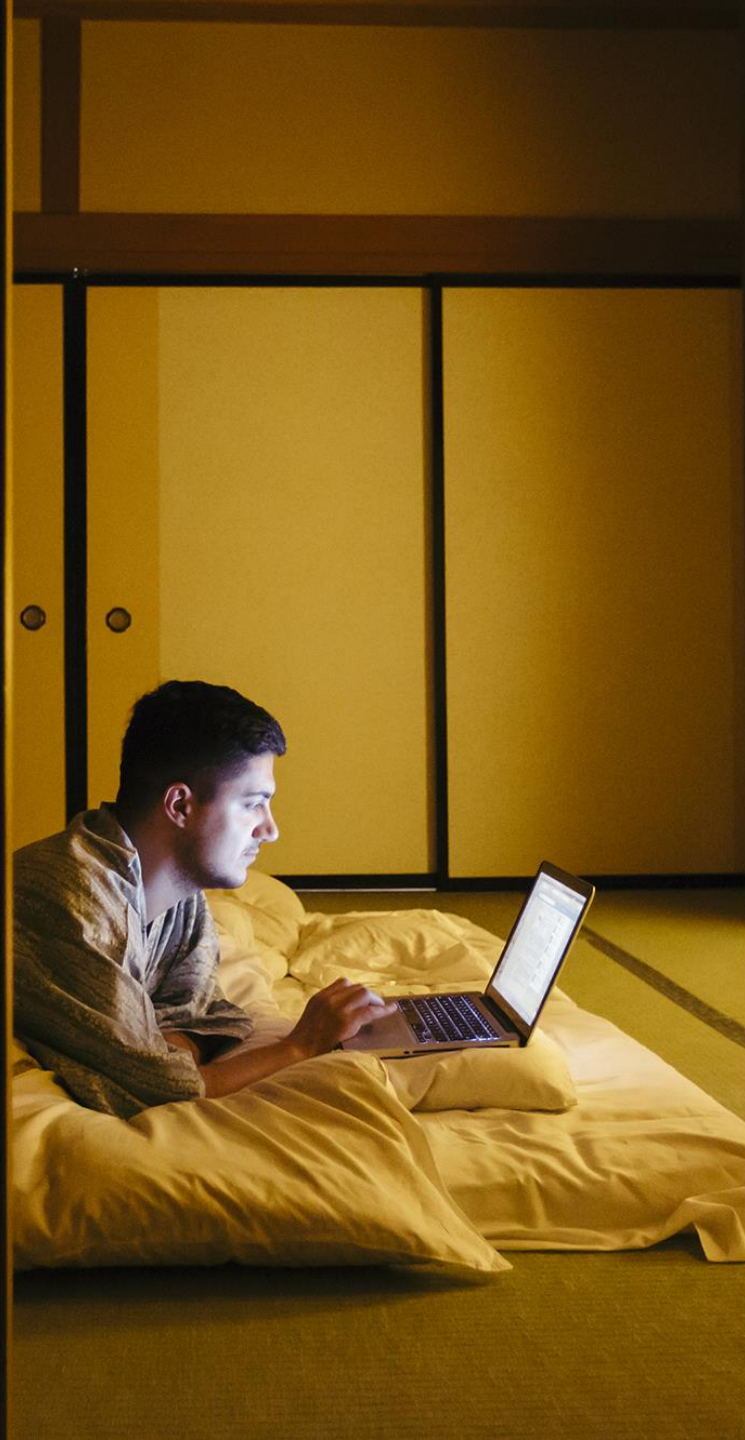


**KANTAR**

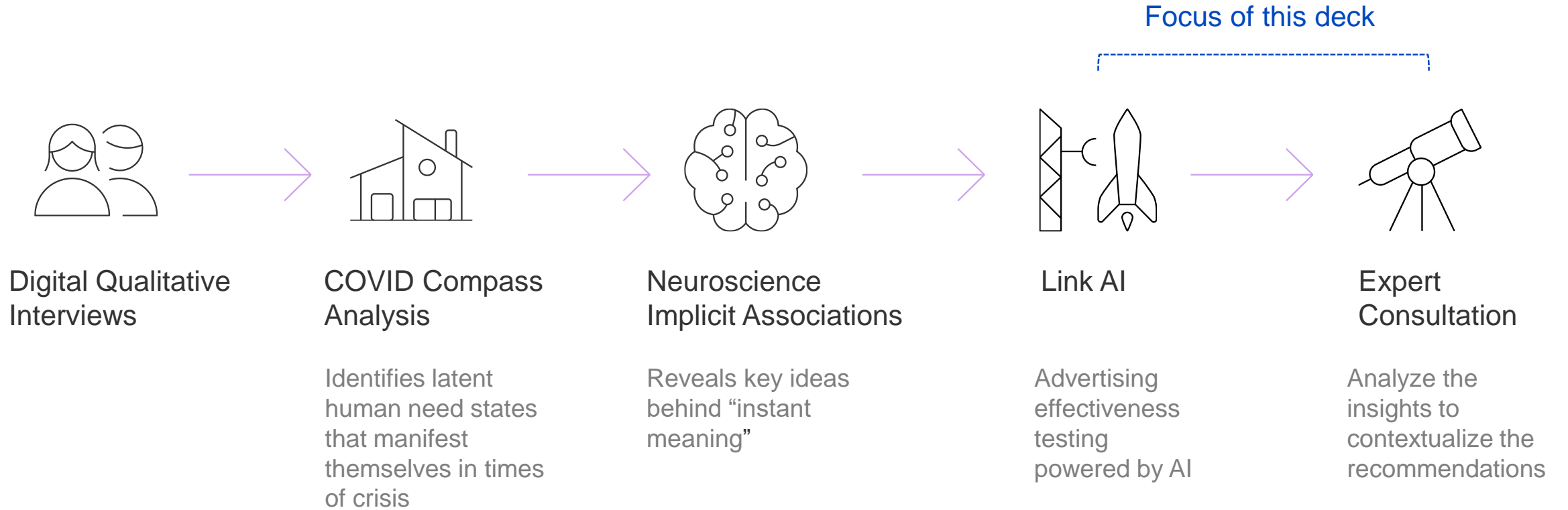
Creative Guardrails  
for COVID-Related  
Advertising  
Wave 1

April 2020



# Every day, new COVID-19 related ads are breaking without precedent

Through insights derived from multiple Kantar methodologies, we set out to better understand what makes COVID-related ads effective



# As an advertiser, understanding how people feel during COVID-19 is essential

Using Neuroscience, Kantar is gauging Americans' emotions during the course of the pandemic

Thinking of COVID-19 -- Americans are experiencing a wide range of emotions. But a sense of togetherness and hope prevail, highlighting the American spirit of resilience during trying times.

# 83%

of Americans are feeling uncertain

## Negative Associations

76% Nervousness

70% Fearful

76% Anxious

## Positive Associations

82% Community

78% Hopeful

78% Togetherness



# But advertising during COVID-19 needs to be in sync with your consumers

**CORONAVIRUS**

## How Brands Are Shifting Ad Campaigns Amid The COVID-19 Outbreak

Consumers are receptive to pandemic commercials, but they want to see compassion, not cash grabs.

**OPINION >**

## Times like these: the good and the bad of Covid-19 responses

**The Drum Network** Tricks of the marketing trade  
By Drum Network - 09 April 2020 13:43pm


The marketing sector can be a complicated place as new marketing tools and techniques are launched, almost on a weekly basis. Powered by **The Drum Network**, this regular column invites The Drum Network's members to demystify the marketing trade and offer expert insight and opinion on what is happening in the marketing industry today that can help your

**FASTCOMPANY**

COVID-19 CO.DESIGN TECH WORK LIFE CREATIVITY IMPACT VIDEO RECOMMENDER

## Frito-Lay's new COVID-19 ad is an anti-brand manifesto. Too bad it's still a commercial

If Frito-Lay doesn't tell people about all the great stuff that it's doing, how will we know about it?



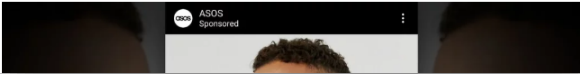
**AdAge** Sections Latest Editor's Picks Most Popular

**CMO Strategy**

## 7 BRANDS' ADS UNFORTUNATELY TIMED TO THE CORONAVIRUS PANDEMIC

These ads have been pulled or are getting backlash

By [Ilyse Liffeling](#), Published on March 16, 2020.



**FASTCOMPANY**

COVID-19 CO.DESIGN TECH WORK LIFE CREATIVITY IMPACT VIDEO RECOMMENDER

## Advertising during the coronavirus crisis is not finger lickin' good

Coors Light, Hershey, and KFC have all pulled ads that didn't reflect our new, global pandemic-informed reality.

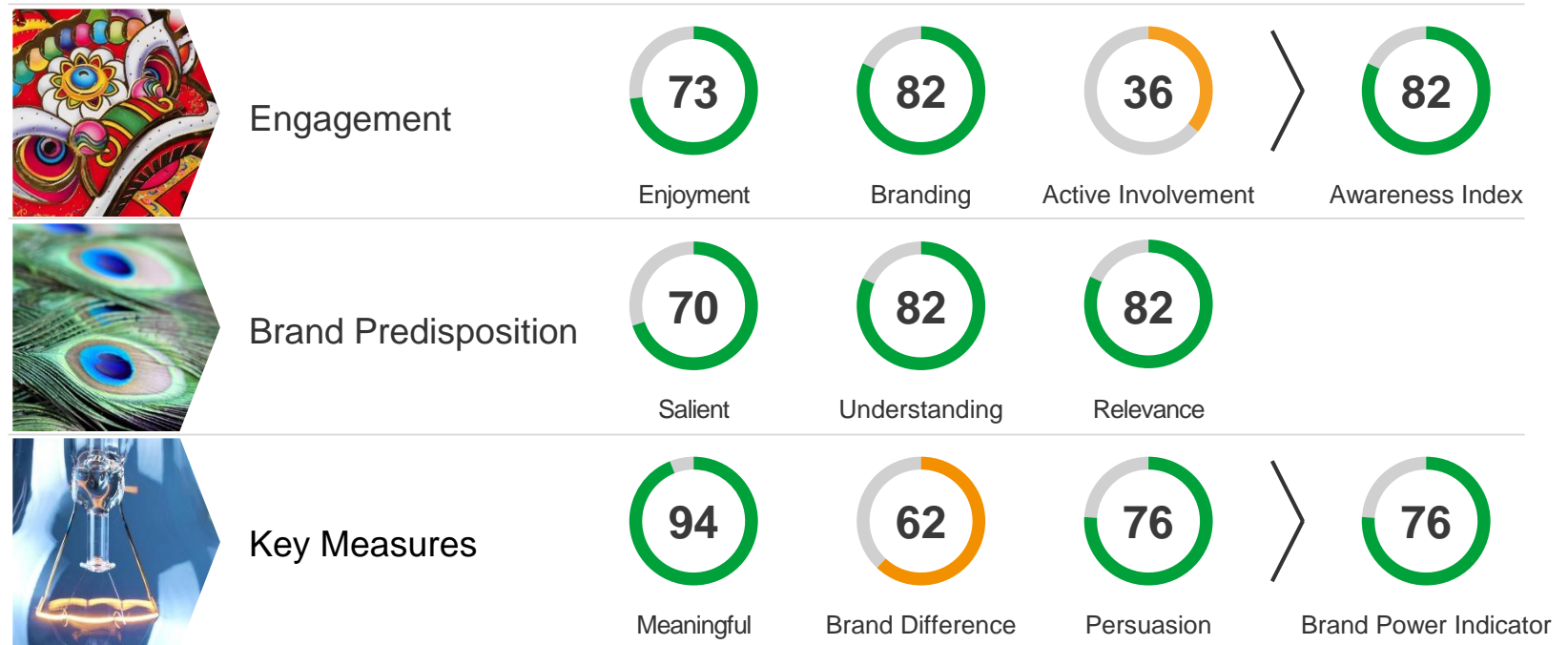


# Getting content right, right now

Machine learning trained on hundreds of thousands of ads, interpreted by creative experts

Knowing which content resonates with which consumers over the course of the pandemic and into the economic slowdown is critical; consumer volatility combined with brands' hampered ability to create new content raises the bar even higher.

## Sample Output



# We tested 22 ads in 13 categories that ran from February 20 – March 31, 2020

And identified four key insights to keep in mind while developing COVID-19 related ads



**Angel Soft**  
[Rolling Up Our Sleeves](#)

**Budweiser**  
[One Team](#)

**Buffalo Wild Wings**  
[Sports Live On](#)

**Burger King**  
[Contactless](#)

**Burger King**  
[Minimum Contact Two Free Kids Meals](#)

**Chik-fil-A**  
[We're Here For You](#)

**CVS Health**  
[Free Prescription Delivery](#)

**CVS Health**  
[Social Distancing](#)



**Domino's**  
[Contactless Delivery Business](#)

**Ford**  
[Built to Lend a Hand](#)

**Grubhub**  
[Restaurants Are Our Family](#)

**Hotels.com**  
[Social Distancing](#)

**IKEA**  
[I Stay Home](#)

**Jack Daniel's**  
[With Love, Jack](#)

**Jersey Mike's**  
[Our Family](#)



**Miller Lite**  
[#VirtualTipJar](#)

**Nissan**  
[Ode To Empty Roads](#)

**Perdue Farms**  
[Appreciation](#)

**Sling**  
[Staying Safe Means Staying at Home](#)

**T-Mobile**  
[We're With You](#)

**Verizon**  
[We're Here And We're Ready](#)

**Vodafone SPAIN**  
[Together](#)

# 1. Messaging rooted in deeper human understanding rates higher

## Observations

In one vertical category, we saw a negative response to ads that talked about what the brand was doing, but a much better response to ads which captured the day-to-day lives of people in quarantine.

Brands that exaggerated current conditions for comedic effect did not score well.

## Insights

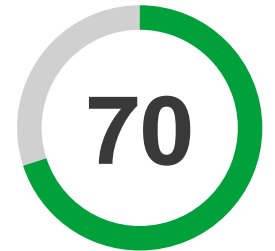
**Insight:** Now more than ever, consumers value advertising that speaks to where we are now.

**Guardrail:** Follow consumer insights, not executional trends (eg Zoom collages). Inventiveness is more important than ever.

## Examples



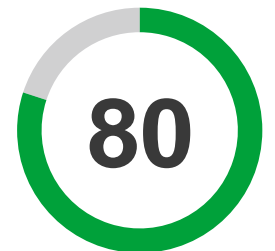
Vodafone\*\*  
Together



Awareness Index



Grubhub  
Restaurants Are Our Family



Awareness Index

Score: Top performing percentile - all ads against Gen Pop

## 2. Be clear on what your ad is meant to achieve

### Observations

Across categories, brands that talked about what they are doing to help in ways that weren't directly related to product benefit were seen as entertaining and having impact but were middling in branding and weak in short-term sales effect.

### Insights

**Insight:** Brands need to be thoughtful about what their messaging is and not expect gains that are not tied to those messages.

**Guardrail:** Ads test best when they are focused on one objective, and then choose and create to that objective.

### Examples



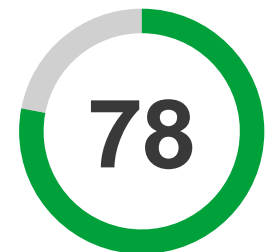
**Budweiser**  
*One Team*



Enjoyment



**Nissan**  
*Ode To Empty Roads*



Enjoyment

Score: Top performing percentile - all ads against Gen Pop

### 3. Deliver more value, even if you are in demand

#### Observations

Verticals that are now more relevant, food category ads, for example, saw both brand impact and short-term sales effect by delivering either tangible benefit (e.g. free kid's meals) or emotional benefit (e.g. helping local restaurants you love). Brands that didn't offer something didn't see the same results. Brands that asked consumers to chip in showed weak performance too.

#### Insights

**Insight:** If you are more relevant in people's lives – generosity, practical and in spirit, will be rewarded.

**Guardrail:** Generosity works best if it is true to your brand and connected to your product offering.

#### Examples



**Burger King**  
*Minimum Contact*  
*Two Free Kids Meals*



Branding



Short Term  
Sales Effect



**Grubhub**  
*Restaurants Are Our Family*



Awareness Index

Score: Top performing percentile - all ads against Gen Pop

# 4. Stay true to your brand (don't overstretch)

## Observations

Brands that behaved in a manner consistent to their brand performed well. For example, brands that used humor in the past and continued to use humor did well. Brands that have tugged at our heartstrings continued to do well by doing the same.

## Insight & Guardrail

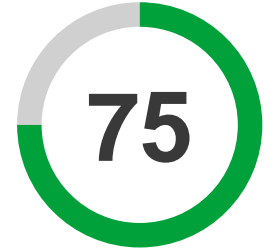
**Insight:** You will be rewarded for being true to the equity that you have built.

**Guardrail:** Being yourself doesn't mean being all about yourself. Be yourself in a way that serves the consumer.

## Examples



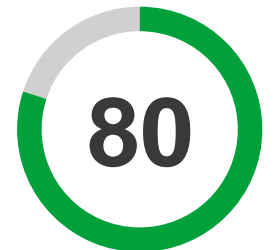
**Domino's**  
*Contactless Delivery Business*



**Branding**



**Burger King**  
*Contactless*

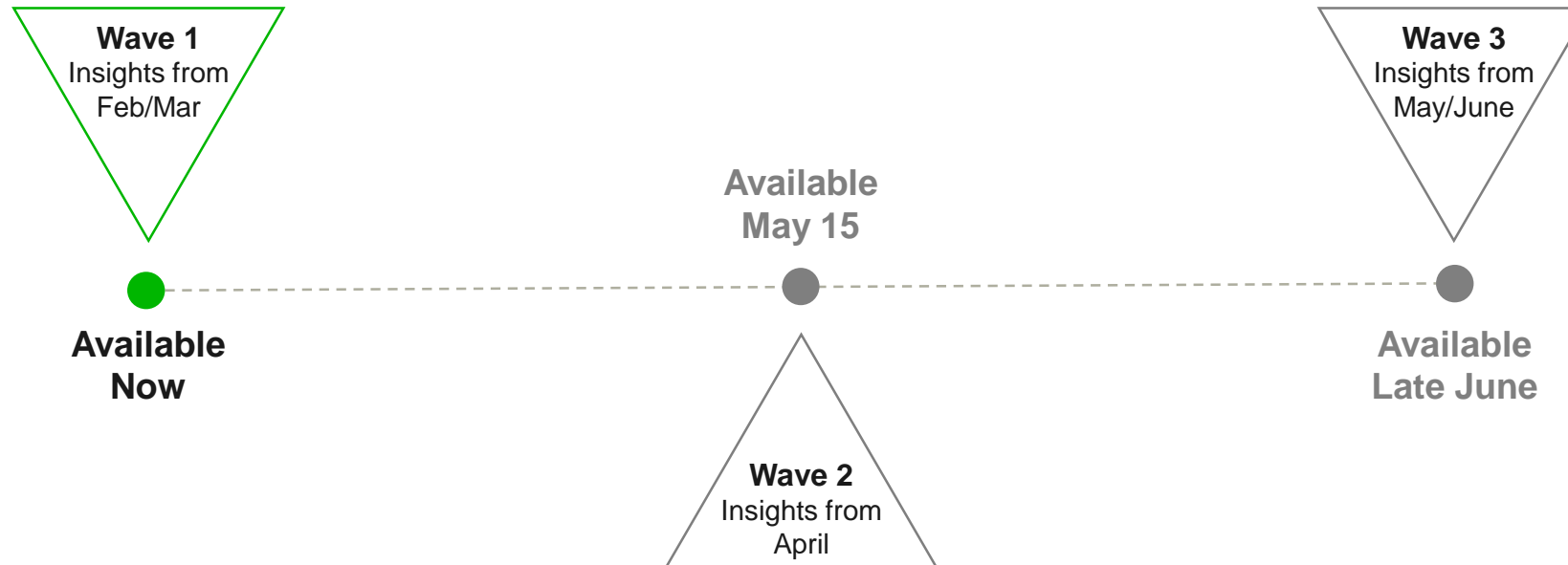


**Branding**

Score: Top performing percentile - all ads against Gen Pop

# Creative Guardrails – from Covid-19 to Economic Downturn

Kantar will continue to test and provide insights during the pandemic and into the economic downturn. We'll share these, along with other advertising insights, with our clients and their partners.



# Powered by Link AI™

The fastest and most cost effective solution for creative testing.

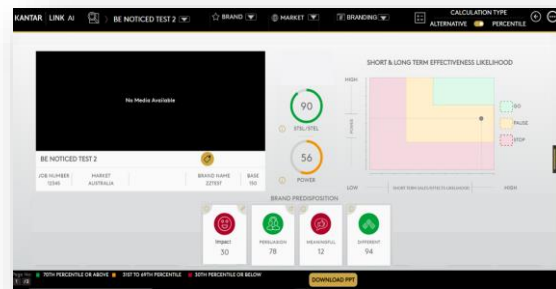
## What it is

Link AI is a machine learning tool, fueled by our Link database with over 200,000 tests and 40M human interactions, providing uncompromised and actionable creative guidance.

**In 15 minutes.**

## How it works

Upload a video and answer a few questions, results in 15 minutes



Online dashboard available June 2020

## Benefits

- Save money without sacrificing development, deployment and most importantly – performance
- Test more creative with confidence
  - Predict performance of ads that aren't currently tested
  - Pre-screen ads early and iteratively through revisions
  - Test versions for expanded media formats
  - Post copy-test reevaluation to assess impact of refinements
- Increase speed to market
- Increase impact of media spend
- Use as a competitive intelligence tool

## Trusted Results

Validated by leading advertisers:



*The Coca-Cola Company*

**KANTAR**

Thank You

