

What COVID-19 has taught us about planning for brand relevance



**We are doing things
we have never
done before**





Culture Consumption Commerce



**Forget everything you
think you know
about people**

More media consumption than ever before



+13%

Time spent
watching live TV



+20%

Time spent on
social media



+7%

Online magazine
brands reach



Heightened needs

Starved For Connection

**56
mins**

increase in amount
of time people are
spending on their
own per day

The Cultural Void

1 in 3

UK adults are
spending more
time searching for
entertainment

**People are trying
new things and new brands**



People are **x2.5 more likely** to try a new brand if they have recently undergone a life event such as getting married or moving house.

RICHARD SHOTTON







**Act fast to protect your
brand relationship
or build a new one**

IT'S GOOD





WE MISSED YOU TOO

BUT WE'LL TAKE IT FROM HERE



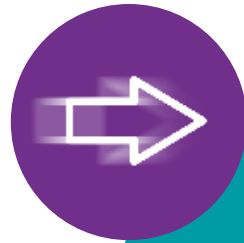


**Some tactics brands
have adopted**





**Acknowledged
people have
changed**



**Moved
quickly**



**Brought
positivity**



**Stayed true to
their brand**





BREAKFAST ISN'T GOING ANYWHERE.

Over the next 8 weeks, Heinz and our partner Magic Breakfast are committed to providing 12 million free breakfasts for the many schoolchildren who still need them the most.



HEINZ ESTD 1869
magic breakfast
fuel for learning

Brand Love



Purchase Intent



Source: Kantar Link Now



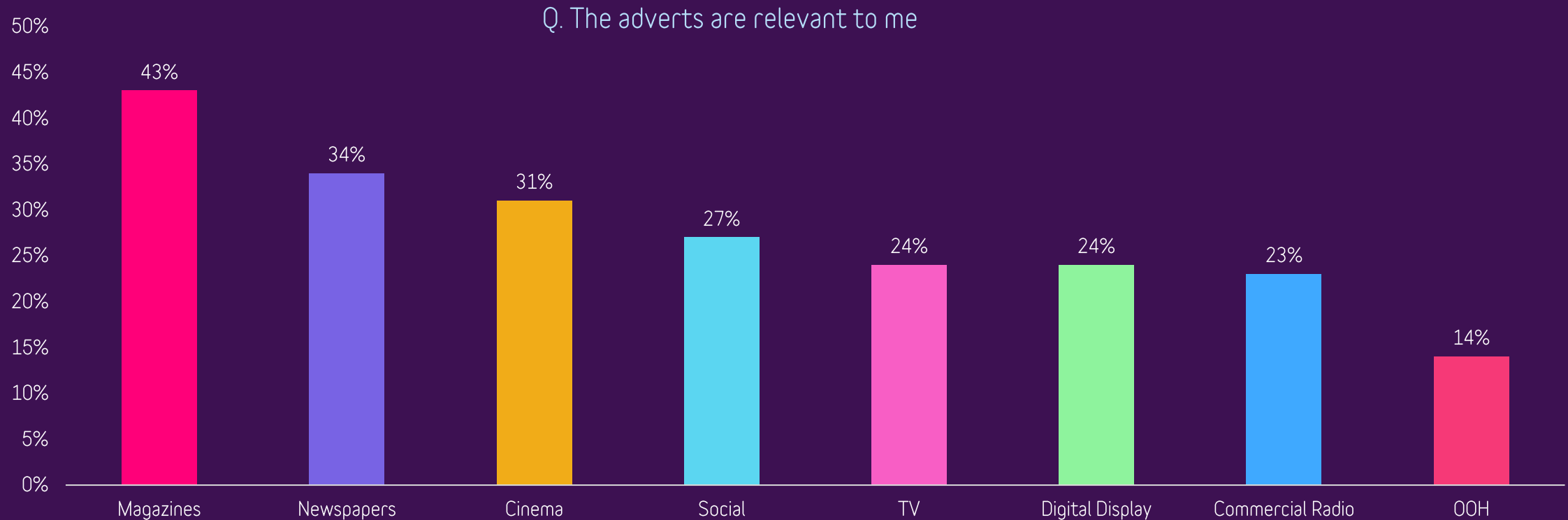


**Media planning is more
important than ever**



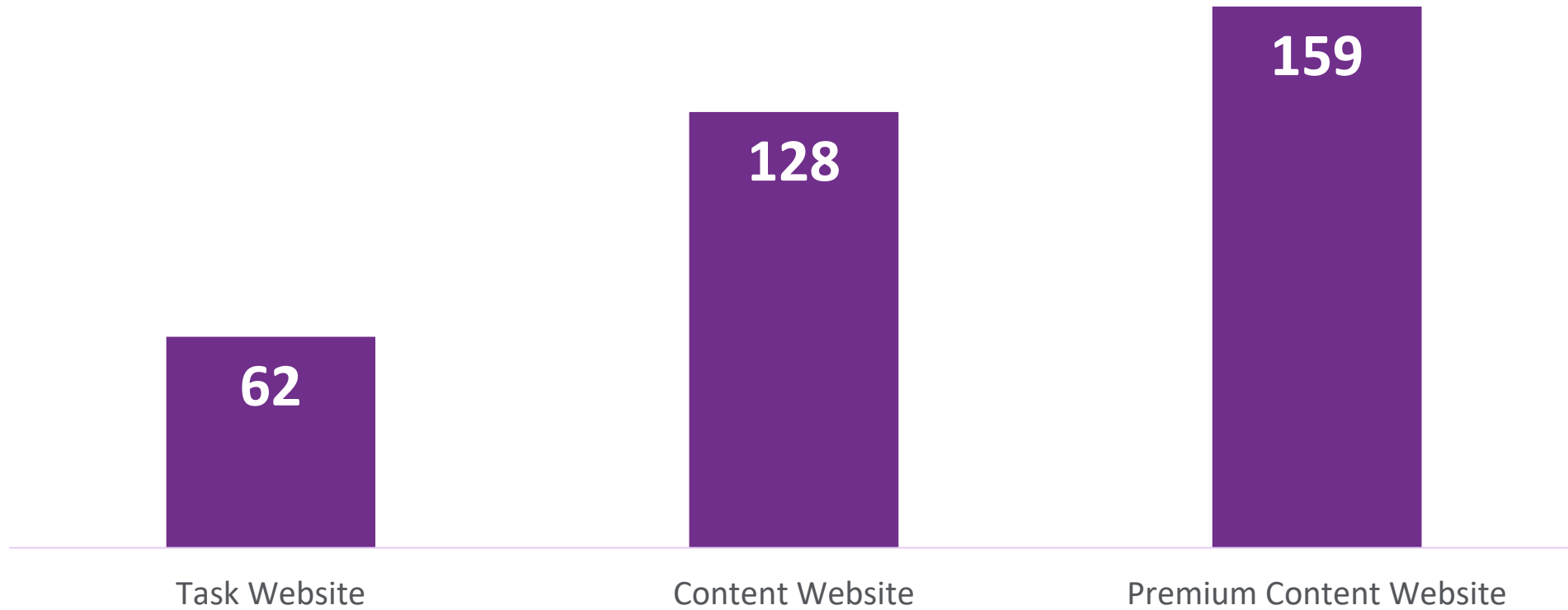


Relevance of ads driving positive perception



Plan for quality

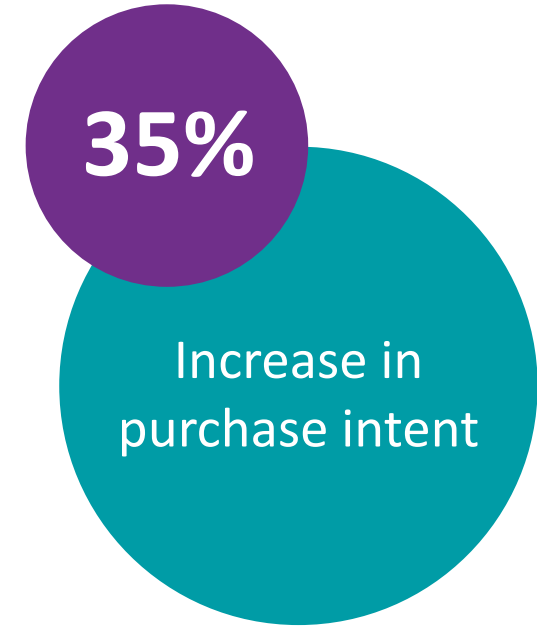
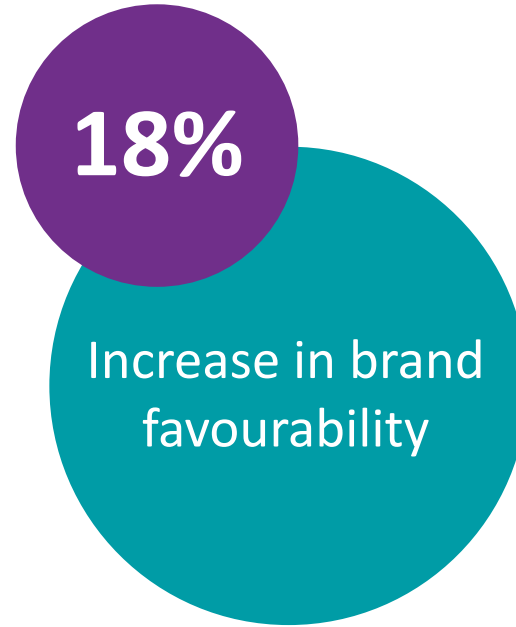
Attention per 1000 impressions (seconds)





Plan for positivity

Impact of positive mindset on response to advertising:



Make a plan to keep your brand relevant



**Get to know
your audience
all over again**



Move quickly



**Media plan
for today**