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DECODING COVID-19

Observations, implications, possible actions

Greece – 5.0

Athens, April 29th 2020



Preparing for a Brave New Reality

“Getting our lives back” seems the most difficult equation ahead. People are getting to grips with living upon mathematical & epidemiological models.

We realize the New Normal will be far from what we are missing, but we are ready to build up on this new context.

The pandemic is accelerating behaviours the world was not expecting to witness at such a scale for years to come and that is having transformational effects on our daily lives, environment, society and economy.

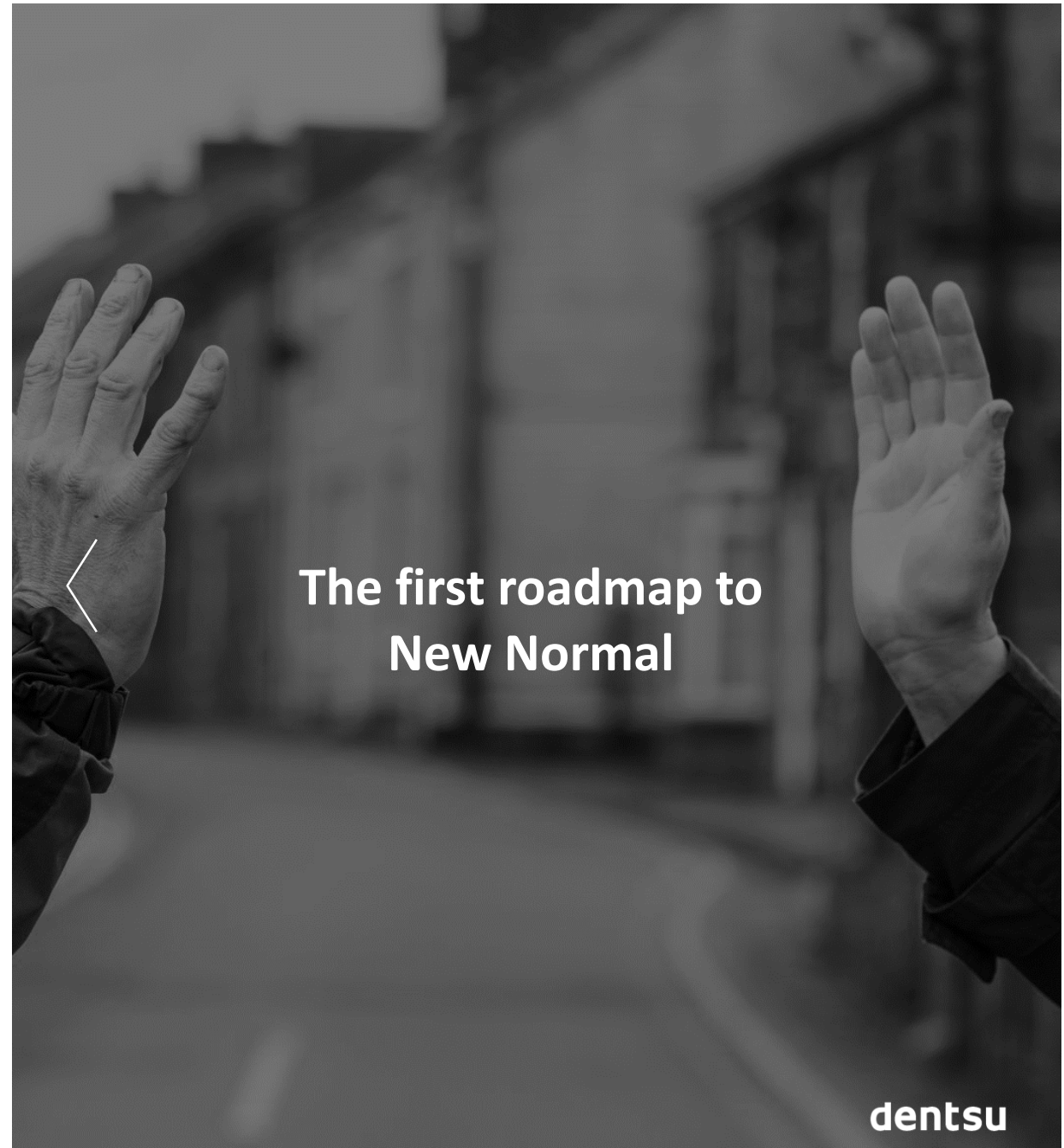
Brands need to be responsive now to the restore stage. Incorporating learnings from the pandemic, brands are adopting a “test and learn” approach to track what is resonating.

Brave New Reality means...

... recurring outbreaks, controlled reaction

- **Absence** of effective **vaccine** means that outbreaks will continue to occur in many markets.
- **Society knows that for the time being there's nothing more risky than getting back to normality** & recognizes that complying with measures is not an option.
- **We will develop new habits** for work, travel & socializing, increasingly embedded as new norms.
- **Public & private sector will come together** to make systematic changes to adapt to the recurring pattern of outbreaks.
- New **regulations** will focus on **sanitation & cleanliness** as well as control of movement & travel in peak periods.
- **Economic downturn & decrease in demand** will increasingly get us "back to basics".

Source: KANTAR webinar "COVID-19: Impact for Brands (Part 3)", April '20



**The first roadmap to
New Normal**

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Brave New Reality means...

... different responses across the globe

In Germany...



“Germans stay home as stores begin to reopen after coronavirus lockdown” Reuters, 22 Apr.

*“It was very relaxed, there were **no lines**, there were **no crowds**,”
Stefan Stukenborg, head of an Ikea branch on the outskirts of Cologne.*

In China...

*...people **queued up** to enter a shopping mall outside a **Gucci store** in Wuhan on March 30.*



***Lengthy queues** began to form outside **restaurants** such as Lanzhou Beef Noodle.*



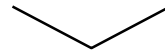
*...when Hangzhou mall re-opened for 5 hours, **sales exceeded 11 million yuan** (more than the for 12-hour sales of the same period last year.)*



*...the number of tourists permitted to the Wugong Mountain Scenic Spot in Pingxiang came under restriction just **4 days after reopening** due to crowding.*



There are three foundational pillars that will define things ahead...



Uncertainty about
Economy & Spending



Source: KANTAR webinar "COVID-19: Impact for Brands (Part 3)", April '20

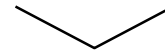
Uncertainty about
Health & Hygiene



Uncertainty about
Social Gatherings

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...respectively transforming the cradles of our society



Retail Reinvented

The pandemic has put retailers under immense pressure to adapt in very restricted conditions and triggered a wave of innovative solutions that redefine our expectations.

Source: Vizeum, COVID-19, Guide for Brands, Apr.'20

The Future of Home

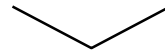
This crisis has accelerated the importance of Home in all facets of our lives and put it at the centre of the digital revolution, questioning the need to go out for many activities from working to exercising.

Big Cities

Cities have been a source of anxiety but also a great provider of solutions throughout the pandemic. We are moving towards an increasingly shared economy based on infrastructures created for human safety & progress.

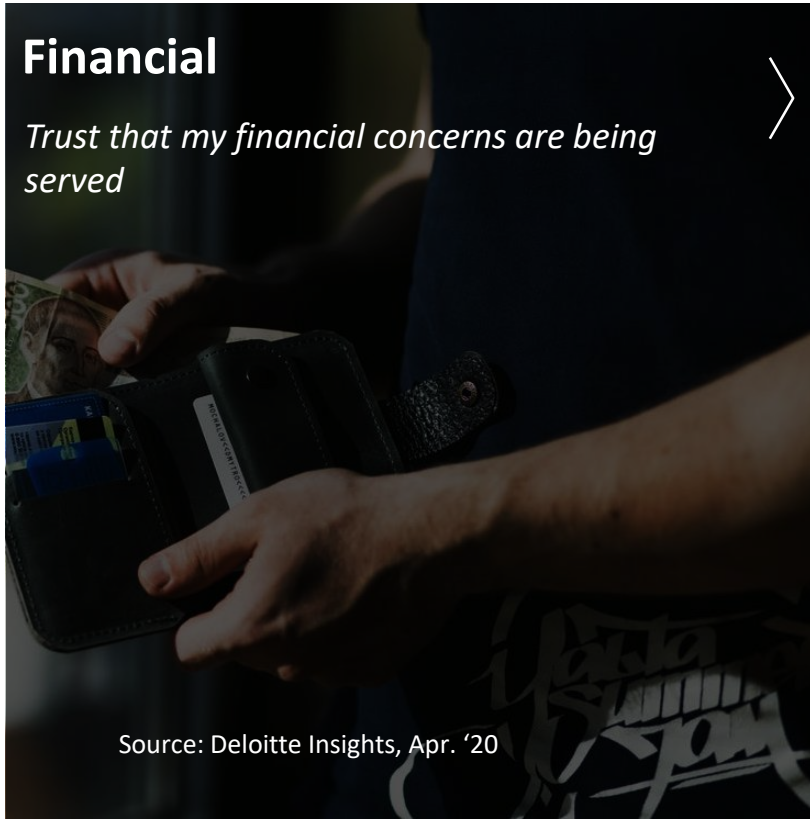
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*... and the threshold of **Trust** in the inaugurated era of Uncertainty*



Financial

Trust that my financial concerns are being served



Source: Deloitte Insights, Apr. '20

Physical

Trust that my physical space is safe



Emotional

Trust that my emotional and societal needs are being safeguarded

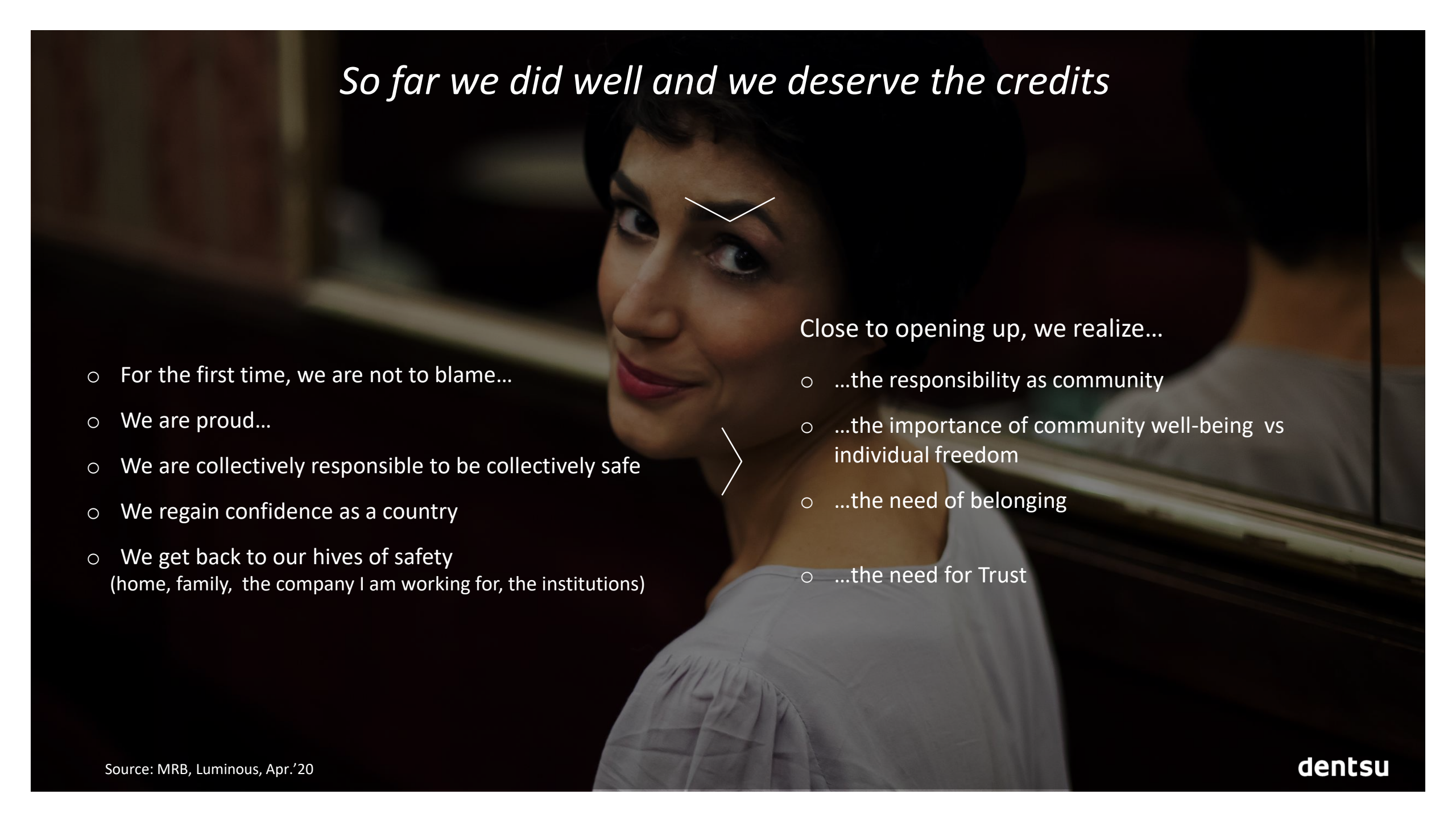


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In Greece...

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So far we did well and we deserve the credits

- For the first time, we are not to blame...
- We are proud...
- We are collectively responsible to be collectively safe
- We regain confidence as a country
- We get back to our hives of safety
(home, family, the company I am working for, the institutions)

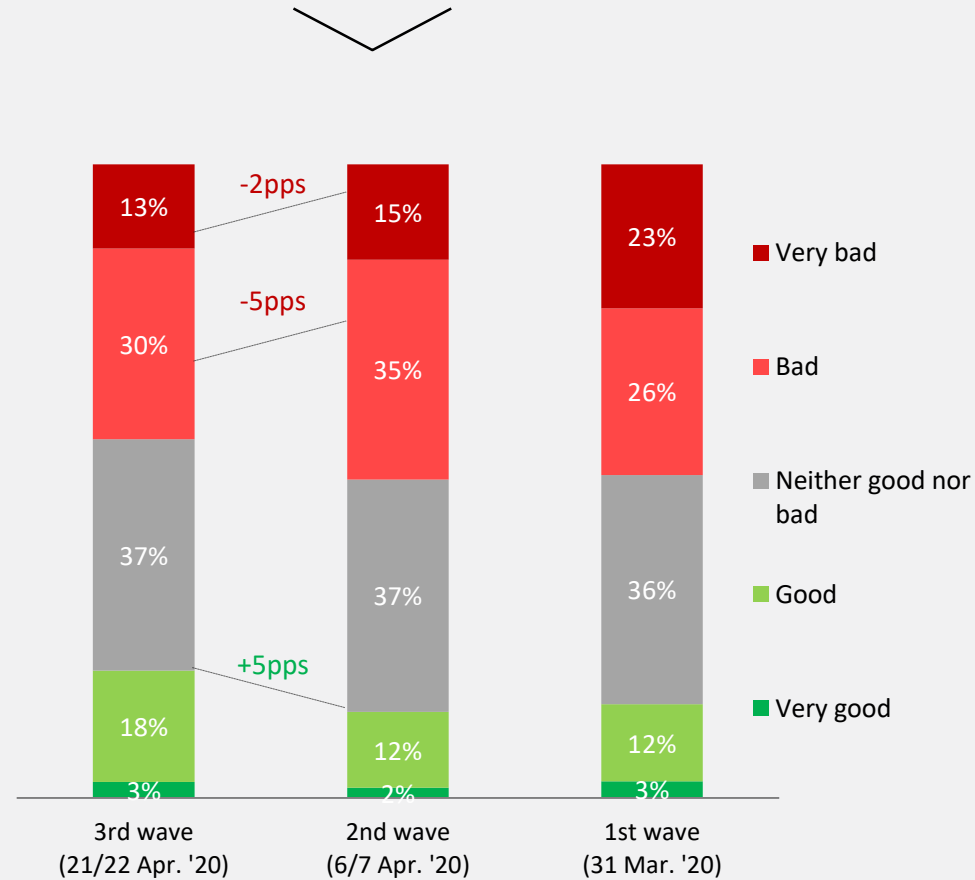
Close to opening up, we realize...

- ...the responsibility as community
- ...the importance of community well-being vs individual freedom
- ...the need of belonging
- ...the need for Trust

DENTSU Pulse COVID – 19 Crisis Navigator

Wave 3 , April 21-22

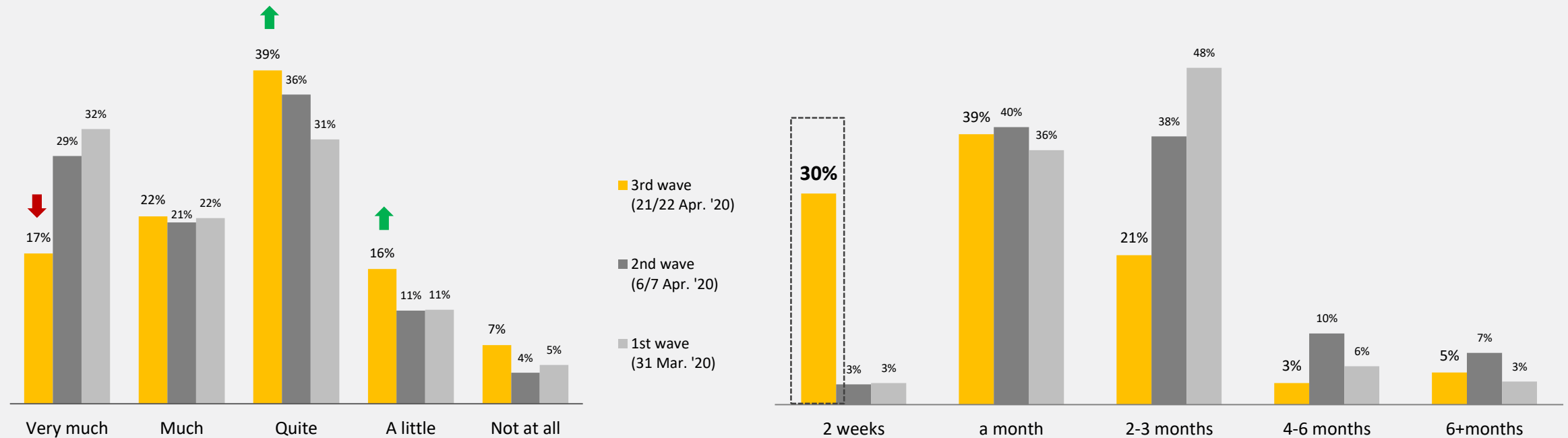
A silver lining in social barometer a month after outbreak



Q: What is your opinion about how things are getting on in our country generally?

Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

High concern about COVID-19 eases as the end of the tunnel is near...

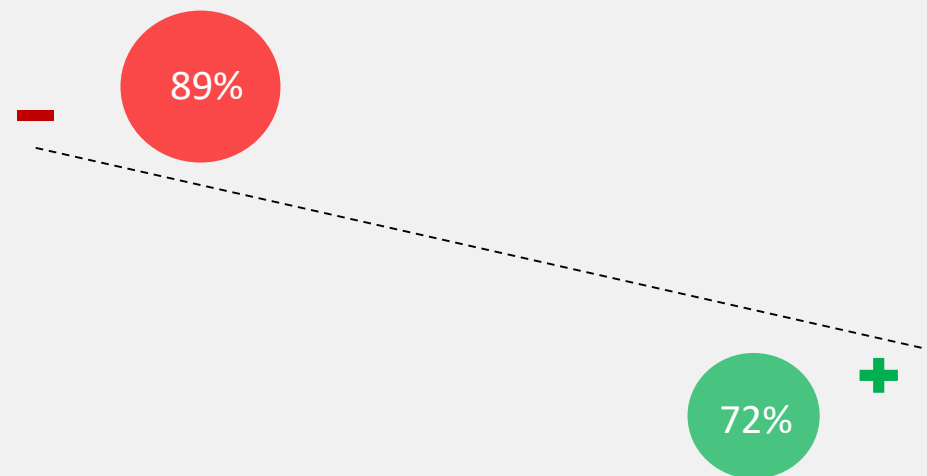
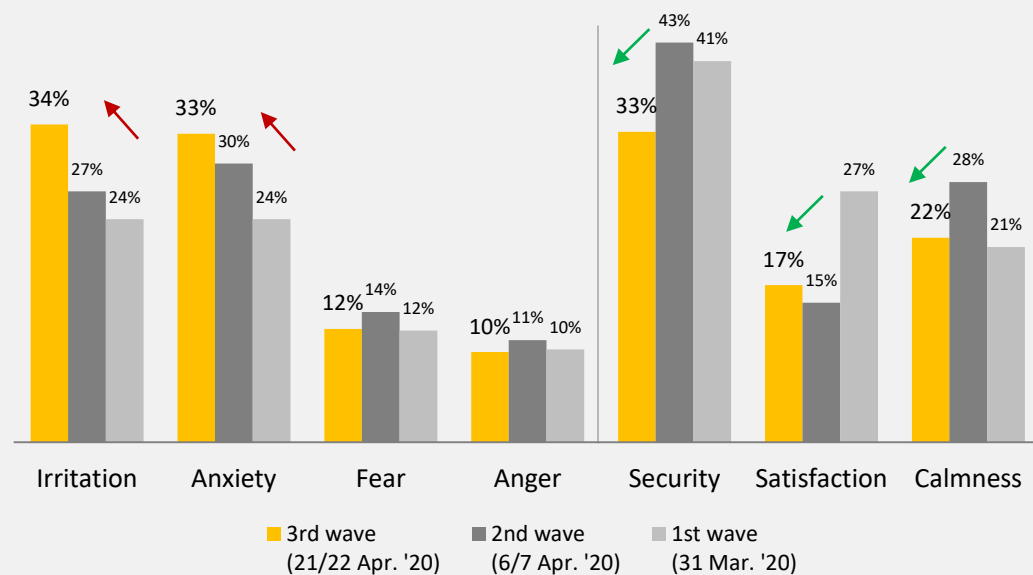


Q: COVID - 19 concern level generally...

Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

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...growing anticipation over lifting restrictions

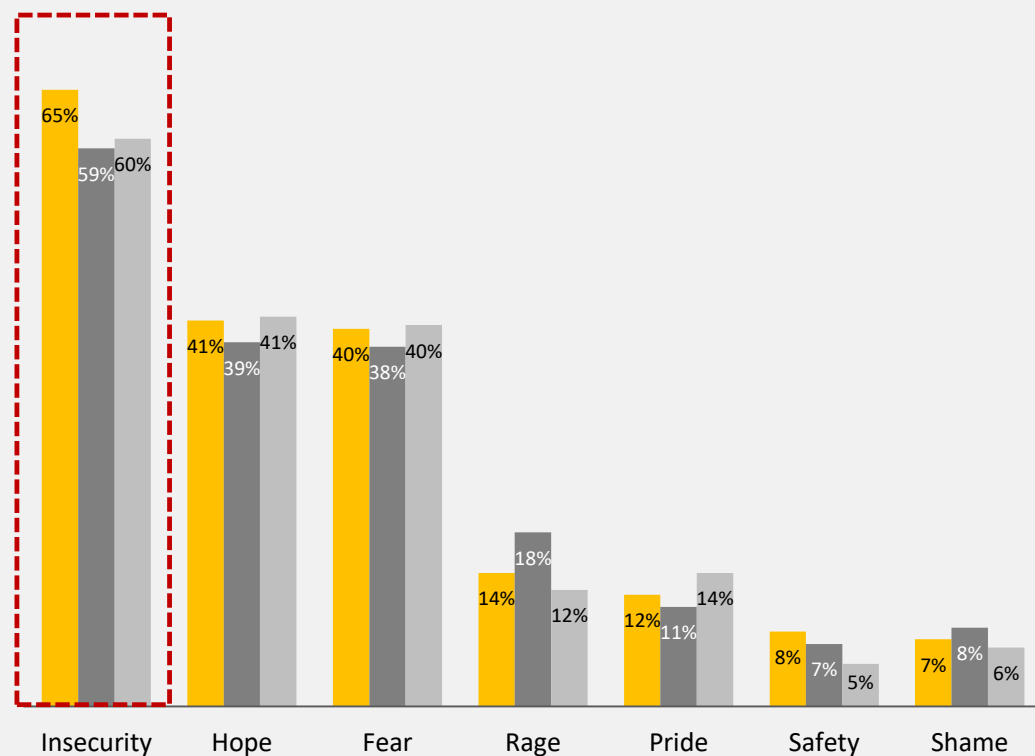
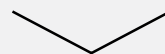


Q: How the Covid curfew made you feel?

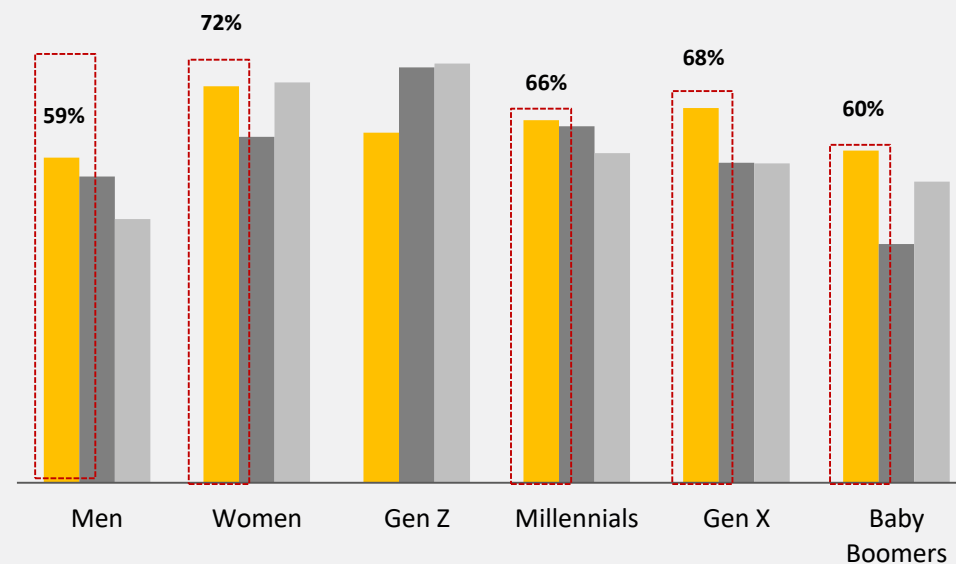
Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

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*But concerning all the rest, we are nothing but uncertain...
across genders & generations*



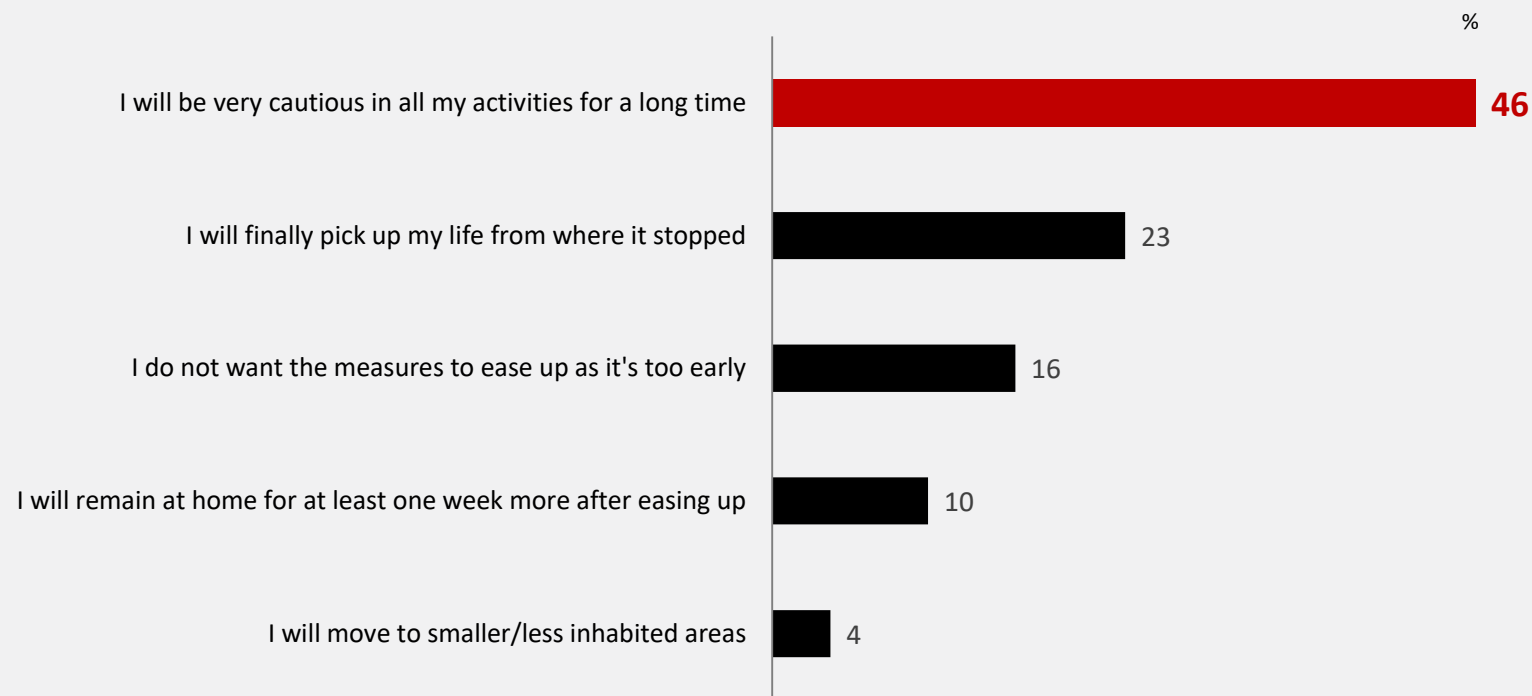
Insecurity across genders and generations



Q: Which two words best describe your personal feeling about the present and future of the country?

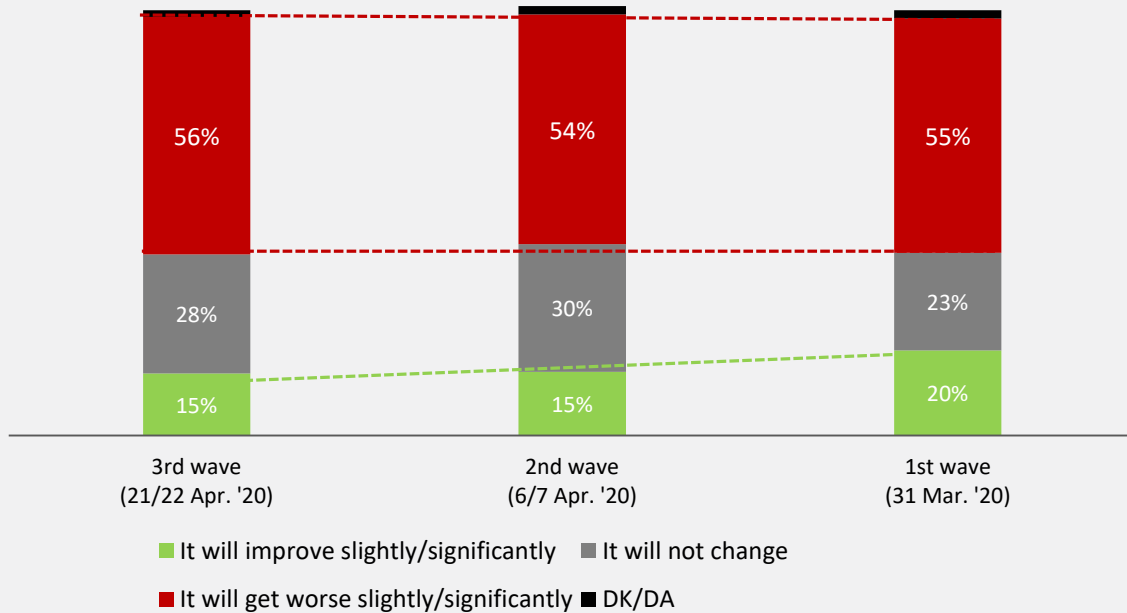
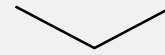
Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

...and we will take it step by step

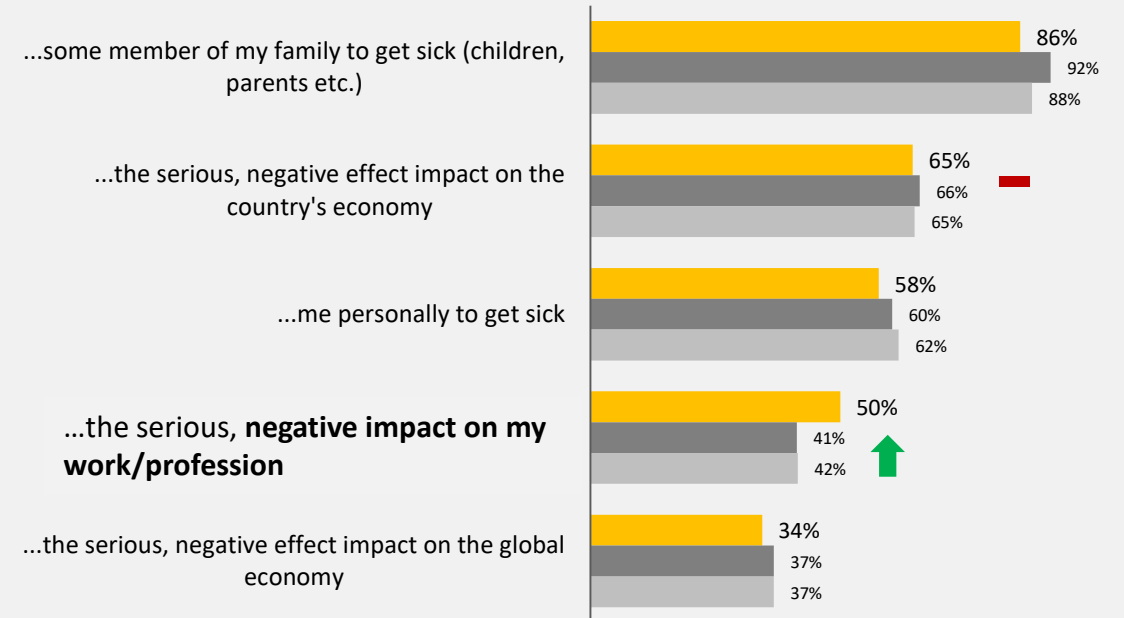


Q: As restrictions are about ease up, how do you feel about that?

... work & finance uncertainty is now rising

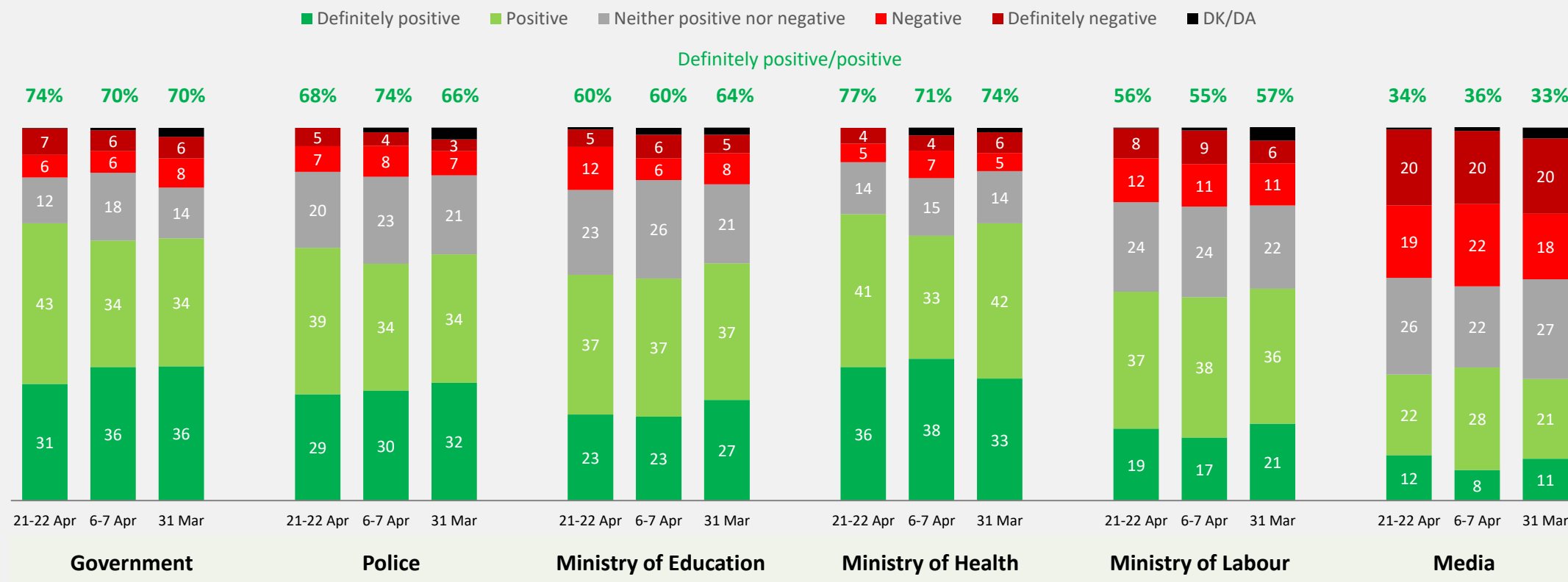
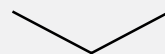


Q: Considering your personal finance in the next 12 months, would you say that...



Q: COVID - 19 reason of concern (overall)...

...ultimately looking at the institutions to guide us through this



Q: How do you consider the below sectors' management of the Covid-19 emergency?

Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

A person is walking away from the camera through a field of tall, golden-brown grass. They are wearing a dark sleeveless top, dark jeans, and white sneakers. A brown leather-style bag is slung over their shoulder. Their right hand is reaching down towards the grass. The background is a dense line of green trees.

First glimpse on the day after...

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Everything revolves around the trinity of uncertainty: Finance, health, social interaction



Q: Thinking about your feelings amidst pandemic crisis, which 3 things do you mostly need at the moment?

*With no illusions about the lifechanging experience
we are leaving behind*



Q: When this is all over, what do you believe will change/influenced by this experience in the long run?

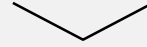
Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

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Shopping attitude



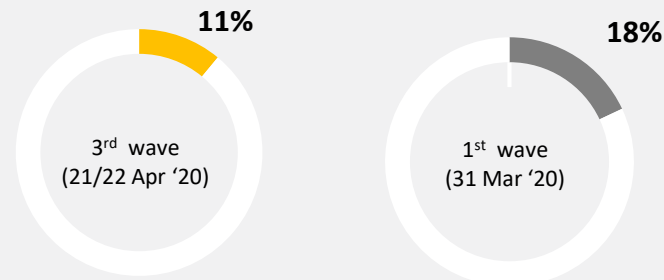
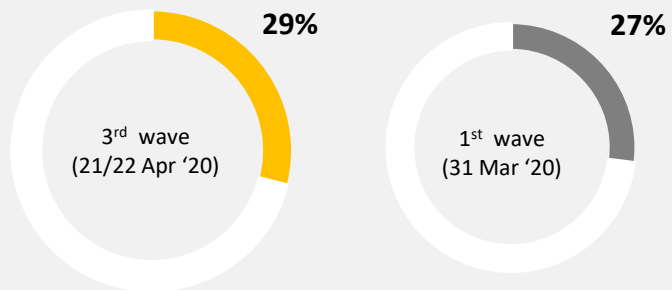
Comparing to a month ago, shift to e-commerce steadily rises...



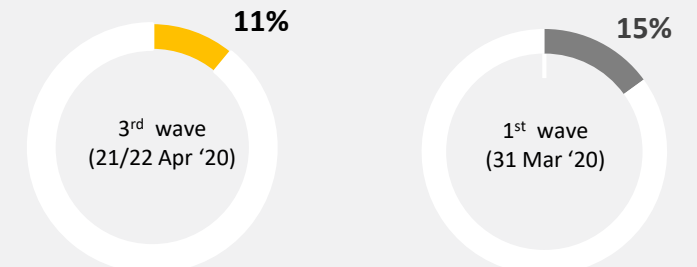
I spend more *...

I spend less *...

I do not buy online



-7pps



-4pps

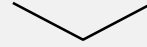
*referring to much/quite more or less

Q: Comparing with the pre-pandemic period, concerning your online purchases would you say that...

Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

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...while granted shopping habits seem to change for ever...



49% of people say they intend to **visit less physical stores** trying to avoid contact/interaction with other people...



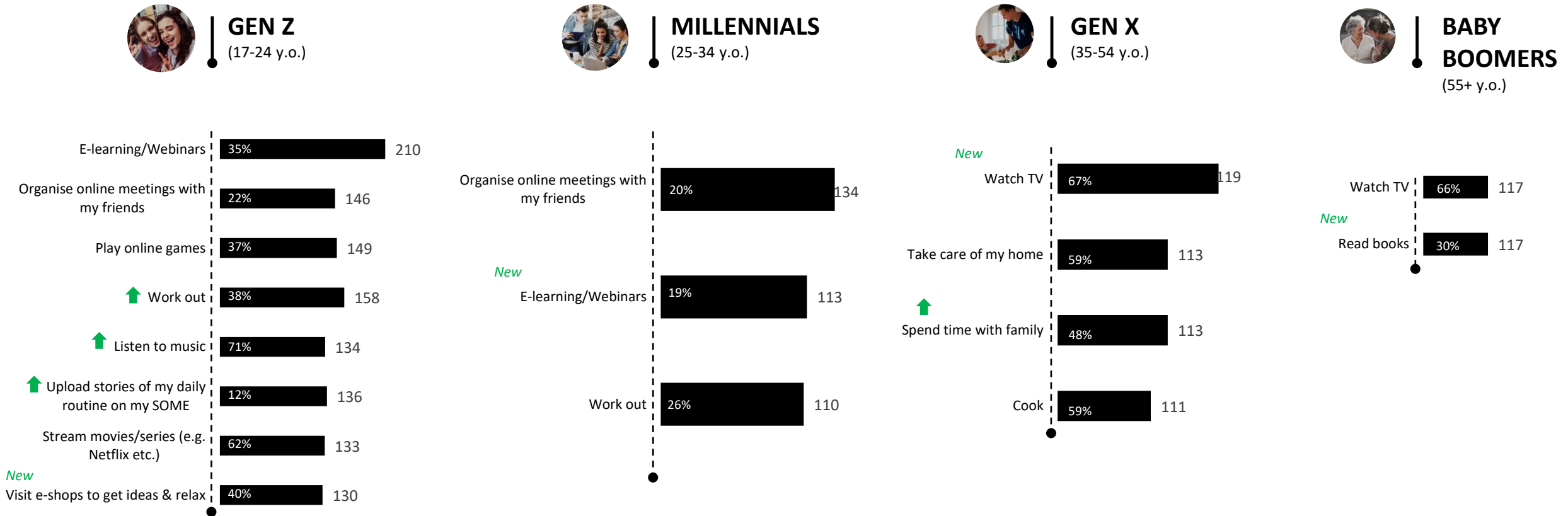
...planning to make **fewer shopping trips & bigger baskets**

trust
only who
t have
rse of
rour!
GLORIA STEINHAM

#stayingathome...

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Indoors, generations are picking up their pre-coronavirus routine

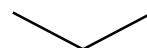


Top activities done **often** to feel better, relax and unwind (ranked by affinity >110) / Values in parentheses refer to volume

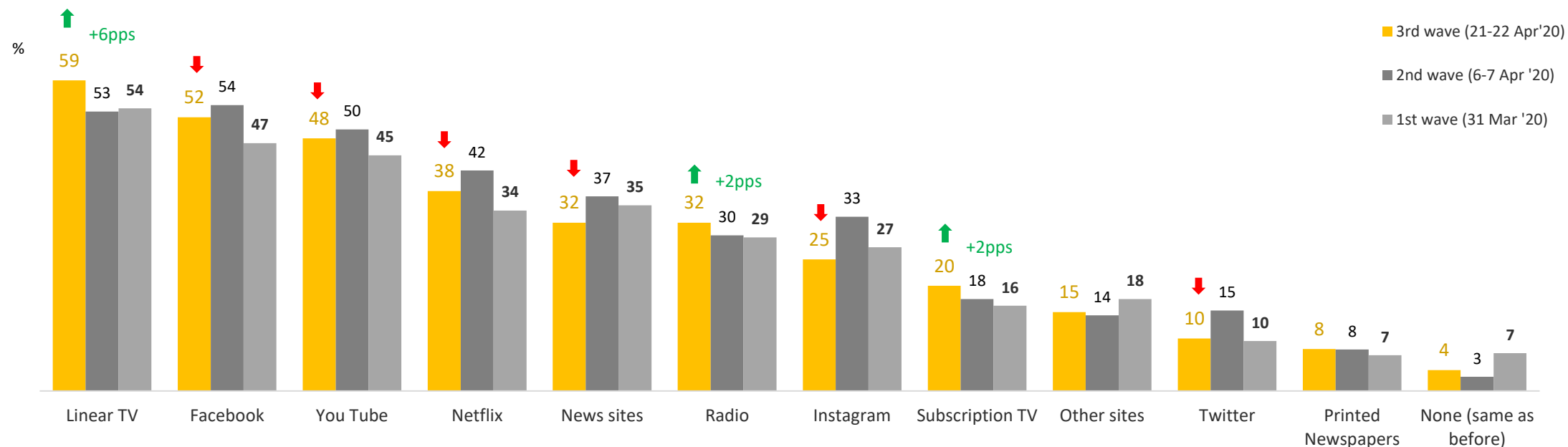
Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

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Media landscape shows signs of getting back to normal...



Linear TV, Radio & Subscription TV are increasing when SoMe, Netflix & News sites are slightly declining



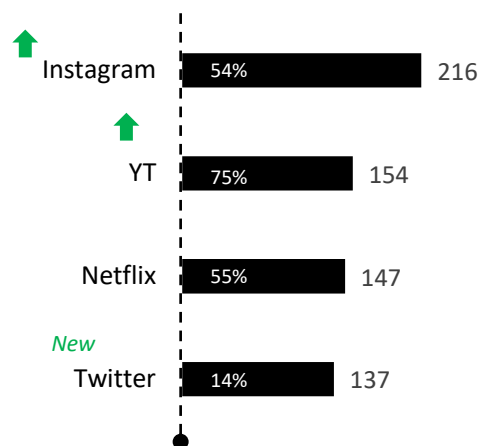
Q: Compared to the pre-Coronavirus period, what would you say are the Media you are consuming **more**?

Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

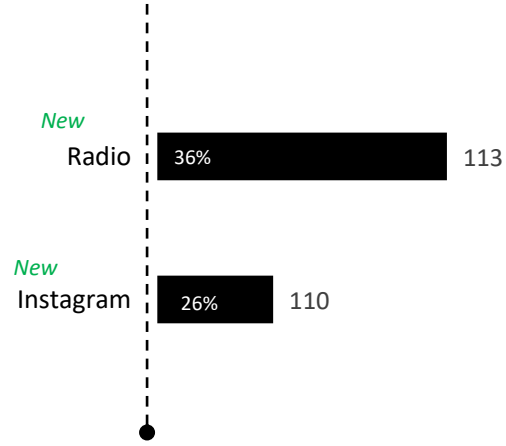
Same with generations' media habits



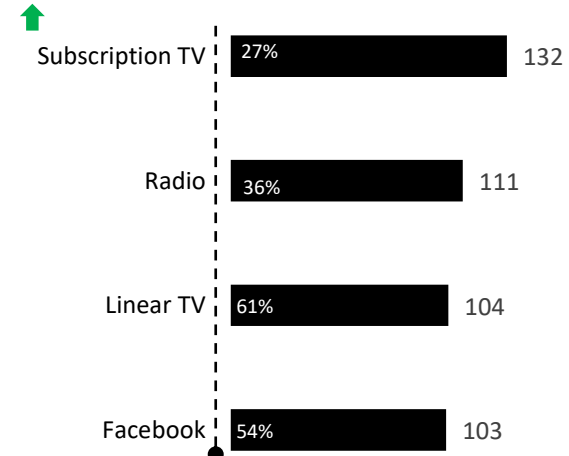
GEN Z
(17-24 y.o.)



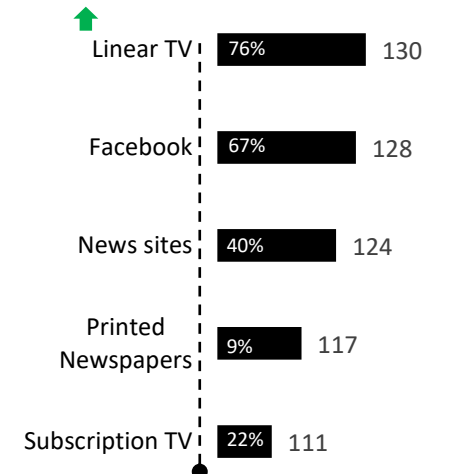
MILLENNIALS
(25-34 y.o.)



GEN X
(35-54 y.o.)



BABY BOOMERS
(55+ y.o.)



Top activities done **often** to feel better, relax and unwind (ranked by affinity >110) / Values in parentheses refer to volume

Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

Getting ready for our “open days”

Treating ourselves is paramount as soon as we get out



GEN Zers



MILLENNIALS



GEN Xers



BABY BOOMERS



Q: What would you like to do when the Coronavirus crisis is over?

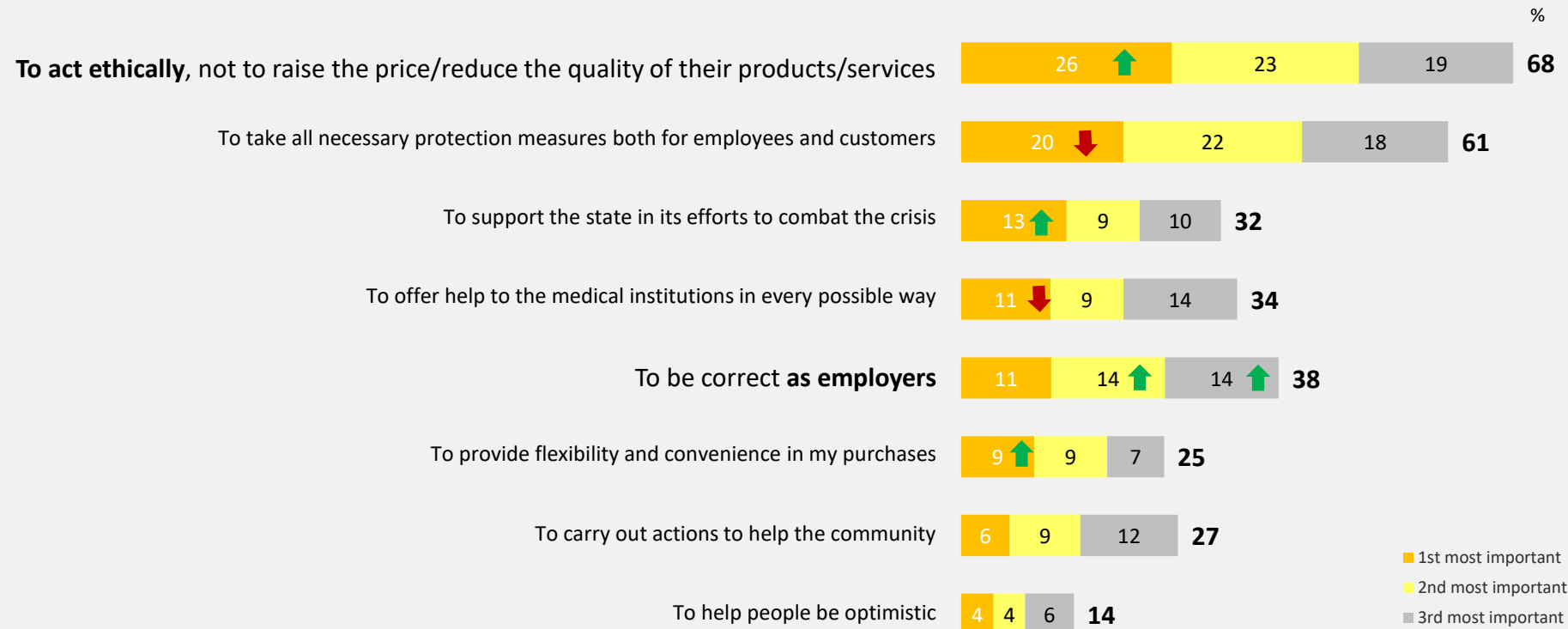
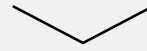
Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

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Expectations from Brands



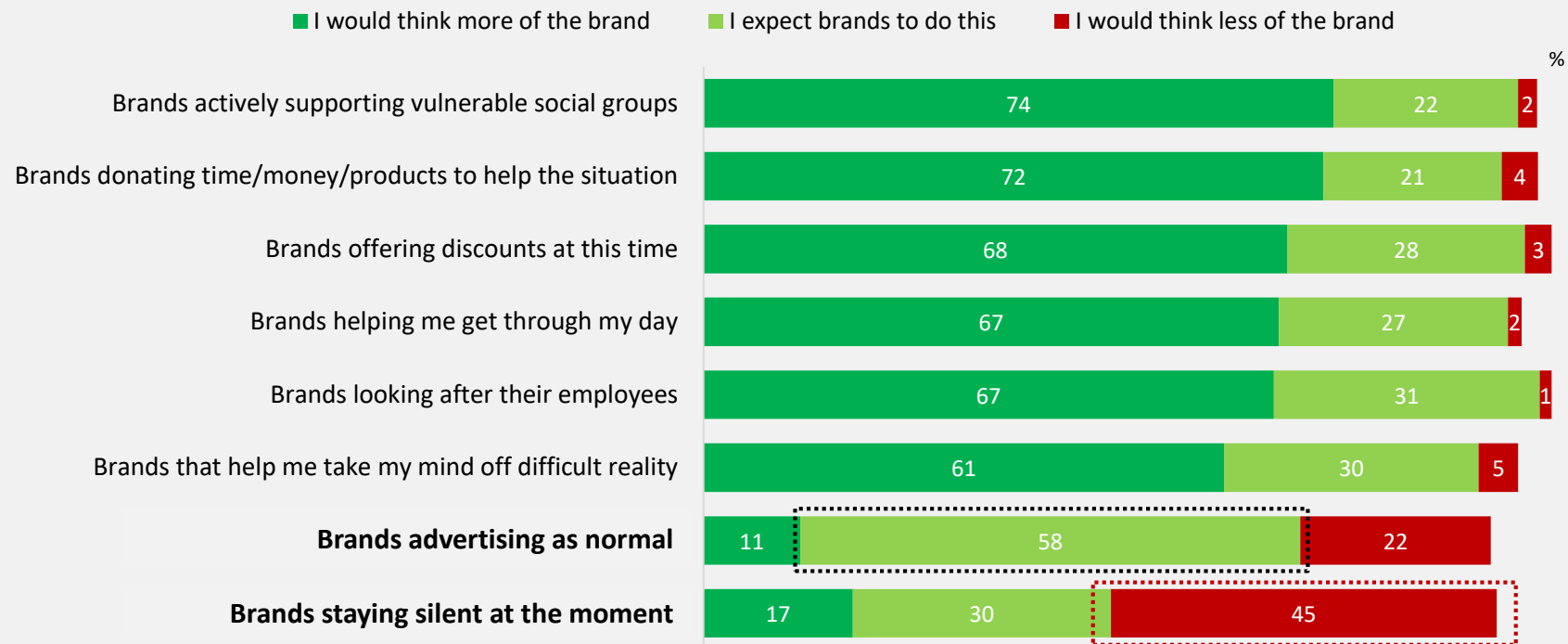
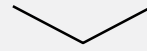
Acting ethically is a flagship for brands. Being correct as employers also gains weight



Q: What do you expect from the brands you buy, on a personal level and generally?

Source: Dentsu Aegis Network Hellas/MRB Hellas, Tracking Study, Wave 3

Be purposeful - Stay connected



Q: If a brand did any of the bellow at this phase...

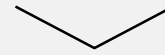
Brave Brands for the Brave New Reality



“ It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change”

C. Darwin

Preparing for the Restore phase, brands should...



CAPTURE

demand from stimulus upswing

“Revenge spending” will boost increase in many sectors.

However, the toll of the sluggish economy means that our spending power and consumer confidence might be decreased.

Brands should be there to stimulate demand to get the system started again.

Note that a pure discount messaging may not resonate with consumers as it could indicate desperation. Instead highlight purposeful deals or sales.

PLAN

for a test and learn approach

Brands need to exercise caution and sensitivity as they return to “normal” marketing activities.

Learnings from the pandemic phase should be incorporated and they should adopt a “test and learn” approach to understand what is resonating.

For brick and mortar businesses, plan to drive consumers back in-store while for e-commerce keep momentum & accelerate innovation.

Test new messaging around community building with a focus on bringing everyone together again.

EXPLORE

innovation for the future

Identify which key **trends** or habits formed during COVID-19 and stay at home orders will likely continue post pandemic.

Start building infrastructure to support new consumer behaviors such as increased teleconferencing or telehealth, online ordering or contactless deliveries.

Test e-commerce innovations that bring in-person customer experiences online.

Keeping in mind...



Reflect the moment...

Right now, consumers may not be keen to take action with your brand, but **messages of support can reach them** and position your brand as a partner for when they are ready to spend.

Proactively adapt...

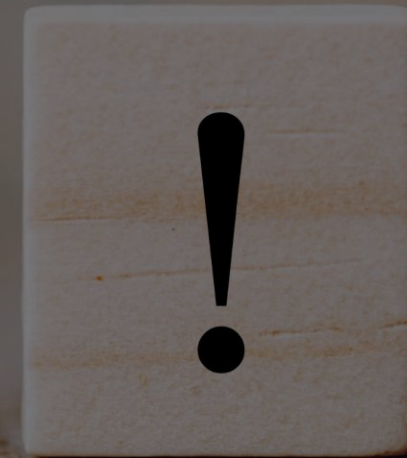
Consider how to fit into new habits starting at home. **Make** existing resources work in surprising ways or think laterally.

Act like an Ally...

Modern consumers were already looking for brands to **prove** their **values**. Now more than ever they will want to see how brand initiatives benefit their local heroes and communities.

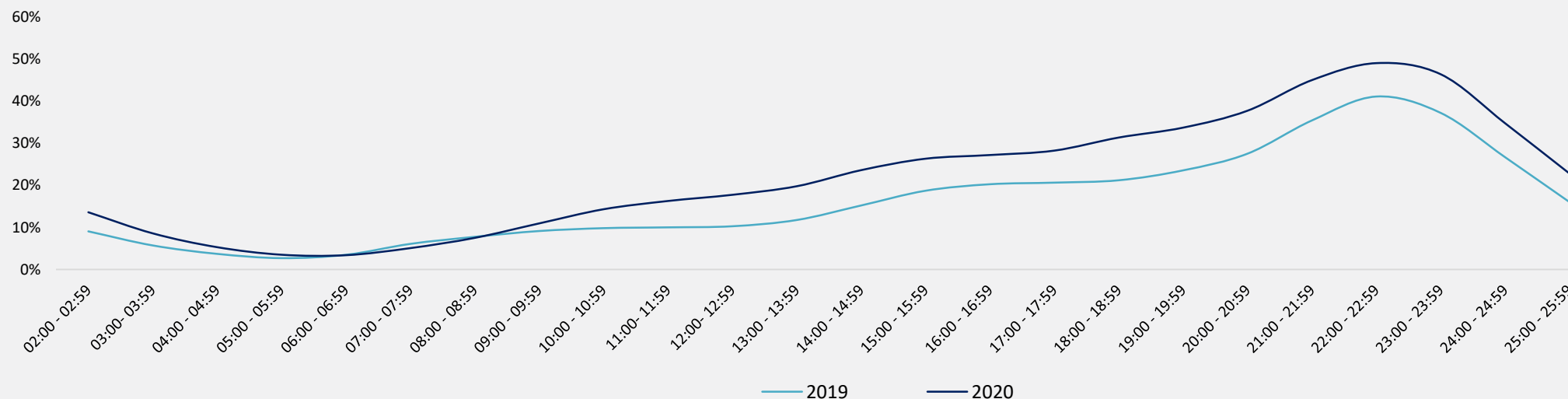
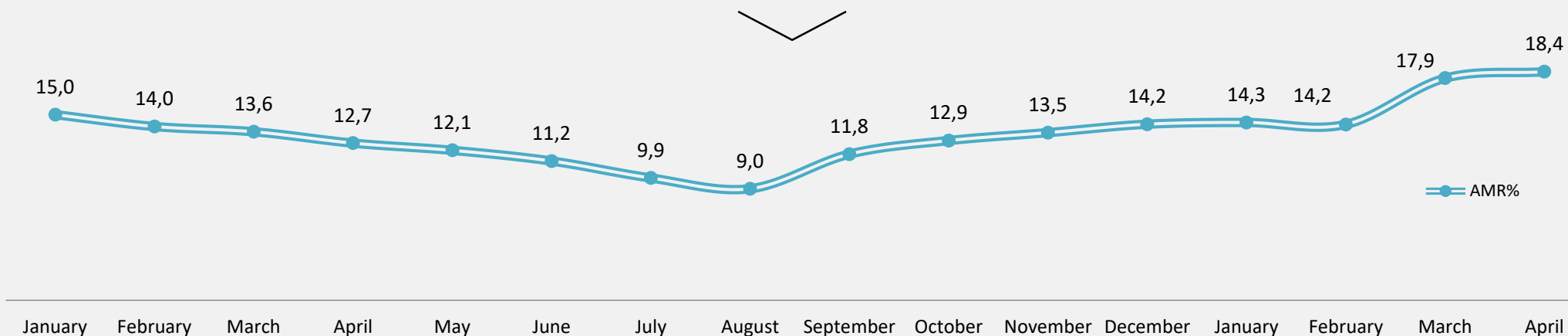
Deepen Connections...

Reimagine your brand experience for the virtual age and ask how it can unite consumers either literally or through comradery.



TV Update

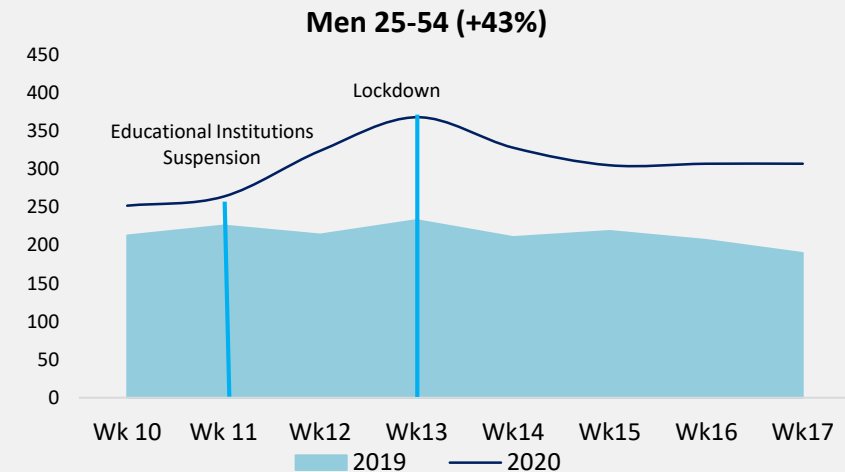
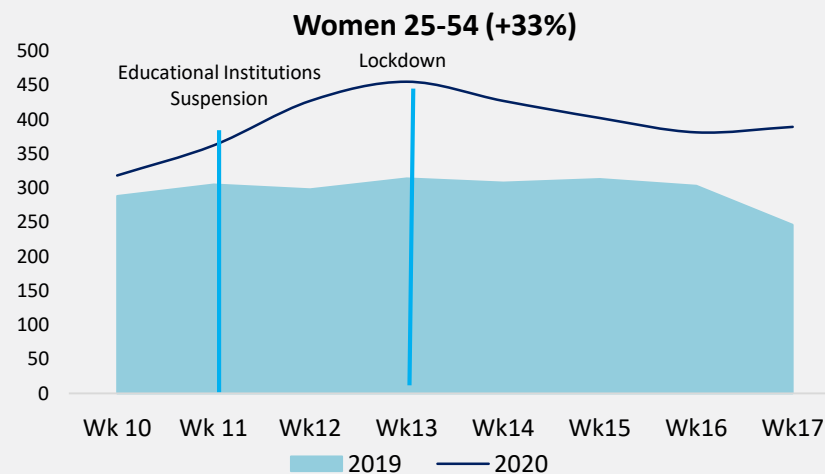
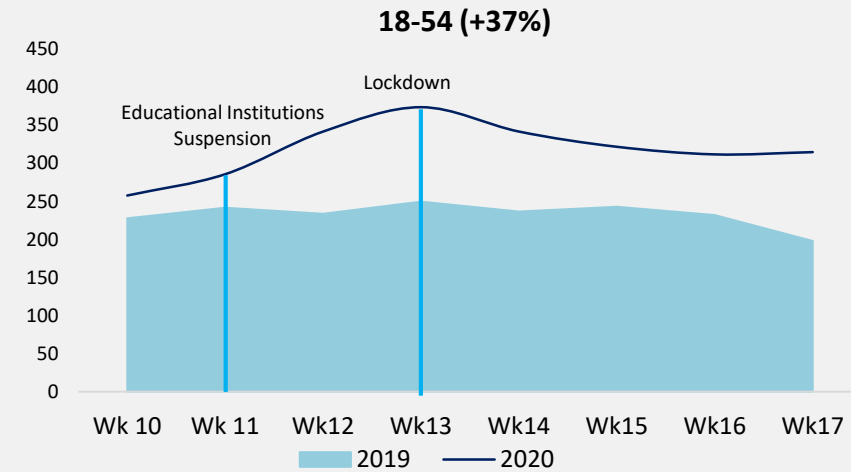
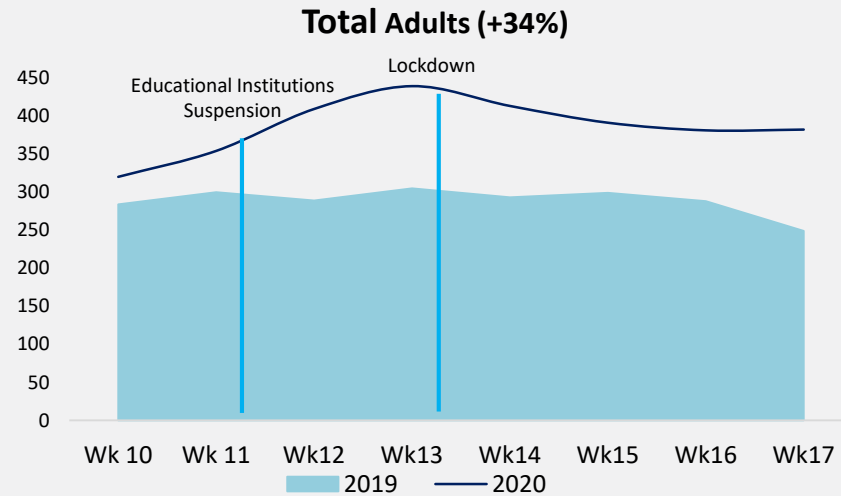
TV viewership is increasing.



Source: Nielsen Audience Measurement

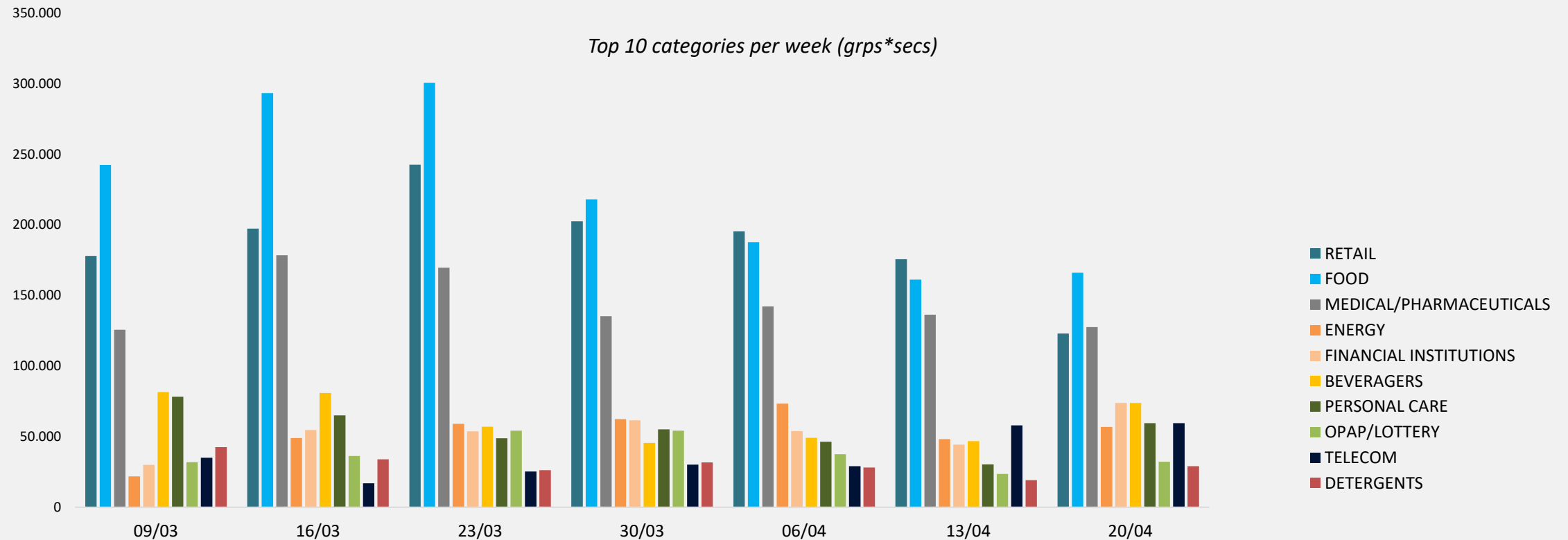
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Average TV viewership @ high levels for all audiences



Source: Source : Media Services / Nielsen Audience Measurement (ATV)

Food category regains #1 position in advertising volume (after being 2nd for two weeks), followed by Medical and Retail



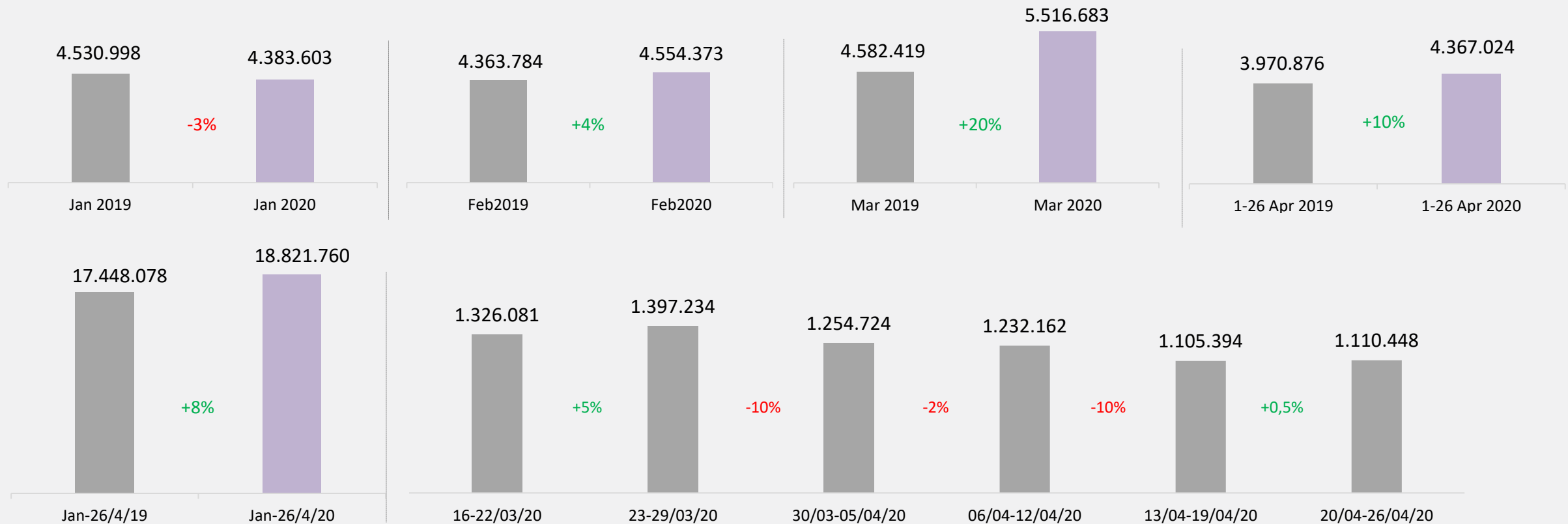
The highest growth comes from the **Energy** category followed by **Pharmaceuticals** which however seem to stabilize during the last two weeks.

Overall advertising pressure has increased by 8% in 2020 YTD
Increasing trend also in April with +10% vs y.a.



Total Market (GRPsxsec)

TARGET AUDIENCE ADULTS 18-54



Source: Source : Media Services / Nielsen Audience Measurement (ATV)

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HOW CAN WE HELP

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