

# INSIGHTS ON SUSTAINING AND GROWING YOUR BUSINESS

DURING COVID-19



Now more than ever, as the coronavirus reshapes our daily life, TV plays an increasingly important role. For small and mid-sized businesses, it can help you project confidence, build trust, and strengthen your company for the future.

**Here's what you need to know:**

## 1 PEOPLE ARE WATCHING TV

In times like these, people watch TV to help them stay connected and informed. Cross-screen TV not only provides timely and accurate information, but also entertainment, escapism, and even educational content for kids unexpectedly out of school.

Viewership has already started to increase, and Nielsen expects audiences to watch up to 60% more TV as isolation efforts continue.<sup>2</sup>

## 2 INVESTMENTS WORK

Now is the best time to invest in the future. Data shows that advertisers who optimize their business and advertising efforts during economic slowdowns gain long-term advantages over their competition. During this time, you can project an image of corporate stability and increase your share of voice as competitors go quiet.

**During an economic downturn:**

- Businesses that maintain their ad spend have larger sales growth than those who cut their advertising, and they can increase their market share 4x faster than in a normal economy.<sup>3</sup>
- Businesses that increase ad spending by up to 28% gain market share twice as fast as those who decrease spending.<sup>4</sup> A spend increase up to 50% can gain market share 7x faster.<sup>3</sup>

### 3 MESSAGING MATTERS

Consumers' views change based on current events. In the current crisis, messaging should show empathy and understanding.

#### Messaging tips:

- Prepare for a possible shift in consumers values and attitudes.
- Recognize that every business is trying to navigate the same situation.
- Review your messaging from your audience's point of view and adjust accordingly.
- Demonstrate empathy and deliver reassuring messages that reinforce an emotional connection with your brand.
- Consider how your business can improve its relevance in a time of need, and defuse potential concerns about your business.

We understand businesses may need some extra guidance navigating the current situation, and we're here to help.

Call 888.877.9799 to speak with an advertising expert about your specific needs.

## FAST FACTS



# 5:46

During a normal period, U.S. households watch 5 hours and 46 minutes of TV content daily.<sup>1</sup>



# +60%

TV viewership is expected to rise by up to 60% during the COVID-19 pandemic.<sup>2</sup>



# 4X

Businesses that continue to advertise in an economic downturn increase their market share **4x faster** than in a normal economy.<sup>3</sup>

Sources: 1. Nielsen Total Audience Report, Q1 2019. 2. Sutton, Kelsey, "Self-Isolating Because of Coronavirus? You're Probably Watching TV," Adweek, 16 March 2020. 3. "Advertising in a Downturn," Institute of Practitioners in Advertising, March 2008. 4. Research on Advertising in a Recession: Journal of Advertising Research, 2009.