COVID-19
Advertising Through a Pandemic
The purpose of this document is to help CPG manufacturers during these unprecedented times to understand rapidly changing buying, consumption and media behaviors and develop the appropriate marketing and optimization plans that will drive growth and ROI.

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COVID-19
State of the Industry
Households worldwide are going to develop new habits in the next 12 weeks, delivering an opportunity for brand and category shifts unlike anything experienced on this scale in history.

During this time of uncertainty, there has never been a more critical time for brands to provide a sense of reassurance, show what they stand for and be empathetic to consumers to win their loyalty.

New Consumption Patterns Are Emerging Quickly

- **Grocery traffic is on the rise:** Consumers are stocking up on essentials (and panic buying).
- **Demand for delivery is increasing:** Delivery services are being used more frequently.
- **Frictionless payments are up:** Consumers are adopting contactless payment methods.
- **E-commerce rates are climbing:** Consumers are avoiding brick-and-mortar stores and placing large online orders for staple items such as non-perishable foods and household goods.
- **Consumer buying and consumption behavior is rapidly changing:** consumers are nesting and learning new home/life skills; they are more focused on germs and bacteria, and self and small family entertainment.

*In a crisis, the rate of change accelerates.*
Here are a few examples of the shifting trends we have seen just in March 2020:

• With a significant portion of the US and the rest of the world asked to stay at home, consumers are increasing consumption of homemade meals.
• While pantry-stocking has dominated the headlines to date, consumption is also higher as households are larger and children are home from school, so purchase cycles will be compressed.
• Consumers are reversing the long-term trend toward organic, natural and non-toxic products and towards stronger cleaning products and greater shelf stability.
• Consumers are returning to comfort brands – for example, Kraft Mac and Cheese saw 220K new buyers to their brand in the first three weeks of March, a 67% increase vs. more traditional times.
• Consumers are shifting their retail channel preference to value channels like Mass and Club.
• Consumers seek comfort in times of anxiety with increases of 50%+ over prior year in categories such as cookies and salty snacks.
By some estimates, media consumption is up 70%+ with new behaviors emerging; social content volume is exploding; digital media costs are down ~40%; and TV media costs in the spot market are expected to decrease 50%+ due to increased supply and lower advertiser demand.

Social
- Consumers are leveraging digital to stay entertained, leading to more downloads of gaming apps, time on social media, use of short-form video platforms and OTT.
- Auction-based CPMs are down 39%; ad budgets are being cut from all sectors; less in CPG.
- Consumers are finding new ways to use live streaming to access content and services, e.g., workplace training courses, college lectures, workout classes, remote working.
- Social media usage is surging; Average time spent on social media is 2 hours and 23 minutes daily.
- Social content volume has continued to increase, going up from 300% to 800%.

TV
- Advertisers adjusting media budgets down due to the lack of live TV programming, primarily sports.
- Consumers are watching broadcast and cable news more than any other types of programming (38 of the highest rated programs relating to news).
- TV, media prices are set mostly ahead of time with less than 1/3 of the media bought ad hoc (spot), so pricing won’t adjust immediately.
- The coming upfront TV/video market season presents both opportunity and uncertainty for advertisers and media sellers. The season, which typically kicks off in May and continues into the summer months, is a time when advertisers lock in access to premium inventory at guaranteed prices in exchange for annual commitments. In today’s unsettled market the very format and timing of the upfront market are in question.
In Today’s Environment, Smart Risks Will Pay Off

We believe the following steps, combined with frequent evaluation and optimization, will benefit advertisers tremendously during this time:

• For households that purchased your brand for the first time recently, what were they purchasing before and what are they purchasing during the next purchase cycle (same brand, different brand, not purchasing the category)? Does this change for different brand attributes (penetration, price, etc.)?

• Target new/renewed buyers to your brand, increase frequency to the same household, test multiple creatives (focused on reassurance and comfort) and use in-flight optimization solutions to determine effectiveness of these campaigns.

• If you have a CRM program, reach out to new or renewed buyers of your brand and invite them to give you permission to engage with them longer term to build loyalty to the brand and your broader portfolio. Track their repeat purchases across the portfolio.

• Activate influencer marketing, which is seeing greater consumption (10% increase in sponsored post impressions in early March) due to increased time users spend on social media, and perception that influencers are a source of authenticity and comfort to their followers.

• Measure your campaigns with and without heavy stock-up buyers to better understand underlying impact of the campaign vs. one-time lift.

• Match share-of-voice data for this period with brand market share to determine correlation, if any.
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Meta Recommendations
1. Look for Opportunities to Invest in Media
2. Connect with Consumers
3. Adapt Media Messaging
4. Optimize Media Continuously
5. Leverage Media Measurement
1 | Look for Opportunities to Invest in Media

In good times, advertising is an opportunity; in tough times, advertising is a necessity

• Studies across multiple economic downturns and industries indicate the importance of continuing to advertise.

• Increases in competitive share-of-voice during an economic downturn have been shown to result in both short-term and long-term gains to share-of-market and profit.

• CPG advertisers in particular have the opportunity to realize both short-term and long-term media price advantage, improving the relative efficiency of advertising. Short-term price reductions are largely driven by decreases in demand from advertisers whose products are not currently available (e.g., travel, entertainment). Long-term benefits can be realized when CPGs reset baseline prices in reserve media markets where media sellers increasingly value predictable revenue.

• The pivot to growth may be sooner than many think, potentially further accelerating the return on media investments.
2 Connect More Closely with Consumers

Close the Distance of Social Distancing

• Enable personalized information that consumers seek, including product, shopping and “how to” advice. Consumers want personalized information to inform decisions that were habitual just a few weeks ago: Where should I shop? When should I shop? How much should I buy? How often should I clean surfaces? How should I wash my hands? How should I prepare meals?

• Increase understanding and improve response to your most loyal consumers by appending purchase data to your consumer profiles. New and rapidly changing insights will help you understand how purchase and usage behaviors have been transformed and what products, promotions, retailers and information will be most helpful to increase loyalty going forward.

• Partner with delivery apps, e-commerce and multichannel retailers to meet consumer needs, including product and channel preferences.

• Use purchase-based data to find new buyers of your brand in real time.

• Acquire new consumers into your CRM program through a call to action. App installs, mobile text and email will enable personalized push notifications that are high value and timely content.
Adapt Media Messaging

The best messages are meaningful to your consumers, relevant to your purpose and enhanced by media context.

- Reevaluate your messaging through a new lens to determine if it is still meaningful to your consumers/shoppers. Which messages are still relevant and which are not? What would make them more helpful? For example, simple edits such as “available at…” might help anxious shoppers find your products.
- Connect your brand purpose to help consumers/shoppers who are looking for assistance navigating new purchase and usage experiences. For example, if your brand purpose is to help women achieve confidence through beauty, help your consumers feel confident in new occasions: virtual meetings, “driveway dinner parties,” etc.
- If your brand purpose is to provide great taste and nutrition for all eating occasions, help consumers plan, buy and prepare their meals through shopping locators, recipes, nutrition guidance.
- Reevaluate your media content guidelines and place messages where they will be amplified. For example, there is growth in news content consumption around coronavirus. This may be a fine environment for consumer and shopper advice but less ideal for an ad showing appetizing food shots.
Consciously Reach Unique Consumers to Drive Penetration

- Implement continuous optimization to inform media investment choices.
- Continuous improvements based on deterministic sales data will help improve media efficiency versus optimizations based on search criteria or online behavior.
- What worked a short time ago may no longer work today. And what works today may differ again in the not too distant future.
- Consumer and shopper decisions are dynamically changing on the basis of brand availability and health conditions.
- New purchase cycles are created as consumers load up on larger quantities across many brands and categories, or compressed due to increased consumption.
- Ongoing intelligence is especially important in today’s dynamically changing environment.
- Develop an optimization cadence that works for your business based on media mix and flexibility:
  - Cross-channel media optimization monthly or quarterly
  - In-channel or digital optimization weekly
Leverage Media Measurement

To Measure is to Know…

“In God We Trust, All Others Must Bring Data.”

- W. Edwards Deming

• Leverage media measurement so you know what is and is not working.
• Ensure the measurement separates out buyers who are heavily stocking up.
• Get a read on how more traditional shoppers are responding in situations where your products are available.
• Understand not only what consumers are buying but what their sentiment is for your brand and how people are interacting with your product differently.
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Category-Specific Recommendations
Work from home and restricted socializing can result in consumers using fewer cosmetics and haircare products.

Offset potential declines in fashion products by pivoting consumer focus toward at-home personal care beauty products like masks, treatments and ointments.

Alternatively, now is a great time to encourage trial and whimsy – there is little risk if an experiment turns out badly, allowing consumers to try a new hair color or nail color that they wouldn’t normally.

Work-from-home behavior has also increased use of video conferencing tools.

Continue to connect with loyal buyers to remind them to replenish their supply of staple beauty products. Engage differently with them based on where they sit in your purchase cycle so they continue to be camera-ready.

Click and collect, online shopping and home delivery will increase as consumers avoid going to areas where there are large gatherings.

Prioritize remote shopping channels for distribution and drive consumers there to make their purchases – this is specifically relevant for e-commerce as regions of the U.S. ban nonessential travel and shopping.
The CDC recommends that consumers take time to unwind during these stressful times and try to do some activities they enjoy.

**Makeup:** Create surprise and delight experiences for beauty fans – in real life via mailers and virtually via augmented reality or virtual reality apps, giving them an outlet to play and have fun with your products.

**Personal care:** “Me time” is of extreme importance when it comes to destressing. Curate and disseminate “me time” solutions that will help provide consumers with more Zen in 20 minutes or less.

**Suncare:** Promote “getting out into nature” without sacrificing your skin’s health. This is a time when people need to get out of their houses and the weather allows for it. Customize your approach based on a use case for your product and geography of your audience.
Work from home, online learning and restricted social activities have resulted in individuals and families cooking and baking more.

Consider increasing and/or shifting advertising to platforms such as Pinterest and All Recipes to keep your brand top of mind as consumers look for recipes for family dinners/meals and making fun desserts.

Families are spending more time together and looking for fun activities to do with each other.

Test out different creatives focused on how your brand can help them enjoy this time together and start new traditions!

- Create your own cheesy pizza night
- Make your own milkshakes or yogurt smoothies
- Do game night with healthy snacks
- Bake desserts/special treats

Media costs will be lower with many industries not in a position to advertise, which presents an opportunity for all CPG brands regardless of size.

For challenger brands, now is a great opportunity to advertise and break through as competitors may be reducing their media spending.

For category leaders, make sure your consumers stay loyal and project to consumers the image of corporate stability during these challenging times.
Cooking and baking are great ways to help provide some normalcy and make people feel in control during these uncertain times. Your brands can help families connect and bond together as they spend more and more time with each other.

**Cheese Brands:** Consider content that includes recipes and ideas that get buyers to use your brand, whether it be as an ingredient in a main dish or for a fun, kid-friendly snack.

**Butter Brands:** Focus on how fun baking can be with butter as a key ingredient for making your family’s favorite homemade treats!

**Milk/Alternative Milk Brands:** Show different ways to use milk/alternative milk as either a healthy drink for kids, an ingredient for a fun, indulgent treat like milkshakes and smoothies or as an everyday essential with your cereal.
Work from home, online learning and restricted social activities have resulted in individuals and families cooking more.

Consider increasing and/or shifting advertising to platforms such as Pinterest and All Recipes to keep your brand top of mind as consumers look for recipes for family dinners/meals focusing on creative ways to use your brand.

Work from home and online learning will also have consumers eating lunch at home more frequently.

Continue to connect with loyal buyers to stay top of mind focusing on creating a quick, nutritious, protein-filled, easy-to-make lunch. This is also a great time to connect with potential new users and build awareness/trial for your brand.

During these uncertain times, consumers may be looking for comfort foods and nostalgic brands.

Leverage your brand equity by reminding them you are a brand they can trust while also providing them with fun, new ways to use your brand.
With more time on their hands, consumers will be looking for fun, creative ideas for dinner and easy-to-make lunches during the work/school day.

**Dinner Meats/Sausages/Brats/Italian Sausage:** As consumers will be cooking more and more at home, consider content that shows multiple ways/ideas to use your brand for a family meal. This is a great time to get new buyers to try your brand.

**Lunch Meat, Hot Dogs, Peanut Butter, Canned Meats/Chili, Chicken Nuggets:** This is a great opportunity to message loyal buyers and increase buy rate as they will be making lunch at home more often for themselves and for their children.

**Grilling Season:** Grilling season may not look the same as past years, but consumers will be looking to do “normal” activities, including grilling. Continue to focus your message on grilling being a key part of spring/summer that brings families together.
Work from home and “shelter in place” measures have resulted in increased food preparation and consumption in home.

Drive additional consumption and penetration of new buyers by focusing on new ways to use your products and encouraging brand engagement with families. For example, switch messaging to encourage “making breakfast together.”

Shelter in place has driven additional demand for breakfast food that can be consumed at any time of the day.

Continue to connect with loyal buyers to remind them to replenish their supply of breakfast foods and target lapsed buyers to bring them back into the franchise.

Demand has increased for shelf-stable ready-to-eat food products.

Target households that buy related food categories to encourage additional consumption of breakfast foods, such as dry fruits to mix with oatmeal.
Work from home and school closures provide opportunities to engage with families to start their home school day off with a good breakfast and to make fun treats with cereal.

Expand your buyer base by connecting with “home bakers” and baking goods purchasers. Target households with fun recipe ideas and tips.
As consumers focus on staying entertained and informed at home, some confectionery advertisers believe they are faced with a choice…

…between cutting back on key business drivers like advertising in an attempt to quell short-term fiscal unease or speaking to the most attentive audience an advertiser could hope to reach.

Now, more than ever, consumers are reminded of the importance of emotional well-being in addition to physical health.

Preserve the role that candy plays in togetherness, as making memories and family traditions can help establish a much-needed sense of normalcy.

Consumers understand that treating themselves and others is inherent to emotional health. They should be reminded that celebrating is as essential to the holidays as it is to rewarding the little moments at home that keep spirits high.

Confectionery brands are invited into homes and trusted to heighten moments of joy or provide comfort when needed most. They are present when memories are being made.

Still, some brands will impulsively reduce ad spend in the hopes that they can rely on loyal customers or historical ad presence to compensate for their silence in times of uncertainty.

These brands are making room for yours to step into the spotlight and make your voice known to their customer base, stimulating long-term growth.

Get creative, deliver personal experiences from a distance and communicate that your business cares. Take your place as the must-have, trusted brand. When ad spending returns to normal, you will have maintained share of mind via your existing buying and gained share of market via your new consumer base.
Find creative opportunities to deliver timely messages that remind your consumers of how your brand can help make the most of their experiences.

- Fun, family-friendly activities to pass the time, like at-home science experiments or bubble-blowing contests
- Candy-inspired arts and crafts
- Recipes for cooking or baking with the family
- Parents trying their hand at homeschooling and in need of ways to creatively engage their children in schoolwork or to reinforce positive behavior

Keep the perspective of your target in mind while considering the propensity of a household to purchase your brand.

Prioritize delivery against audiences that are designed to drive your brand’s key campaign KPIs (such as switchers or low share of requirements segments to drive penetration, or brand and category buyer audiences to increase trips and spend, etc.).
Work from home and restricted socializing will result in more home cleaning product use while consumers are stuck at home.

Aim to maximize this home-centric consumer presence through meaningful messaging around maintaining cleanliness and health, both personally and around the house.

Now is a great time to bring forth spring cleaning opportunities and fun ways for all household participants to get involved. Don’t forget, children in households can be great assistants!

Handwashing is the best defense in facing contagious infections.

Continue to connect with loyal buyers to remind them to replenish their supply of staple cleaning and homecare products.

But, don’t forget to message and engage with your new triers! In COVID-19 shopping trips, many consumers are having to resort to category availability rather than a specific brand to which they are loyal. As such, engaging these new purchasing consumers is an opportunity for repetition amongst these trial buyers.

Click and collect, online shopping and home delivery will increase as consumers avoid going to areas where there are large gatherings.

Prioritize remote shopping channels for distribution and drive consumers there to make their purchases. This is specifically relevant for e-commerce as regions of the U.S. ban nonessential travel and shopping.
The CDC recommends that consumers clean and disinfect high-touch surfaces daily in household common areas – think tables, hard-backed chairs, doorknobs, light switches, remotes, handles, desks, toilets, sinks.

**Hard-Surface Cleaning:** Curate a list of fun ways for the whole family to get involved in cleaning that will provide consumers with a roadmap to family health in the home – a family cleaning checklist perhaps!

**Survival Buying:** Extend messaging to households that are new to your brands and encourage “best and new use” opportunities for consumers to become more familiar with applications and use cases of various household products – even thinking outside of the box!
The CDC is attempting to flatten the curve to allow hospitals time to care of the patients who are most vulnerable.

People are fearful of overrun hospitals and their personal health. Encourage consumers to practice self-care and plan for recovering at home if they have to. Having basics such as cold and flu fighters and fever reduction in the home will keep families safe.

Increases in anxiety are leading to consumers having difficulty sleeping.

Educating consumers on sleep aids and relaxation will help reduce anxiety.

You can remind them that they need sleep to keep themselves and their families safe.

Comfort food can lead to overeating that can be disruptive to your stomach.

Antacids can help the burden of comfort food eating on consumers during the stress of the coronavirus.

Take advantage of new consumers increasing trial to your brand or category.

Consumers are spending more time in front of computers and TVs.

Relief to consumers’ strained eyes can be provided through OTC.

There is an opportunity to bring in trial buyers to the category as there are many people who would not normally spend as much time in front of media.
Keeping healthy with health apps and daily walks relieves some of the stress and fear consumers are feeling.
People are cleaning their homes and increasing their exercising. This will lead to new aches and pains. Analgesics will have an opportunity to help increase trips for their category.

Allergy season is hitting at the same time that people are out walking.
Consumers do not want to get a cough or sniffles, so staying ahead of allergies will relieve any anxiety around allergies being COVID-19.

CDC is stressing the importance of not touching your face and spreading the virus.
Remind consumers to keep themselves and loved ones safe by wearing rubber gloves if they need to go to the grocery store or pharmacy. Donate products to hospitals and local police to help keep them healthy.

Prevention helps flatten the curve. Not inhaling the virus or getting it into our mouths reduces the likelihood of getting the virus.
The urgency of purchasing (w/e 3/15/20) beer (+21%), wine (42%) and spirits (35%) is showing that consumers are pantry-loading and trying new brands.

Consumers want to ensure they have their favorite beverage in the house. Keeping top of mind with advertising will help retain and win new consumers.

Display ads are an efficient and effective ad unit in alcoholic beverages to keep top of mind as consumer purchasing increases.

Virtual happy hours are growing! On-premise declines are creating new socialization opportunities, and consumers have historically focused on having a spirit and one mixer.

Consumers are spending time with Facebook Live happy hours while social visiting with family/friends. Offset potential declines with connecting with others via delivery/click and collect occasions for their favorite beverages.

Remind consumers to not just keep it simple with a “rum and Coke” but, if they have the ingredients, learn how to have fun with friends making and trying new cocktails.

Scaling up delivery behavior has been challenging, but now consumers are motivated.

Remind consumers in your advertising of potential ways for them to receive deliver, click and collect, drive-up, etc. where they did not have the opportunity before – particularly with channels you can control.

A call to action with how and why to purchase your brand is essential. Ensure section takeovers and/or top billing within delivery platforms.
When will my day end?
For those working from home, it is recommended to stop at the same time every day and read a book, listen to the radio or, best yet, relax with a beer, glass of wine or a cocktail. Be creative with this messaging while helping workers navigate a new frontier.

Continue to focus on the core!
Your business needs to produce volume and get to shelf, and you've likely reduced variants since consumers are not experimenting and are instead focused on their favorite brands. Advertise what you know consumers want and are likely to buy habitually.

Upsize consumers! Ensure you have your larger pack/bottle sizes available.
Consumers are cocooning and making fewer trips to the store; let them know how they can accomplish this by an upsize reminder (e.g., 24/30-packs, 1.5L, 1.75L, boxed wines).

Premium and value brands are considered for home use and during harder economic times.
With the declines in on-premise and potential unemployment looming, consumer buying trends toward lower cost alternatives can be a boon. Focus on ads for core brand purchasing.
At-home consumption will increase as consumers reduce their away-from-home consumption, giving salty snacks an opportunity to help families connect and balance indulgence with health.

There will be more occasions for consumers to enjoy salty snacks as they will be at home more. Salty snacks can play an important role in celebrating family time (movie night, game night). Balance indulgence with healthy snacks. While physical activity might decline, indulgence and reward will be important to relieve stress.

Now is an excellent time for CPG brands to connect with target consumers in a highly efficient and effective media environment.

- Consumers’ media consumption is expected to increase by 60% during the current crisis.
- Many other advertisers are reducing media, making inventory available at attractive rates.
- Cross-channel and platform media programs will be the most effective; look for nontraditional opportunities like gaming and e-sports.

The salty snack category will remain an important part of American culture and food repertoire, but changes in behavior will occur.

- Penetration may increase as at-home consumption increases; make sure you win your fair share.
- Pack sizes and repertoire will change as consumers buy more of the category and new occasions develop.
- Impulse purchases may be at risk as consumers switch to e-commerce.
Salty snacks can capitalize on changing behavior during the crisis and continue momentum in the future as longer-term behavior evolves.

**Always-On:** Be on all channels all the time with broad reach balanced with relevant targeting.

**Pack Size:** Consumers will be shifting to larger sizes as single-serve and portability will become less important benefits.

**Variety:** Offer variety of flavors, brands and forms as consumers will be exploring new things to reduce monotony.

**Retail Channels:** Maximize availability across all formats with a focus on improving in-stock position in larger formats as consumers stock up and have fewer small baskets, convenience trips.

**E-Commerce:** The shift away from traditional retail channels will accelerate with more aggressive growth in curbside pick-up and home delivery. Be present to minimize leakage in “impulse” buying.
At-home consumption will increase as consumers reduce their away-from-home consumption, giving beverages an opportunity to help families connect, balance indulgence with health and meet consumers’ hydration needs.

There will be more occasions for consumers to enjoy carbonated soft drinks (CSDs) and beverages as they are at home more. CSDs and beverages can play an important role in celebrating family time (movie night, game night). Balance indulgence with health. While physical activity might decline, indulgence and reward will be important to relieve stress. Proper hydration is a key to a healthy lifestyle.

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The CSD and beverage category will remain an important part of American culture and food repertoire, but changes in behavior will occur.

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CSDs and beverages can capitalize on changing behavior during the COVID-19 crisis and continue momentum as longer-term behavior evolves.

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In a cluttered category that can be viewed by younger generations as “unhealthy,” brands have the opportunity to regain share and build equity by continuing media spend at lower costs.

Connect with new users and reinforce brand value propositions that help fresh buyers feel better about shifting to cans.

Highlight key use occasions like healthy recipes, and unique and creative ways in which they can use your products in these times to drive usage as they load the pantry.

Change media messaging to stability, consumption and emotional-based messaging.

Use profiling against new users and pantry loading to bring more relevance to the brand for these consumers, increasing long-term value.

- Help them get through the day with their family.
- Deliver healthier mealtime with unique recipes.
- Provide comfort in this time of uncertainty.
New Buyers!
Target buyers who are new to the category with messaging on usage to move them beyond pantry loading.

Organic and Natural
Take this opportunity to build equity among a hard to convince group – focus messaging on the healthier/organic options that appear to move more slowly off shelf. Now is the time to win this hard to convert group.

Meal Solution Seekers
Deliver content and recipe options for those looking for a comforting meal that is quick and easy. Provide ideas around protein-rich meals.
As fresh fruit, vegetables and meat become scarce, create reminder messaging around the benefits of frozen foods.

Consider using this time to educate consumers around the health benefits and freshness of frozen items (in the event fresh fruit/vegetables are scarce). It’s important to get all your nutrients to stay healthy!

Variety Seekers: Many restaurants are now closed, and consumers are concerned with ordering take-out. We recommend continuing to run media with content that helps consumers think beyond take-out. Consider providing simple recipes and ideas using frozen protein and vegetables.

Movie and dinner night: Just because consumers can’t go out doesn’t mean they can’t get variety with the different types of frozen entrees and sides available. Help them create their own buffet!

Self-Sufficient: Help consumers be creative and keep their kids busy by getting them to read frozen food directions and working the microwave themselves.

Consider content that includes recipes and ideas that get buyers to use the product, whether it be as an ingredient in a main dish or as a side.
Convenience
These buyers are looking for quick and easy solutions, or might be used to eating out often. Show them how frozen dinners can be a great replacement, with lots of variety.

Creative/Family Time
Find buyers who make their own pizza, recommend frozen veggies as toppings. Teach kids how to make their own food by reading instructions and using the microwave.

Balanced Diet
Fresh fruit and vegetable availability may be limited, but getting nutrients can be easily done by using frozen fruit and vegetables. Deliver messaging around how frozen is just as good. Share creative ways of using them, i.e., create-your-own smoothies, and vegetable recipes as entrées or sides.
Consumers will be looking for efficient ways to stay healthy while eating simply. Share meal tips that encourage building bite-size portions that pack a nutritious punch. Pairing crackers with proteins, fruits/veggies, and healthy fats reduces prep time and offers delicious dining for all household types and sizes.

Nostalgic favorites, such as casseroles and mac and cheese, will be important and provide comfort to many consumers. Suggest adding a crunch with a cracker crumb topping. Adding crackers to the usual stable of ingredients provides a fun flavor enhancement to a time-honored tradition.

Now that schooling has moved home, help parents make a game of it!

Cookies are a great reward for homework and home classroom achievements. Guide parents to think outside the box (literally!). Creative games, like cookie stacking, can kick-start the competitive spirit, teach patience and social dynamics, and provide math and physics lessons.
Share recipes and tips across your social media accounts. Help consumers get creative with experiential uses for crackers and cookies.

**Target adjacent category buyers.** There is an opportunity to reach consumers who are buying items that can be paired with your products, and now is the time to reach them with your brand. See some suggestions at right.

**Refine creatives to match new buying realities.** Show sensitivity and offer guidance in your copy. More closely match your messaging with both new and core audiences you are looking to reach.
At-home consumption and pantry stocking will increase as consumers spend more time at home and look for beverage alternatives that can sit on their shelves (and out of their refrigerators)! Highlighting drinks as ingredients will expand use occasions and consumption.

Parents are home with their kids and will be looking for healthy treats to refuel after a day of home schooling.

Position shelf-stable juices as a fun after school treat to celebrate a day well-lived!

They’ll also be looking for fun and hands-on activities to keep their kids busy.

Think about how your brand can make their favorite popsicle, smoothie or baked-good recipe even tastier.

Did we mention the kids will be home? Parents will be looking for creative treats too as they partake in virtual happy hours.

With bars and restaurants closed, people will be making creative cocktails at home. Remind consumers that you can help them make quick versions of their favorite cocktails, or help them discover new favorites at home.
Consumers are going to the store less frequently and refrigerator space will be in high demand.

Capture share from refrigerated beverage buyers by highlighting how easy it is to pantry load shelf-stable alternatives.

“Shelter in place” advisories allow for Sunday breakfast every day.

Take advantage of this additional at-home meal to promote and increase at-home juice consumption.
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How IRI Can Help
PRE-CAMPAIGN

- Recession Media Brand Fact Pack
- Creative Audience Targeting
- First-party / CRM Appends and Client Profiling
- TV Ranking/Indexing Reports
- Media Advantage
- Price and Trade Advantage
- Demand Forecasting

MID-CAMPAIGN

- Social Pulse
- In-flight Optimization via Campaign Conversion Feed
- Controlled Testing via Paid Media Dark Posting

POST-CAMPAIGN

- Owned Media Acquisition and Measurement
- Amazon Audience & Measurement Campaign
- Pinterest Consumption Driving Campaign and Measurement
- Brand Loyalty Package
- Marketing Foresight
Key Questions the Analysis Helps Answer
• What is the change in my sales over a designated timeframe?
• What are the top brands within the category, and how are they trending?
• What are our consumers saying about our products? How are they using our products differently?
• What is consumer sentiment pre-COVID vs. now?

Description
This provides brands or agency teams a report on both buying and consumption habits, based on IRI point-of-sale data and IRI Social Pulse reports. Client will receive dollar sales % change vs. YAGO for category and top three brands per category and subcategory. Timing will be weekly data starting in November, 2019 (covering holiday trends) through most recent period; market is IRI national (MULO-C); retailer data will be in aggregate. For IRI Social Pulse, clients will receive information on how consumers are interacting and discussing usage, keywords or phrases.

Deliverable: Excel deliverable for data and PPT deck for social
Pricing: $25,000
Key Questions the Product Helps Answer
• Who are the purchases of my product?
• Who are the new buyers coming into the category and brand?
• Can I create an audience of lapsed buyers, or switchers?
• Is there a way to message to a group of consumers based on their purchase cycle?

Description
IRI Verified Audiences can deliver the precision, speed and scale necessary to create relevant purchase-based need state audiences and deliver them to the right consumers. Every brand and category can participate to reframe “advertising as service.” For example, beer, wine and spirits can promote brands within a suddenly emerging trend of “virtual happy hour” among “virtual entertainer segments.” How it works: 1) For each client, look at recent purchase trends and identify new, creative segments, 2) schedule a virtual audience workshop, 3) work with the audience desk to create and prioritize demand, 4) promote audiences that are durable and can scale via “automated schedule,” avoid “one-offs,” 5) think horizontally about multi-brand or multi-category segments such as “hoarders” or “hoarder purchase cycle” audiences.

Deliverables: 1) Virtual audience workshop to identify segment opportunities; 2) Verified audiences delivered to client activation end points
Pricing: CPM-based; Prices vary from $.90CPM-$1.00 CPM
Key Questions the Analysis Helps Answer
- Can I match my first party data to loyalty card purchases to understand both engagement and sales performance?
- Can I segment my first-party data based on sales?
- Can I enhance my owned data with third party attributes?
- Can I use these new data sets to activate against?

Description
Clients’ first-party data is matched to IRI’s FSP dataset; data append flags are provided (clients’ choice HML to attribute-based). This is delivered directly into IRI’s enhanced audience builder tool for client to create unique first-party audiences based on sales.

Deliverable: Excel deliverable for flagged file or data transfer
Pricing: Matching and Flags $25,000 (up to five attribute flags); timing two weeks. Custom AB; $25,000 additional two weeks. CPM-based activation
Key Questions the Product Helps Answer

- What TV/video programs best reach purchasers of my brands or categories in linear TV and data driven linear TV?
- How can I understand and prove the relative value of my media inventory?
- How can I improve the efficiency of my TV/video media investment?

Description

IRI’s TV ranking and indexing tool can help both buyers and sellers to create greater value by reaching more target consumers for the same dollars versus conventional targeting methods. For advertisers, the need to improve efficiency through greater precision has never been more valuable. For media sellers seeking predictable revenue, IRI offers the ability to demonstrate the value of media inventory as a means to increase CPG market share and offset declines in sectors more greatly impacted by COVID-19 (e.g., travel, movie theatricals, etc.).

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**Deliverable:** Excel-based report that provides a sortable list of TV/video programs indexed to display the composition of brand or category purchase audiences versus total population.

**Pricing:** $20,000; we will offer pricing for named advertiser parent companies for a package rate of $100,000 for six brands or categories during the 2020 upfront season from May until end of August.
Key Questions the Product Helps Answer
- What is the impact of my media spend on sales and share of my brand and that of the competition?
- How does competitive spend impact my brand’s sales and share?
- What new creatives did my competitors launch last quarter?
- How does my share of voice compare to the competition?
- What DMAs are performing best?

Description
This advertising expenditure intelligence tool enhances advertisers’ understanding of their media spend and offline performance compared to their closest competitors. The solution provides manufacturers and retailers with access to an intuitive, consolidated view of integrated metrics on marketing performance, including share of voice. IRI Media Advantage illuminates the advertising, merchandising and competitive trends influencing consumer purchase behavior by layering IRI’s best-in-class POS and causal data with multimedia advertising expenditure data including TV, print, radio, cinema, outdoor, internet display, online video, mobile web and mobile app. POS, causal, paid media and earned social data are aligned via IRI Unify® on IRI Liquid Data® (ILD), the most flexible and powerful technology platform in the industry. Dashboards are dynamically refreshed, some as often as weekly, for continuous media monitoring. Note: For clients not using ILD, IRI can provide offline dashboards and ad hoc analysis.

Deliverables: URL with customized views
Pricing: Media Advantage – National Level + DMA Level (includes 15 categories) $95,000 (does not include media data supplied via Kantar)
Key Questions Answered
• How do I ensure my current pricing strategies are yielding the highest ROI for my brand?
• What insights do I need to be able to react quickly and profitably to a competitive price change?
• How much would my brand volume change if I changed base price today?
• What is the impact of promoting my products for an add’l week?
• What level of pricing compliance is happening at the store level for my key accounts?

Description
IRI Price and Trade Advantage™ gives insight on price sensitivities, gaps, thresholds, competitive implications and sales volume decomposition to maximize sales and create the most effective pricing and trade plans at retail. Use these robust, simple and integrated planning applications to get actionable insights at the execution level for continuous, repeatable results. With brand-specific data and model results, users can predict how new strategies and/or competitive actions would impact their brand performance. Once implemented, users can evaluate post-promotion results versus initial plans to measure the success of events and to make sure strategy stays on track.

Pricing:
Custom—Starting at $75,000, modeling costs are additional ($4-$7K per PPG)
Syndicated—$50,000 per category, additional $25K modeling costs per category
Key Questions Answered
• How do I forecast long term sales in the short and medium term?
• How can I simulate my demand for different economic scenarios?

Description
IRI Demand Forecasting is a unique business planning capability using powerful artificial intelligence powered algorithms that identify factors driving brand and category growth. Using advanced and proven analytic techniques, IRI identifies the most relevant factors for sales growth and quantifies their impact. The solution creates scalable forecasts across custom-defined categories for a holistic business view and links directly to best-in-class data sets for the CPG industry. Furthermore, the solution supports informed scenario planning. It is designed expressly for both analytic users and business stakeholders, combining analytic rigor with decision-making power.

Pricing:
Pricing varies depending on the number of categories and corresponding product groups, and the number of geographies included in the forecasting software. The pricing structure scales well for enterprise-wide scope.
Key Questions the Analysis Helps Answer

- What are the top brands within the category, and how are they trending?
- What are our consumers saying about our products, and how are they using our products differently?
- What is the sentiment pre-COVID vs. now?

Description

The current environment will impact behavior for at least 12-18 months and, as a result, clients must accept that this could very well be the new reality. Brands need to understand perceptions and consumer attitudes quickly. IRI Social Pulse allows clients to track brands and consumer sentiment and reaction via social intelligence, providing social brand sentiment reports for brands and key words/phrases to help creatives and media strategists maximize performance of their consumer communications.

Deliverable: PPT deck
Pricing: 15 topics/brands for $75K ($5K each) used from March through June 2020 (PPT delivery). 10 topics = $70K ($7k each), 5 topics = $50K ($10k each), single topic = $15K

ORGANIC CLEANERS

REGULAR CLEANERS
Key Questions Answered

• What reallocations of media placements can I perform in real time to identify where, when and how I should continue advertising?
• How do I move media to the most efficient placements in real time?
• Which audiences are driving conversion and which are not so I can reallocate in real time?
• Which creative is driving the most conversions so I can reallocate in real time?

Description

With 100%-deterministic IRI Verified Audiences at massive scale, IRI can create sophisticated audiences that help reach consumers where they are and when they are ready to buy. These in-flight audiences link previous exposure to the purchase to enable in-flight optimization based on any campaign tactic. We first provide an initial set of purchase-based audiences delivered before the campaign starts. Starting in week 2, and each week thereafter, a file of last week’s buyers is delivered to the DSP. The DSP and the agency work together to optimize campaigns leveraging offline sales conversion instead of proxy metrics such as awareness. Then, each week the process finds new households that match the profile of people that were exposed and converted.

Deliverables: Absolute conversions
Pricing: CPM-based; $.50 CPM
Description
Through various social media technology solutions, brands can control delivery and pacing of measurement. Clients can receive automatic comment monitoring and management not just on native posts but controlled (dark) paid posts with targeted audiences through IRI Verified Audiences. Clients receive weekly conversion files for in-flight optimization of campaigns, increasing penetration as you are reaching new unique buyers more often.

Key Questions the Analysis Helps Answer
• How do I make sure my creative messaging won’t garner backlash in these untested times?
• How is my advertising performing?
• What are consumers saying?
• Can I optimize my creative in flight?

Deliverable: Paid Media Influencer Program and Measurement
PPT Deliverable
Pricing: Minimum investment $50,000
Key Questions the Analysis Helps Answer
• Define consumers who are increasing in the category or new to my brand.
• What are the key traits and attributes of these consumers?
• What is the cost of acquiring these new consumers into my program?
• After they join my program or visit a site, how are they interacting with the brand assets?
• What is the long-term value of the new consumers?

Description
Through FSP data, IRI can deterministically identify new users of your brand within days of their first purchase, profile these groups for use in the creation of personalized content, define the best audience for activation and then push these audiences to your destination partner of choice.

Further, we can measure the effectiveness of the acquisition campaign over time, defining the consumer value of coming into the program and how these consumers interact with your owned assets.

Deliverable: Excel deliverable for data and PPT deck for social.
Pricing: CPM audience-based activation; campaign measurement $50,000, long-term value overall program: $70,000
Key Questions Answered

- What overall sales lift and ROAS have Pinterest campaigns driven?
- How does Pinterest performance compare with IRI digital benchmarks? Are there any nuances by category?
- Do Pinterest campaigns tend to have a bigger influence on penetration, basket size or number of trips?
- Do Pinterest campaigns tend to drive significant halo?
- What sub-campaign elements tend to work hardest for Pinterest across placements, target groups and demographics?
- What has been the optimal frequency range for Pinterest campaigns and how has Pinterest done at delivering against these optimal frequencies?
- What is the typical gap between exposure to a Pinterest campaign and offline purchase?
- How does exposure to Pinterest campaigns impact trial and repeat?

Description

Now more than ever with consumers stocking up on goods and nesting at home, they need to have new ways to understand products. A consumption message for your brands will help keep consumers coming back to your brand long after the stockpiling and the pandemic have passed. Not only can IRI measure your campaign’s effectiveness but it can help you find the right people to reach by using IRI Verified Audiences, which identify consumers who have actually stocked up or purchased your product for the first time, enabling you to reach them with the most relevant message.

Deliverable: PPT
Pricing: % of media; measurement report discussed with Pinterest
Key Questions Answered
• What reallocations of media placements can I perform in real time to identify where, when and how I should advertise?
• How do I move media to the most efficient placements in real time?
• Which audiences are driving conversion and which are not so I can reallocate in real time?
• Which creative is driving the most conversions so I can reallocate in real time?

Description
IRI can create purchase-based audiences for use on Amazon to help drive better advertising precision to buyers and consumers of your product. Then, IRI Lift™ leverages IRI’s vast point-of-sale, frequent shopper, causal and media exposure data to empower you to fully understand actual in-store sales lift impact of ad spend throughout the campaign. By fusing real-time data from 500 million frequent shopper loyalty cards representing 93% of U.S. households, combined with IRI’s proprietary shopper panel and a host of other data assets at the SKU and shopper level, IRI Lift delivers the industry’s most granular and most accurate multichannel projection to help drive sales.

Deliverable: PPT
Pricing: CPM-based; measurement report pricing determined by Amazon
Key Questions the Analysis Helps Answer
• Who are the new users I am bringing into my brand?
• Are there consumers who were loyal but moved out of my brand and have purchased a competitor due to out-of-stocks?
• Am I keeping new users?
• Is there a way to maintain my brand loyal consumers?

Description
You might be asking yourself why you would advertise now when your product is sold out in stores? If you are typically the second choice brand, now is a great time to attract new buyers and build brand loyalty for when the stockpiling is over. You can do this by identifying first-time buyers who purchased your product during the COVID-19 crisis and those who switched, enabling you to build out an IRI Custom Audience, adjust creative messaging to incorporate brand loyalty messaging and reach these consumers at the optimal frequency.

Deliverable: Measurement report and customized audience activation
Pricing: Reporting $10,000; Audience Activation CPM
Key Questions Answered
• How can I optimize my marketing budget across brands and channels?
• How can I prioritize shopper segments in my planning process?
• What will happen to my results if non-marketing drivers, such as distribution, change?
• Can I drill down to execution level of each performance driver?

Description
IRI Marketing Foresight™ provides marketers with a comprehensive on-demand marketing performance measurement and optimization platform that can provide a substantial competitive edge in the marketplace. With IRI Marketing Foresight, you can continually measure and adjust your current and future marketing initiatives based on ongoing new insights. This “always-on” platform uses granular performance metrics from IRI’s Marketing Mix modeling process to give you the latest simulations and optimization scenarios. Integrated into IRI’s Liquid Data® technology platform with IRI Unify® visualization, Marketing Foresight has all the power of IRI Data Cloud™ to provide highly actionable insights on demand.

Deliverable: per individual Client need
Pricing: varies
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