

# Top 10

considerations

for advertisers

during the coronavirus pandemic

The level of uncertainty caused by coronavirus and covid-19 is unprecedented. It is having a profound effect on economies across the world, with no sector left untouched. The advertising industry is no different: it responds to and is dependent on consumer behavior, which has been forced to change dramatically in a matter of weeks.

While change is inevitable, there are steps that advertisers can take to mitigate to some extent the effect that the pandemic will have on their advertising performance.

### **1. Agency agreement**

Evaluate whether your agency agreement is up to date and working in your best interests, particularly in light of the new market situation.

### **2. Media consumption**

Media consumption habits will change as people stay at home more and mass gatherings are discouraged or banned. Reach for cinema and OOH will decrease, while TV and digital/social media reach will increase. Radio reach will probably fall as fewer people drive to work; conversely, podcasts are likely to enjoy higher reach as people look for entertainment. Marketers will need to assess how their media plans and targeting will be affected.

### **3. Optimization**

Ensure that your marketing activities have been optimized according to new media patterns.

### **4. Targets**

Ascertain whether your media targets are still valid in the current market situation, or whether they need to be updated.

### **5. Evaluation**

As consumer and market behavior changes rapidly, it's more important than ever to evaluate your activity in order to optimize correctly.



## **6. Annual media strategies**

Assess whether your annual media strategies should be modified.

## **7. Competition**

Keep an eye on your competitors. Market changes will have a significant impact on their media buying.

## **8. Negotiation**

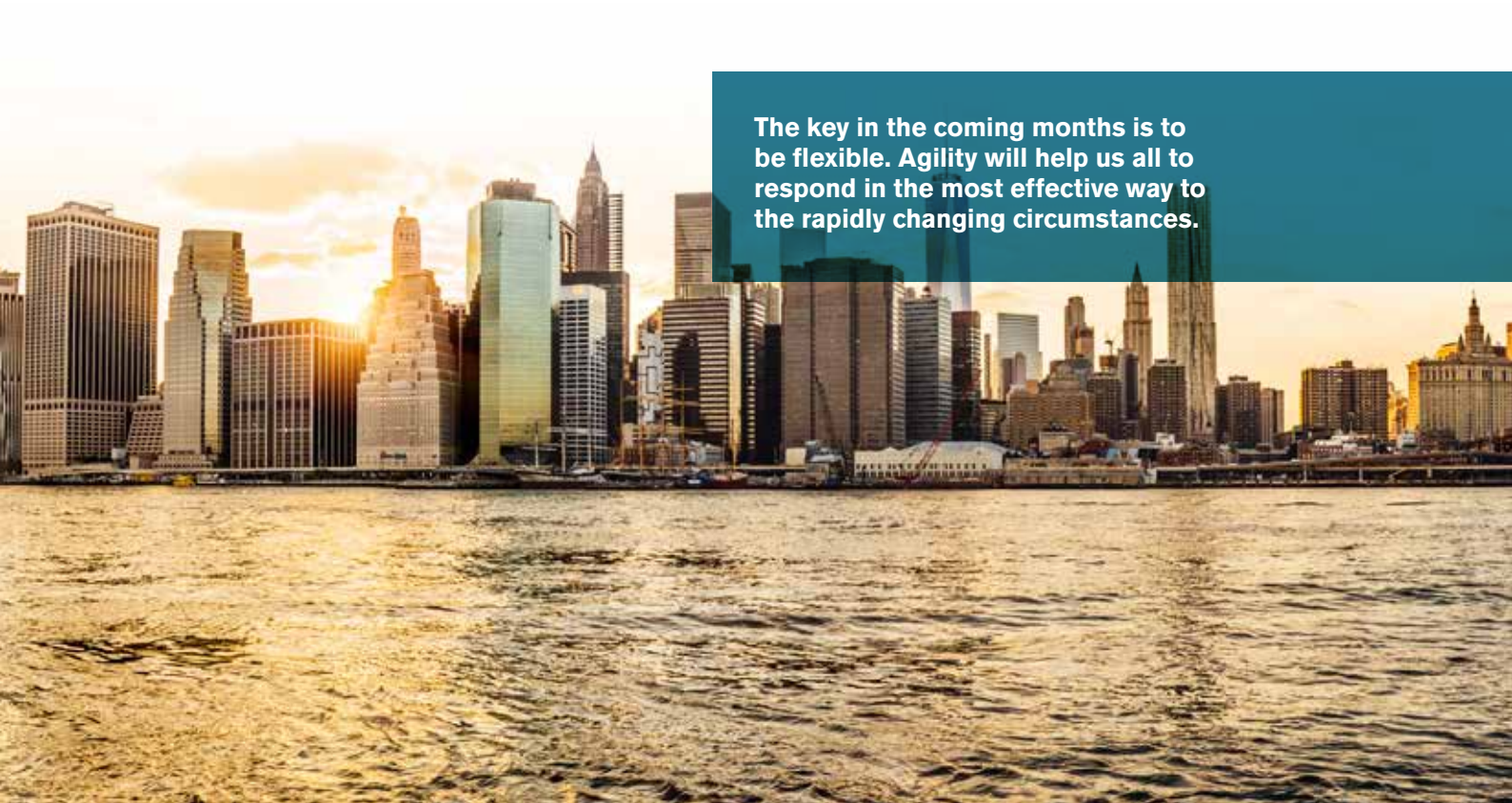
An increased supply and weaker demand will affect media pricing. If possible, be flexible and evaluate the share of committed budget versus ad hoc and last-minute buys.

## **9. Finalized agreements**

If you need to adjust how much of your budget is committed to agreements with media companies, talk to your agency as soon as possible to find a strategy.

## **10. Communication**

Maintain regular dialogue with key contacts at your agency to ensure that the optimization process continues, and that you are up to date with the latest developments.



The key in the coming months is to be flexible. Agility will help us all to respond in the most effective way to the rapidly changing circumstances.

# About ECI

## ECI: HIGHER MEDIA VALUE

Technology is transforming the media landscape at an unprecedented pace. But in the right hands, change can be a force for good. ECI, the market's fastest growing global media management company, leverages these changes to help you drive **higher media value** from your advertising investment.

## A modern, forensic approach

Ever since our formation we have championed a modern approach to media and financial auditing. As pioneers in the field of digital auditing, we include sophisticated analysis of programmatic activity in our audit model, and we pride ourselves on a forensic, fact-based approach which harnesses the power of our world-class talent and proprietary technology. Along with our innovative benchmarking capabilities, we are confident in our ability to empower our clients to drive **higher media value** and media-led impact on business performance.

## Cutting-edge services

Capitalizing on today's dynamic, fast-paced media landscape to drive **higher media value** requires data-driven decision-making, global experience and a deep understanding of the latest technologies. At ECI we are proud to be able to offer these and so much more, including TV auditing, financial compliance auditing, pitch management, KPI setting and management and contract consultancy.

## Global experience, local expertise

We are proud of our client portfolio, which contains some of the world's largest and leading advertisers. Our network of owned offices and leading affiliates supports them where they need us, across the Americas, Europe and Asia Pacific. We offer them high-level media intelligence and rigorous benchmarking and, ultimately, the insight, experience and savvy to ensure that their advertising investment and agency relationships drive **higher media value**.

## CONTACTS

To speak to one of our senior management team about any of our services, please contact:

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