

5 Trends

SHAPING THE POST-COVID-19 MARKETING LANDSCAPE



No one knows for sure what the "new normal" will look like after the pandemic. But here are some trends we predict will shape marketing after COVID-19.

1 SHIFT TO ONLINE CHANNELS

2x

Global online traffic more than doubled since start of pandemic
(Business Insider, March 2020)

25%

of US & European consumers expected to increase their spend via social channels
(McKinsey, COVID 19 Consumer Pulse Survey, March 2020)

13%

of European consumers are browsing digital stores for first time
(McKinsey, COVID-19 Apparel & Fashion Survey, March 2020)

60%

are spending more time on social media, on-demand TV, online video & messaging
(ClickZ, April 2020)

Lesson for brands: invest in your digital presence!

2 LOWER DIGITAL AD SPENDING



89%

of large multinational companies deferred marketing campaigns in May 2020
(World Federation of Advertisers, April 2020)

52%

of marketers will hold back ad spend for 6 months or more
(World Federation of Advertisers, April 2020)

14%

drop in online display ad spend for H1 2020
(World Federation of Advertisers, April 2020)

Lesson for brands: don't go dark! It might seem smart in the short-term, but you could benefit from lowered costs & higher consumer attention.

3 CONSUMER MIND SHIFT

4 OUT OF 5

jobs worldwide affected by pandemic by early April 2020
(BBC, April 2020)

200M

people could end up out of work because of COVID-19
(International Labor Organization, April 2020)

56%

of US consumers will cut back on spending
(McKinsey & Company, Covid-19 Consumer Pulse Survey, March 2020)

Lesson for brands: focus on essential products/services & offer value & sustainability.

4 COCOONING HABITS

47%

are spending more money on home entertainment
(ClickZ, April 2020)

64%

are reading more
(ClickZ, April 2020)

43%

are spending more time cooking
(ClickZ, April 2020)

Lesson for brands: find innovative ways to be part of the conversation, wherever your customers are.

5 REWARDS FOR INNOVATION

21%

revenue growth for Wal-Mart between February-March 2020 from increased commitment to digital channels & home grocery deliveries
(Chain Store Age, April 2020)

200M

downloads of popular video-sharing platform TikTok in Q1 2020, up 28.20% from Q4 2019
(Learnbonds.com, June 2020)

Lesson for brands: consumers are rewarding innovative brand initiatives that speak to their needs & respond to emerging trends. Pivot to a digital-first approach!

