

A family of four is sitting on a couch in a living room, watching a television. The TV screen shows a fitness advertisement featuring a man and a woman in athletic wear. The room is dimly lit, and the overall color scheme is a deep blue. The text is overlaid on the image in white.

Advertising Perceptions and Purchase Behaviors In the Age of Covid-19

NBCUniversal

Study Background and Methodology

NBCUniversal executed a series of bi-weekly proprietary surveys to assess consumer response to the COVID-19 crisis covering:

- Shifts in Behavior
- Advertising Tolerance
- Resonant Brand Messaging Strategies

We conducted a nationally representative quant survey

- N = 6,130 Video Viewers
- A18+, 5+ Hrs of Video Viewing per Week, U.S. residents
- Field dates: March 20th – May 15th, 2020

Premium Video Is an Essential Crisis Tool...



55%

Say they have been watching more video than usual because of the public health crisis

Key Viewer Needs Fulfilled by Premium Video During COVID-19



Information



Escape



Connection



...with film and favorites playing a leading role in the present - and potentially an increased role in the future

80%

Watching more or the same amount of movies during COVID-19

65%

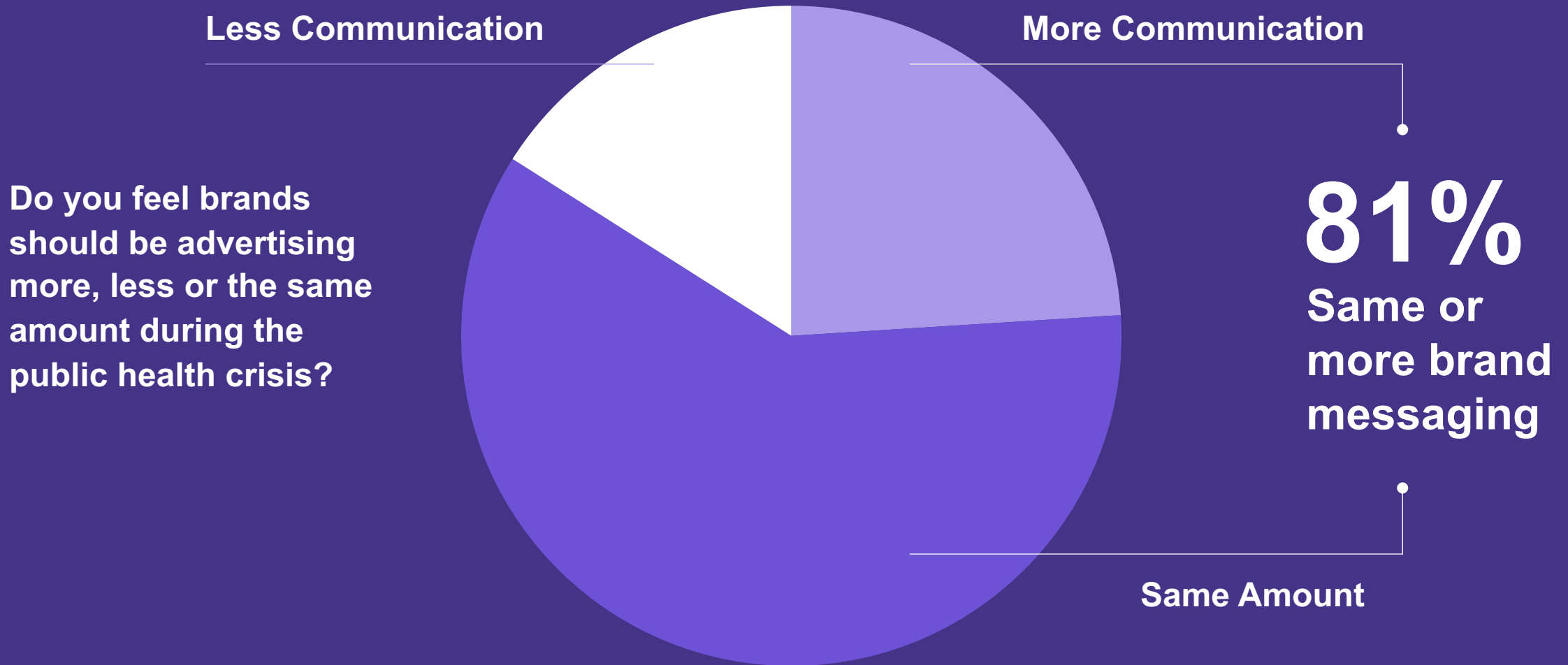
Watching more or the same amount of their usual shows during COVID-19

65%

Plan to spend the same amount of media post-crisis



Advertising Tolerance Remains High During Times of Crisis...



...Due to Viewers' High Moral Expectations of Brands

71% expect brands to set a good example in times of crisis

Top 3 actions consumers desire from brands



Provide support to smaller businesses



Provide resources for first responders



Highlight how they are helping the community

Consumers want brands to acknowledge current events – and are willing to reward brands who take action to help those in need

69%

and

81%

Think brands should create messaging that acknowledges current events

(66% think brands should be creating messaging that acknowledges the COVID-19 crisis)

More likely to buy/use brands who help others when its needed most

Consumers Crave Messaging that Uplifts, Reassures and Informs...

Top messages consumers would like to hear from brands during the public health crisis

48%



Spotlights positive acts

46%



Gives me hope that we will persevere

43%



Reassures me I can depend on them

43%



Makes me laugh

40%



Makes me feel safe

40%



Highlights changes in policy or operations

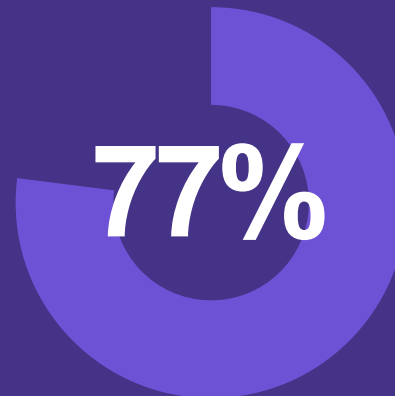
...and are drawn to ads that empower them to cope and give back

Inspire



like advertisements that highlight positive actions during the public health crisis

Inform



find it useful when brands describe how they can help consumers cope with crisis

Instigate



Want brands to teach ways consumers can get involved

Essentials Are Priority for Discretionary Spending

Most common spending activities for consumers - 7 day period



Purchased food items in a physical store



Ordered takeout/delivery from a restaurant



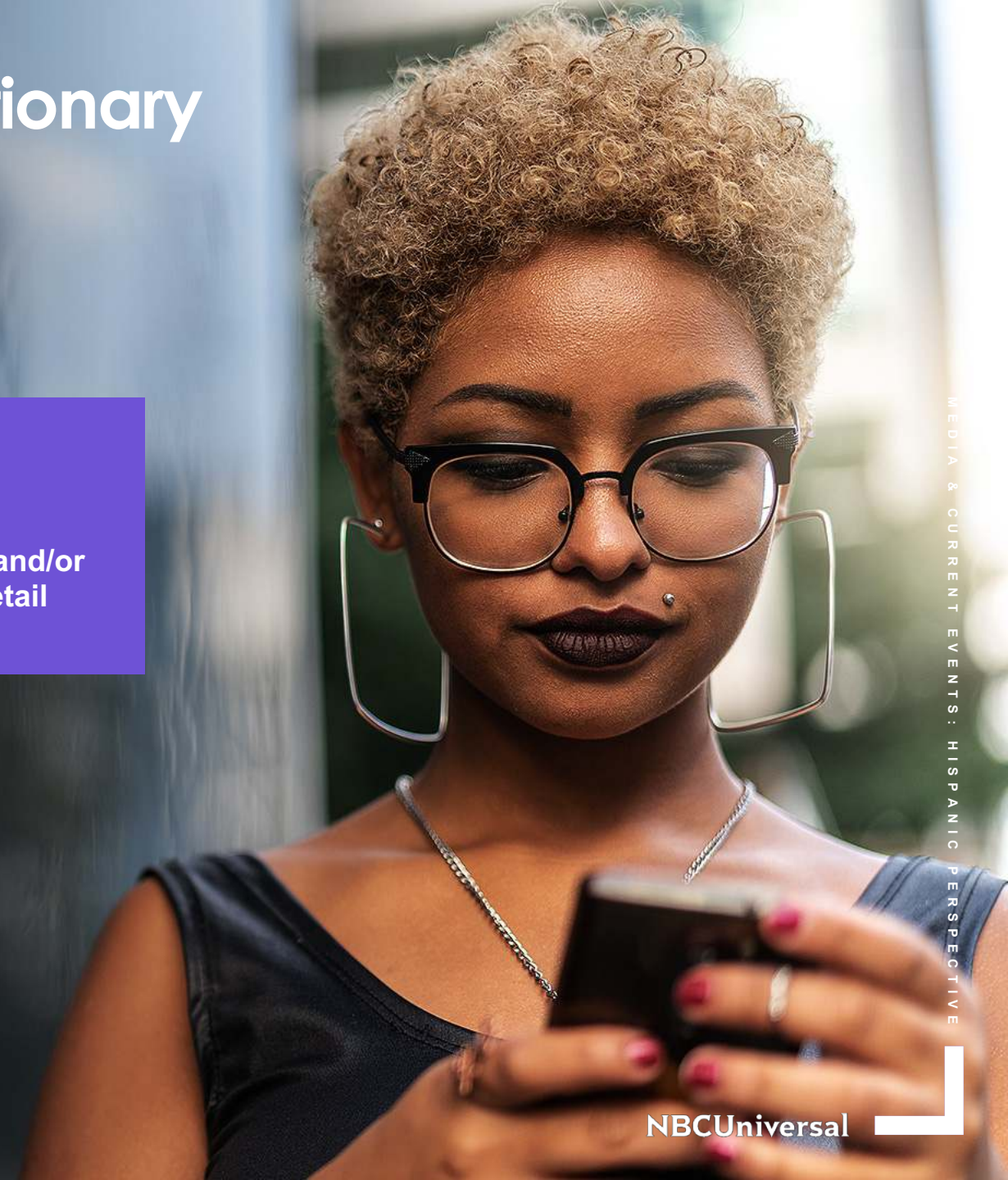
Researched and/or purchased retail items online



Purchased groceries online from a delivery service



Researched and/or purchased OTC meds in a physical store



Viewers Have Confidence In Their Spending Resiliency and Consumer Power

69%

plan to return to/continue
their usual spending
habits post-crisis

but

72%

plan to be more
thoughtful about brands
they support post-crisis

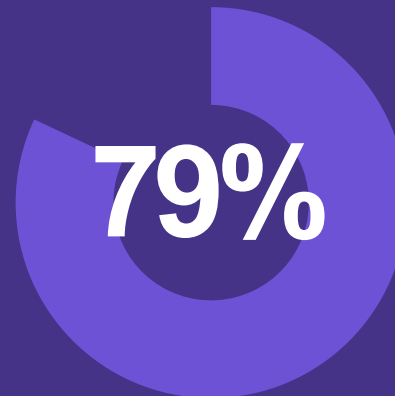
Brands Who Take Initiative Now, Distinguish Themselves as Worthy Spending Choices Later

Trust



will continue supporting brands that earned trust during the crisis

Loyalty



are more loyal to companies who prioritize community's wellbeing over business

Maintain



will stop purchasing products from brands that have not supported the community in times of need



Recommendations

Acknowledge environmental contexts to facilitate breakthrough and forge strong consumer relationships

Act to improve consumer circumstance with a mix of direct, decisive actions and providing access for grassroots consumer action

Assure consumers by fostering feelings of security and hope through spotlighting the positives in society





Thank You!

NBCUniversal