

Supporting Businesses Navigate Through the Current Challenges of Covid-19

MMA Webinar Series

May 5, 2020

In Partnership with: **FACEBOOK**



MMA Purpose



The People We Serve

Prime Audience

Pioneering Chief Marketers



Our Strategic Priorities

Measurement & Business Impact

Drive marketing effectiveness and the future of measurement for sustainable business growth

Marketer Org Development

Redefine marketing organization dynamics and future capabilities needed in a data

Inspiration

Lead marketing innovation and creative effectiveness/impact for mobile and emerging technologies

Advocacy

Establish standards and self-regulatory guidelines to improve consumer trust and confidence in marketing and connected devices



Our Reason for Being

Purpose

To enable marketers to drive innovation and enduring business value in an increasingly dynamic and connected-connected world.



Managing Your Questions



Share the Insights

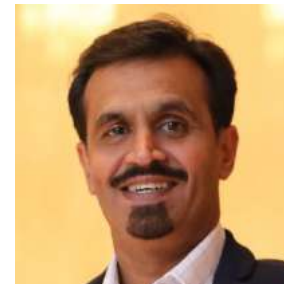
#MMAWeb

Presenters



Benjamin Joe
Vice President, Southeast
Asia & Emerging Markets
Facebook

Moderator/Host



Rohit Dadwal
Managing Director
Mobile Marketing Association
APAC



Supporting businesses navigate through the current challenges of Covid-19



Benjamin Joe

Vice President, Southeast Asia & Emerging Markets

Facebook

FACEBOOK

- # Agenda
- How consumer behaviors change in the context of Covid-19
 - How is Facebook responding to Covid-19
 - How can businesses respond during this time
 - Curated resources & playbooks to support the MMA Community

TODAY: WHAT WE'RE SEEING

People are rapidly embracing new digital connections

1

People are turning their concerns into acts of care

2

People are looking to companies for leadership

3

People are adjusting to their new normal all while anticipating their next normal

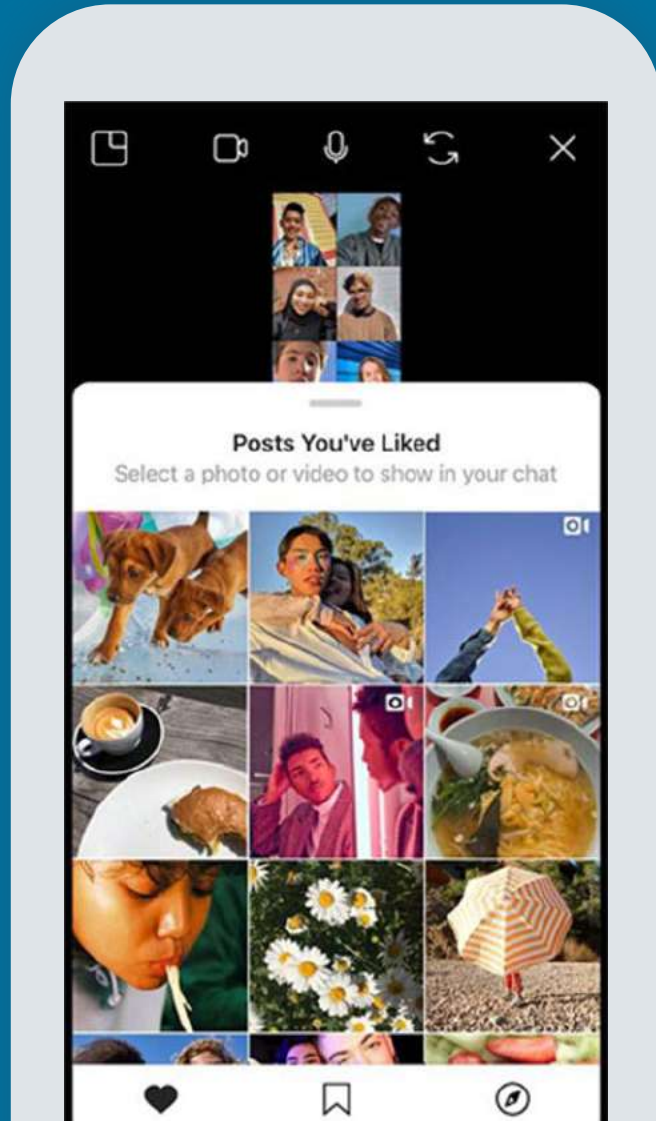
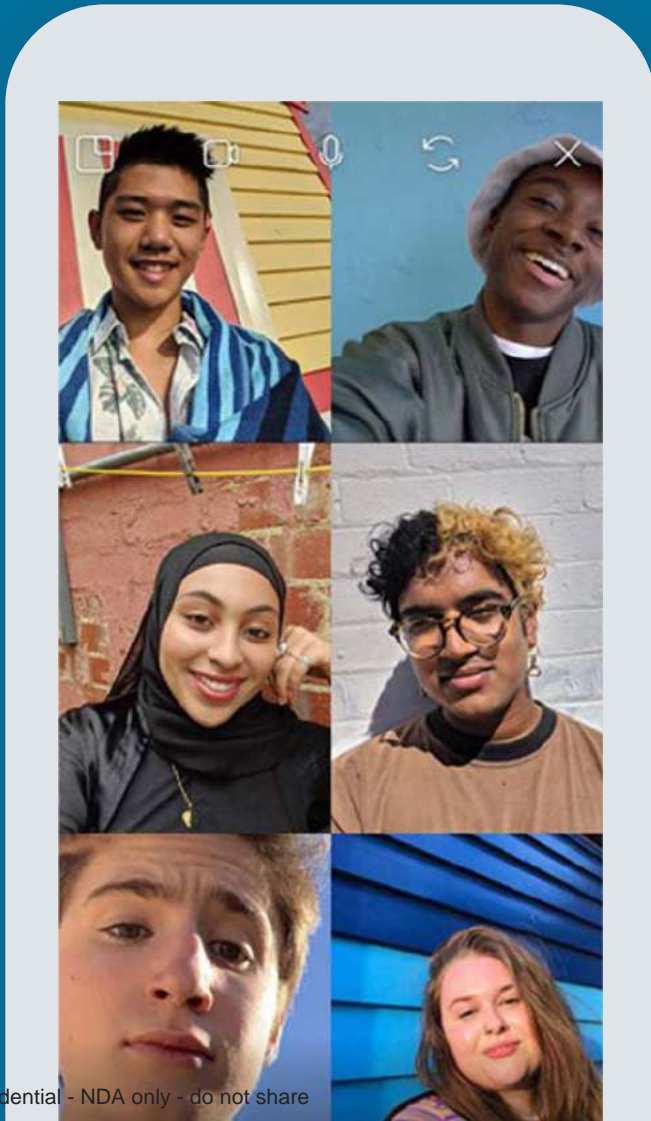
4

1

People are rapidly embracing new digital connections



and they're connecting in more ways and new ways



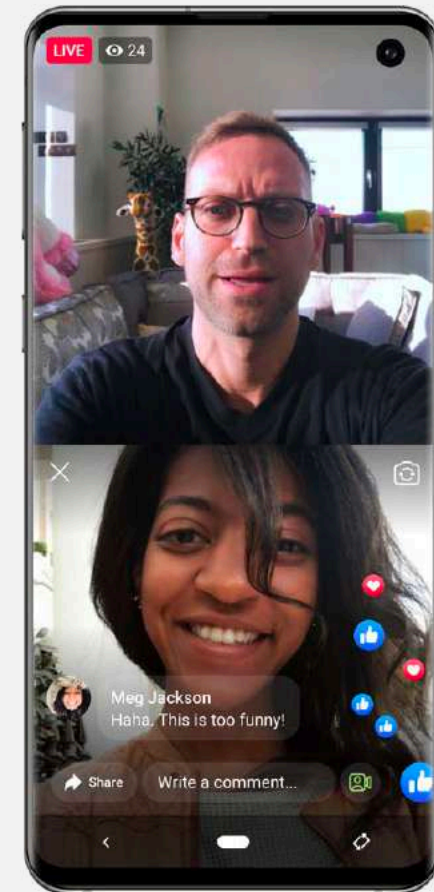
We've introduced Messenger Rooms and more ways to connect



Expanding WhatsApp Group Calls



Introducing Messenger Rooms



Bringing Back Live With

A person wearing a dark grey long-sleeved shirt with white horizontal stripes is holding a large, plain brown cardboard box. The person's arm is visible, resting on the side of the box. The background is a plain, light-colored wall.

2

People are
turning their
concerns into
acts of care

People are caring for themselves—and the world



SELF CARE

On Instagram in the US **home workouts** posts on Feed and Stories increased **>5x** in just four days (vs the four prior)¹



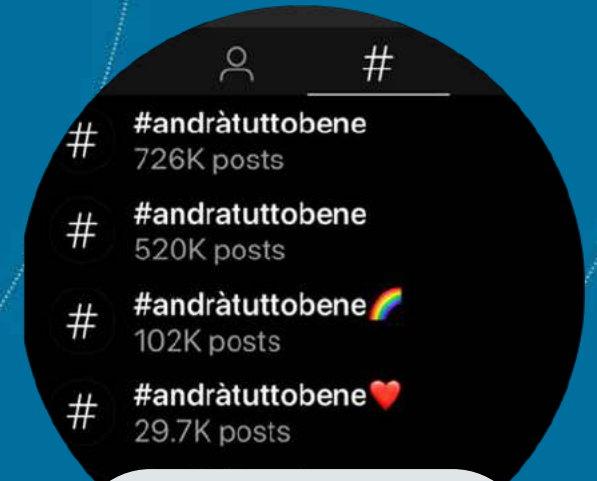
LOVED ONES

Globally, **70%** more people are participating in group video calls on Messenger²



LOCAL COMMUNITY

77% of Americans would run errands for a neighbor in need³
1M people in the UK are members of local support Facebook groups around COVID-19⁴



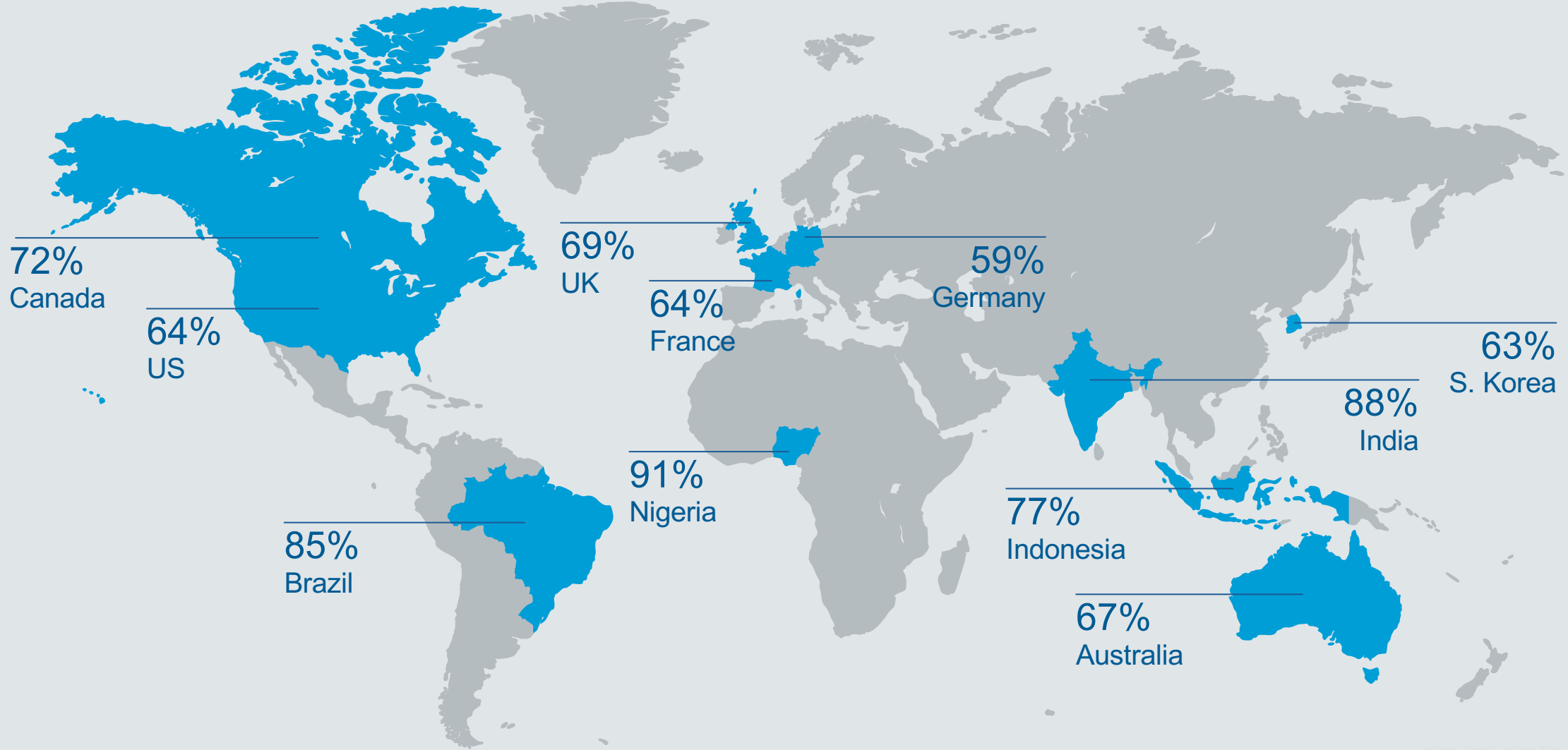
GLOBAL COMMUNITY

Globally, 4M people made posts and comments to support Italians during the lockdown with encouraging words like “andrà tutto bene” and “io resto a casa.”⁵

3

People are
looking to
companies
for leadership

People increasingly expect brands to give back



Facebook IQ source: "Trends 2.0" by Crowd DNA (Facebook-commissioned study of 11,300 people across AU, BR, CA, DE, FR, GB, ID, IN, KR, NG and US), Sep 2018.

Among people surveyed globally

People want brands to re-prioritize and adapt

Close non-essential stores **79%**

Offer flexible payment terms **83%**

Help produce essential supplies **67%**



4

People are
adjusting to
their new normal
all while anticipating
their next normal



Ordering
delivery



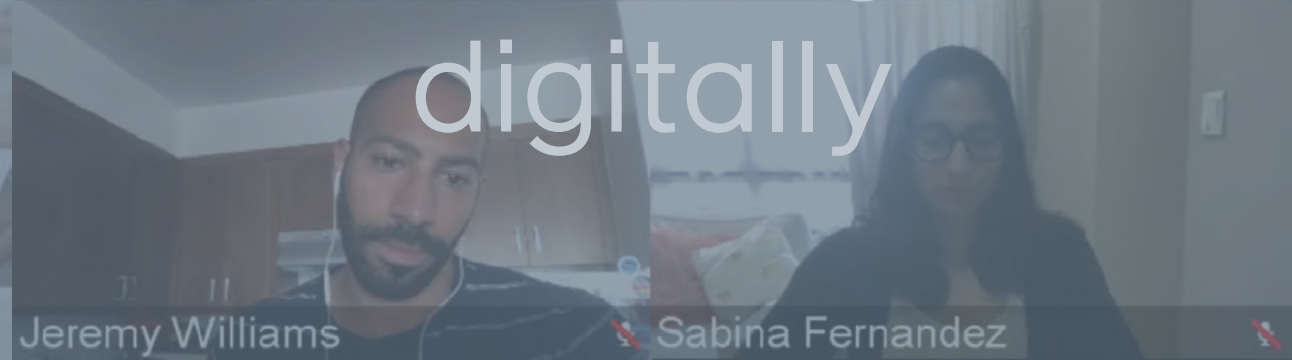
Working
from home



Working
with kids



Meeting
digitally



Poll

Where are you spending more time now than before Covid-19?

1. More time on smartphones – 61 respondents
2. More time messaging family and friends – 39 respondents
3. More time on hobbies – 42 respondents
4. More time cooking – 32 respondents

People are finding diversions both online and offline

More time on their smartphone: **70%**

More news coverage: **67%**

More shows/films on streaming services: **51%**

More time messaging: **45%**

More time on social media: **45%**

More TV on broadcast channels: **45%**

More time cooking: **41%**

More time on hobbies/pastimes: **43%**

More time on computer/video games: **36%**

Facebook IQ source: "Coronavirus Research" (online survey of people ages 16-64 in AU, BR, CN, DE, ES, FR, GB, IT, JP, PH, SG, US, ZA) by GWI, Mar 16-20, 2020. Numbers are an average across markets.

Facebook confidential - NDA only - do not share



TODAY: WHAT WE'RE SEEING

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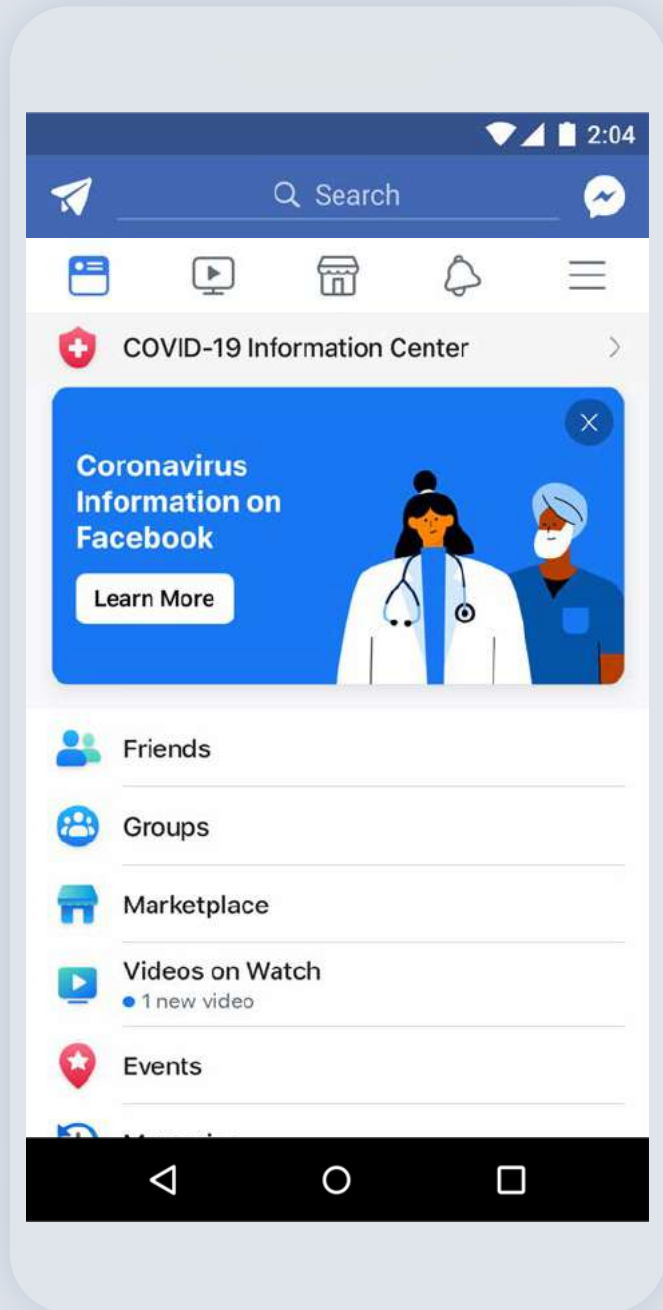
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People are looking to companies for leadership

3

People are adjusting to their new normal all while anticipating their next normal

4



How is Facebook responding to COVID-19?



#InThisTogether

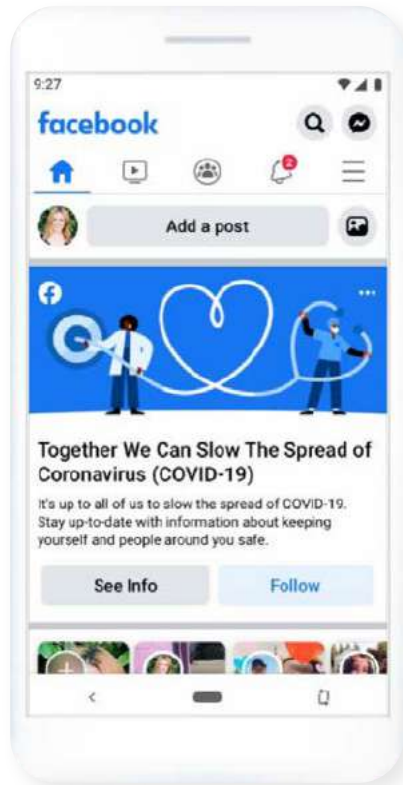


Steps Facebook is taking to respond to the coronavirus

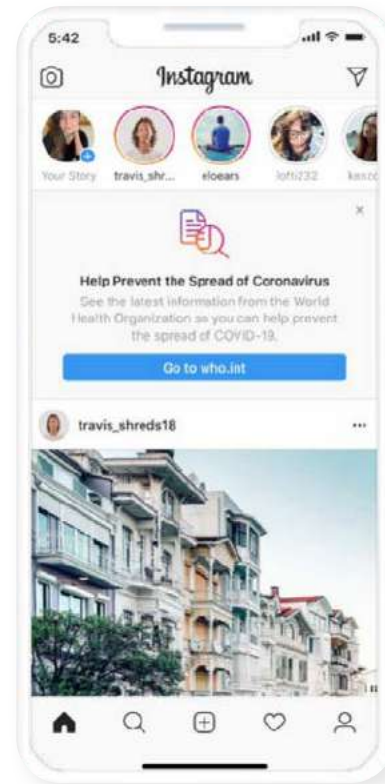
- 1** Providing people with access to accurate information
—
- 2** Stopping misinformation and harmful content
—
- 3** Supporting global health experts and relief efforts
—
- 4** Supporting local governments, communities and businesses

Providing people with access to accurate information

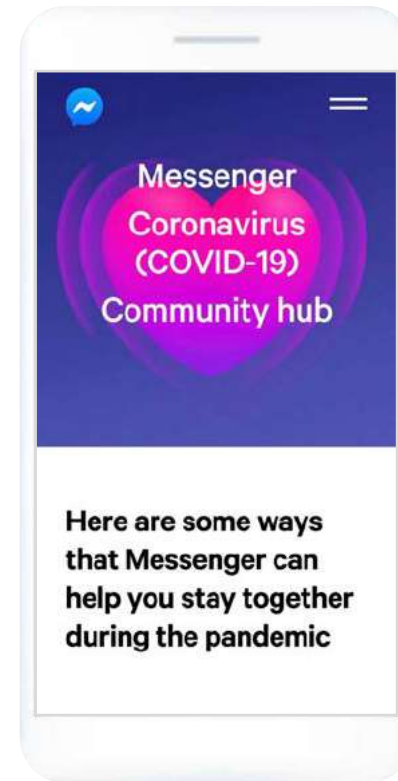
We've now directed over 2B people to resources from the WHO and other health authorities



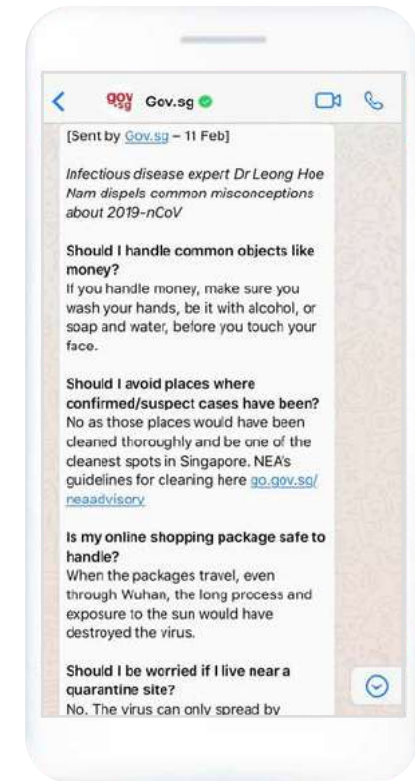
FACEBOOK



INSTAGRAM



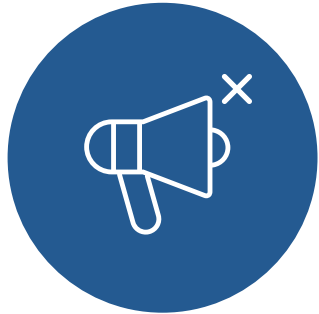
MESSENGER



WHATSAPP

Stopping misinformation and harmful content

Keeping people safe and informed



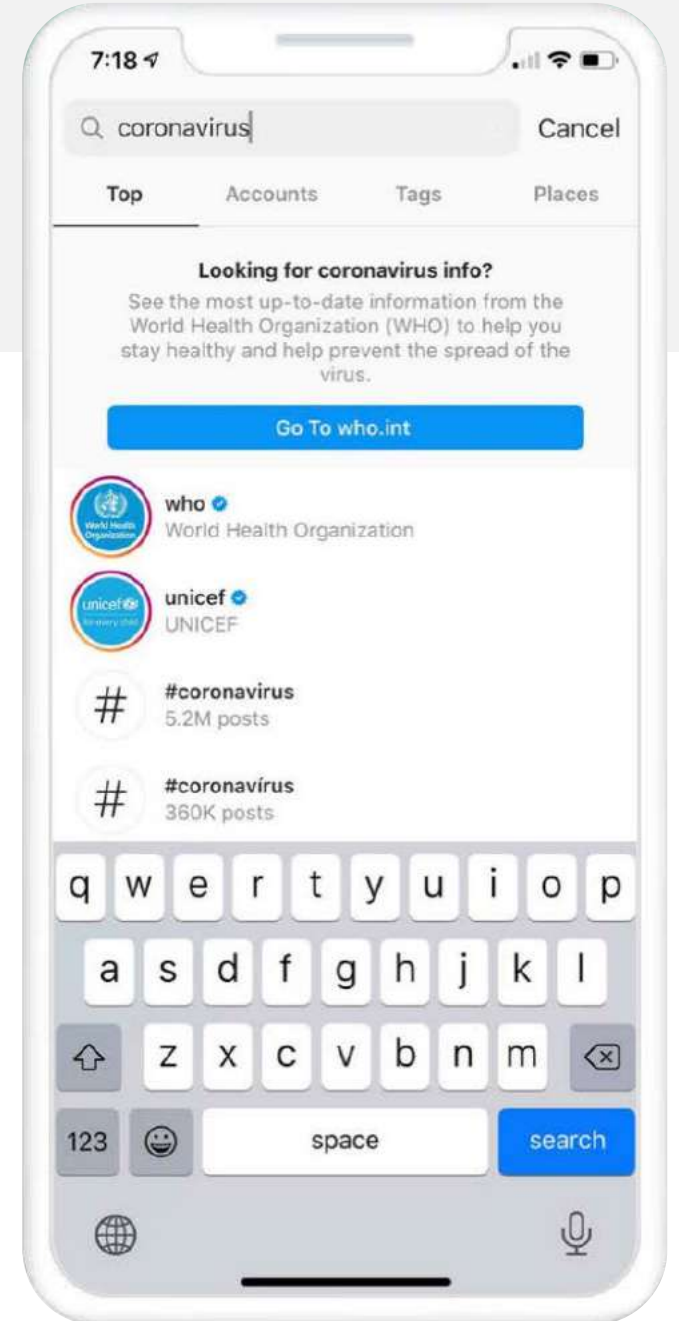
Limiting
misinformation and
harmful content



Prohibiting
exploitative tactics
Banning ads for medical
face masks, hand sanitizer



Supporting
third-party
fact checkers



Supporting global health experts and relief efforts

Working with national ministries of health and organizations like the WHO, CDC, UNICEF



COVID-19 Fundraiser for WHO with up to \$10 Million Match

Fundraiser by United Nations Foundation

Your donation to this Fundraiser will go further, thanks to Facebook's matching contribution of US\$10 million. G... Continue Reading

SGD8,457,294 raised of SGD8,640,596

Matching \$20M in donations to support COVID-19 relief efforts



Mark Zuckerberg

March 4 · 🌐

We're **giving the WHO as many free ads as they need** for their coronavirus response along with other in-kind support. We'll also give support and millions more in ad credits to other organizations too and we'll be working closely with global health experts to provide additional help if needed.

Supporting global health organizations with free ads



Empowering partners with data and tools

Supporting local governments, communities and businesses

In line with our company mission, we are helping people stay connected



SMB Grant

Investing \$100M to help 30K small businesses in >30 countries



Business Resource Hub

Tips and trainings to help SMBs manage through the crisis



Community Help

A place for people to request or offer help to neighbors




Well-being Tips & Resources

Tips from experts and supporting mental health organizations

A smiling woman with long dark hair, wearing a white long-sleeved shirt and a dark denim apron, stands behind a counter in a cafe. She is looking towards the camera. The background is filled with coffee-making equipment, including a coffee machine, a tray with coffee cups, and various kitchen items. The lighting is warm and the overall atmosphere is cozy.

How can businesses respond to COVID-19?

- 
- An aerial photograph of a city at sunset. The foreground is dominated by a large, colorful market with many small, multi-colored stalls. The middle ground shows a dense urban area with various buildings. The background features a city skyline with several tall skyscrapers under a sky with soft, golden light from the setting sun.
1. Focus on business continuity in the short-term
 2. Capture bounce-back in the near-term
 3. Drive structural enhancement in the long-term

Source: "COVID-19 Outbreak Update: Status, business risks, and implications" by BCG, February 26, 2020



The way brands deal with the crisis now will influence consumers in the future

Source: "COVID-19: What do consumers expect from brands?" by Kantar, Feb 2020

The study is based on an online survey of 3,000 consumers between the ages of 18 and 60 across six countries in the region: Singapore, Indonesia, Philippines, Korea, Japan, Thailand. Fieldwork was conducted between 25 and 27 February 2020. Kantar's panel data and social media analysis over the period between 18 Dec and 27 February 2020 complements the survey.

Insight #1

People are looking to trusted brands to provide them with safety and security in testing times. They want to be assured that the brands they choose are in control of their supply chains, transparent and trustworthy.

Source: "COVID-19: What do consumers expect from brands?" by Kantar, Feb 2020

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Facebook confidential - NDA only - do not share

Insight #2

People expect brands to:

- Deliver real value
- Act responsibly
- Do right by the community, including their employees

Brands that were able to deliver purpose in an ethical way saw their value grow twice as much as average brands.



Adapt your customer communication



Re-imagine marketing strategies



Plan the path to recovery

Poll

What are communications consumers do not expect during Covid-19?

1. Passive communication – 55 Respondents
2. Authentic brand communication – 7 Respondents
3. Frequent communication – 27 Respondents
4. Setting realistic expectations (e.g., delivery delay) communication – 10 Respondents



Consumers seek proactive communication from brands

- Be authentic
- Maintain proactive and frequent contact with your customers
- Set realistic expectations for customers
- Provide training to your Customer Service team
- Constantly reflect on customers' feedback

Source: "Customer Communications Recommendations during Novel Coronavirus Outbreak", by Vela, Feb 2020



Adapt your customer communication



Re-imagine marketing strategies



Plan the path to recovery

Food for thought

- Be there for your customers
- Re-imagine your existing marketing strategy (branding vs. performance)
- Provide an alternative customer experience (online vs. offline, home delivery vs. dine-in)
- Highlight relevant product benefits
- Leverage platform strengths





Building Trust and Affinity during COVID-19

Tips and strategies to help your business have **more control** in mitigating disruption; and be better placed to **deal with the impact** of viral outbreaks today.

Assurance

Build positive sentiment and confidence in customers.

Assistance

Provide timely support and alternatives for consumers.

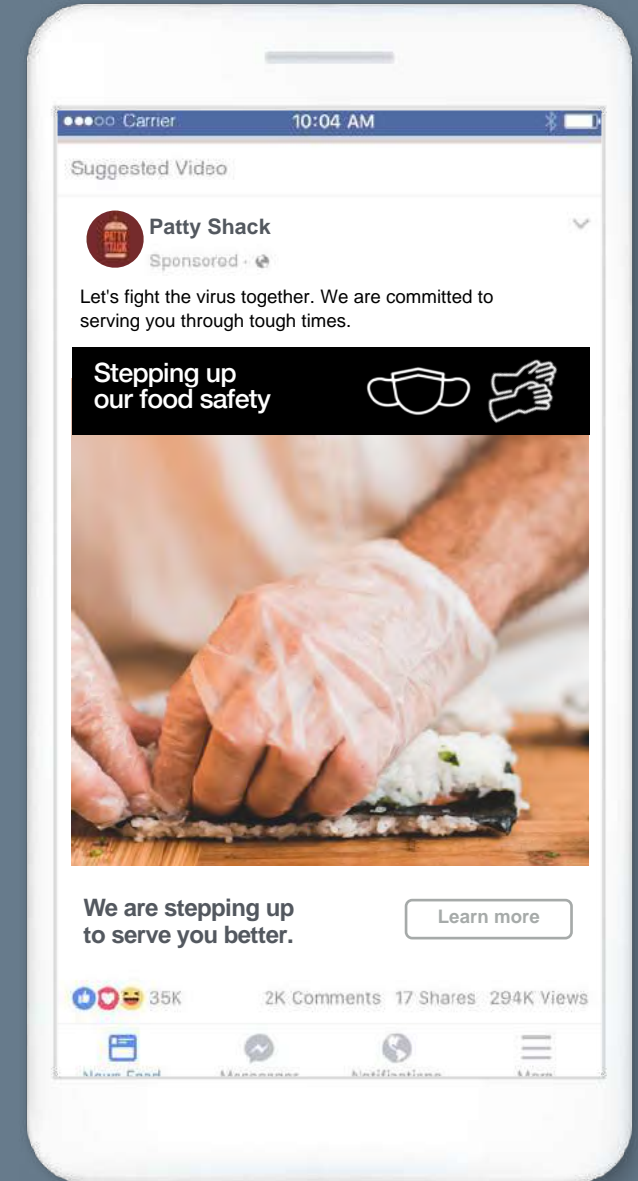
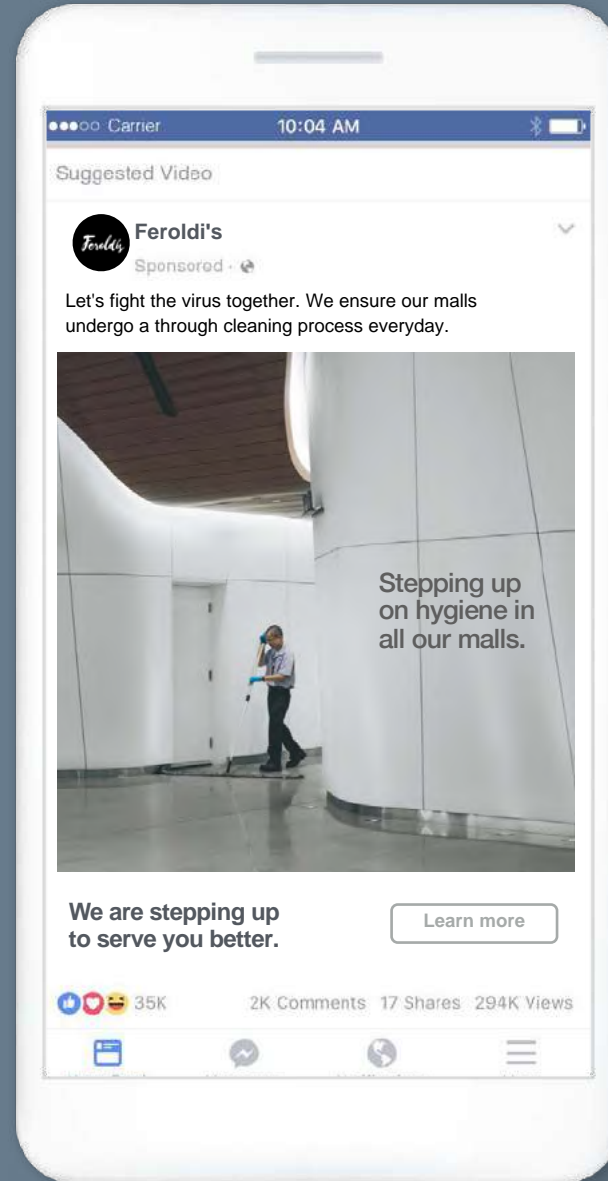
Action

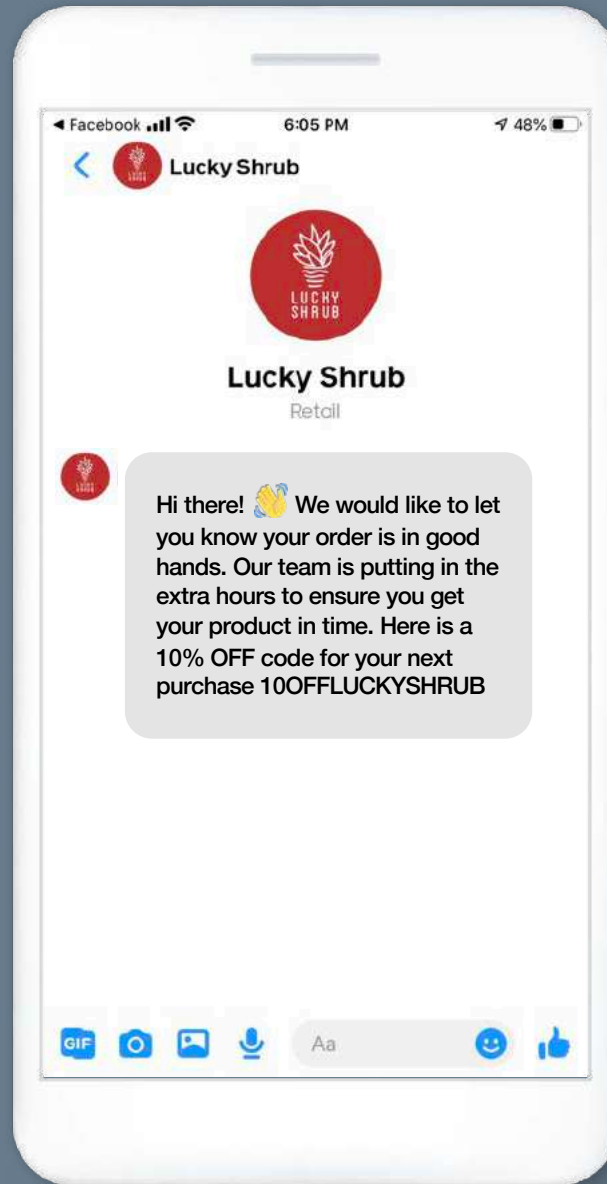
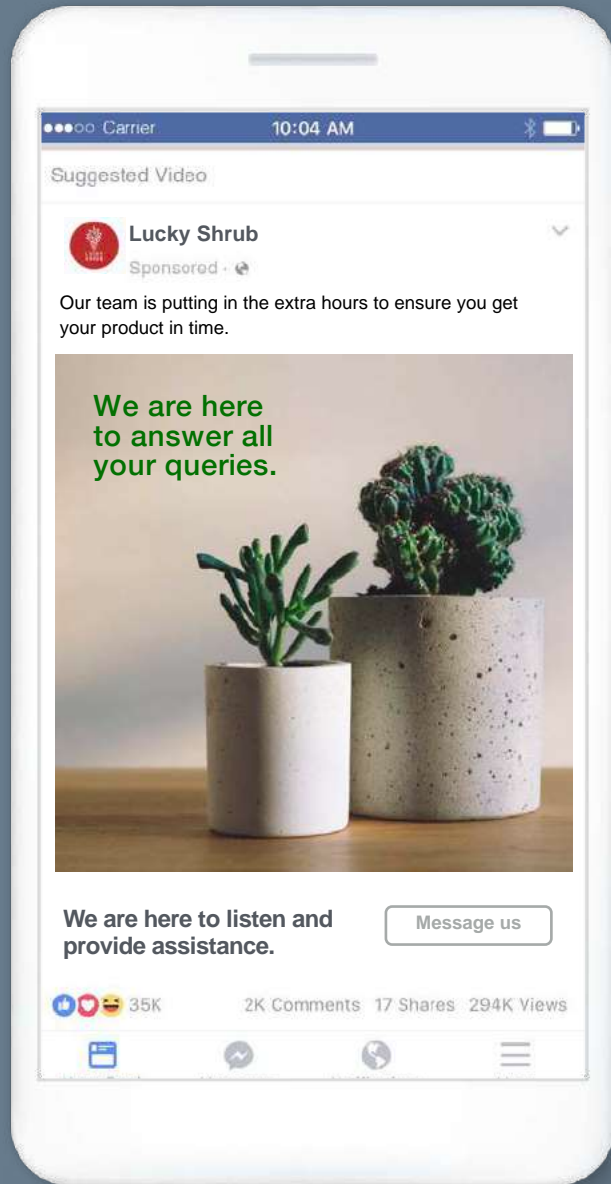
Bring an experience to customers on our platform.

ASSURANCE—

Can you play your role?

- How is your business stepping up to take precautions?
- Share clear messaging on your risk mitigation steps





ASSISTANCE—

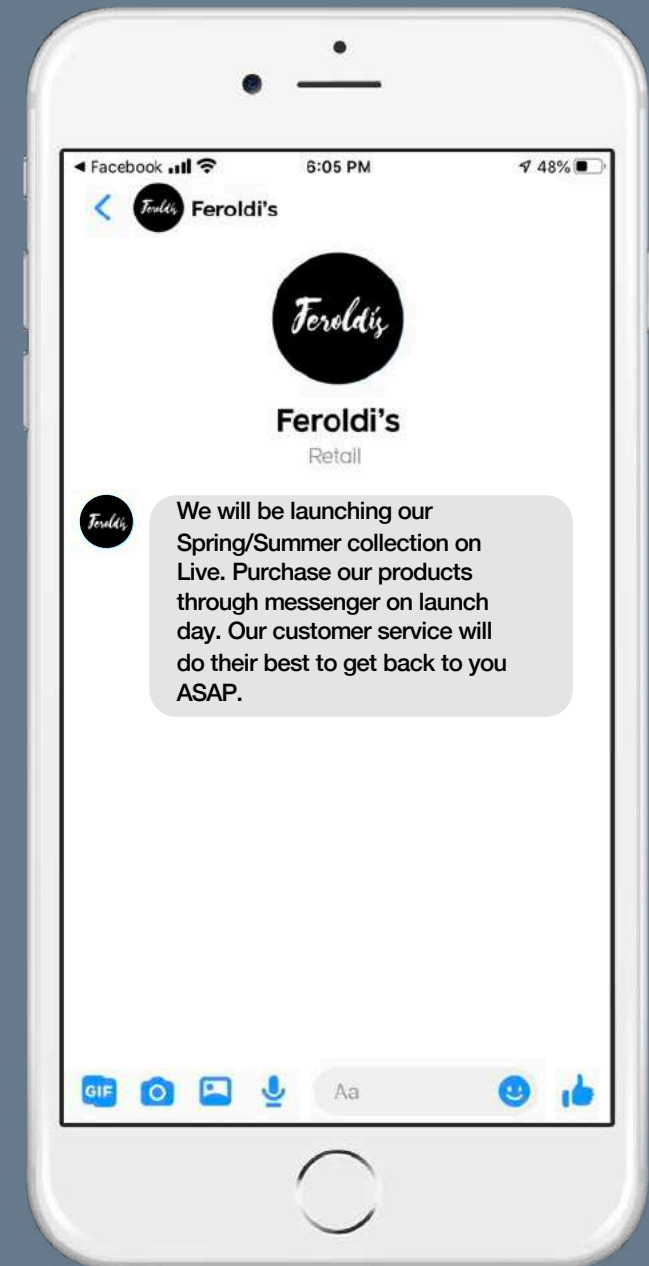
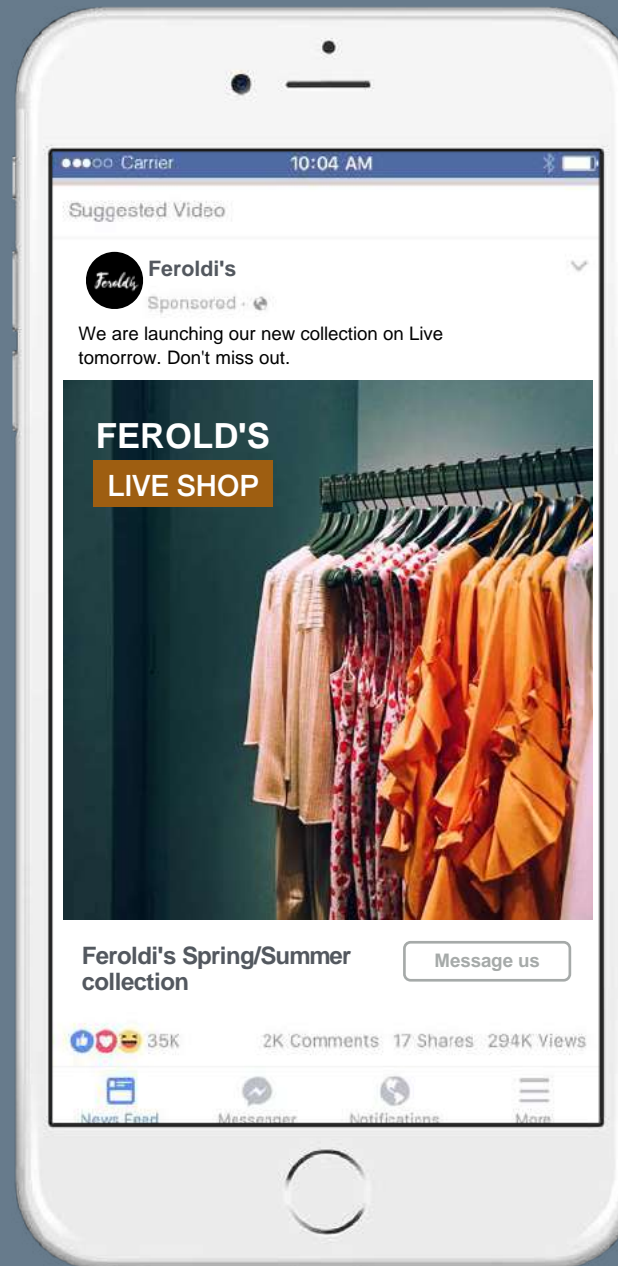
Being there for your customers

- Broken supply chain could lead to late delivery, or cancellations.
- Consider offering support and incentives through messaging services such as Messenger or WhatsApp

ACTION—

Bring experiences to them on our platform.

- Include a pre-order strategy, or free delivery
- Consider messaging services such as Messenger or WhatsApp to connect and deliver more experiences.





Adapt your customer communication



Re-imagine marketing strategies



Plan the path to recovery

Plan the path to recovery

- Display that you care, are empathetic and there for consumers to help them with their daily lives.
- Contribute to help the society bounce back, heal and rebuild.
- Prepare business operation and marketing plans for recovery path

Source: "How Alderfer's E.R.G. Theory can inform post- coronavirus strategy for brands
Dr. Mansur Khamitov; WARC Exclusive, February 2020 "



Cross functional efforts required for near term recovery, according to BCG

1

MARKETING—

Flexible, fast-response marketing investment

- Avoid removing all ads, reprioritize marketing channels during the outbreak.
- Plan “bounce-back consumer consumption” campaign in advance, quickly pick up ad spending post-outbreak

2

BRAND—

Adjust communication message to track consumers

- Leverage PR to demonstrate a “reliable” brand image
- Develop messaging on how brands help society heal and rebuild
- Craft product story around “home & healthy” and create new selling points
- Build on positive image and continue to win customer support

3

VALUE CHAIN—

Build value chain preparedness for a bounce-back

- Build-in increased demand into production planning as soon as end of outbreak is in sights

Poll

What are top structural enhancement and capabilities businesses are building for Covid-19 recovery?

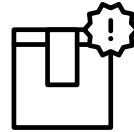
1. Digital marketing enhancement – 73 respondents
2. Product range enhancement – 26 respondents
3. Channel evolution – 47 respondents
4. Value chain resilience – 42 respondents

Structural enhancements and capability building along key pillars for continuing success



DIGITAL MARKETING ENHANCEMENT

- Enhance digital marketing capabilities for effective outreach; utilize social marketing & effective CRM to stay engaged
- Build stronger relationships with eco-system partners for better data-sharing, joint marketing efforts, etc.



PRODUCT & RANGE INNOVATIONS

- Closely monitor consumer trends & emergence of **new demand spaces** / occasions
- Roll out packaging updates catering to new needs, i.e. occasion-based stock-up bundles



CHANNEL EVOLUTION

- Shift resources to digital/ O2O/ eComm channel and enhance capabilities in channel operations
- Increase omni-channel touch points and improve coordination across channels; syndicate supply chain & inventory mgmt. with channel strategy



BUILD VALUE CHAIN RESILIENCE

- Institutionalize proactive threat assessment and monitor leading indicators
- Build visibility on supply origin and diversify supply sources
- Outline contingency plans by crisis type with pre-approved response protocols

Source: "COVID-19 Outbreak Update: Status, business risks, and implications" by BCG, February 26, 2020



**Adapt your customer
communication**



**Re-imagine
marketing strategies**

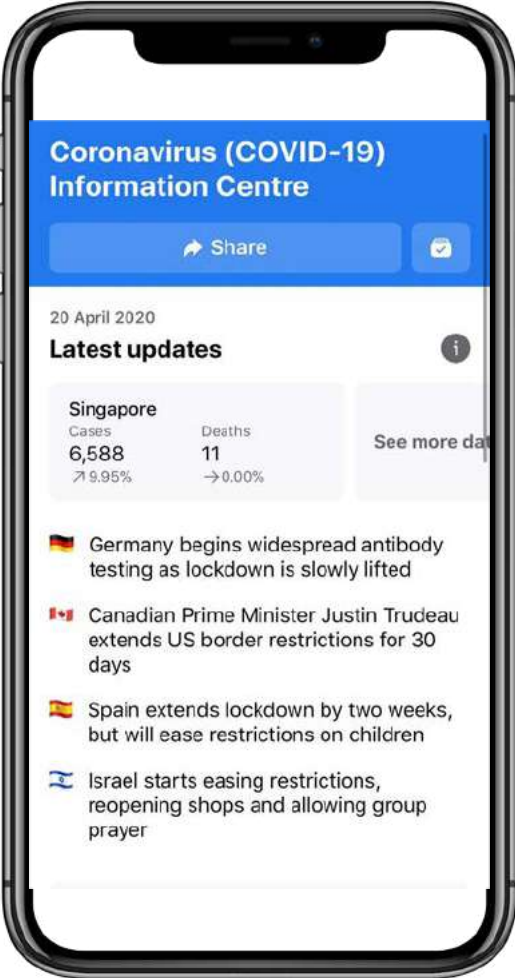


**Plan the
path to recovery**

You're **NOT** alone in this journey!



Resources & playbooks to support the MMA Community



Thank you

FACEBOOK

Questions?

We believe in the potential of
people when they can
come together.

Take a Seat at the Table

[MMA programs](#) and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

Attribution Analysis



Currency Measurement



Internet of Things



Location



Mobile Messaging



Mobile Native Advertising



Mobile Programmatic



Mobile Shopper Marketing



Mobile Video



Privacy



To join a program, contact committees@mmaglobal.com.

Participate in the Conversation

MMA Smartbrief



Mobile Smart Fundamentals



MMA LinkedIn Group

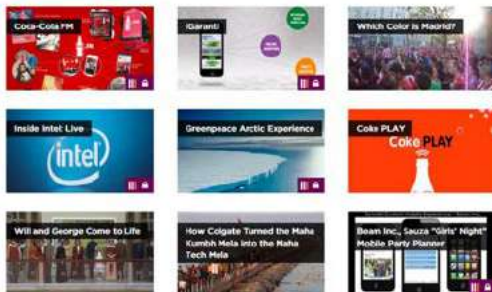


Get Social with MMA



Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook



Guidance Reports and Benchmarks



Webinar Library





Thank You!