



Danger & Opportunity: Advertising Strategy in The New Reality

# ||| Today's Speakers

**Leo Scullin**  
**VP of Industry Programs**  
**MMA Global**



**Todd Tran**  
**Chief Strategy Officer**  
**Teads**





# MMA is the Global Industry Association for Marketing

Started in 2003;  
turned around in  
2013

Operations in 15  
countries

Marketer led; plus  
media sellers, tech  
and agencies

55+ team  
worldwide

25+ conferences in  
15 countries

## EMEA





-  France
-  Germany
-  Middle East
-  South Africa
-  Spain
-  Turkey
-  United Kingdom



**FABIANO LOBO**  
fabiano.lobo@mmaglobal.com  
LATAM

HQ

## LATAM

-  Mexico
-  Brazil
-  Colombia
-  Argentina

## APAC

-  China
-  Vietnam
-  India



**CHRIS BABAYODE**  
chris@mmaglobal.com  
EMEA



**ROHIT DADWAL**  
rohit.dadwal@mmaglobal.com  
APAC



# Who & What is the MMA All About



## The People We Serve

### Primary 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.



# MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

|   |   |   |  |   |   |   |   |   |
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# MMA Programs Transform Marketers Understanding of Marketing

The following are the core programs of the MMA

| MMA Key Programs    | Description   |
|---------------------|---|
| Key Think Tanks     | <b>1 Marketer Organization Think Tank (MOSTT)</b> <ul style="list-style-type: none"> <li>Community of CMO &amp; academics rethinking the modern marketing org; focused on measuring marketing org to financial performance. Soon to be featured in HBR</li> </ul>           |
|                     | <b>2 Marketing Attribution Think Tank (MATT)</b> <ul style="list-style-type: none"> <li>Community of marketing &amp; analytics leaders committed to measurable impact &amp; accountability by advancing people-based approaches in media measurement.</li> </ul>            |
|                     | <b>3 Data in Marketing Think Tank (DATT)</b> <ul style="list-style-type: none"> <li>Focused on supporting marketers in their ingesting, applying and success with data in marketing. Eventually, group is to be regulatory voice of CMOs on Data. In development</li> </ul> |
| Funded Research     | <b>4 Brand as Performance (BaP) *</b> <ul style="list-style-type: none"> <li>Industry consortium to first time ever measure the impact of Brand, a core element of marketing success. Will likely to produce a new growth framework for brands. (\$850k)</li> </ul>         |
|                     | <b>5 First-Second Strategy (Cognition 2 study)</b> <ul style="list-style-type: none"> <li>Groundbreaking new Cognition Neuroscience Research project set out to understand how consumers process information. Cog 2 will look at time's effect on impact.</li> </ul>        |
|                     | <b>6 SMOX (Modern Marketing Mix)</b> <ul style="list-style-type: none"> <li>Series of 14 studies that examine mobile's role in a multi-channel (TV to mobile) world, with empirical evidence on dynamics of the modern marketing mix.</li> </ul>                            |
|                     | <b>7 Location Privacy Alliance (LPA) *</b> <ul style="list-style-type: none"> <li>Focused on development of a Hippocratic Oath for the application of location data to marketing. Second phase is developing regulatory education materials</li> </ul>                      |
| Key Member Councils | <b>8 Mobile Fraud Tool &amp; Council *</b> <ul style="list-style-type: none"> <li>Member council created better help our members stay ahead of Mobile marketing fraud by assessing, evaluating, and combatting Fraud. Fraud assessment tool coming.</li> </ul>              |
|                     | <b>9 Brand Safety Council (SAVE)</b> <ul style="list-style-type: none"> <li>Marketer-led council created to ensure safeguards for brands in all marketing environments, to protect the brand's reputation and marketing investment.</li> </ul>                              |
|                     | <b>10 RCS/SMS/OTT Messaging</b> <ul style="list-style-type: none"> <li>Member Committee focused on the roll-out of RCS across the US, and preparing an "RCS Center of Excellence" that issues regular guidance on this new function.</li> </ul>                             |
|                     | <b>11 MMA Events</b> <ul style="list-style-type: none"> <li>35+ event across 16 countries globally, from 350 to 2,000 attendees.</li> </ul>   |
|                     | <b>12 MMA Smarties</b> <ul style="list-style-type: none"> <li>Awards Program that offers marketers multiple opportunities to showcase their best work in modern marketing around the world. Includes a business impact index</li> </ul>                                     |

\* Obligations to sponsors

# MMA COVID-19 Marketer Support Hub

## #WeAreInItTogether

The most comprehensive central resource for information on the coronavirus pandemic as well as guidance for brands on how to navigate marketing during the worldwide crisis. Information is constantly being curated and loaded in real time, the hub is searchable by the different regions the MMA serves (North America, APAC, EMEA and LATAM) and includes:

- 1 An aggregation of critical information on Covid-19's impact around the world
- 2 Tools and tips for managing teams remotely, crisis guidance as well as programs to support small businesses
- 3 Marketing and advertising best practices and current consumer trends to help brand members make more informed decisions
- 4 Some light moments with staff picks on the humorous videos and memes circulating

### We'd love to include your content.

If you are an MMA Member with Resources / Programs / Research that is focused on helping brand marketers, we'd love to include your information in the hub,



Please visit <https://www.mmaglobal.com/marketersupporthub/weareinitttogether>





# MATT | DATT UNPLUGGED VIRTUAL JUNE 9, 2020      JUNE 10, 2020

MMA Unplugged Virtual Events offer marketers a deep dive into some of their most pressing challenges and opportunities. Topics are often aligned closely to industry-wide initiatives being led collaboratively by the MMA and our marketer members.

## MATT UNPLUGGED FUTURE OF ATTRIBUTION



JUNE 9, 2020 | VIRTUAL

### Register for MATT Unplugged Virtual

MATT Unplugged brings together marketers, measurement and attribution experts to discuss the how the latest measurement methodologies need to align more closely to marketer objectives as well as explore the challenges and obstacles marketers face around Multi-Touch Attribution.



**Tina Tonielli**  
Americas Lead,  
Consumer and  
Business Insights and  
Analytics, GSK



**Marc Vermut**  
Vice President,  
Marketing Solutions,  
Neustar



**Lindsay Chastain**  
Senior Director,  
Global Digital  
Marketing, Ancestry

## NEW! DATT UNPLUGGED



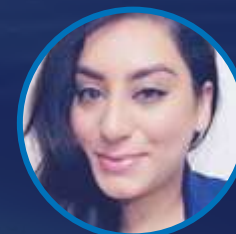
DATA IN MARKETING THINK TANK



JUNE 10, 2020 | VIRTUAL

### Register for DATT Unplugged Virtual

In the age of 1st party, 3rd party, and more recently 2nd party data, complexity proliferates of how marketers use data effectively. Not to mention, with constant developments in nearly every aspect of the ecosystem, from regulatory activities to OS systems to browsers/cookie usage, combined with many marketer moves to data-driven businesses like DTC and we have a recipe for chaos. DATT Unplugged will bring together privacy experts, brand marketers and data junkies to unravel this complicated quagmire.



**Sarah Din**  
Director of  
Product  
Marketing,  
Survey Monkey



**Ian Mundorff**  
Global Head Of  
Media, HP



# Asking Questions, Sharing Insights



#MMA  
#WeAreInItTogether  
#ShapeTheFuture

# *Teads*

## **DANGER & OPPORTUNITY**

Advertising Strategy in the **New Reality**



**Todd Tran**

Chief Strategy Officer,  
Teads


**WEBINAR SERIES**

# 危機

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**CRISIS = DANGER + OPPORTUNITY**

# AGENDA

- 
- Consumers are paying more attention and seeking trusted sources
  - Changing consumer content consumption trends
  - Brands can take the lead by demonstrating relevance and leadership
  - Rare media opportunity for brands to “Play Offense”
  - The road to recovery

# THE NEW MORNING COMMUTE HAS SHIFTED MEDIA CONSUMPTION

**-51%**  
Traditional  
OOH

**-45%**  
Digital OOH

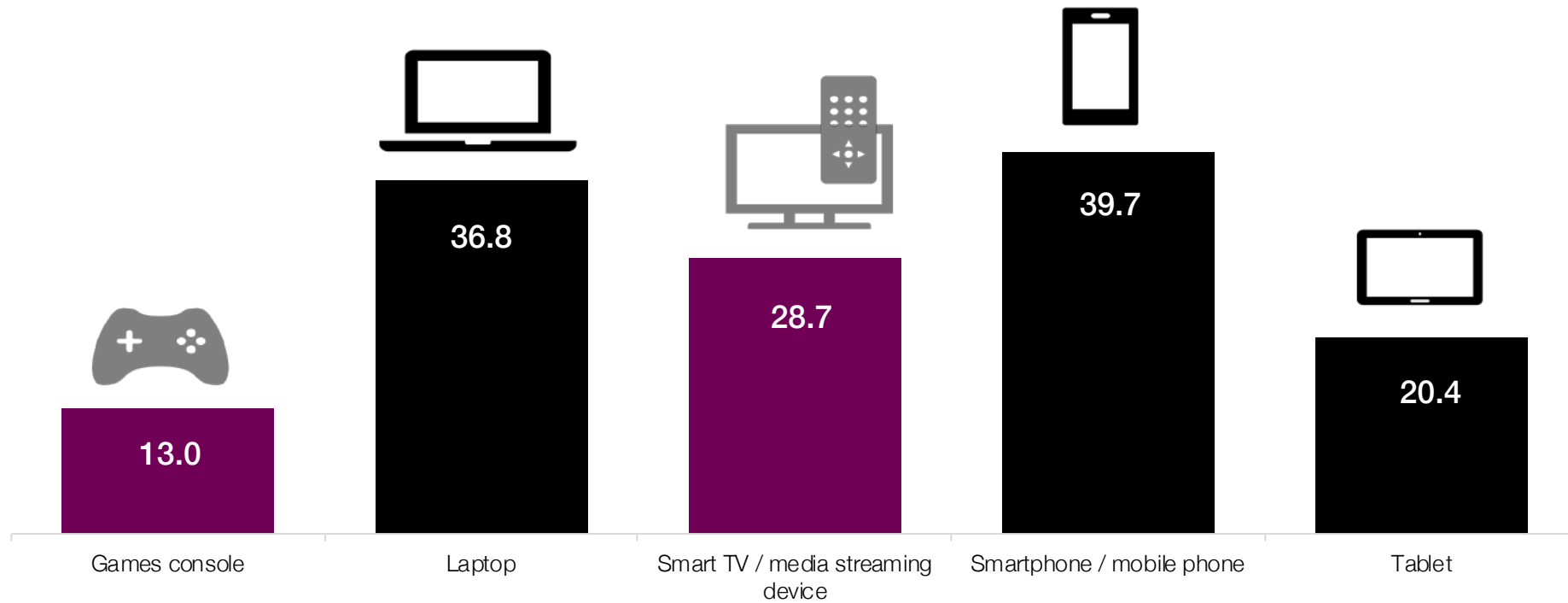
**-40%**  
Digital Audio

**CONSUMERS ARE PAYING  
MORE ATTENTION**



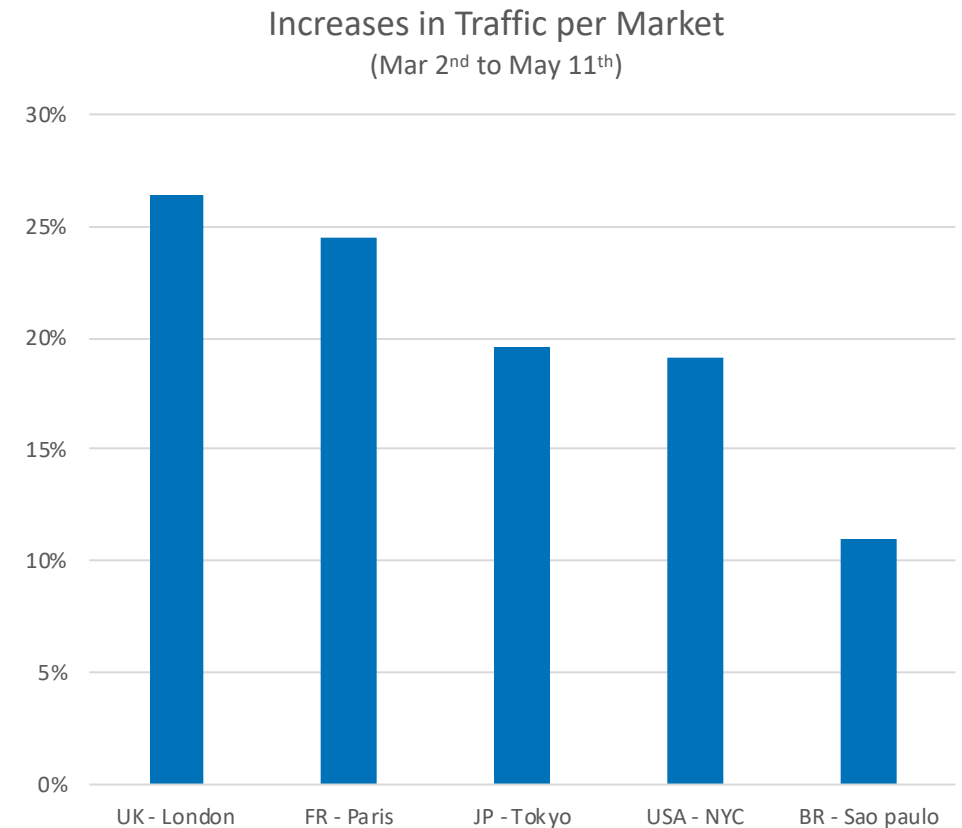
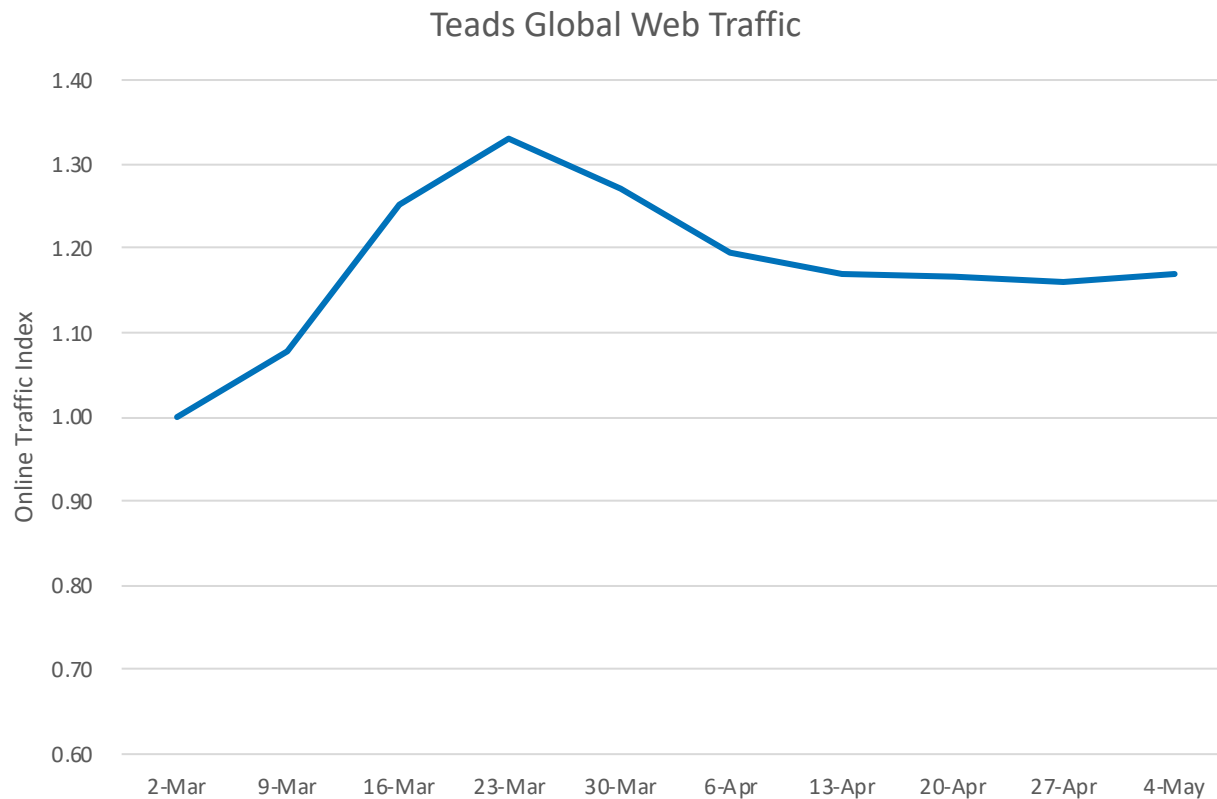
# • LIFE HAS SHIFTED ONLINE

- Consumers are spending **more time online** since the start of the COVID-19 outbreak



# • TRAFFIC IS SPIKING

- Consumers are reading more content online



• Source: Teads Internal Data, Global

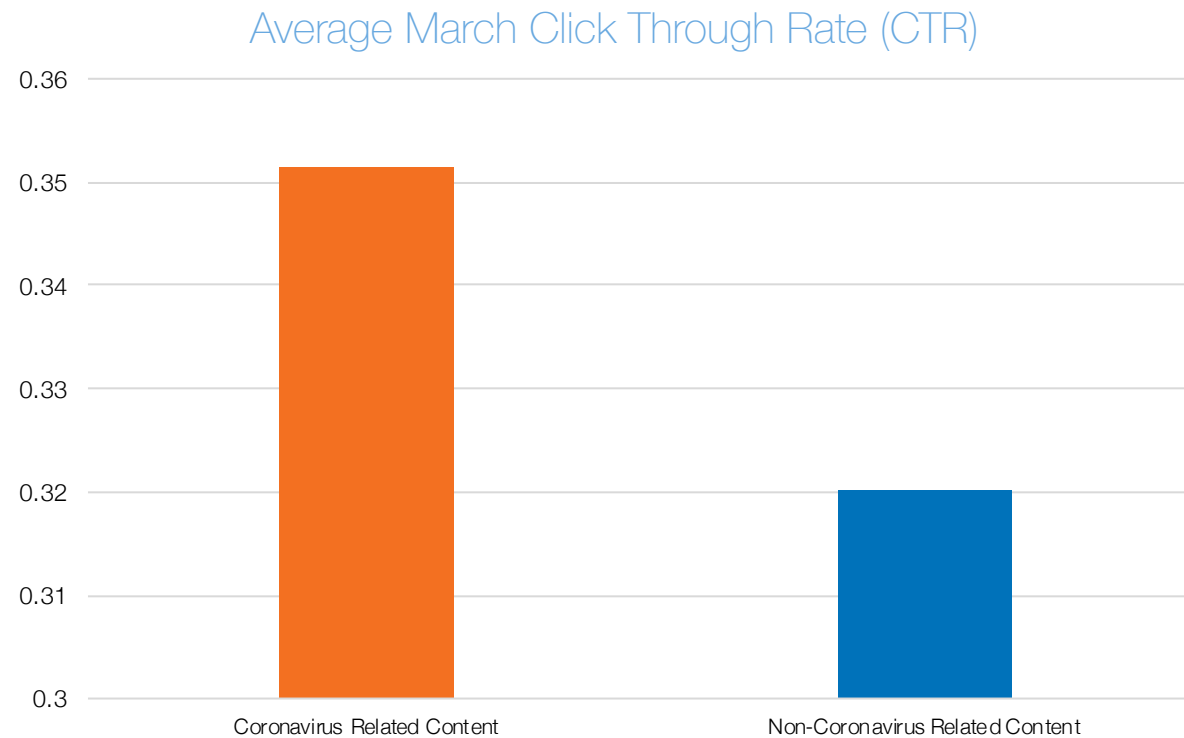


A man with a beard, wearing a blue textured blazer over a white shirt, is sitting on a white sofa. He is looking down at a smartphone in his hands. The background is a modern interior with a staircase and a wall with a textured pattern.

**CONSUMERS ARE  
ENGAGING MORE  
WITH ADS**

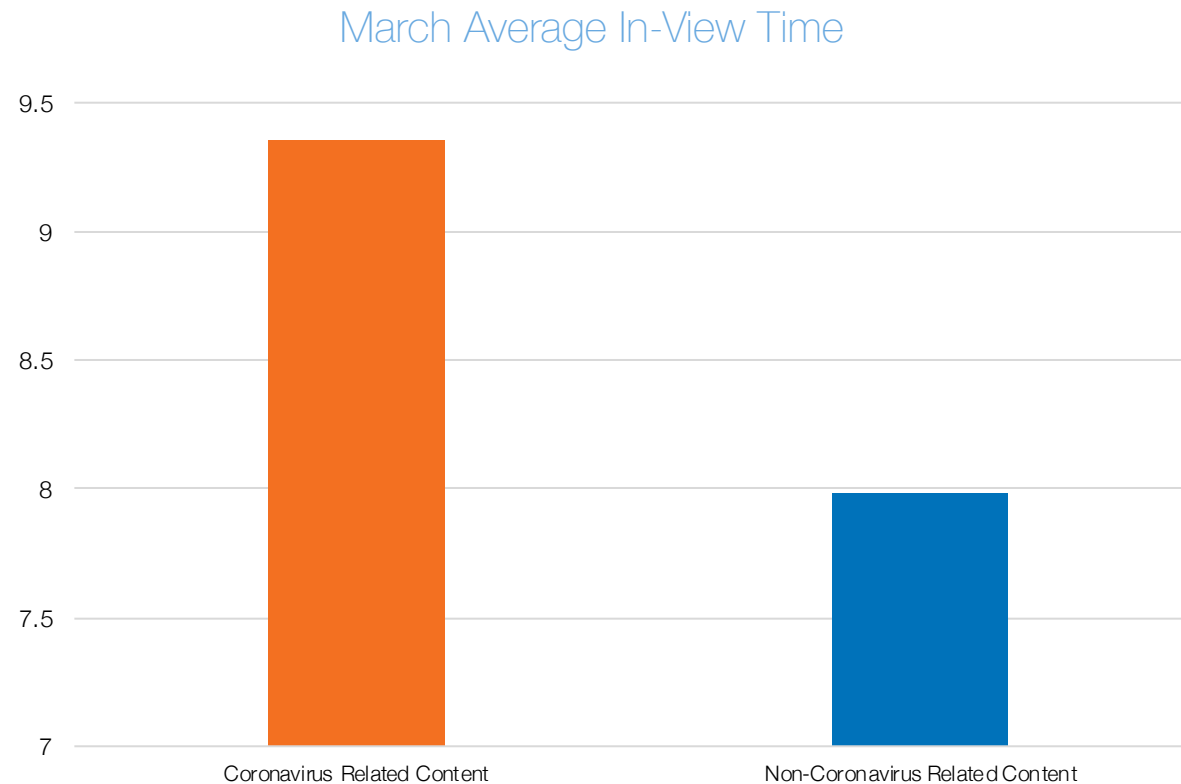
# • INCREASED MEDIA KPIS AMONG ENGAGED CONSUMERS

- Average CTR is **10% higher** for ads running in Coronavirus content



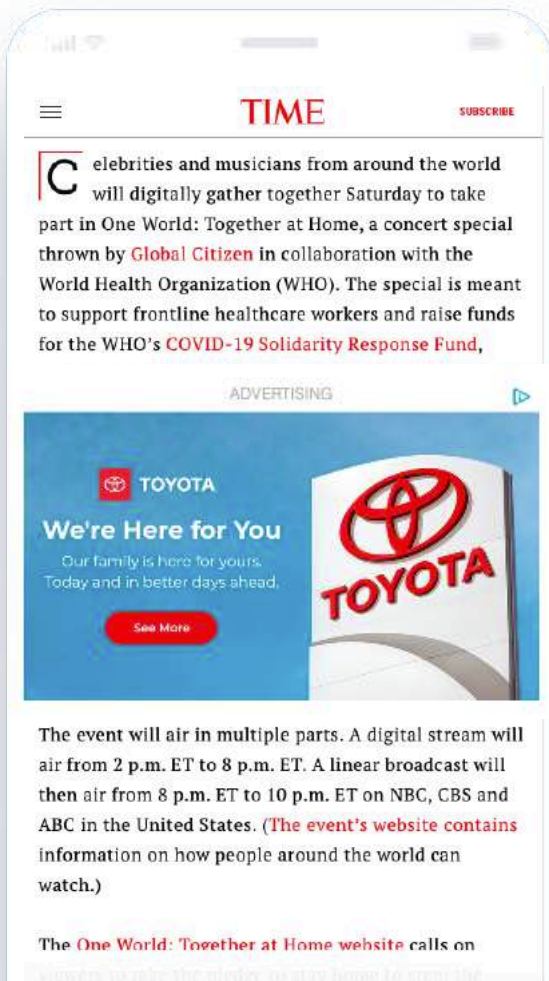
# • INCREASED MEDIA KPIS AMONG ENGAGED CONSUMERS

- Average In-View Time is **17% higher** for ads running in Coronavirus content

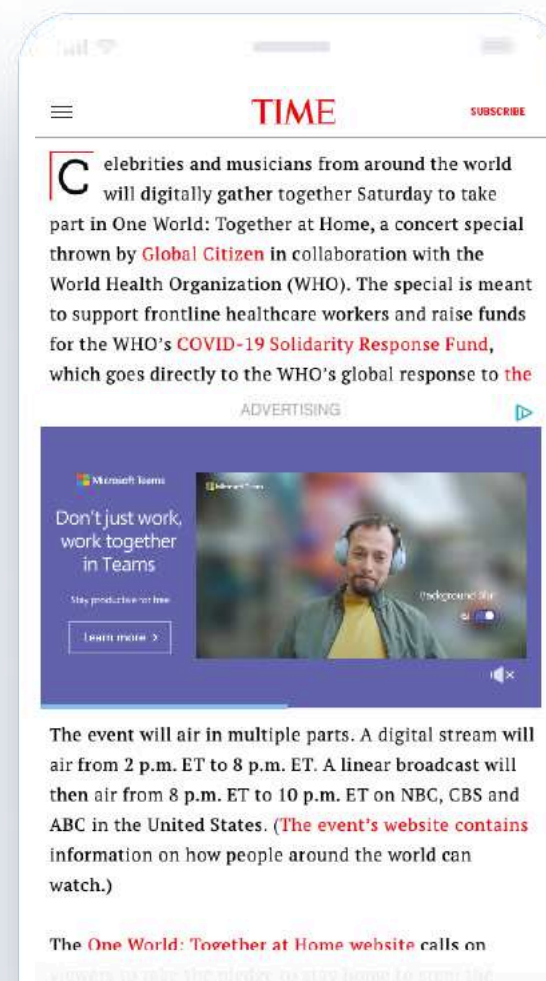


# • OUR KEY TAKEAWAYS

- Why consumers are more engaged with ads in Coronavirus content



1. consumers are more engaged with the content and therefore the ads

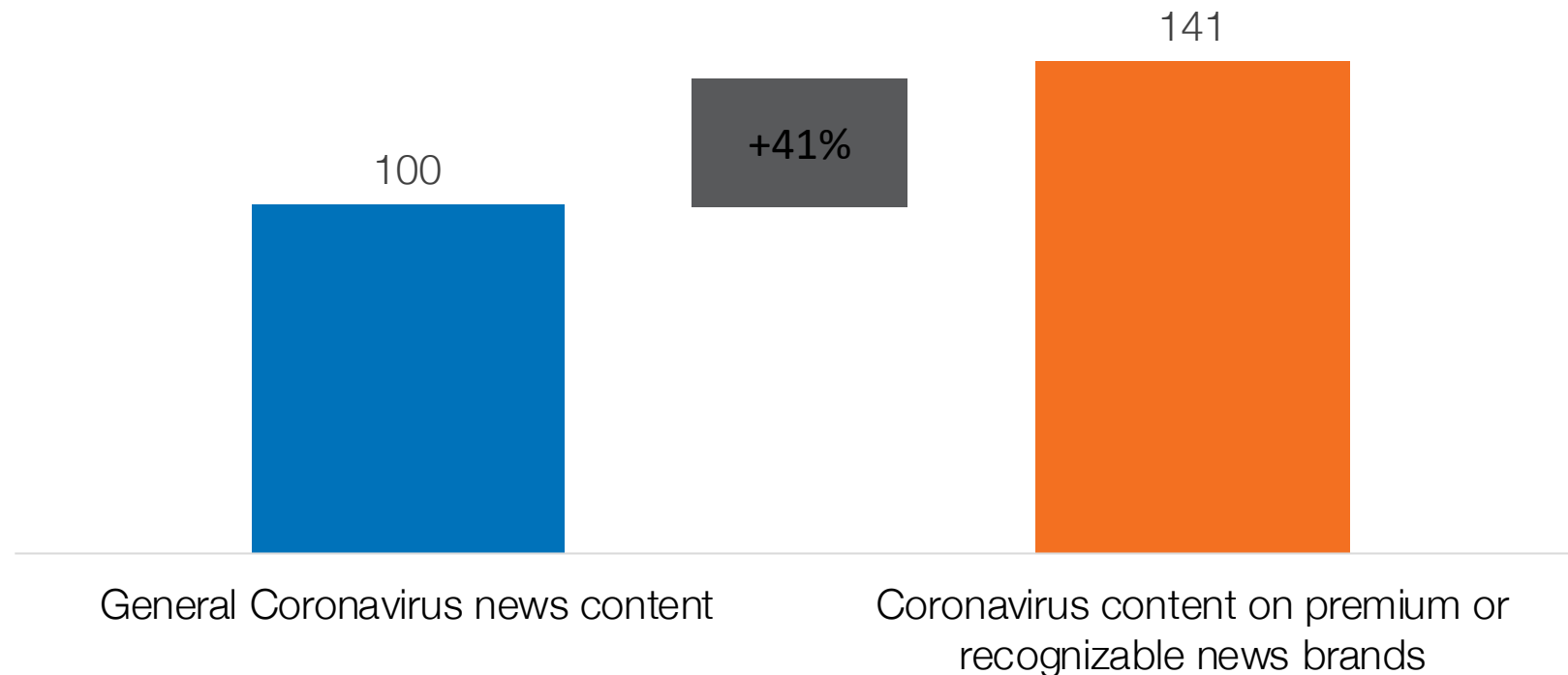


2. most ads share relevance with the content (Coronavirus)

# • CONSUMERS ENGAGE MORE WITH ADS ON PREMIUM CORONAVIRUS CONTENT

- Consumers are **41% more likely** to engage

Likelihood to engage with ads adjacent to Coronavirus content  
(index values against General Coronavirus news content)





# • IN A CRISIS, MISINFORMATION & DANGEROUS CONTENT ABOUNDS...

- ...from conspiracy theories and miracle cures, to inciteful language


**David Icke** @davidicke · Apr 5  
New York doctor - it's NOT 'COVID-19' - people are dying through lack of oxygen (5G STOPS PEOPLE ABSORBING OXYGEN) [ow.ly/AMrc30qvwvV](https://ow.ly/AMrc30qvwvV)




215 893 1.4K

**DXN Way of Health, Wealth & Happiness Nuwakot**  
January 31 at 12:18 AM

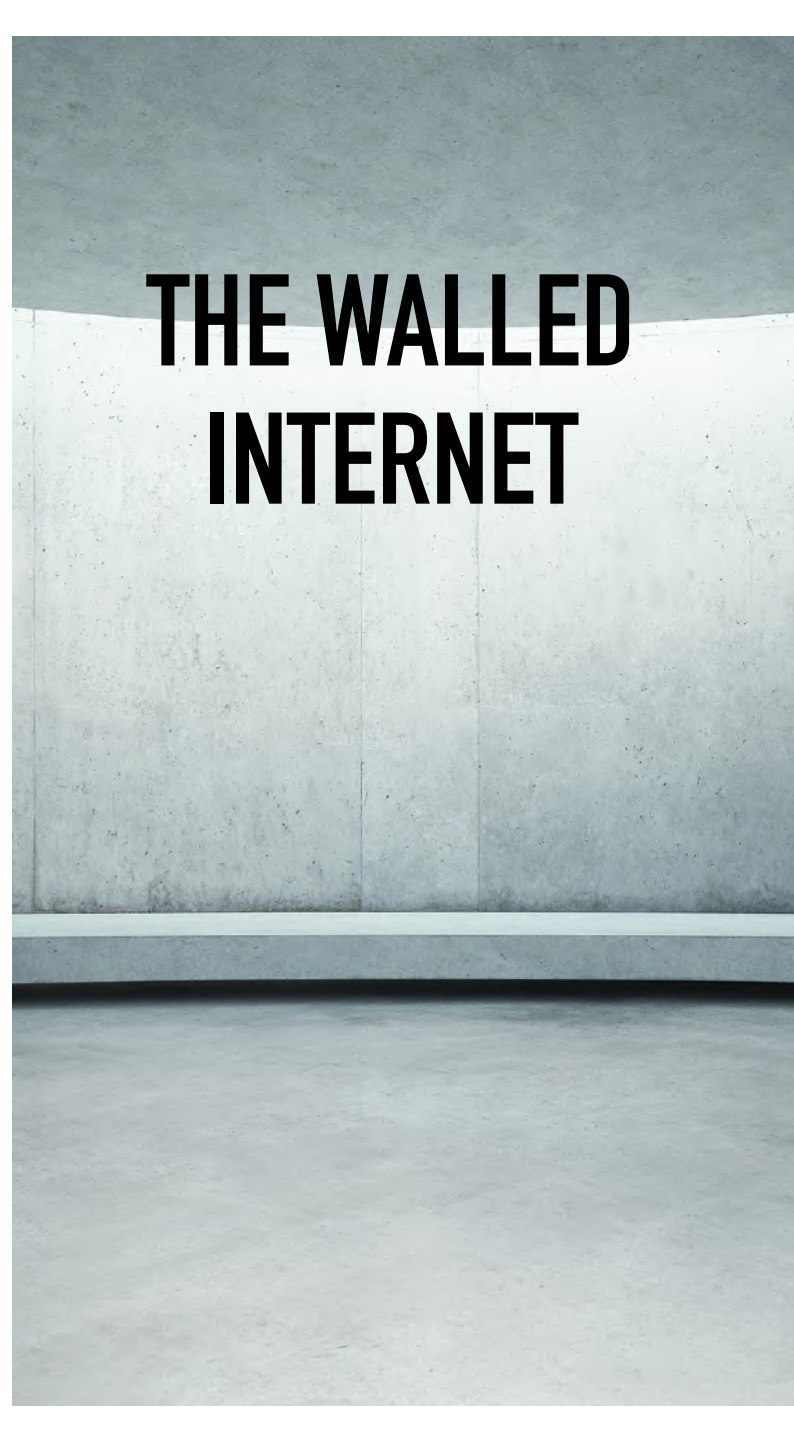
#For Public Info about #CoronaVirus  
#Good news, Wuhan's corona virus can be cured by one bowl of freshly boiled garlic water.  
Old Chinese doctor has proven it's efficacy. Many patients has also proven this to be effective. Eight (8) cloves of chopped garlics add seven (7)cups of water and bring to boil. Eat and drink the boiled garlic water, overnight improvement and healing.  
Above all else, PRAY!#share please! #More



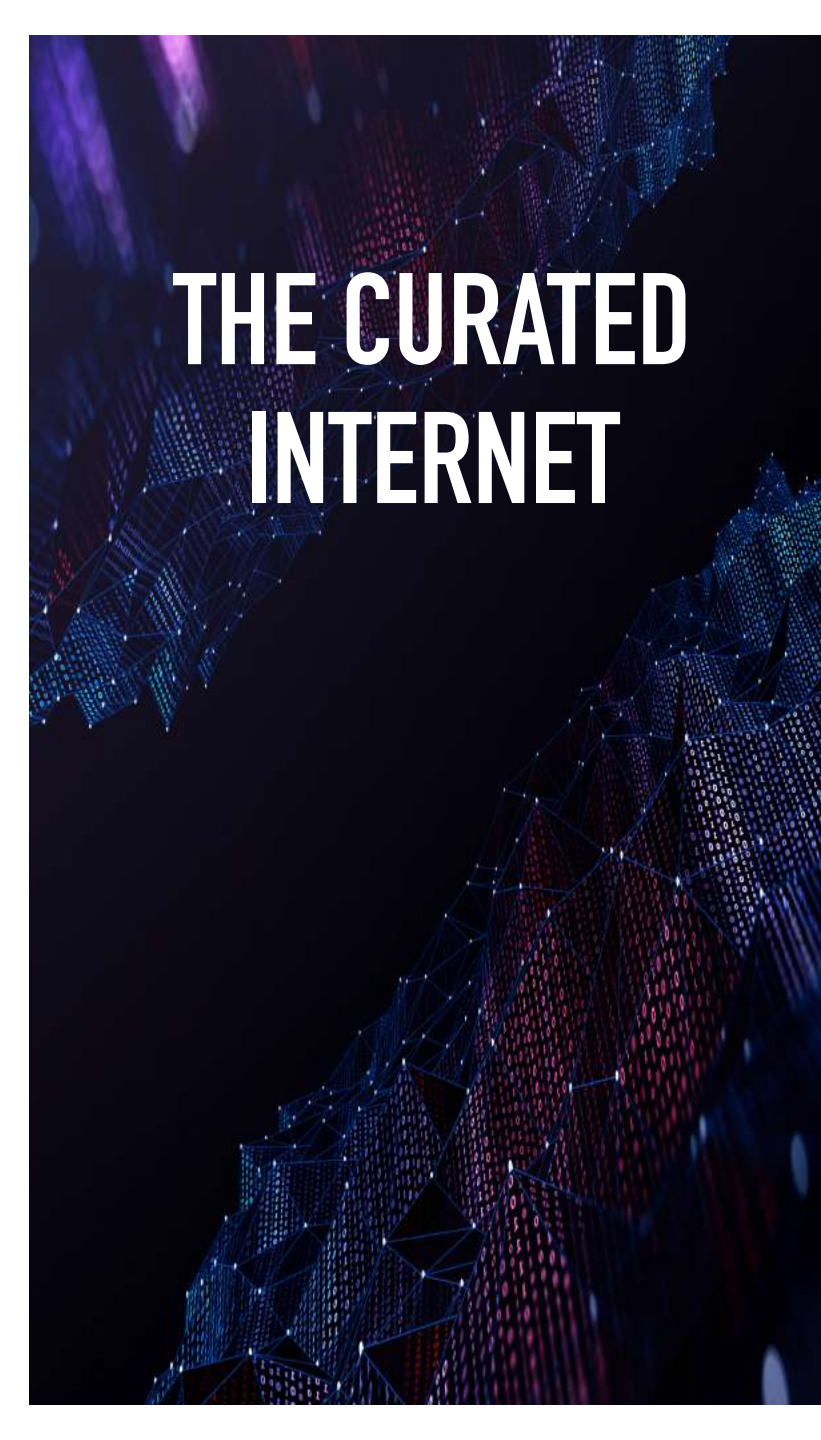
**Kevin McCarthy** @GOPLeader  
Everything you need to know about the Chinese coronavirus can be found on one, regularly-updated website:



**THE OPEN  
INTERNET**



**THE WALLED  
INTERNET**



**THE CURATED  
INTERNET**



- **2/3 OF CONSUMERS CONSIDER NEWS ORGANIZATIONS AS THE MOST-RELIED ON INFORMATION SOURCE**

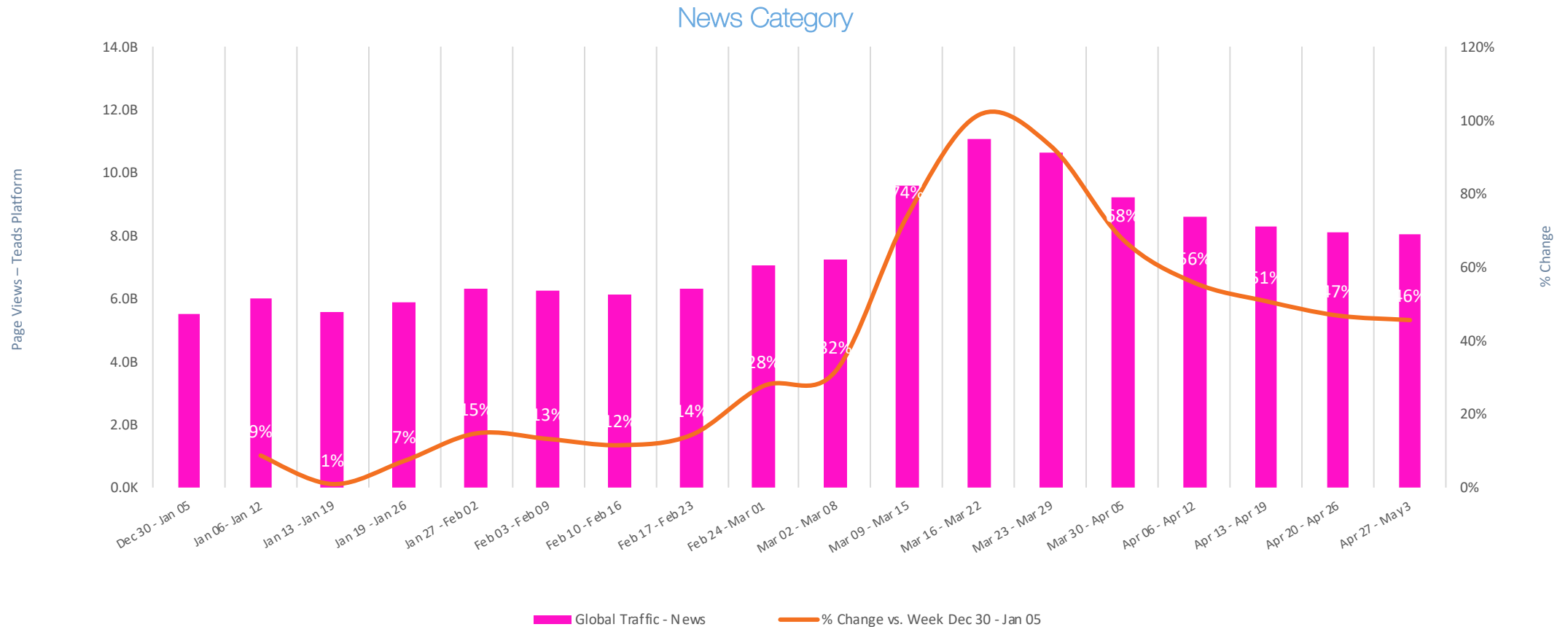
% of audience who are getting the most of their information about the virus from each source



• Source: Edelman, March 2020, Brazil, Canada, France, Germany, Italy, Japan, S. Africa, S. Korea, U.K. and U.S.

# NEWS CATEGORY CONSUMPTION INCREASED

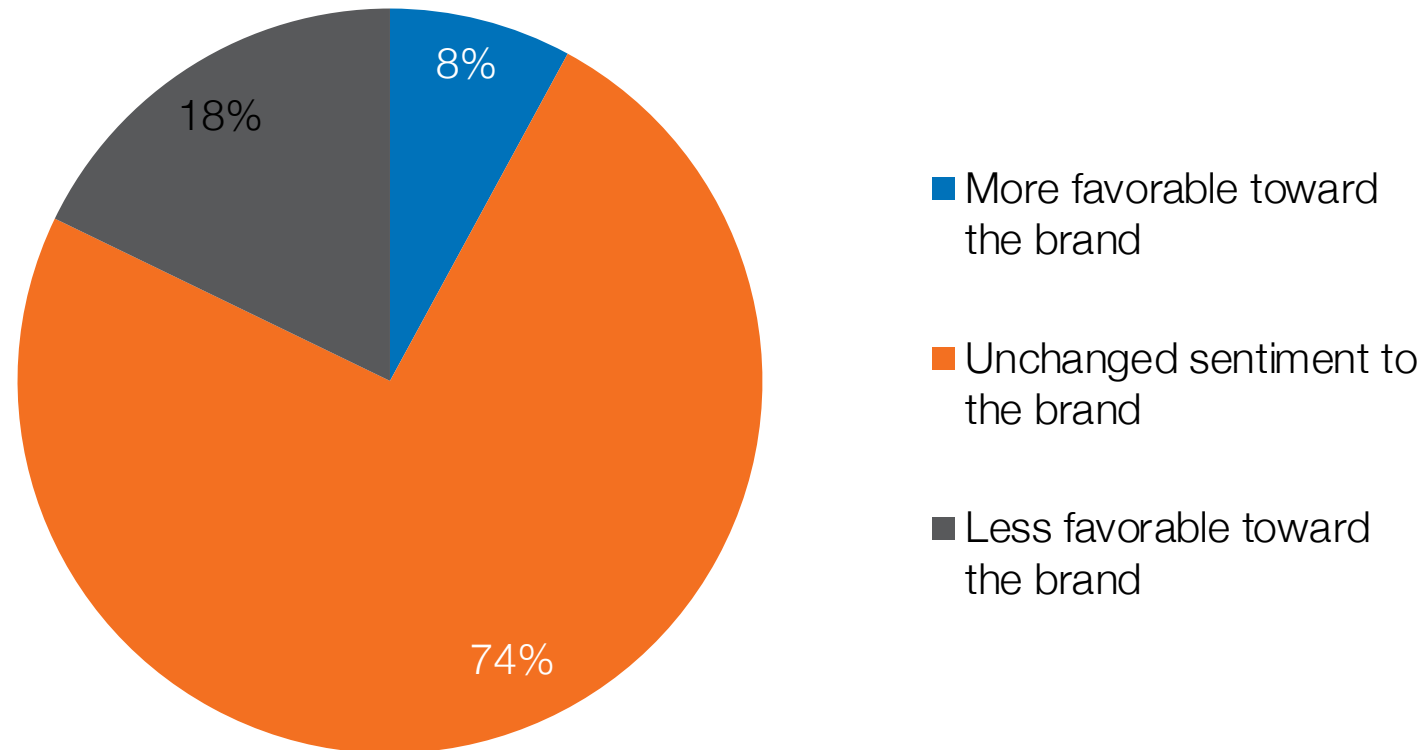
- by +46% since the first reported case of COVID-19 in Wuhan, China



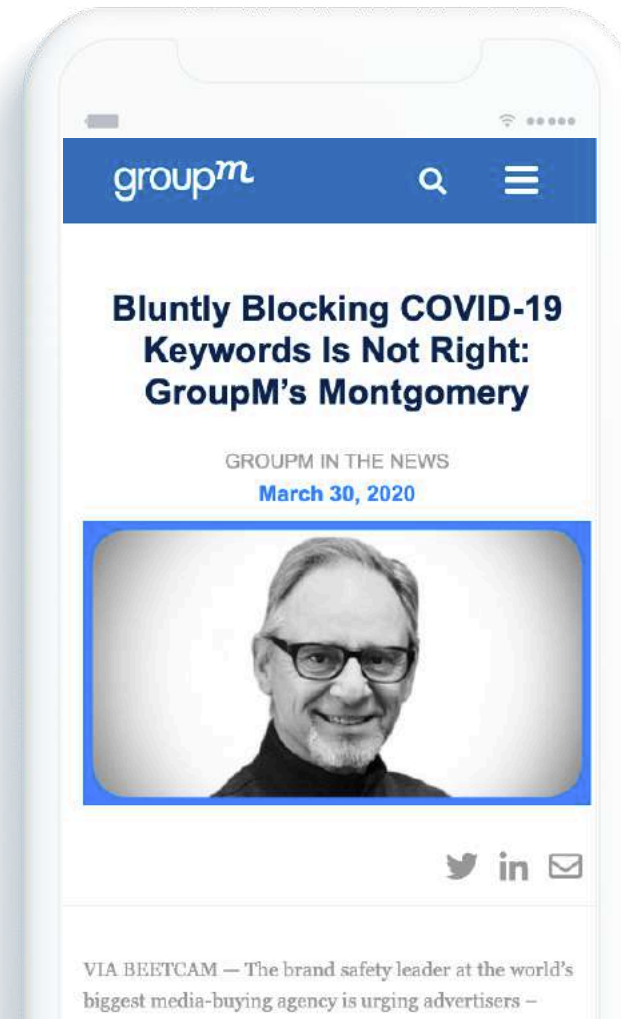
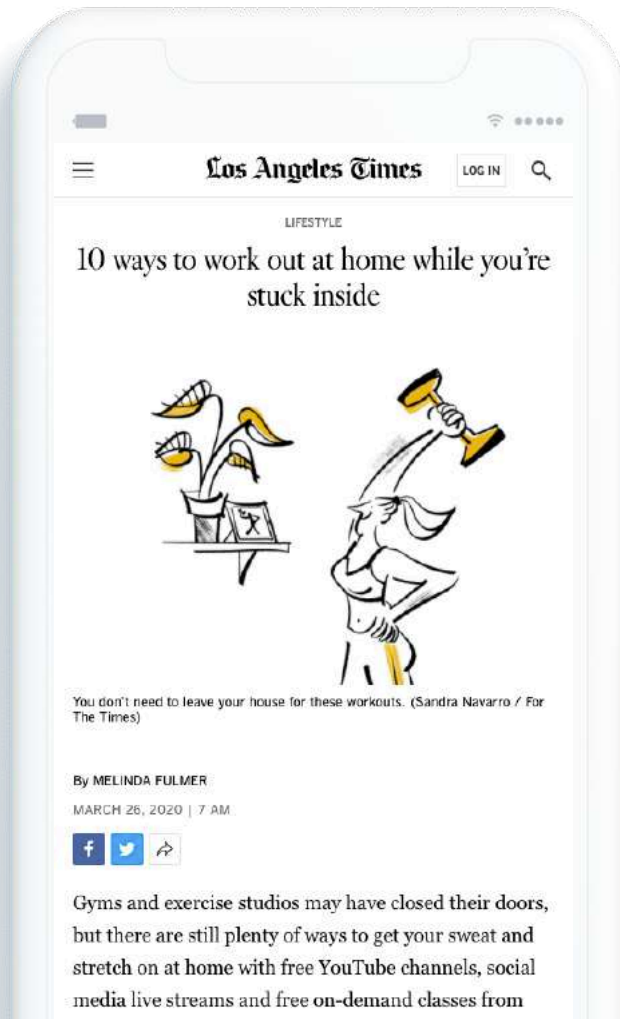
# • CONSUMERS HAVE NO ISSUES WITH ADS NEXT CORONAVIRUS CONTENT

- More than **80%** of consumers have unchanged or more favorable brand sentiment

April Consumer Brand Sentiment



- **CORONAVIRUS CONTENT CAN BE BRAND SAFE & IS VERY RELEVANT**



# CONSUMPTION & BUYING HABITS ARE CHANGING

# WHAT ARE CONSUMERS READING DURING THE COVID-19 OUTBREAK?

The ranking of the most read contents reveals growth across a wide variety of interests



Health, Disease,  
Wellness,  
Hospitals

**+68%**  
156M

Science Labs /  
Pharmaceuticals

**+21%**  
21M

Business / Careers

**+52%**  
21M

Economy / Debt, Inflation

**+39%**  
9M

Finance Loans

**+41%**  
4M

Food recipe, ingredients

**+23%**  
123M

Food Utensils, Cookware

**+28%**  
57M

Health / Diet

**+13%**  
39M

Home / Gardening

**+16%**  
11M

Society / Religion

**+27%**  
15M



Video Games

**+60%**

8M

Tech / Computing

**+24%**  
25M

Shopping Online,  
Discount, Coupons

**+24%**  
39M

Social Media /  
Social Apps

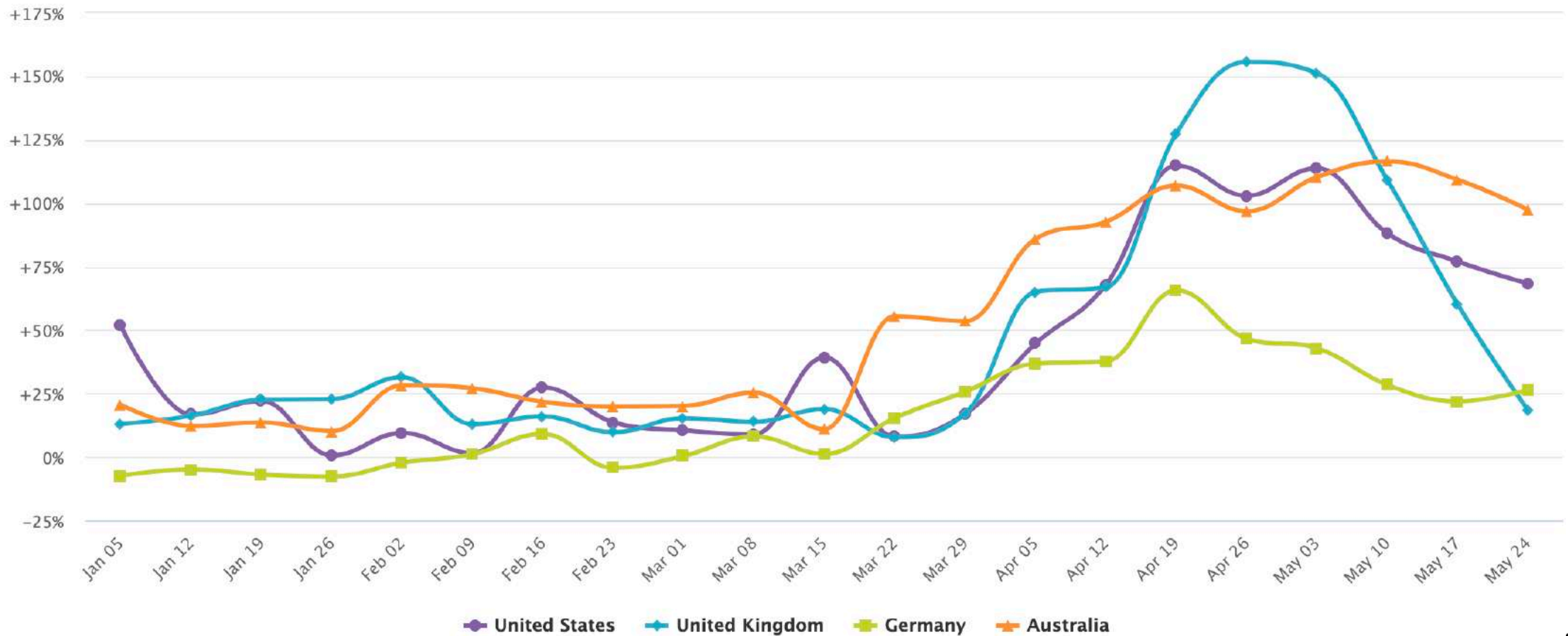
**+18%**  
38M

Comedy

**+12%**  
12M

# • ECOMMERCE IS AT RECORD LEVELS

- Up 100%+ in the US in April



• Source: ccinsight

# A BRIGHT SPOT FOR THE FASTEST GROWING CATEGORIES IN ECOMMERCE

March 2020 vs March 2019



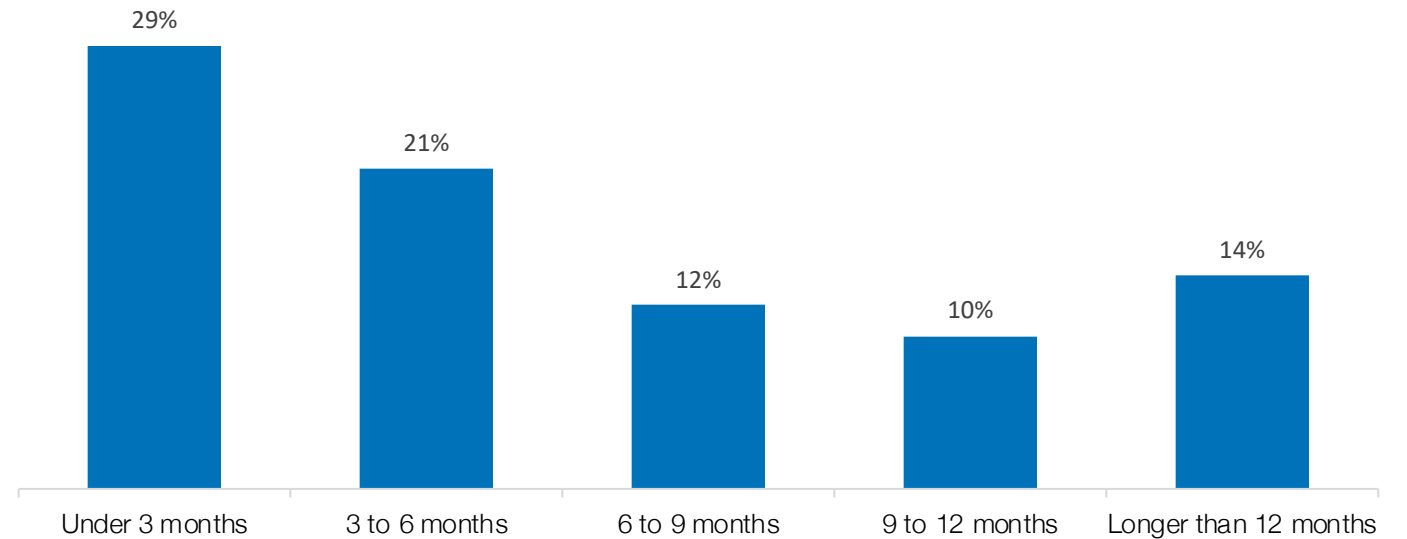
Source: Stackline, U.S. data.

*Teads*



# CONSUMERS FEEL THAT SPENDING WILL GO BACK TO NORMAL UNDER THREE MONTHS

## Spending Returning Back to Normal

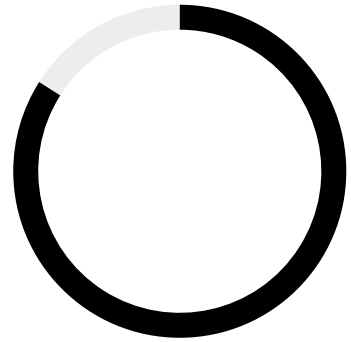


Source: LUTH Research, May 4, 2020

*Teads*

# TAKE THE LEAD

**BY DEMONSTRATING RELEVANCE WITH THE  
RIGHT ACTIONS, RIGHT MESSAGE, RIGHT CONTEXT**



# • WHAT'S THE RIGHT TONE AND MESSAGE?

## **Caring, honest, genuine, uplifting**

*A caring tone. One of concern and wanting to really help."*

*"Honesty. Following through on what they say."*

*"I want the tone to be both honest, caring and uplifting."*

*"Brands that are performing humanitarian acts (like donating money, food, community support, paid furlough etc.) speak to me more than the run of the mill product advertising."*

*"I am sick and tired of these companies stating we are in this together. Please be original and speak from your heart."*

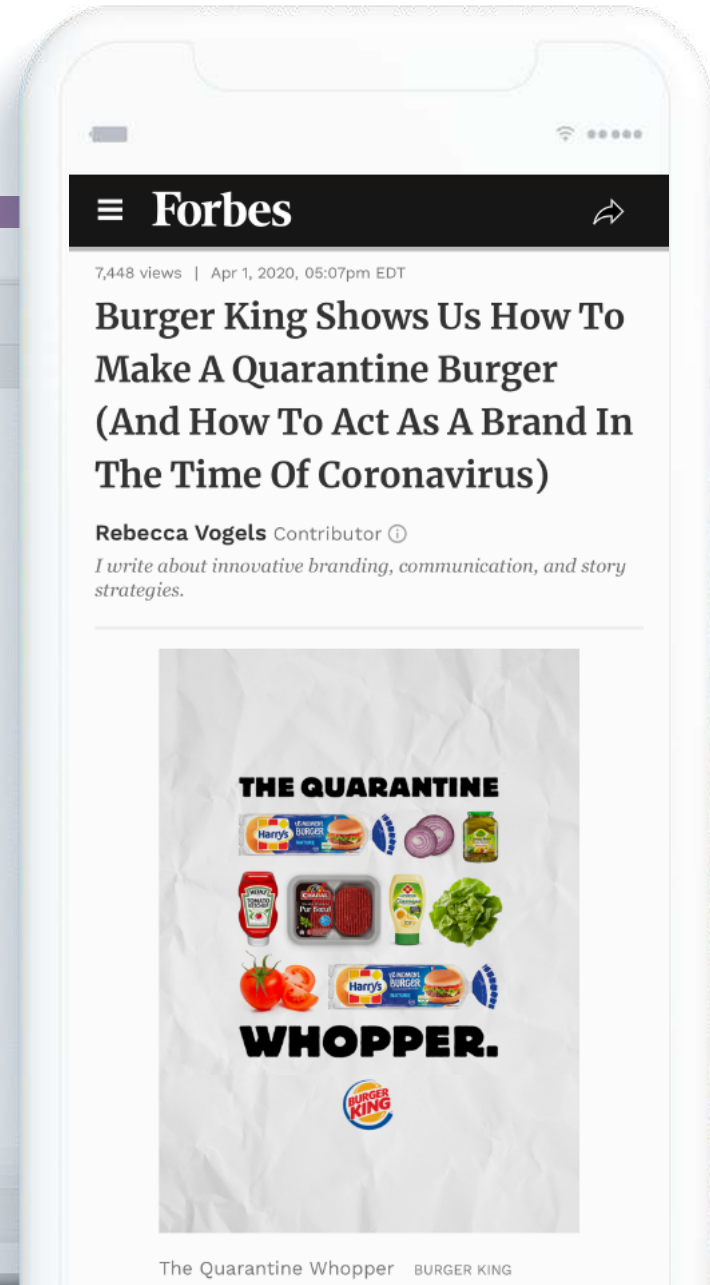
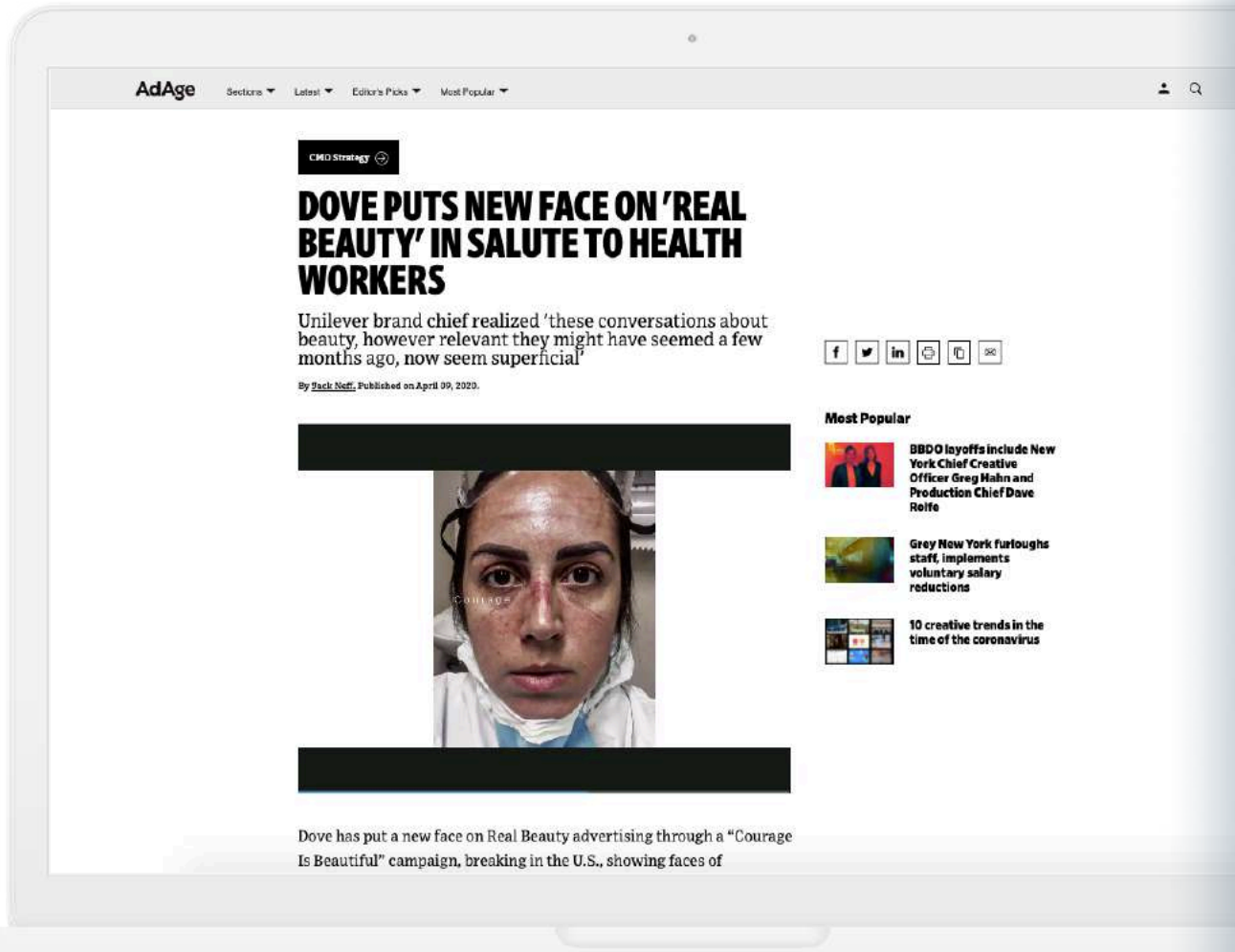
## **Practical**

*I don't like the touchy feely ads that sound so sickly sweet. Be plain and upfront. Give pertinent information about what you are doing."*

*"A streamlined explanation of exactly what they are doing to protect customers -handing out masks as customers enter store, cleaning registers, countertops, using devices to filter the air in the store, ensuring customers follow social distancing."*

*"Authentic & relevant. My gym sends daily inspirational emails with video workouts, meditations, recipes. Metlife discounted 2 months of auto bills by 15%."*

- **CONNECTING YOUR VALUES TO YOUR MESSAGING**



Teads

# PLAY OFFENSE

**A RARE MEDIA OPPORTUNITY FOR BRANDS THAT COMBINES  
COMMON SOCIAL NARRATIVE, LARGE SCALE AUDIENCE,  
DEFLATED PRICES AND HIGHER ENGAGEMENT**

# • SPEND IS DOWN

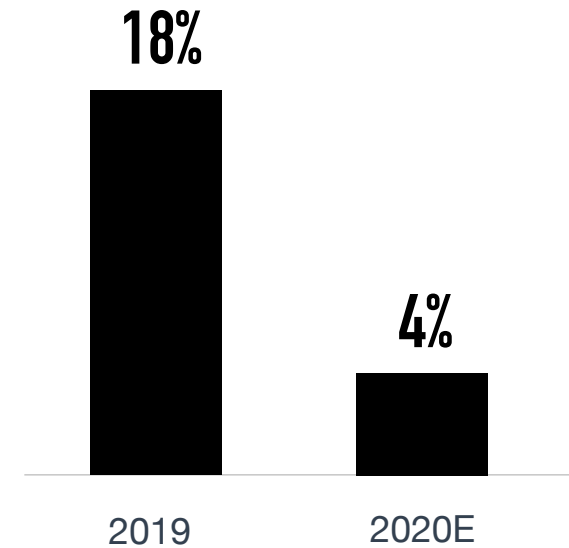
## IMPACT ACCORDING TO BUY-SIDE DECISION-MAKERS

**70%**  
of buyers quickly  
**adjusted or  
paused** their  
planned ad spend  
(Mar-Jun)


**75%**  
of advertisers **are not  
changing or have  
not determined  
changes** to Q3/Q4  
spend



## GLOBAL DIGITAL ADVERTISING GROWTH RATE



# • MORE INVENTORY TO CHERRY PICK FROM



News Publishers  
seeing overall visits rise 56%

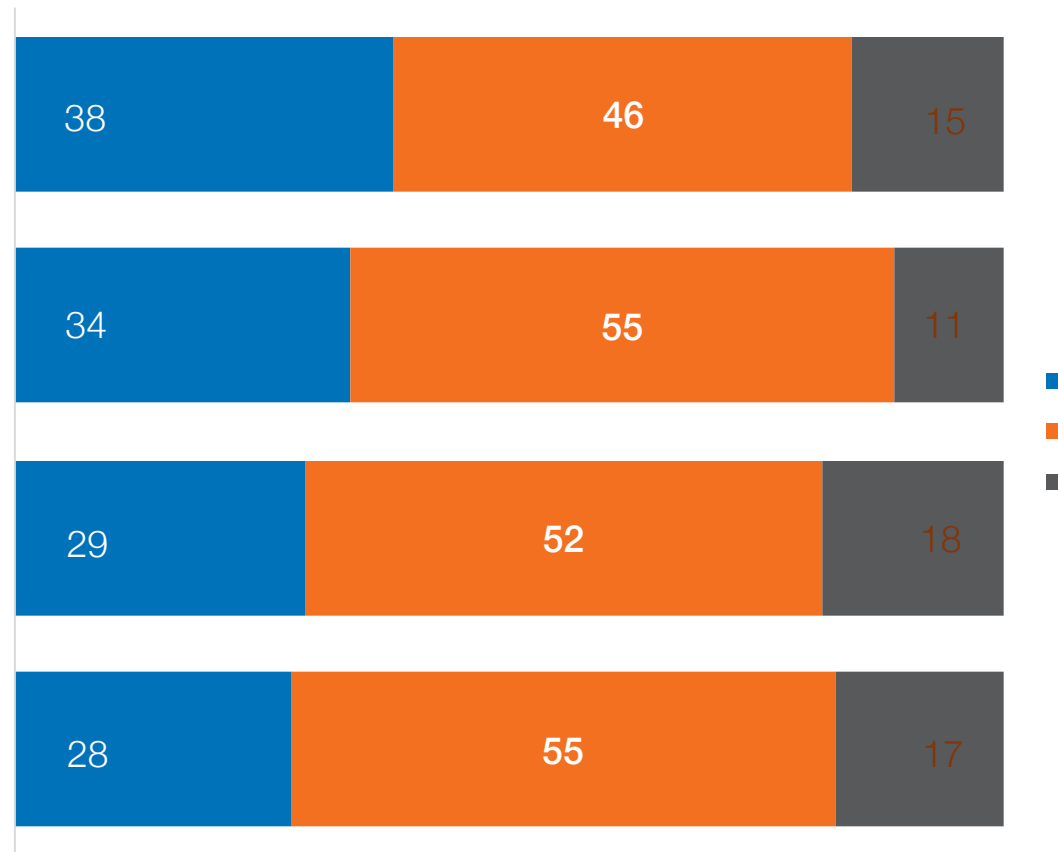


Digital ad revenues  
are down 19% - 25%,



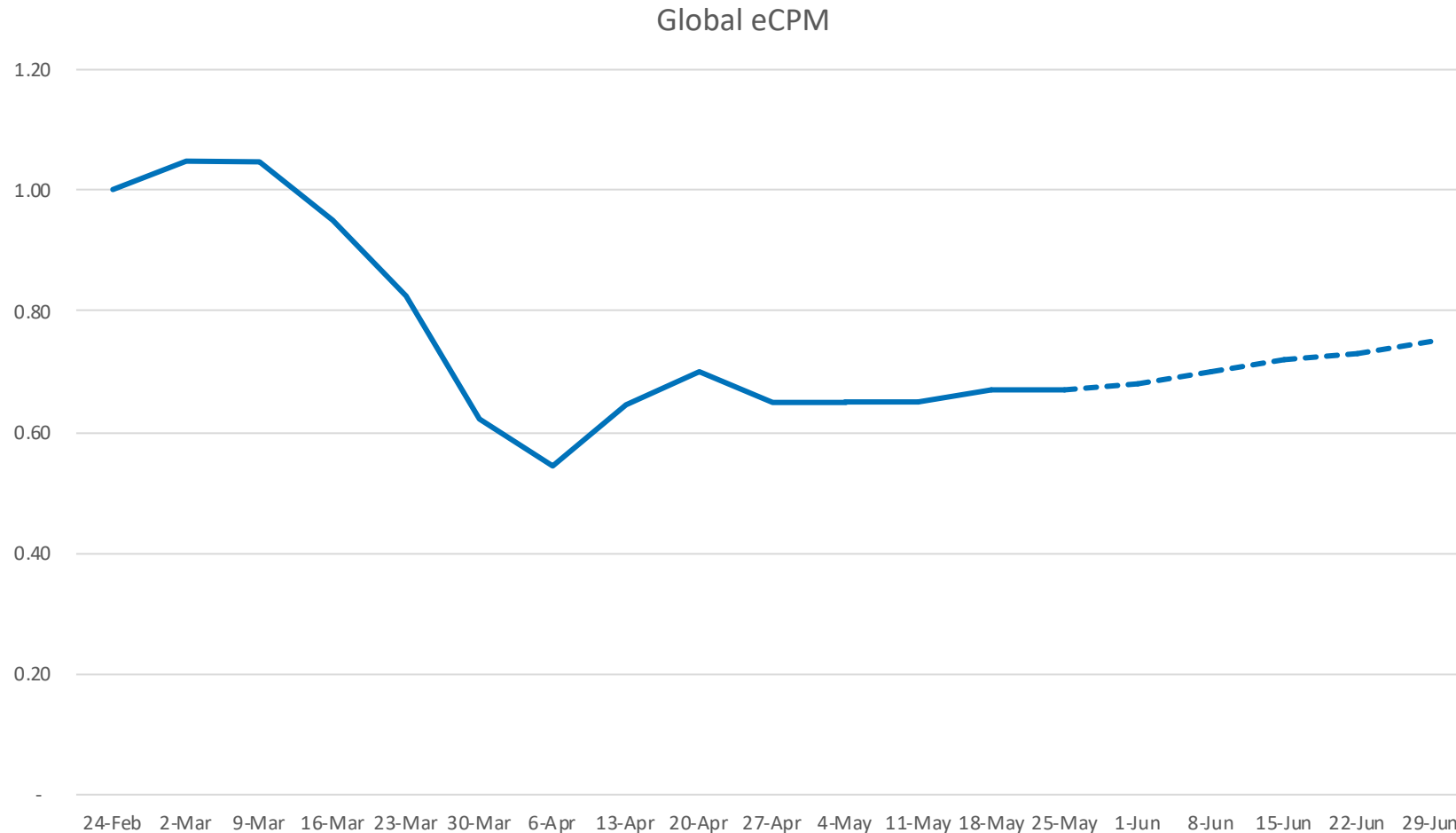
# • ADVERTISERS CAN BE MORE TARGETED IN SPEND

- 38% plan to increase audience targeting tactics



# • PRICES DECLINE

- Prices dropped as much as 45% and is stabilizing at 30% below pre-pandemic prices



- As cautious optimism grows and stay at home orders gradually gets lifted, so will ad spend and prices
- Some brands are taking the opportunity to lock in rates for rest of the year

# WHAT CAN WE LEARN FROM PAST RECESSIONS

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KEEP  
CALM  
AND  
CARRY  
ON

- In the 1990-91 recession, Pizza Hut and Taco Bell took advantage of McDonald's decision to drop its advertising and promotion budget.

As a result:



**+61%**

Sales increased



**+40%**

Sales increased



**-28%**

Sales decreased



- “With more media consumption now than ever, this all ties back to doubling down, and moving forward not backward.
- This is not a time to retrench – and that is a service to our consumers, our retail partners and to broader society.”

*P&G*

doubles down

*Teads*

# OPPORTUNITY FOR BRANDS

- Why advertise

More inventory

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Noise level is down

---

Prices are down

---

Higher engagement with ads

---

Brand can project strength, stability  
and leadership

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Competitors who cut spend lose  
share of mind

# • THE ROAD TO RECOVERY

## CRISIS

### REACT FAST

1. PAUSE AND ASSESS QUICKLY
2. RE-MESSAGE
3. ENSURE BRAND SAFETY & TRUSTED CONTEXT

## NEW REALITY

### PLAY OFFENSE

1. BE ENCOURAGING, HELPFUL
2. LEVERAGE GREATER CONSUMER ATTENTION AND LOWER PRICES
3. DEMONSTRATE LEADERSHIP

## RECOVERY

### PLAN & EVOLVE

1. BUILD PLAN TO INCREASE ACTIVITY AS STAY AT HOME ORDERS ARE LIFTED
2. BE PRESENT & LEAD – WHAT WILL CONSUMERS THINK OF YOUR BRAND
3. BECOME A STRONGER COMPANY

# 危機

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**DANGER + OPPORTUNITY**



*Teads*

Thank you



||| Thank you!