Advertising Perceptions and Purchase Behaviors In the Age of Covid-19
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 20\textsuperscript{th} – 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…

Do you feel brands should be advertising more, less or the same amount during the public health crisis?

- Same Amount: 81%
- More Communication
- Less Communication

...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% Think brands should create messaging that acknowledges current events
(66% think brands should be creating messaging that acknowledges the COVID-19 crisis)

and

81% 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

82%

like advertisements that highlight positive actions during the public health crisis

Inform

77%

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

Instigate

1 of 3

Want brands to teach ways consumers can get involved

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

Essentials Are Priority for Discretionary Spending

*Excluding recurring/standard bills

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

89%

will continue supporting brands that earned trust during the crisis

Loyalty

79%

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

Maintain

51%

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 grassroot consumer action

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

NBCUniversal