

# **MARKETING DURING A CRISIS**

# TO MARKET OR NOT TO MARKET, THAT IS THE QUESTION.

Deciding what to say, how, and where to say it is a question only you can answer. All businesses are different. The following presentation is meant to give you an idea of those who have done it, what we have learned, and what principles you can apply to your own business.

### **Pizza Hut:**

During the 1990-91 recession, McDonald's decided to drop its advertising and promotional budget. Pizza Hut went the opposite direction, increased spending, and in turn increased sales by 61%, while McDonald's sales declined by 28%. (source: Forbes)

### **PRINCIPLE:**

**Marketing during times of crisis  
is a risk that may pay off**



**Kellogg's:**

In the 1920's, Post led the cereal category in sales, but cut back spending significantly as Great Depression hit. Rival Kellogg's doubled its advertising spend, grew profit by 30%, and became the category leader, a position it maintained for decades after. (source: Forbes)

**PRINCIPLE:**

**Marketing during times of crisis is a risk that may pay off**



# **WHY MARKETING WORKS DURING TIMES OF CRISIS**





REASON #1:

# DISRUPTION.

Getting noticed can be challenging. When people's lives, routines, finances, and focus get disrupted, they are sensitive and more open to new ideas.



REASON #2:

# LESS COMPETITION.

People have less stimuli in their lives. Brands no longer are competing with environmental stimuli, travel times, and social activities. People are in front of screens with more time to fill.



REASON #3:

# STABILITY.

Businesses that do not seem affected by times of crisis send a message of stability and long-term trustworthiness.



## **Industries Seeing Boom During COVID-19**

1. Pet Industry
2. Remote Working Software
3. Restaurant Delivery
4. At Home Fitness and Beauty
5. Consumer Packaged Goods
6. E-Commerce
7. E-Sports
8. Grocery and Grocery Delivery
9. Online Education
10. Home and Garden
11. Logistics
12. Social Media
13. Telehealth
14. Streaming Services

Sources: Centro, Research and Markets

## DIGITAL AUDIENCES SURGE

Digital is where people are. WRAL has seen combined traffic double from March to April (1). Phone usage is up 200% (2). Internet usage is up 70% (3). News viewership is up (4). Social media usage has surged (5).

(sources: 1: WRAL, 2: Twitter, 3: NY Times, 4: NewsWeek, 5: NY Times)





IF YOU WANT TO PARTICIPATE,  
**WHAT DO YOU SAY?**

**C. KRUEGER'S BAKERY:**

Cookies with positive or COVID19 messages

**PRINCIPLE:**

**Spread good cheer, information and encouragement. Show you care about others.**



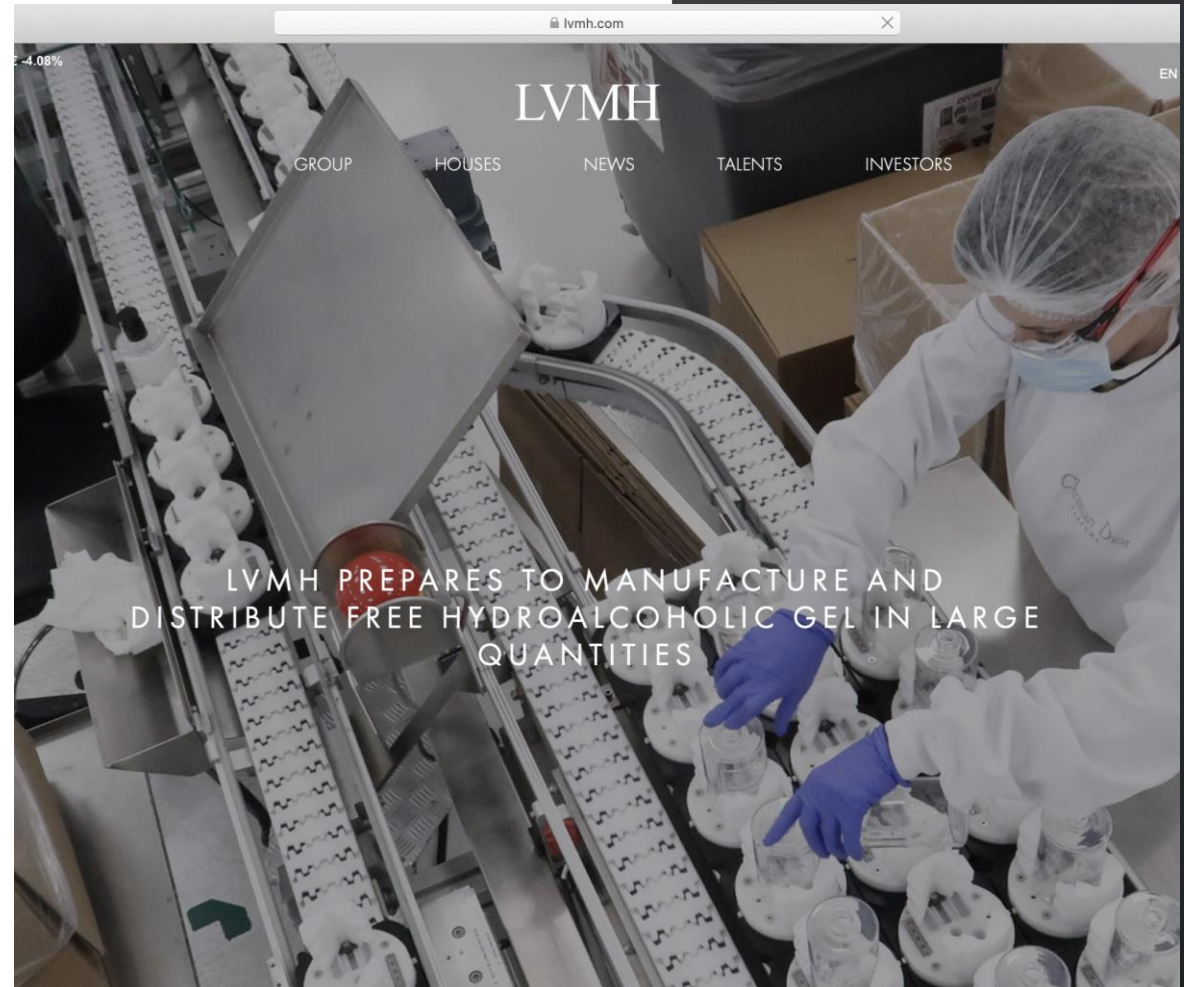


## LVHM COSMETICS:

Using their distillery to produce and donate hand sanitizer

## PRINCIPLE:

**Use your assets for society's new needs and tell people about it through basic splash page.**



**DURHAM DISTILLARY :**

Using their facilities to produce and donate alcohol hand gel

**PRINCIPLE:**

**Use your assets for society's  
new needs, word will spread  
quickly.**





**JOE WICKS:**

Launched a free P.E. workout for homebound children

**PRINCIPLE:**

**Put your expertise to work in new ways online.**



**BURGER KING:**

Sharing secret recipes for people to make their own Whopper at home

**PRINCIPLE:**

**Address people's need of comfort. Also, share your secrets, it shows you are putting people above profit.**





## COLUMBUS REGIONAL:

Distributing a “Do I Need a Mask” graphic on their social channels

## PRINCIPLE:

Provide helpful information people care about.

# DO I NEED A MASK?

Coronavirus has many of us worried about how we can stay healthy and how we can keep our families and communities healthy. The Center for Disease Control and Prevention does not recommend people who are well wear masks to protect themselves from COVID-19. Here are some helpful tips around face masks.

### Who should wear a face mask?

- Healthcare workers and people who are taking care of someone infected with COVID-19 in close settings.
- People who have been diagnosed with COVID-19.
- People who have symptoms (fever, cough, shortness of breath) of COVID-19 and are seeking care.
- People who are instructed by their care provider to wear a face mask.

### Did you know?

- Most people who are not healthcare workers are not trained to correctly put on or take off a mask.
- Putting on or taking off a mask the wrong way can increase your risk of infection.
- People wearing a mask are more likely to touch their face compared to those who are not wearing a mask.

### What can you do instead of wearing a mask?

- Avoid touching your face, including eyes, nose, and mouth.
- Wash your hands frequently using soap and water for 20 seconds.
- Use alcohol-based hand sanitizer, with at least 60% alcohol.
- Cough and sneeze into a flexed elbow or tissue, throw the tissue away, and wash your hands.
- Stay home if you are feeling unwell.

If you have symptoms and need in-person care, call your provider before you go. To prevent the possible spread of a virus, you may be given a mask to wear.

**Thank you** for helping keep patients and healthcare workers safe. By only using a mask if you need it, you are helping ensure we have the supplies needed to safely care for patients.

Columbus  Regional  
HEALTHCARE SYSTEM

**BUDWEISER:**

Created “Save Pub Life” website where they match donations to local pubs unable to stay open

**PRINCIPLE:**

**Help out struggling businesses and industries.**

Your local PUB needs YOUR help.

Find your local

Save PUB Life

*Budweiser*  
BREWING GROUP UK&I

1. Buy a £20 gift card to SUPPORT your local PUB

2. They get £40 now because we DOUBLE the value

3. Enjoy your £20 with friends when the PUB reopens

If your pub doesn't reopen, your gift card is still donated to them.

BEER for you. DOUBLE the money for your PUB.

2x

WRAL DIGITAL SOLUTIONS

BECK'S  
MAGNERS  
Hoegaarden  
Leffe

STELLA ARTOIS  
Corona  
BUD LIGHT  
Metabolic ULTRA



**POPEYES:**

Giving its Netflix username and password to fans who post pictures of themselves using contest hashtag

**PRINCIPLE:**

**Have fun contests with prizes for people stuck at home.**



**Fried  
Chicken  
'n Chill**

**FORD:**

Offering deferred payments and special financing

**PRINCIPLE:**

**Give customers a break!**





IF YOU WANT TO PARTICIPATE,  
**HOW DO YOU SAY IT?**

**FORD:**

A commercial placing text on existing footage and photos

**PRINCIPLE:**

**Combine old footage and photos with new words and music to create new advertisements**



**NIKE:**

A commercial using black and white photos

**PRINCIPLE:**

**Low-resolution, quickly-done commercials are real, authentic, and popular.**



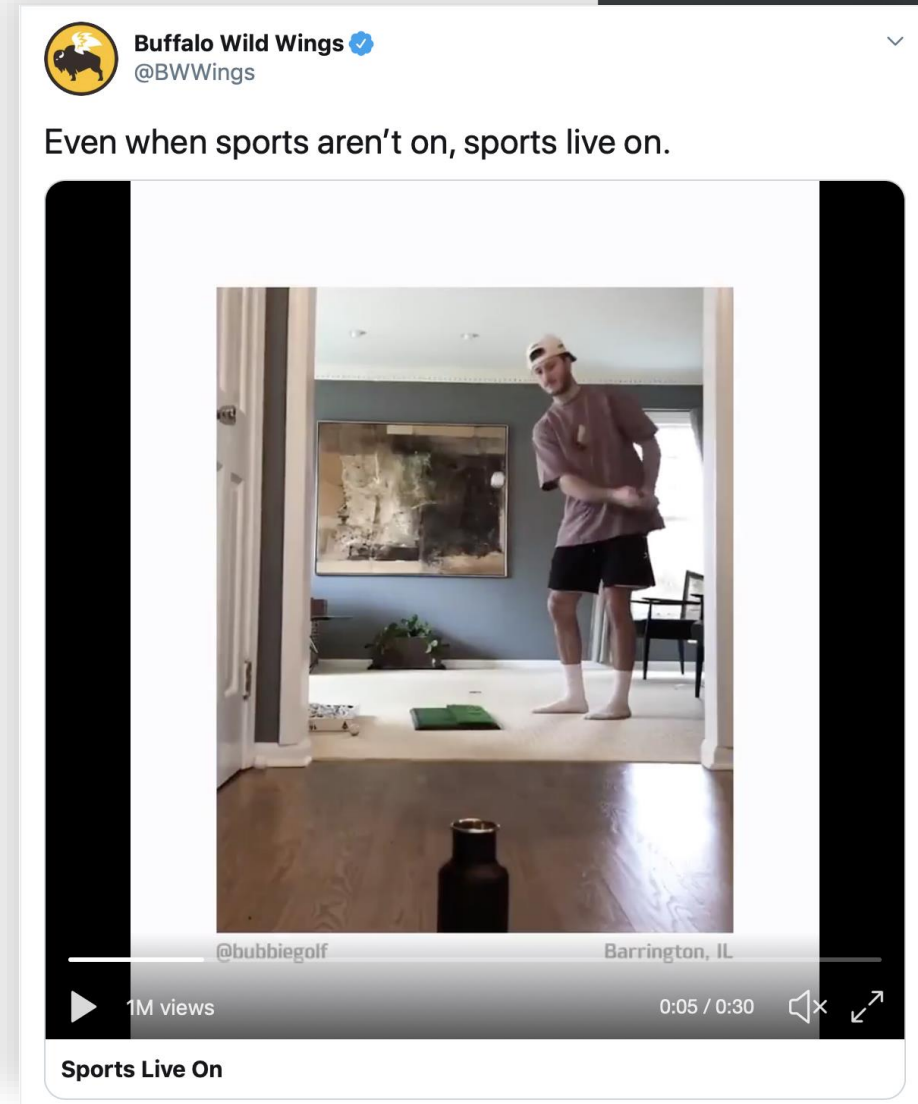


## **BUFFALO WILD WINGS:**

A commercial using user-generated phone videos

## **PRINCIPLE:**

**Commercials shot with iPhones are awesome are real, authentic, and current**



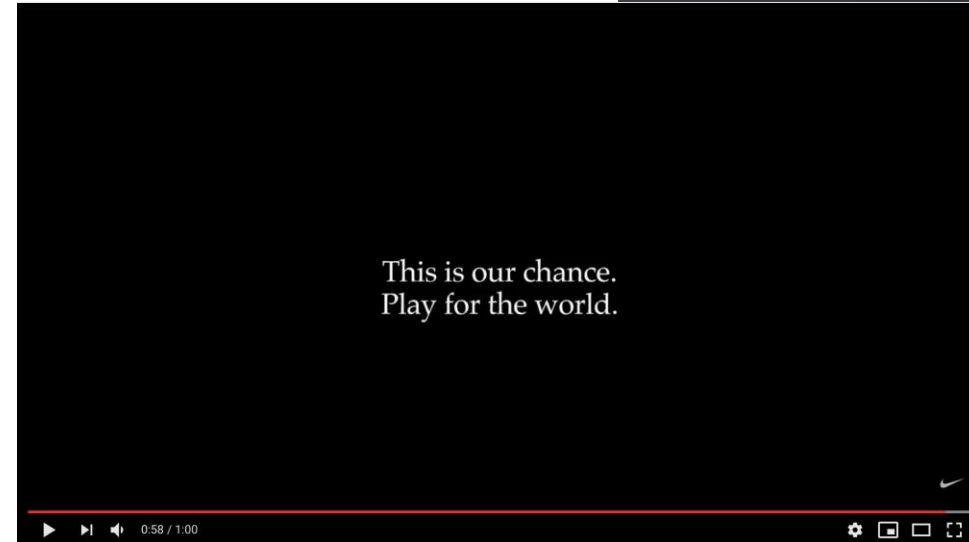
The image shows a social media post from Buffalo Wild Wings (@BWWings). The post includes the text "Even when sports aren't on, sports live on." and a video player. The video, uploaded by @bubbiiegolf from Barrington, IL, shows a man in a living room standing on a green mat, preparing to play golf. The video player interface shows "1M views", a progress bar at "0:05 / 0:30", and icons for volume and sharing. Below the video player, the text "Sports Live On" is visible.

## NIKE; ORGEON:

Commercials using text on screen

## PRINCIPLE:

**Text on screen, when combined with music, is easy to produce and very powerful.**



# DISRUPTION IS CONSTANT. CREATIVITY WINS.

Now it's COVID-19. In the future it will be new technology and shifts in consumer behavior. Business is a continually exercise in creativity. You must pivot, adjust, and adapt to meet a customer base whose lives are always changing. **Every change is an opportunity.** Those who face those changes with creativity will thrive.



# ADDITIONAL WAYS TO ENGAGE:

- Post helpful or inspiring graphics on social media channels
- Plan a food drive, or book drive, invite other businesses to partner, and do it all under the umbrella of a slogan or idea that will help inspire and unite people
- If you have a vehicle fleet, connect with an existing service organization that you do some deliveries for, take photos, and share them with your customers. Let me know how they can get involved as well.
- Share what you are doing to help your own employees, that is important also.
- Share your expertise through a free webinar or Facebook Live. Make yourself or employees available to answer questions concerning your industry or service.
- Consider creative contests and gift card giveaways to stay engaged with your customers and show you care about and are thinking of them.

# ADDITIONAL BUSINESS RESOURCES:

1. [WRAL Coronavirus Newsletter](#)
2. [WRAL Daily Coronavirus Podcast](#)
3. [“Here to Help” Small Business Weekly Virtual Conference Series](#)
4. [Ways to Support Local Businesses](#)
5. [Ways you can help your neighbors](#)
6. [Resources to help seniors get groceries and prescriptions](#)
7. [Ways to support individuals and non-profits](#)

[WRALDigitalSolutions.com](http://WRALDigitalSolutions.com)