

# COVID-19

## How Advertising Has Changed for Irish SME's

Compiled by Buymedia

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### Covid-19: How Advertising Has Changed for SME's

The majority of organisations fail to prepare financially for a global pandemic such as that of COVID-19. The main trend businesses follow in order to survive is to cut cost.

One of the main business sectors that suffers during times of financial crisis is marketing.

However, depending on your business strategy, you may think otherwise. Some like to think this is the best time to advertise - not so much for the sale of products, but instead consistent brand awareness and keeping the business name in customers minds.

We asked SME's how their marketing strategy has changed pre, inter and post the Covid-19 epidemic.

## Case Study: Citylink

### Pre-Pandemic

- Weekly ads on the Galway Advertiser
- Monthly ads in the Connacht Tribune and Limerick Post
- Ads on tourist maps and guides such as Kingfisher Guides and Dublin Visitor Centre Guide.
- Daily posts on social media channels, ran regular likes campaigns, boosted posts and retargeting campaigns (Facebook, Twitter & Instagram),
- Content marketing through website, blog and weekly quizzes.

### During Pandemic

All advertising has stopped apart from social media in order to stay in touch with current customers for retention and loyalty.

- Posting much less frequently on social media. Every few days.

### Post-Pandemic

Back to normal with traditional and digital.



## Case Study: Hero Recruitment

### Pre-Pandemic

- Newspaper ads rarely but not a lot,
- Mainly digital; Google ads, Irishjobs &
- Jobs.ie
- Focused on social media such as blogs, ads in
- relation to roles on LinkedIn and Twitter

### During Pandemic

- Ads are more focused on updating CV and learning new skills rather than actual jobs that are available
- Continuing to do what they are currently
- doing
- Very digital-focused
- Google ads, Jobs.ie, Irish jobs

### Post-Pandemic

- Ad messaging will go back to normal
- Not gonna push more on traditional to gain
- lost revenue
- Will stick to digital



## Case Study: Anonymous Company

### Pre-Pandemic

- Ads placed in Farmers Journal and other print outlets
- Google Ads
- Social Media

### During Pandemic

- Launched social media campaign showing support to key workers gaining a lot of traction, increasing brand awareness.
- Google ads in different markets, such as the US.
- Applying offline advertising online
- Will continue traditional advertising, but only in publications and media outlets that aren't too expensive and are worth continuing to advertise in.
- Believe now, it is important to keep brand name out there, without pushing a hard sale.
- Want to be remembered for helping out the people in need at this time, rather than company that tried to push a sale.

### Post-Pandemic

- Ad messaging will go back to normal
- Not gonna push more on traditional to gain
- lost revenue
- Will stick to digital



## Conclusion

**Traditional media companies such as newspapers are seeing a reduction in readership but an increase in online readership.**

**The marketing strategy has to be adapted as opposed to forgotten about.**

## Case Study: Great Depression

In the 1920's, Post was the category leader in the ready-to-eat cereal category.

During the Great Depression, Post cut back significantly its advertising budget and rival Kellogg's doubled its advertising spend, investing heavily in radio and introducing a new cereal called Rice Krispies, featuring "Snap," "Crackle" and "Pop."

Kellogg's profits grew by 30% and the company became the category leader, a position it has maintained for decades.



## Case Study: 1990/1991 Recession



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, **Pizza Hut increased sales by 61%, Taco Bell sales grew by 40% and McDonald's sales declined by 28%.**



## Case Study: Covid-19

Rather than choosing to 'go dark' as the Covid-19 pandemic escalates, Birds Eye decided to show its support for shoppers by staying on TV screens and offering them the comfort of a familiar brand.

Turned around in just 18 days, the TV advert was created and approved by Birds Eye marketers across Europe working completely remotely.

***"Going dark did not feel like the right thing to do. At times of uncertainty consumers really appreciate having a consistent message and having brands they know and trust out there talking to them"*** - Sarah Koppens, Uk & Ireland Marketing Director, Birdseye



## Conclusion

### Adaption As Opposed to Reduction

A businesses' marketing focus needs to be on **adapting to the current climate** and consumers needs as opposed to a total reduction in marketing spend.

**Going dark is not an option** for any business in this current climate.