

media **impact** —

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# -BEATING THE CRISIS- VIEWING CRISIS AS AN OPPORTUNITY

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DEUTSCHLANDS  
KRISEN-KOMPASS  
2020

oxel springer —  
marktforschung **forsa.**

The current Corona virus crisis poses severe challenges to many companies on a daily, if not hourly basis. One among central topics is how to handle marketing and advertising in such difficult times. Right now marketers can set a milestone for the future with their communication policy and their actions.

**Axel Springer and Media Impact provide answers to urgent marketing questions in times of crisis.**

MEDIA ANALYSIS DURING CURRENT CRISIS

axel springer –  
marktforschung **forsa.**

# DEUTSCHLANDS KRISEN-KOMPASS 2020

Germany's interactive and media type representative analysis during current crisis

Based upon a population representative survey, this barometer provides near term data, about the rapid development of CORONA effects.

- **MEDIA USAGE** (on media type level, including print specifics BILD/WELT )
- **CONSUMER BEHAVIOUR** including all relevant sectors: Retail, automobile, telecommunication, FMCG, pharmaceuticals, consumer electronics).

DEUTSCHLANDS KRISEN-KOMPASS 2020

DEUTSCHLANDS KRISEN-KOMPASS 2020  
axel springer – marktforschung forsa.

**20 – 22 March**

axel springer – marktforschung forsa.

„DEUTSCHLANDS KRISEN-KOMPASS 2020“  
provides current, reliable and objective data  
concerning present consumption- and media  
usage behaviour.

**Update: 30 March**

DEUTSCHLANDS KRISEN-KOMPASS 2020 | media impact –



INVESTING IN ADVERTISING RIGHT NOW?

INDEED! SINCE...

*„Brands are like lighthouses, the light must lead our way through the fog.  
Companies need to consider advertising, to avoid permanent damage of their brands.“*

- Holger Jung

INVESTING IN ADVERTISING RIGHT NOW? INDEED!

# IN A NEW MARKETING LANDSCAPE BRANDS CAN BE WINNERS, PROVIDED THEY TAKE THEIR CHANCE.



## THE MORE, THE BETTER

Some brands become significantly more relevant. Product messages do not need to change – Now it is simply time to increase advertising impact, in order to stay within relevant set, when it comes to new clients.



STREAMING PROVIDER



## A TIME FOR TESTS

Some products need to establish themselves versus well-tried ones. Right now, there is a chance to establish new usage rituals. There is a whole market of potential new clients, brands should compete for.



DIGITAL BRANDS



## BRANDS CAN HELP

Many small companies, as well as private households will have to face serious financial hardship. Advertisers providing quick and helpful offers have here the opportunity to improve perception of their brand and to win new clients.



FINANCIAL SERVICE-/CREDIT PROVIDERS



## BRANDS CAN COMFORT

Brands reacting in an understanding and sympathetic way, can use this chance to approach users in an authentic and credible way and have here everything to gain – e.g. a campaign about Easter at home.



CONSUMER GOODS / AUTOMOTIVE



INVESTING IN ADVERTISING RIGHT NOW? INDEED!

# SOLIDARITY IS THE CHOSEN ATTITUDE IN TIMES OF CRISIS!

Brand loyalty arises from social responsibility!  
Already before this crisis 35% of Germans expected from their brands social responsibility.



MERCEDES BENZ PROMOTES #STAYHOME

The Mercedes Benz brand uses its own social media channels, to spread information about a responsible behaviour, now extending this campaign also to TV placements. The campaign is about #stayhome and about thanking for complying with safety provisions.



HDE FOR A SOLIDARY CONSUMPTION BEHAVIOUR

HDE (German Retail Association) secures a continuous food supply. To be able to guarantee such service, this association wishes to make an appeal to consumers, to keep buying in usual quantities, in order to avoid overload of supply chains - A plead for consideration.



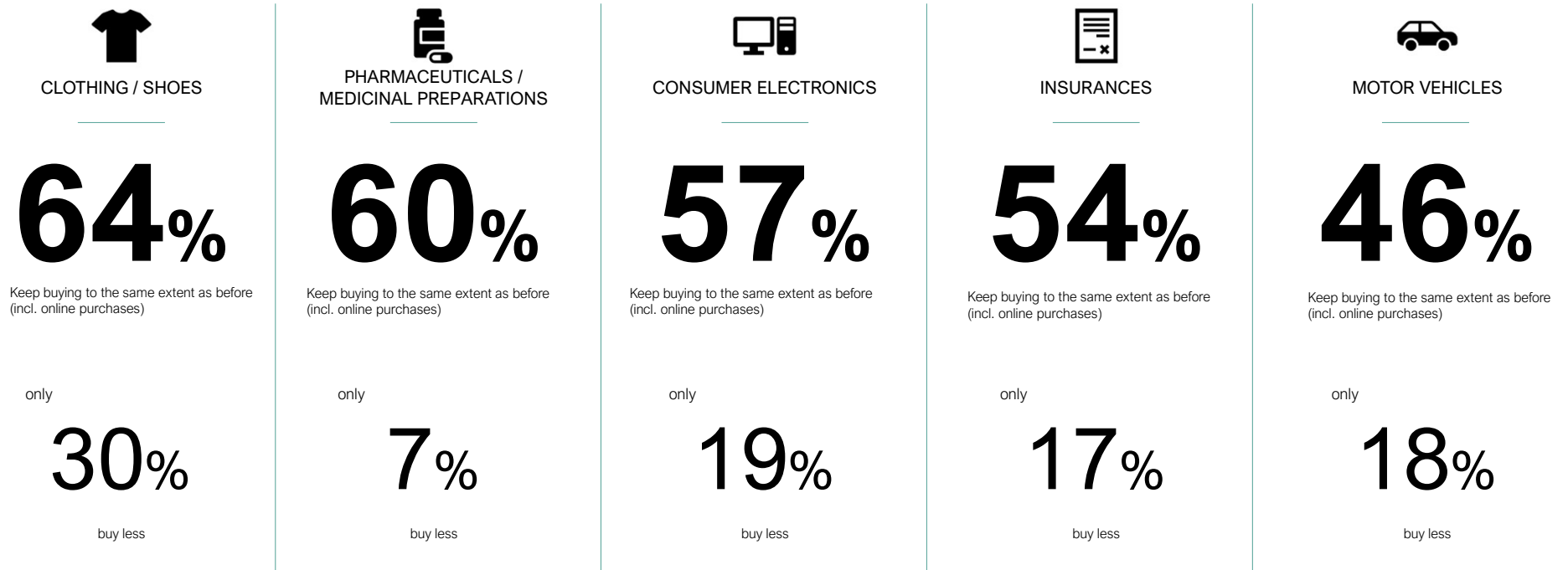
TELEKOM PROVIDES CLIENTS WITH FREE DATA VOLUMES

Deutsche Telekom secures digital communication and interaction, enabling people to stay close, this with free data volumes, streaming services or free available programmes for people working in a home office or for teachers.

# INVESTING IN ADVERTISING RIGHT NOW? INDEED!

## GERMANS BUY DESPITE CRISIS!

Despite severe limitations up to 2/3 of all Germans keep buying.



7 Source: „Deutschlands Krisen-Kompass 2020“- Question: „In time of Corona pandemic, do you currently buy more products out of this category, do you buy to the same extent as before or do you buy less (please also take your online purchases into consideration)?, - Online representative survey by forsa of 20-22 March 2020, n= 1,001 respondents aged 16+.

INVESTING IN ADVERTISING RIGHT NOW? INDEED!

# INCREASE IN SALES DESPITE CRISIS!



## PHARMACEUTICALS / MEDICINAL PREPARATIONS

OTC pharmaceuticals  
and nutritional supplements

**+5%**



## INVESTMENT PRODUCTS

Shares, funds, etc.

**+5%**

Source: „Deutschlands Krisen-Kompass 2020“- Question: „In time of Corona pandemic, do you currently buy more products out of this category, do you buy to the same extent as before or do you buy less (please also take your online purchases into consideration)?„ Online representative survey by forsa of 20-22 March 2020, n= 1,001 respondents aged 16+.





IS ADVERTISING DURING THESE  
TIMES OUT OF PLACE?  
**NOT REALLY,  
SINCE...**

*„Consumption continues.*

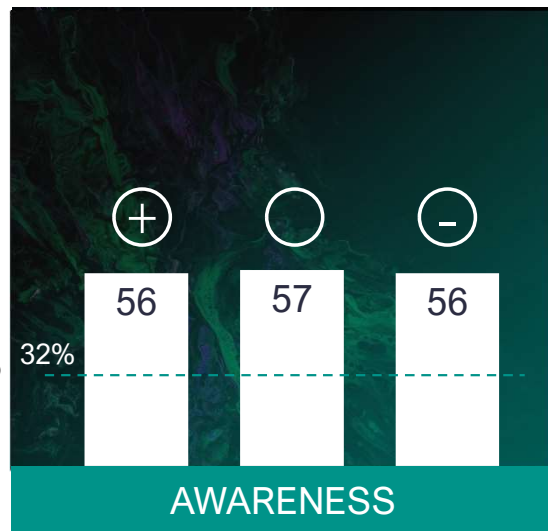
*The decisive factor for a brand is to prove its very own competence within the right context.“*

- Santiago Campillo-Lundbeck

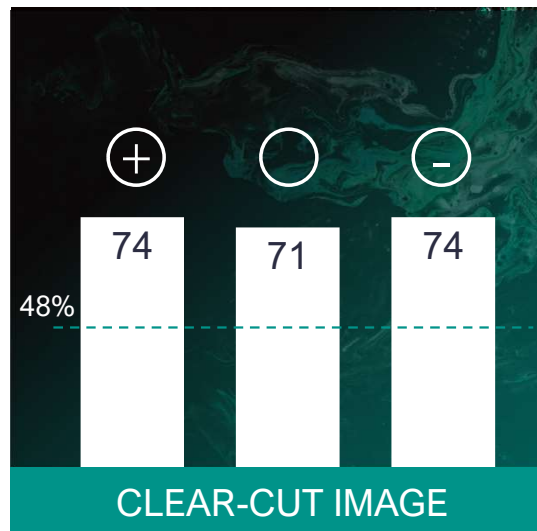
INVESTING IN ADVERTISING RIGHT NOW? INDEED!

# ENVIRONMENT - GOOD / BAD NEWS: NO NEGATIVE INFLUENCE ON ADVERTISING!

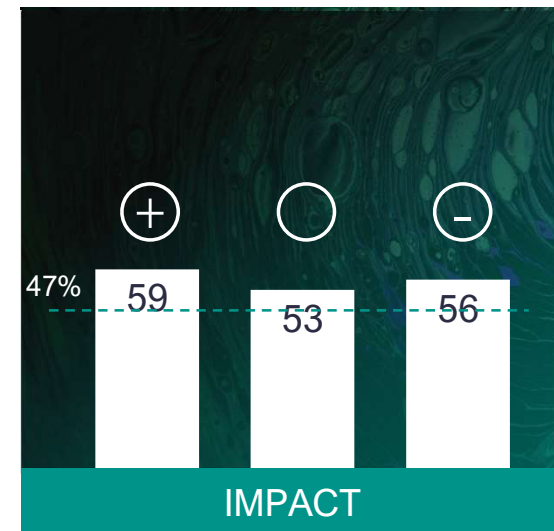
## ADVERTISING IMPACT-KPIS / BENCHMARKS



Arithmetic mean of unaided and aided advertising recall, unaided brand awareness and recognition.



Arithmetic mean of statements „I find it appealing“, „Offers particularly attractive products“, „Is a brand, I do trust“, „Is a well-known brand“, „Shows a good price-performance ratio“ - Willingness to recommend.



Arithmetic mean of first choice, relevant set and product interest.

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# IS MEDIA USAGE DIFFERENT IN THESE TIMES?

# INDEED, SINCE...

*„In times of adversity people seek orientation in serious media.“*

- Jürgen Scharrer

IS MEDIA USAGE DIFFERENT IN THESE TIMES? INDEED, SINCE...

# GERMANY: THE NEED FOR INFORMATION HAS NEVER BEEN STRONGER!

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People feel insecure and have questions. They yearn for safety, orientation and categorisation. They wish information and clarification.

**65%**

Inform themselves  
about Corona  
through news portals

**50%**

Read (several times) daily  
current news about Corona

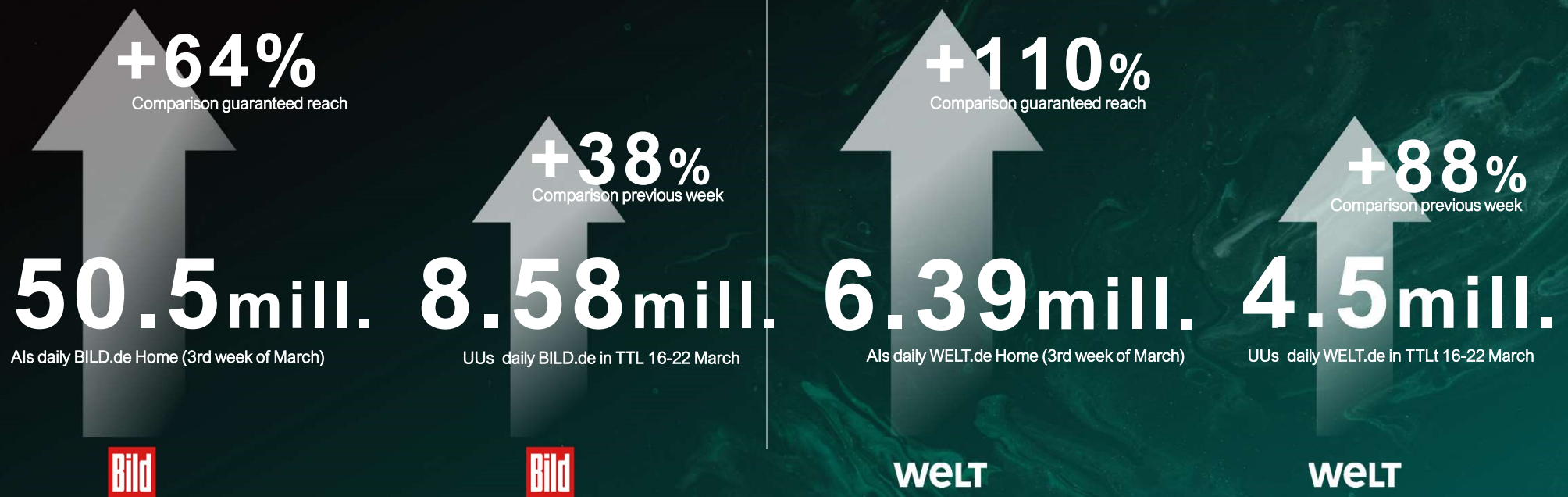
**45%**

Find it difficult to obtain  
reliable information

Update: 30 March

IS MEDIA USAGE DIFFERENT IN THESE TIMES? INDEED, SINCE...

# THE INCREASING USAGE OF AXEL SPRINGER NEWS BRANDS CONFIRMS THEIR RELIABILITY.



Als daily BILD.de Home (3rd week of March)

UUs daily BILD.de in TTL 16-22 March

Als daily WELT.de Home (3rd week of March)

UUs daily WELT.de in TTLt 16-22 March



WELT

WELT

## PRINT USAGE INCREASES IN TIMES OF CRISIS!

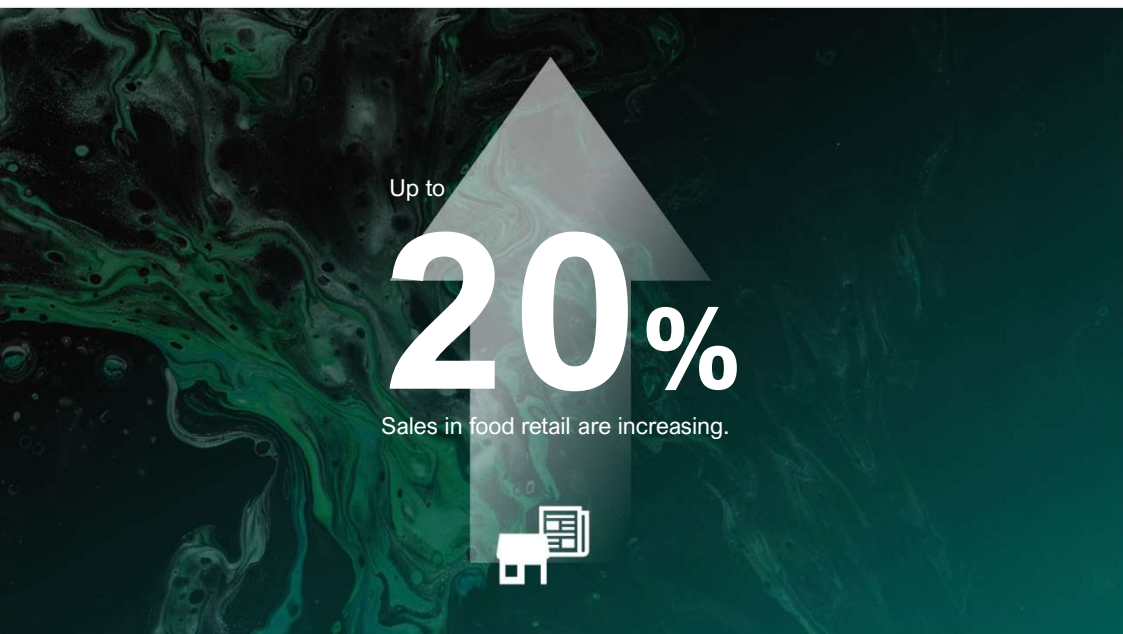
IS MEDIA USAGE DIFFERENT IN THESE TIMES? INDEED, SINCE...

**15%** of Germans read now more often a daily newspaper. This means this medium is overtaking even streaming increases (streaming = 14%)!

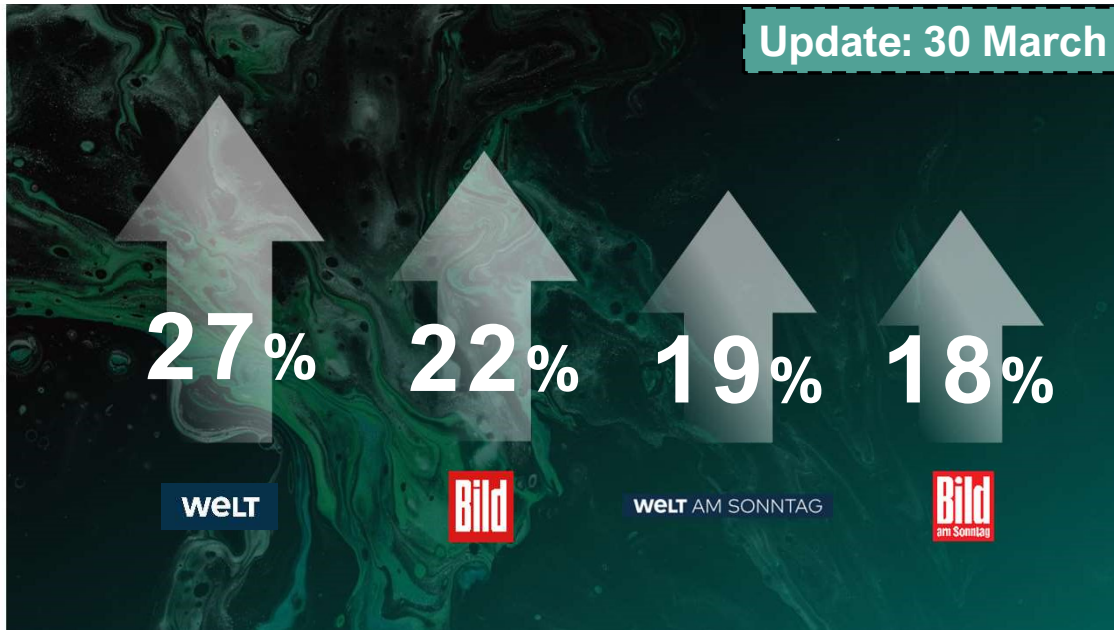
Reading amount in newspapers has increased, too.

Since begin of pandemic, newspapers users read content for a longer time and more intensively.

Source: Deutschlands Krisen-Kompass 2020 - Online representative survey by forsa (20-22 March 2020, n= 1,001 – Population aged 16+.



Update: 30 March



## AS-PRINT MEDIA ARE INCREASINGLY BEING PURCHASED IN FOOD RETAIL!

IS MEDIA USAGE DIFFERENT IN THESE TIMES? INDEED, SINCE...

Despite drop in sales due to closing of points of sale, figures keep stable thanks to increasing sales taking place in food retail (up to 20%), as well as to increase in subscriptions.

Strong interest in information, as well as secured delivery chain are the reason for this stability.

Source: AS – Publisher's statement



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IS MEDIA USAGE DIFFERENT IN THESE TIMES? INDEED, SINCE...

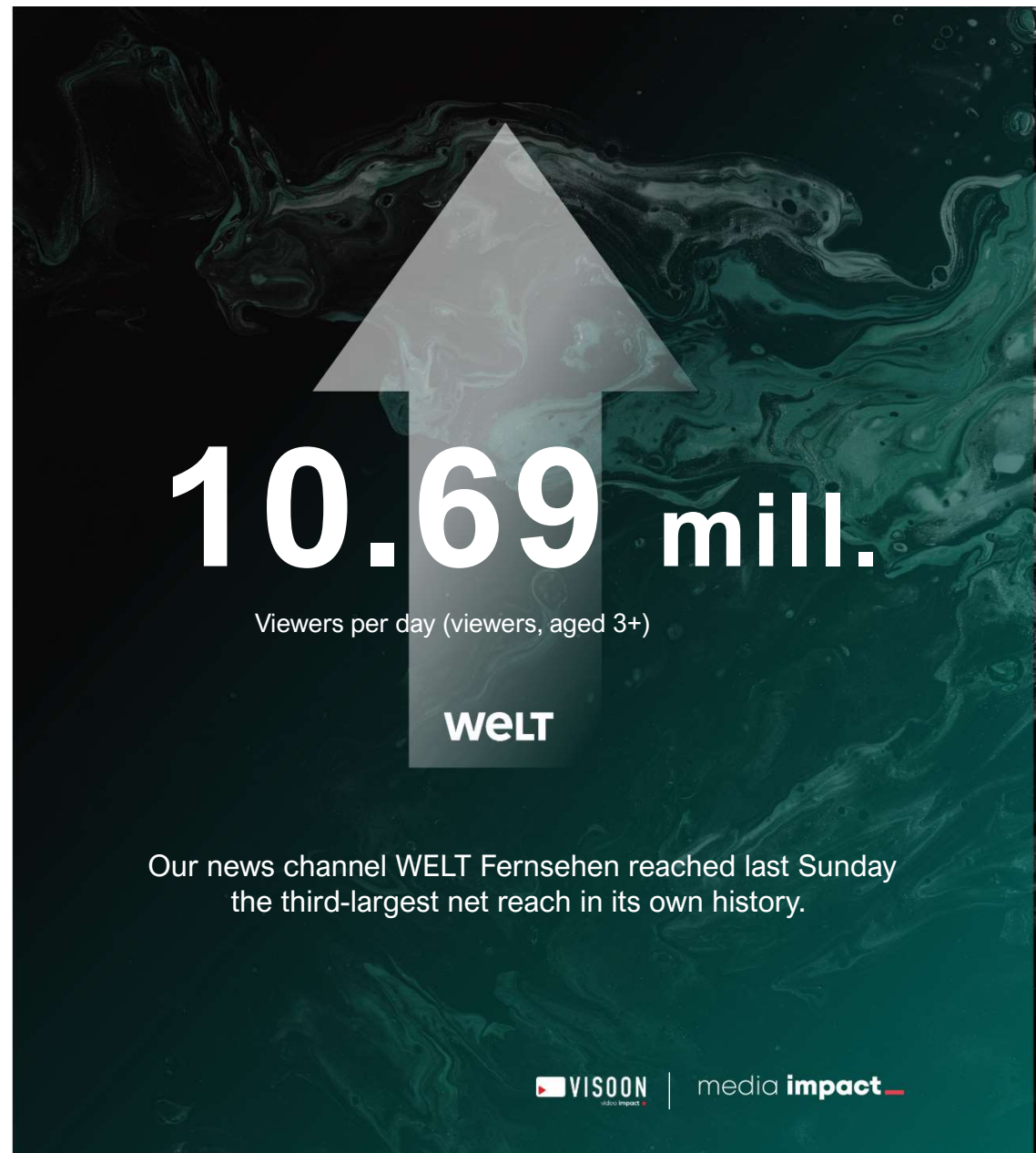
# WELT FERNSEHEN SHOWS A SIGNIFICANTLY INCREASED USAGE

NOW IS THE TIME OF NEWS MEDIA!

General daily TV viewing time increased by **10%**!

WELT Fernsehen shows a current rating  
of daily 10.69 mill. viewers!

15 Source: AGF in cooperation with GfK / VideoSCOPE1.3 / Market standard: TV / Marketing & Commercial Sales, provisionally weighted data.



Update: 30.03.

IS MEDIA USAGE DIFFERENT IN THESE TIMES? INDEED, SINCE...

# OUT OF HOME BECOMES LESS SIGNIFICANT!

## CONTACT CHANCES DROP

In times of quarantine, of closing of daycare facilities for children and of schools, in times of home-office and of restricted social contact, the daily mobility of population decreases significantly. With each further restriction in everyday life to contain the spread of Corona pandemic, the relevance of out of home keeps on decreasing .

# -14%

PAY ATTENTION TO  
OUTDOOR ADVERTISING!

This development does not take into consideration  
the recent limitation in public life (of 22 March).

Source: Deutschlands Krisen-Kompass 2020 - Question: How did your media usage change concerning the following media in comparison to the months before Corona pandemic? Online representative survey by forsa 20-22 March 2020, n= 1,001, population, aged 16+.



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# THE CURRENT CRISIS AND OUR ANSWER TO IT

OUR ANSWER TO THE CURRENT CRISIS

# OUR INITIATIVE

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As a marketer with focus on clients' needs, we provide with our #wirfüreuch concept:

- Passionate realisation of Your campaign
- Efficient media planning
- Doubling of media value for cross-media solidarity campaigns within the context of the Corona crisis.<sup>1</sup>

In addition, we provide a significant amount of media space for the communication of non-profit organisations within the context of the Corona crisis.

18 <sup>1</sup>Own campaign motives within Corona crisis context benefit from our Reach Boost (30%) on top. Our Reach Boost does not accrue pre-existing discount agreements. Subject to alteration and printing errors.

# TIME TO STAND TOGETHER



#wirfüreuch



#wirfüreuch

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OUR ANSWER TO THE CURRENT CRISIS

# OUR SPECIALS

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ATTRACTIVE OFFERS  
FOR A POWERFUL ADVERTISING IMPACT!

Special conditions for Your increased need for communication:

- SUPER ECO – Saving: **60%**
- SUPER SUNDAY – Saving: **66%**
- COMBINATION BILD & BamS – Saving: **50%**
- BILD am SONNTAG 1+1 – Saving: **50%**
- Funke Newspapers 1+1 – Saving: **50%**

19 Details concerning specific conditions can be found in our sales documentation „Spring Offers”.  
Subject to alteration and printing errors.



MEDIA IMPACT  
OFFERS AT THIS  
SPECIFIC TIME  
HIGHLY  
ATTRACTIVE  
CONDITIONS

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**STRONGER THAN EVER  
WITH MEDIA IMPACT**

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# CONTACT

Fellin Wolter

**Head of International Sales**

Media Impact GmbH & Co. KG

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+49 30 25 91-7 25 63



[fellin.wolter@mediainpact.de](mailto:fellin.wolter@mediainpact.de)



Axel Springer SE  
Axel-Springer-Straße 65  
D- 10888 Berlin



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