

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.

**24 – 27 March**

axel springer – marktforschung forsa.

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

**Update: 09 April**

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!

# COMPANIES CAN RELIEVE FROM CONCERNS ABOUT AN UNSTABLE ECONOMIC SITUATION.

THERE IS TWICE AS MUCH CONCERN ABOUT GERMAN ECONOMY...

**80%**

...THAN ABOUT PERSONAL HEALTH.

**43%**

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.



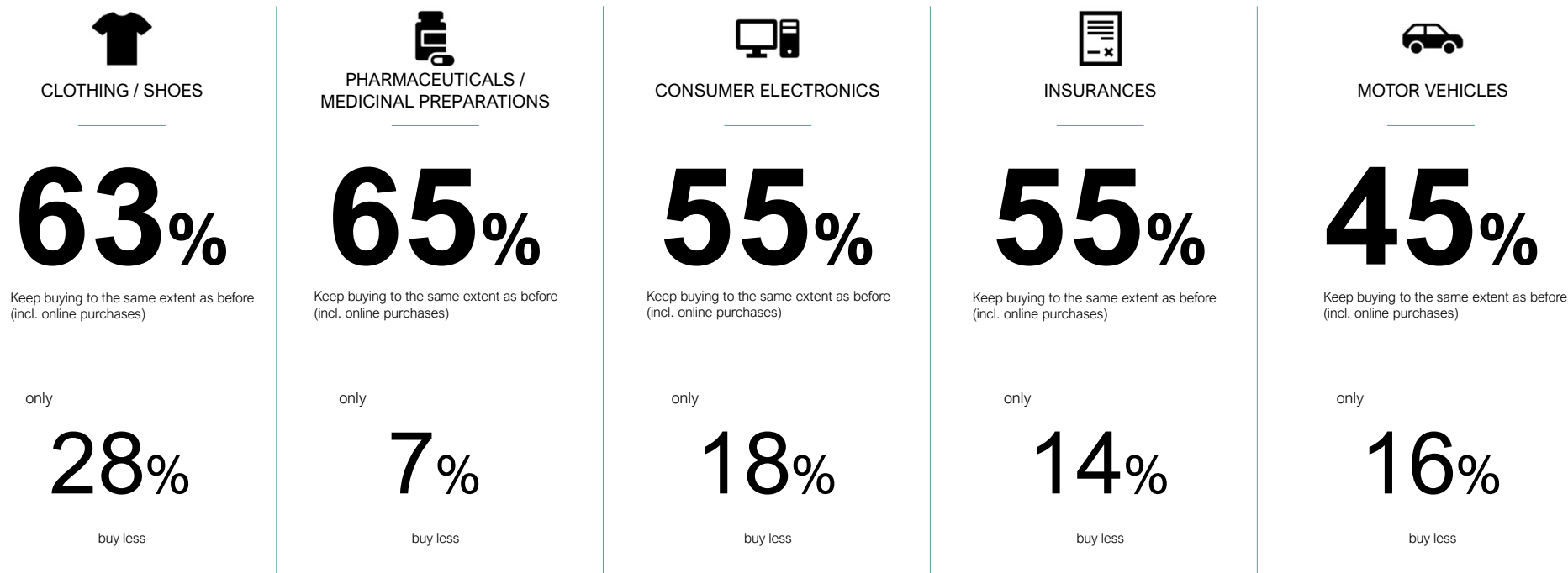
## TELEKOM PROVIDES CLIENTS WITH FREE DATA VOLUMES

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!

o Almost 10% of Germans is already planning new purchases after the crisis.



8 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 24-27 March 2020, n= 1,326- respondents, aged 16+.



INVESTING IN ADVERTISING RIGHT NOW? INDEED!

# INCREASE IN SALES DESPITE CRISIS!



## PHARMACEUTICALS / MEDICINAL PREPARATIONS

OTC pharmaceuticals  
and nutritional supplements

**+3%**



## INVESTMENT PRODUCTS

Shares, funds, etc.

**+6%**



## DIY STORES

Crafting materials

**+6%**

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

*„Consumption continues.*

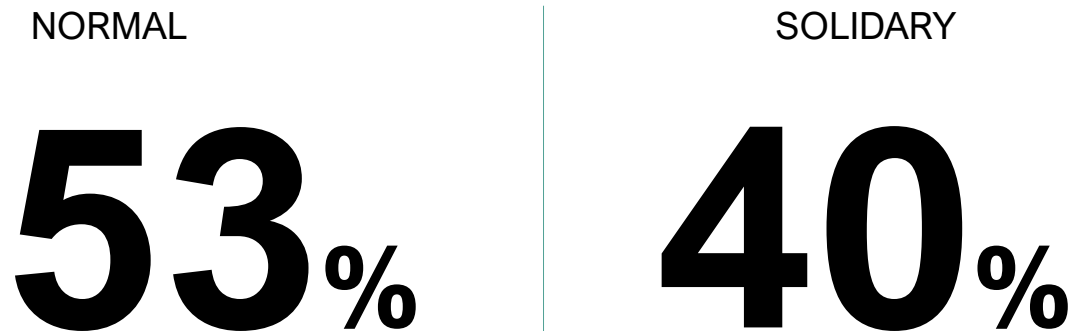
*The decisive factor for a brand is to prove its very own competence within the right context.“*

- Santiago Campillo-Lundbeck

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

# CAMPAIGNS CAN ONLY BENEFIT FROM THE CURRENT PERCEPTION OF ADVERTISING!

THE PERCEPTION OF ADVERTISING CAMPAIGNS IN RELATION TO CORONA IS DESCRIBED AS:



IN THE CURRENT SITUATION, NEWS CONSUMERS ARE VERY MUCH OPEN TO ADVERTISING.

Source: Deutschlands Krisen-Kompass 2020, Question: Currently first companies are starting to take reference in their advertising to Corona pandemic.  
How do you personally rate this behaviour and the function of advertising in this situation? How much do you agree with the following statements? (Basis: I fully agree/somewhat agree)  
Online representative survey by forsa of 24-27 March 2020, n= 1,326, respondents aged 16+.

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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!

**92%**

Think it is important, to be updated about Corona.

**88%**

Read (several times) daily current news about Corona.

**80%**

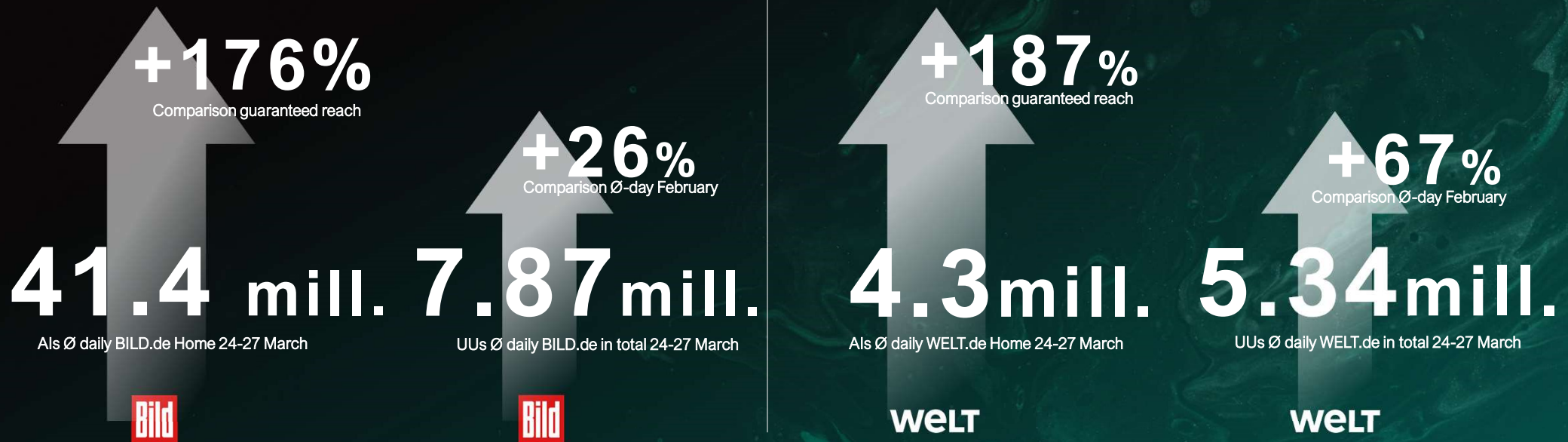
Trust in Corona times in the media, they have always known and used.

**35%**

Consider news important in general.

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

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



NEWS CONSUMPTION IN DIGITAL MEDIA (38%) REACHES ALMOST THE CURRENT TV-LEVEL (39%)!



Update: 09 April

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

# EVEN FORMER DETRACTORS ARE MEANWHILE FOCUSING ON STRONG MEDIA BRANDS!

20%

of respondents...

welt

16%

of respondents...

Bild

29%

of respondents...

welt AM SONNTAG

11%

of respondents...

Bild  
am Sonntag

...Normally do not buy this newspaper, but now in this time of crisis, they often do.

Source: Deutschlands Krisen-Kompass 2020. Question: Concerning your current purchasing behaviour regarding newspapers and magazines, to what extent do these statements apply in your case?  
Example: BILD is a newspaper, I normally do not buy but, during this crisis, I meanwhile often buy it - Display of top-2, online representative survey by forsa of 24-27 March 2020, n= 1,326, respondents aged 16+

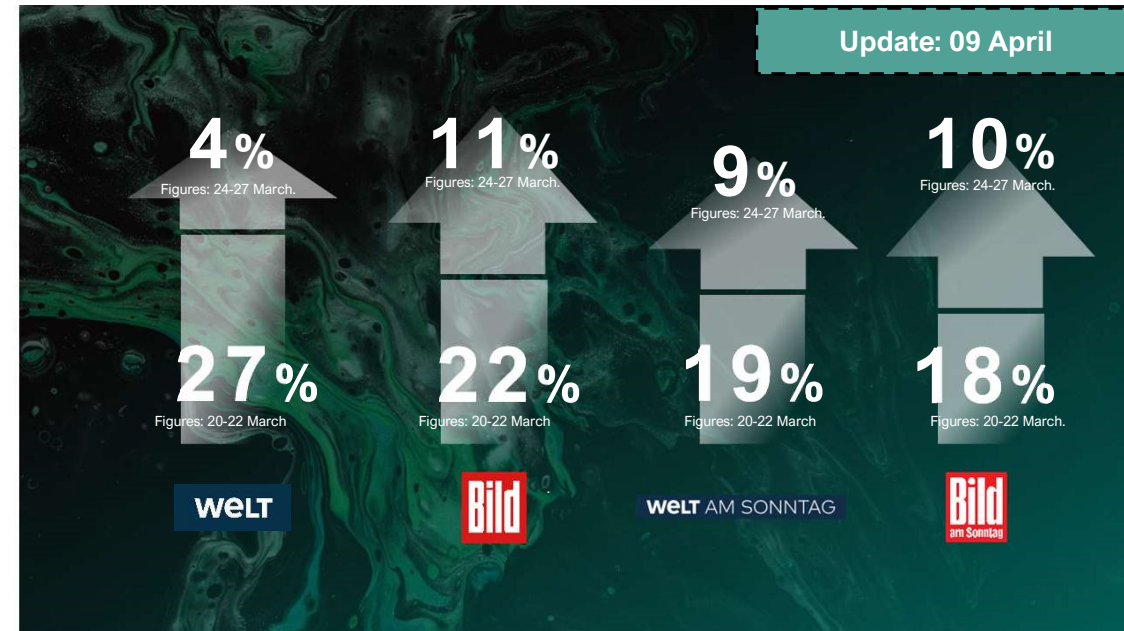
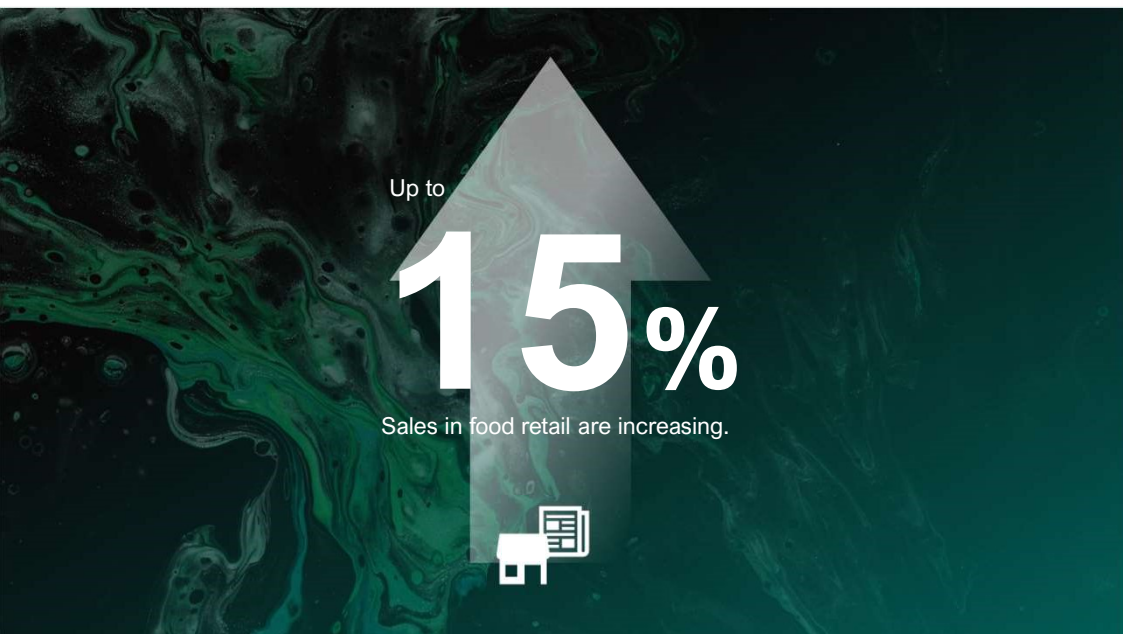
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## PRINT USAGE INCREASES IN TIMES OF CRISIS!

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

**16%** of Germans read now more often a daily newspaper.  
In each week, 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 (24-27 March 2020, n= 1,001 – Population aged 16+).



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

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

Thanks to increasing sales, taking place in food retail (up to+15%), sales figures remain overall stable, this despite closing of points of sale and reduced sales in rail station bookshops and airports. Strong interest in information, as well as secured delivery chain, are the reason for this stability.

Furthermore subscription business benefits from the current limitations.

Source: AS – Publisher's statement; Update calendar week 13



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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!

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





Update: 09 April

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 .



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# -13%

PAY ATTENTION TO  
OUTDOOR ADVERTISING!

68% of respondents no longer use public transport

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 24-27 March 2020, n= 1,001, respondents, 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.

20 <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%**

21 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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