

media **impact** —

-BEATING THE CRISIS- VIEWING CRISIS AS AN OPPORTUNITY



DEUTSCHLANDS
KRISEN-KOMPASS
2020

oetli springer —
marktforschung **forsa.**

THIRD WAVE: 17-21 APRIL 2020

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
THIRD WAVE

DEUTSCHLANDS
KRISEN-KOMPASS
2020

17 – 21 APRIL

Wave 1: 20 – 22 March 2020 Wave 2: 24-27 March 2020

axel springer –
marktforschung **forsa.**

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

DEUTSCHLANDS
KRISEN-KOMPASS
2020

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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 USE THE POSITIVE CHANGE TOWARDS NORMALITY FOR THEIR COMMUNICATION.

WORRIES ABOUT ECONOMY AND HEALTH ARE DECREASING...

previously

80%



70%

GERMAN ECONOMY

previously

43%



36%

HEALTH

...BUT CONCERNS ABOUT EUROPEAN UNITY ARE GROWING...

60%



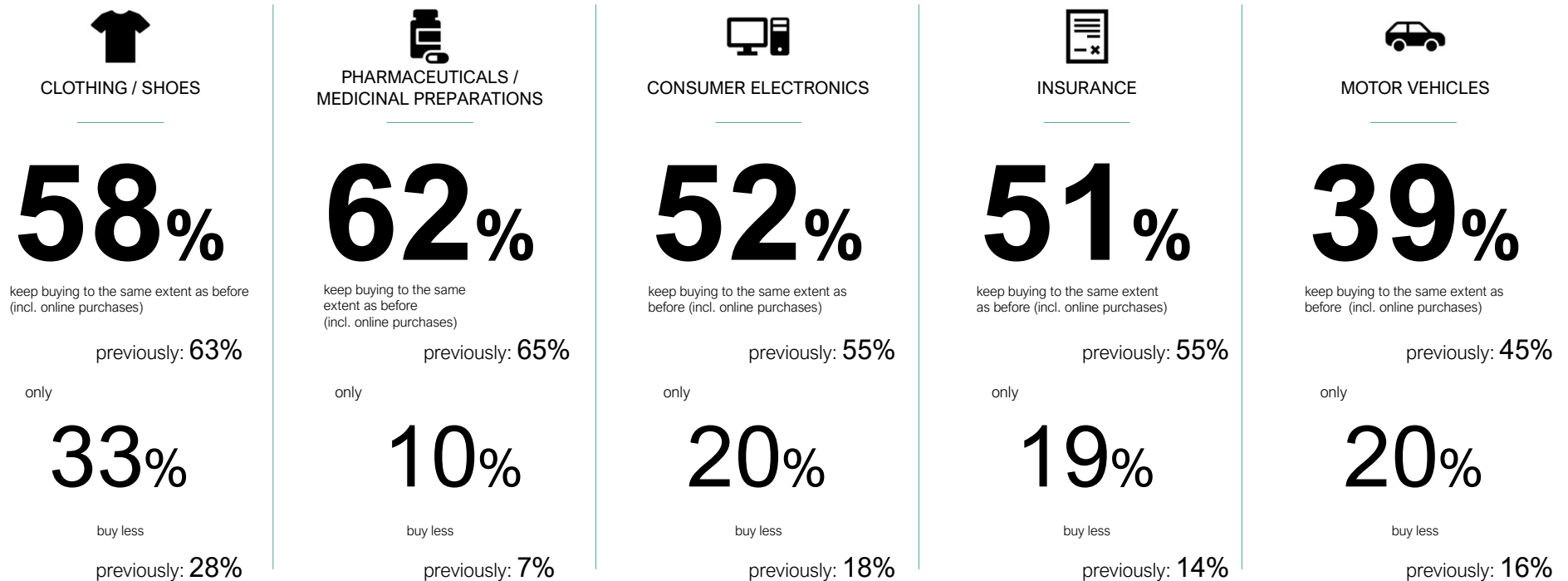
previously

50%

INVESTING IN ADVERTISING RIGHT NOW? INDEED!

GERMANS CONTINUE TO BUY HEAVILY!

Almost 13% of Germans are already planning new purchases for the time after crisis.



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, respondents, aged 16+, 24-27 March 2020 (n= 1,326), as well as 17-21 April 2020 (n= 1,298).

INVESTING IN ADVERTISING RIGHT NOW? INDEED!

FOR MANY POTENTIAL AUTOMOTIVE CLIENTS THIS CRISIS DOES NOT PLAY ANY ROLE IN PURCHASE DECISION.

66%

of those, who were planning to buy a car in 2020, are still planning to do so despite Corona.

23%

of those, who were planning to buy a car in 2020, have postponed this to a later date.

Only 1% of respondents abandon purchase plan due to Corona.

6

Source: Deutschlands Krisen-Kompass 2020. Question: Currently You are not planning to buy a new or a second-hand vehicle. Is this due to Corona pandemic or totally independent from this? – Answer: Independent from Corona / Has Corona pandemic effects on Your plans to buy a new or a second-hand vehicle? – Answer: Yes, it has, due to pandemic, il postponed purchaing of a new car to next year. [verschoben.](#)
Representative online survey, respondents, aged 16+, institute: forsa, 17-21 April 2020 (n= 1,298).

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INVESTING IN ADVERTISING RIGHT NOW? INDEED!

AN INCREASE IN SALES DESPITE CRISIS!



TOILETRIES

Personal care products

+7%

INVESTMENT PRODUCTS

Shares, funds, etc.

+6%

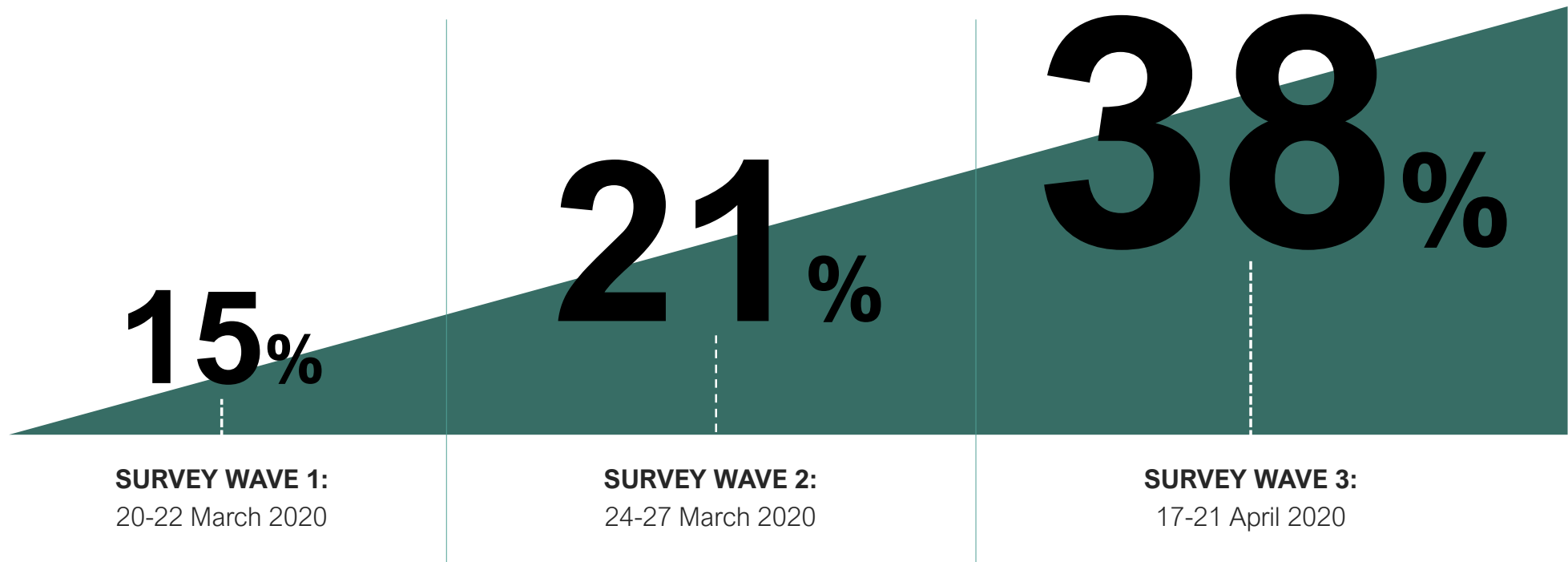
DIY STORES

Crafting materials

+8%

INVESTING IN ADVERTISING RIGHT NOW? INDEED!

MORE AND MORE PRODUCTS ARE PURCHASED ONLINE!



8 Source: Deutschlands Krisen-Kompass 2020, question: How much do these statements apply to you? – Answer: „I generally order more products online.“, Display of top 2 (applies totally/rather applies), representative online survey, respondents aged 16+, institute: forsa, 20-22 March 2020 (n= 1,001), as well as 24-27 March 2020 (n= 1,326), as well as 17-21 April 2020 (n= 1,298).

INVESTING IN ADVERTISING RIGHT NOW? INDEED!

CONSUMERS PLAN FOR REOPENING FIRST OFF TO GO SHOPPING AND TO VISIT DIY MARKETS



CLOTHING / SHOES

23%



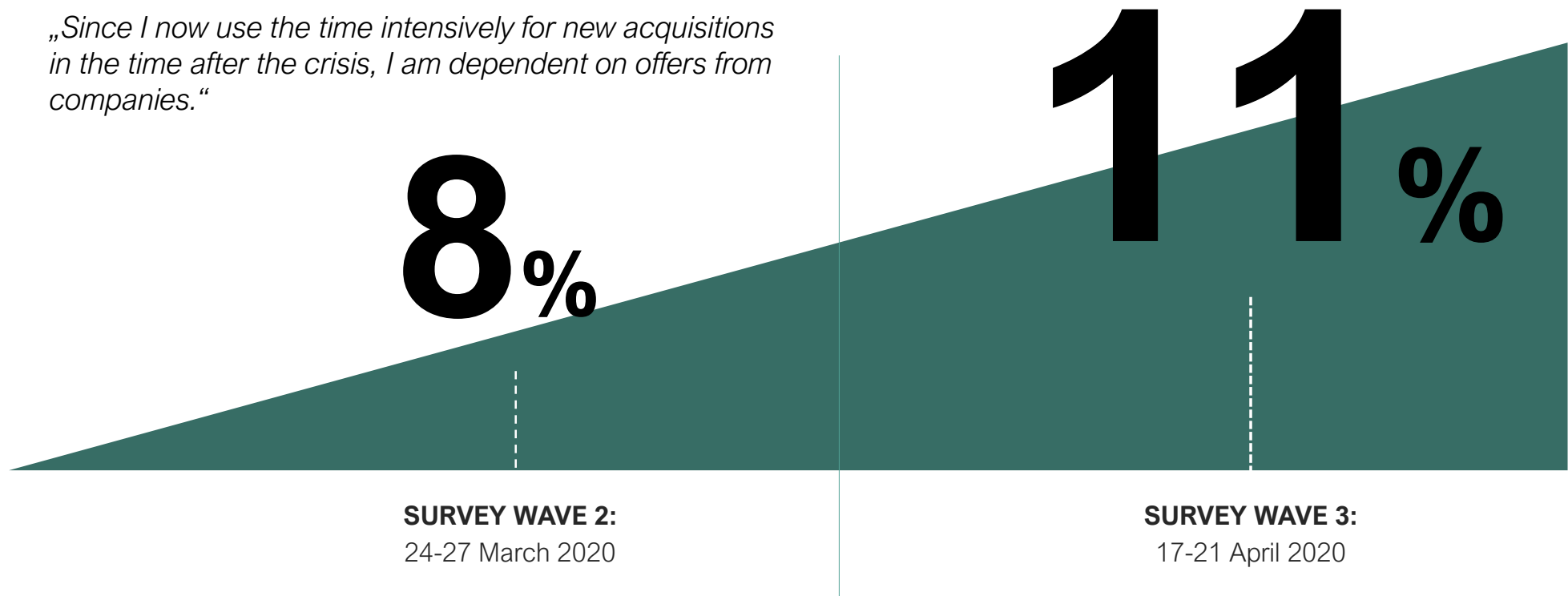
DIY MARKETS

28%

INVESTING IN ADVERTISING RIGHT NOW? INDEED!

CONSUMERS SHOW ALREADY INTEREST FOR NEW PURCHASE OFFERS

„Since I now use the time intensively for new acquisitions in the time after the crisis, I am dependent on offers from companies.“





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...

PEOPLE SEE THE RETURN TO NORMALITY AS VERY IMPORTANT

82% say..

„I think it is right to get back to normal life.“

But this does not mean, that people do not wish to abide by the Corona rules.

93% will continue to abide by the rules.

62% will wear mouth and nose protection.

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

ADVERTISING: HERE, TOO CONSUMERS ARE GLAD ABOUT NORMALITY

61%

perceive advertising campaigns as credible even if they have no Corona reference.

56%

perceive advertising as a positive contribution to normality.

CONSUMERS OF NEWS ARE IN THE CURRENT SITUATION VERY RECEPTIVE TO ADVERTISING.

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...

THE NEED FOR INFORMATION IN GERMANY REMAINS HIGH!

90%

consider important, to
keep updated about
Corona.

79%

read (several times a day)
the latest news about
Corona.

84%

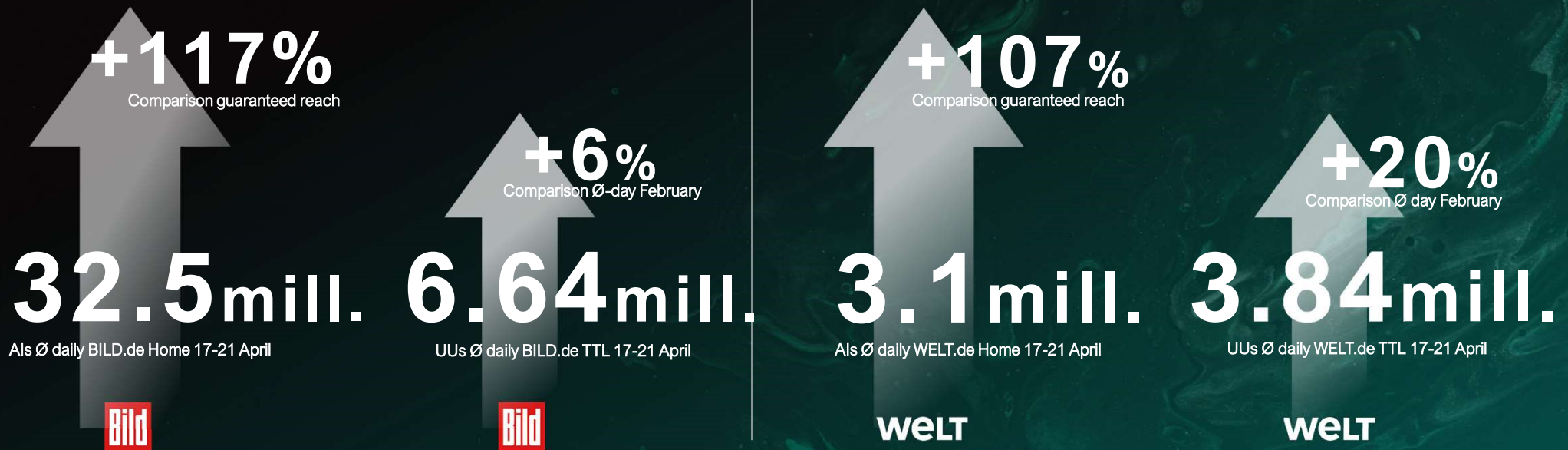
trust in Corona times the
media, they have known and
used for a long time.

28%

generally consider
news to be more
important.

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

THE INCREASING USAGE OF AXEL SPRINGER-NEWS BRANDS CONFIRMS THEIR CREDIBILITY.



THE CONSUMPTION OF NEWS IN DIGITAL MEDIA (34%) IS ABOVE THE CURRENT TV LEVEL (30%)!

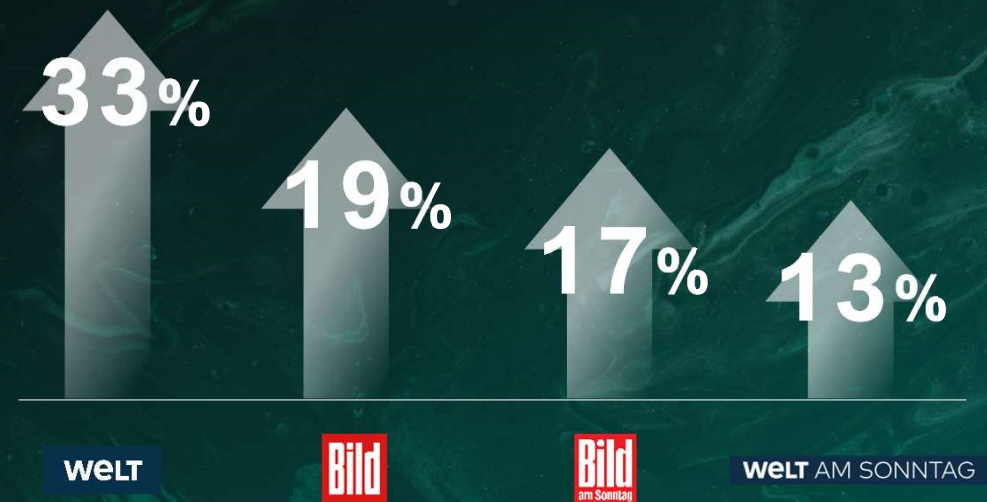
Source: agof daily digital facts, Basis: Digital users, aged 16+, Ø-day 17-21 April 2020, Ø day February 2020; Appnexus // Seller Fill and Delivery Network Report; Time-lapse: 17- 21 April 2020 in daily average; Deutschlands Krisen-Kompass 2020. Question: How has your media usage of news changed compared to the months before the Corona pandemic? Used more frequently. Representative online survey, respondents aged 16+, institute: forsa, 17-21 April 2020 (n= 1,298).

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

PRINT USAGE CONTINUES TO INCREASE ALSO DURING CURRENT PHASE!

For **24%** of Germans a daily newspaper became during crisis even more important. The reading amount in newspapers has been increasing in each week: Since beginning of pandemic, users of newspapers read content more intensively and for a longer time.



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

EVEN CRITICS KEEP RELYING INCREASINGLY ON STRONG MEDIA BRANDS!

17%

of respondents...

welt AM SONNTAG

13%

of respondents...



12%

of respondents...

welt

12%

of respondents...



...usually do not buy this paper, but now during crisis more often.

Source: Deutschlands Krisen-Kompass 2020. Question: The next questions are all about your current purchasing behaviour concerning newspapers and magazines. How much do these statements apply to you? – Example: Normally, I do not buy BILD but now, during crisis, I also often do. Display of top-2 (applies totally/rather applies). Basis: Readers of the respective medium, representative online survey, respondents, aged 16+, institute: forsa, 17-21 April 2020 (n= 1,298).

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

TV CONSUMPTION STAYS HIGH BUT NEWSPAPERS PROVIDE ANSWERS TO URGENT QUESTIONS

22%

... find answers to most urgent questions in

WELT AM SONNTAG

19%

... find answers to most urgent questions in

welt

12%

... find answers to most urgent questions in

Bild

8%

... find answers to most urgent questions in

**Bild
am Sonntag**

Source: Deutschlands Krisen-Kompass 2020. Question: The next questions are all about your current purchasing behaviour for newspapers and magazines. How much do these statements apply to you? – Example: "I watch a lot of news on TV during the crisis, but my most pressing questions are best answered by BILD.". Display of top-2 (applies totally/rather applies).

Basis: Readers of the respective medium, representative online survey, respondents, aged 16+, institute: forsa, 17-21 April 2020 (n= 1,298).

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

OUT OF HOME CONTINUES TO LOSE RELEVANCE!

DECREASE OF CONTACT OPPORTUNITIES

In times of quarantine, kindergarten- and school closures, of home office and of persistently limited social contacts, the daily mobility of the population remains reduced.

-14%

PAY CURRENT ATTENTION TO
OUTDOOR ADVERTISING!

64% no longer use public transport

THE CURRENT CRISIS AND OUR ANSWER TO IT

OUR ANSWER TO THE CURRENT CRISIS

OUR INITIATIVES

So far, companies showed their clear positioning with solidarity campaigns. Media Impact supported them with #wirfüreuch. In addition, our brands provided a significant media contribution for the communication of non-profit organizations.

Our crisis barometer, with its recently updated market research results, is a realistic and clear trend indicator of consumer behaviour development in Germany.

The challenge for us is now to get our own economy off the ground. In order to succeed, we need to join forces and move forward together. #GEMEINSAMFÜRDEUTSCHLAND is the logical extension of our common experience. We provide product highlights, publisher and editorial teams suitable environment for a post lockdown phase and our clients have the right campaigns to launch Germany's economic upswing. FOR US. FOR ALL. TOGETHER FOR GERMANY.

MARCH

START OF RESTRICTIONS, IN ORDER TO ACHIEVE CONTAINMENT OF COVID19

„WIR FÜR EUCH“*

„EROBERN IM TIEF“ **
DEUTSCHLANDS KRISENBAROMETER
1st & 2nd WAVE

APRIL

„BILD RETTET OSTERN“****

PRESS CONFERENCE OF FEDERAL GOVERNMENT AND FEDERAL STATES ON 15 APRIL

„EROBERN IM TIEF“***
DEUTSCHLANDS KRISENBAROMETER
3rd WAVE

MAY

„GEMEINSAMFÜRDEUTSCHLAND“*****

CONCEPTS AVAILABLE ON [mediaimpact.de](https://www.mediaimpact.de) AS OF MAY

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**STRONGER THAN EVER
WITH MEDIA IMPACT**


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