



NOVUS

10 Covid-19 trends for marketers to consider



1 Media usage is up overall

60% increase in content watched¹
It's a good time to advertise



3 Oxymoron of local news

Viewership increases up to 20%³
More viewers + less ads = deals



5 Radio is 'comfort food' for the soul

60% of Americans looking to radio for local COVID info⁵
Leverage trusted stations & DJs



7 Doing good when you do venture out

OOH is spreading the word about not spreading the virus
Adjust messaging to show an empathetic benefit to consumer



9 Consumers are online....a lot

22% increases in web traffic⁸
Reap the benefits later by raising brand awareness now



2 Connected TV is the new primetime

Viewership is up every hr of the day²
Leverage CTV targetability in your video mix



4 Radio is hot again

Listenership up 28%, 94% of those working from home listen to AM/FM⁴
Don't count out traditional radio as consumers cling to daily routines



6 Staying indoors, think outside the box

Retail traffic down more than 25%⁶
Be where they still are – pharmacy bags, delivery boxes, grocery store signage



8 Social is going more local

55% of US adults getting pandemic info on social media⁷
Unleash the power of local social through Nextdoor, Patch, and influencers



10 Newspapers make a comeback (digitally)

Newspaper.com traffic all-time high
Partner with credible, established publications to create custom, timely content



1. Nielsen "Media Usage Expected to Rise During Crisis"
2. Spotx "The effect of COVID-19 and how advertisers can adapt"
3. Nielsen "In the new normal of COVID-19 local TV news proves to be the medium of choice for news and information"
4. Radio Ink "Home Workers are Big Radio Listeners"
5. Nielsen "Radio is comfort food as media consumption rises amid COVID-19 pandemic"
6. Groundtruth Industry Foot Traffic Tracker (3/16-3/22 vs 3/9-3/15)
7. eMarketer "Social Media Update Q1 2020"
8. Statista "3.19 vs. 3.12 Verizon Data Usage Increase in the US"