



Introducing the
NOVUS

Reentry Readiness Index

helping brands return to market

Reopening America
will occur on a rolling basis,
at local levels



Some localities will wait
for the national directive



State and Local authorities
are acting independently



Corporations have
assumed their own risk
mitigation techniques

NOVUS believes
**brands must
follow consumers
back to market**

“58 percent say they are more concerned about the reopening of the economy than how the stay-at-home orders are affecting the country’s economy.”

THE WALL STREET JOURNAL, April 19

NOVUS built the
**COVID Reentry Readiness
Index** to protect consumers &
help brands return to market
strategically

The Reentry Readiness Index leverages NOVUS expertise and tools
to enable brands to pinpoint reentry at the hyper local level:

WHEN

1 Determine readiness

ZIP codes scored for granular
opportunity vs. risk

- Date of COVID peak
- Total case/% population
- Instance of sustained transmission
- Cases of infection resurgence
- COVID morbidity rate
- Health system capacity
- Population mobility & density
- Business opportunity pre-COVID

WHERE

2 Find media efficiency



The Bearings tool marries readiness
to media costs to determine most
efficient ZIPs/markets. Premier
delivers at least 5% savings plus
unlocks industry leading rates on
local digital news content with
national scale

HOW

3 Deliver media at scale



Our GPS Geo-local Planning
Strategy and expertise with
Grand Openings, along with our
Proximity unified trade desk
enable us to deliver media with
ZIP level accuracy and impact