

## ADVERTISING DURING THE PANDEMIC REVISITED: SUCCESSFUL PIVOTING OF MESSAGING AND SERVICES

In an earlier [PATTISON Perspectives Blog](#), we discussed **advertising during the pandemic** and the questions and concerns surrounding this unprecedented time. Brands and businesses face a situation unlike any other they have historically faced. Yet, many have been inspired to create new and innovative advertising strategies.

As advertisers lean towards pivoting their messaging and business offerings, many PATTISON clients are leading the way as seen through creative that champions unity between brands and the public. We're seeing campaigns that illustrate brands moving along with their audiences through the challenges faced as a result of the pandemic. Marla Kaplowitz, President and CEO of the 4A's reminded advertisers to "make it about the people, not the brand" in [Ad Age's Virtual Pages Webinar](#). These campaigns heed this advice by communicating meaningful messages in relation to what people are experiencing in their daily lives.

We are now almost two months into the pandemic, yet we continue to see our clients advertising messages of support, appreciation and encouragement.

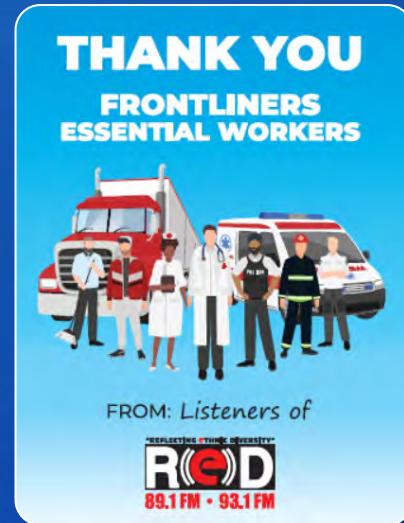
### SPORTS TEAMS

Canadian professional sports teams are building on a foundation of unity and team spirit that exist within their passionate fanbases. With the professional sports world put on pause for the time being these teams are ensuring the spirit stays strong, so that fans can rally together again for this important purpose.



## MEDIA BROADCASTERS

Media broadcasters have taken an opportunity to share messages of support to their local communities. While self-promotion campaigns were planned, broadcasters pivoted with a positive message, uplifting audiences



## STAY HOME

Acting as an ally is how brands are maintaining the relationships they've worked hard to establish. Through new service offerings that make it easier to fulfill normal obligations from home, these brands are defining what it means to move along with the audience.



As the pandemic evolves, there are daily reminders of the importance of teamwork and unity. **Brands and businesses are to thank for many of these daily reminders we see in their Out-of-Home advertising.** Through their selflessness, Canadians are being reminded that brands are there with them in this difficult challenge.



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