

## HOW SHOULD BRANDS & BUSINESSES ADVERTISE DURING THE PANDEMIC

There is undoubtedly a sense of panic or decision paralysis in the marketing-advertising industry about how to advertise and what brands and businesses should do during this crisis.

**To advertise...or not advertise?** How to engage the public without mis-stepping? What should be said? And definitely, what should not be said?

### These are the questions...

While we have unfortunately been through crises before that resulted in economic downturns, contractions and recessions; we have fortunately gained valuable lessons from advertisers – who through much trial and error have navigated similar terrain – that can help brands and businesses continue with advertising that is effective, and does so in ways that has them moving along with their consumer as times change; versus trying to *move their consumer along*, as if nothing has changed. To illuminate this, we've seen a resurrection of guiding marketing science this month that confirms brands should not go dark during times like these.



### So what should brands be advertising when a messaging pivot is necessary?

There are three advertising concepts to communicate. Seemingly simple, yet they offer the most sensible and sought-after answer to the question:

#### Action | Information | Support

**Action:** We're doing something

**Information:** We thought you should know

**Support:** We're here for you

Some brands and businesses can do all three, others might focus on just one. **But all three messages are transferable across the media spectrum and OOH is a platform that speaks directly to the local community.**

