

PATTISON CLIENTS MAKING CV-19 CREATIVE PIVOTS

Brands, businesses and governments have been proactive in response to the COVID-19 pandemic, through pivoting advertising messages in order to unite with audiences. Shown, are themes advertisers are concentrating on to stay top-of-mind, while acting as an ally to consumers. Strategies differ at times, based on advertising categories as highlighted below.

BROAD THEMES

NORMALCY

Advertisers want people to continue to live their lives as they did before and keep up with their routines by highlighting ways to easily access these beneficial services.

Advertising examples: delivery, services available from home, online fitness and nutrition classes, directions to open stores or online website addresses.



COMMUNITY

We are seeing a range of advertisers share encouraging and inspirational messages that reflect a sense of community and showcase how everyone is doing their part and working together to get through this.

Messaging Examples: Thank you's, we are in this together, be kind and be there for each other, open stores or online website addresses.



LOCAL & CONTEXTUAL

The global pandemic has a local impact, and as such, context and hyper-local targeting play an important role in providing key information about essential services that are still open nearby to where people live, grocery shop and seek out health care and other vital services.

Messaging Examples: Displays local address, or directions to essential services or highlights specific community groups and themes.



BROAD THEMES

NEW BUSINESS SUPPORT SERVICES & PRODUCTS

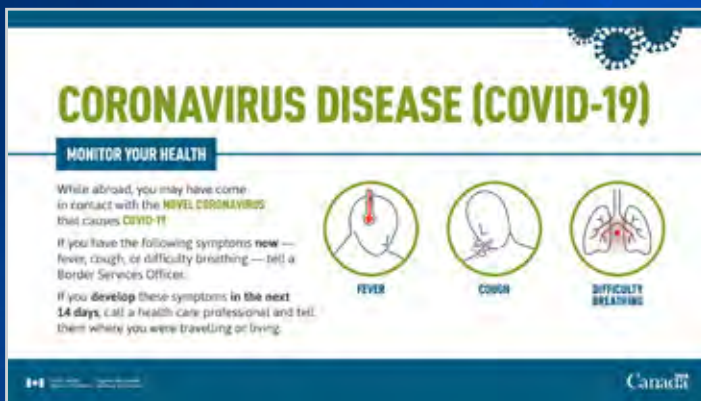
Advertisers are adapting their offerings to support and accommodate their customers with modified or new services, such as implementing and promoting new processes or creating new services altogether, as seen in this automotive ad for sanitized pick-up and drop-off.



COMPLIANCE

Brands and businesses are making sure we are following guidelines from health organizations to stay healthy and keep people around us safe.

Messaging Examples: Focus on washing hands, keeping 6-ft. distance, staying safe etc.



SEGMENTING

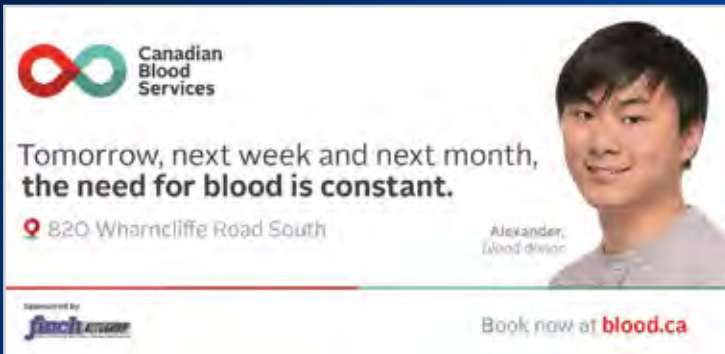
Advertisers are creating messages catered to specific market demographics, i.e., Youth, Seniors, Business, as seen in the following creative message samples.



BROAD THEMES

COLLABORATION

In line with the theme of community, businesses and brands are collaborating with one another, by uniting their resources or reach to promote essential services in their communities.



SPECIFIC THEMES

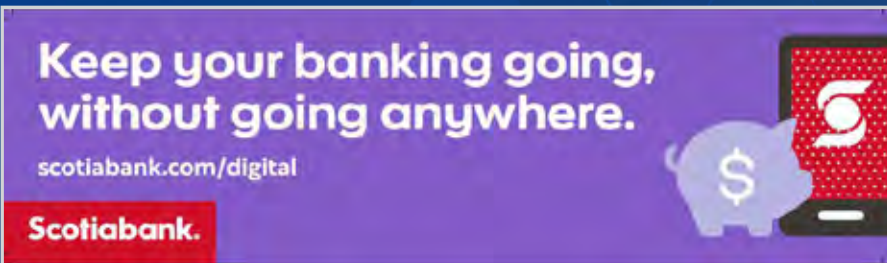
THANK YOU

Focus your message towards those on the frontlines, i.e. Healthcare workers, restaurant owners, real estate agents, cooks and more.



WORK FROM HOME & LEARN AT HOME

Provide tips and tools to help facilitate working, learning and playing from home.



MOBILE SERVICE

Direct business focus to delivery service and drive-thru still being able to service your customers.



SPECIFIC THEMES

TAKE ACTION

Stay safe instructions i.e. wash your hands, stay healthy, practice social distancing, prevent the spread, stay in touch, clean surfaces, stay home.



INSPIRATIONAL

Messages of encouragement and hope.



ADVERTISING CATEGORY

AIRPORTS

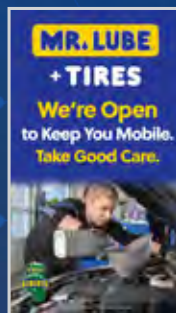
Airports across Canada provide instructional information to guide travellers upon arrival and departure.

Messaging of encouragement: Together we'll all get through this.



AUTOMOTIVE DEALERS & SERVICING CENTRES

Automotive brands are remaining top-of-mind by providing support and enhancements to their services.



BUSINESS SERVICES

Assuring consumers that services are still at their disposal, to avoid disruptions in business and economic activities.



ADVERTISING CATEGORY

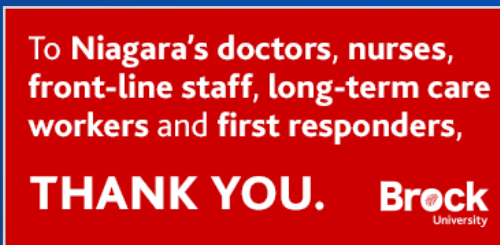
CONTRACTORS

Raising community spirits/morale with a supportive message.



EDUCATION

Educational institutions show their sensitivity to the current situation by providing support and inspirational messaging.



ENTERTAINMENT CASINOS AMUSEMENT

Entertainment establishments combine their messages of closure with ways of staying safe and positive.



FOOD & BEVERAGE

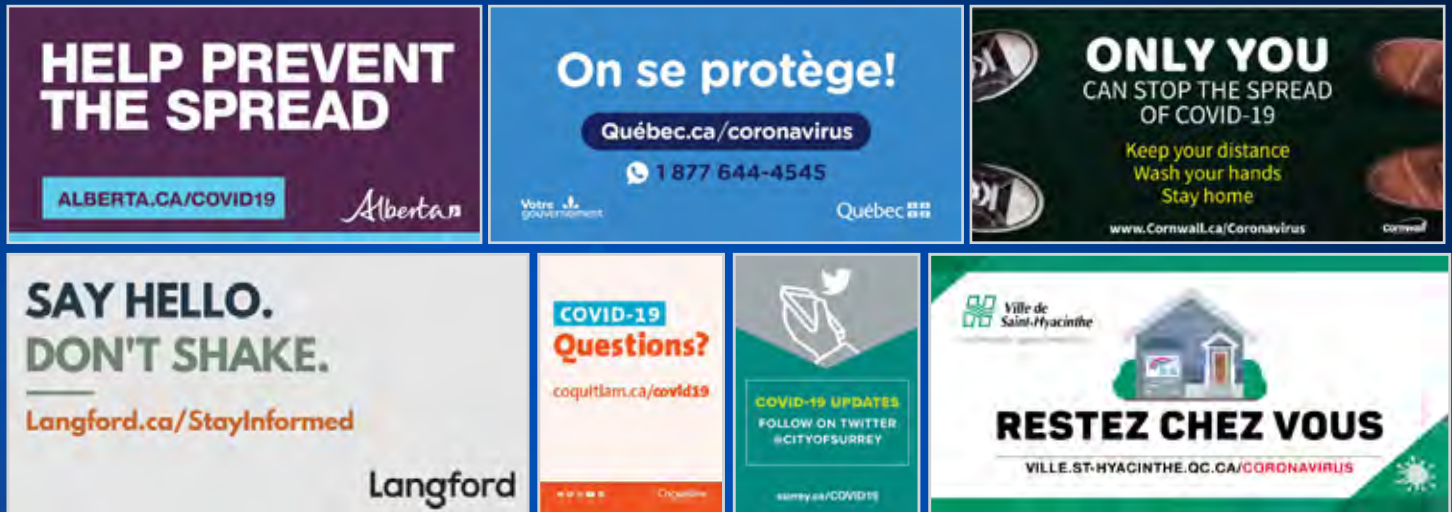
Iconic brands get playful in their creative designs, logos and messaging to encourage people to stay safe and united.



ADVERTISING CATEGORY

GOVERNMENT

Advertisers Encourage normalcy by adapting to the customer's need to maintain their daily routine and also staying safe in the process.



HEALTH & WELL-BEING, DENTAL

Iconic brands shift their messaging to encourage safe and inspirational living.



MEDIA - BROADCAST

Media broadcasters are featuring messages of support for the community that they serve.



ADVERTISING CATEGORY

PROPERTY MANAGEMENT

Quick service restaurants remind customers they are open for business and share positive messages.



REALTORS & BROKERS

Realtors focus their messaging on words of encouragement and thanking the frontline workers on their dedication to the cause.



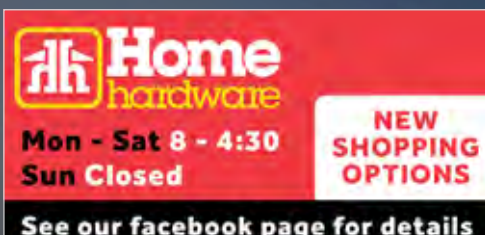
RESTAURANTS

Quick service restaurants remind customers they are open for business and share positive messages.



RETAIL, GROCERY STORES

Retailers adjust their hours of service to accommodate vulnerable segments and encourage safe shopping.



ADVERTISING CATEGORY

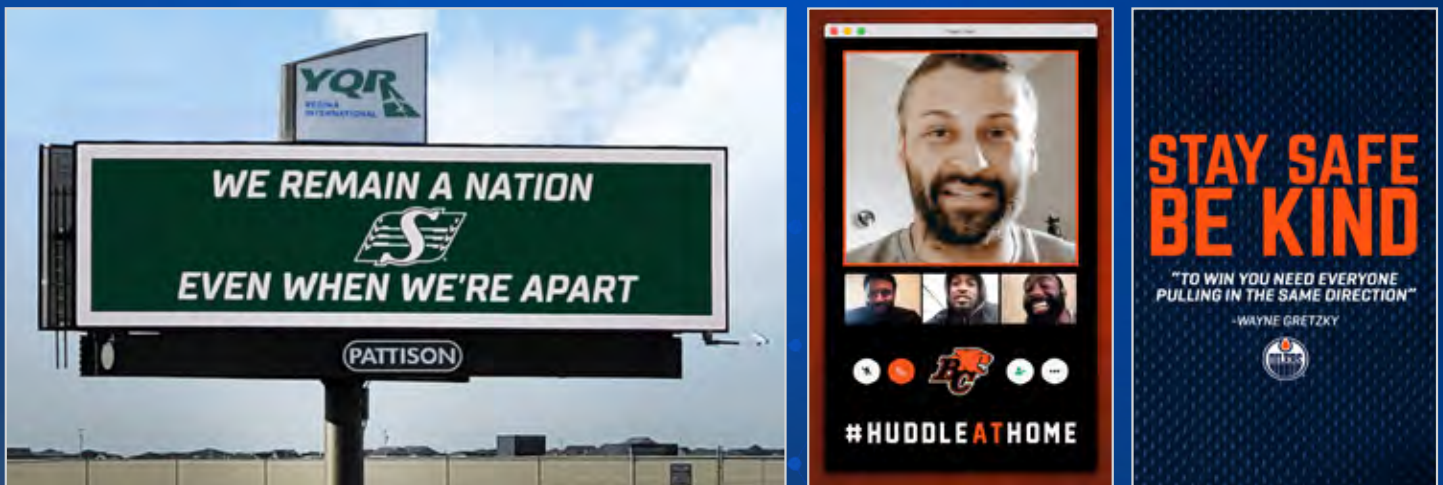
SERVICES - FINANCIAL, INSURANCE & LEGAL

Reengagement with customers online assuring them that services are still at their disposal as well as providing words of encouragement.



SPORTS TEAMS

Sports teams build on a sense of community and regional and national pride with messages of unity and encouragement.



TRANSIT SYSTEMS

Local transit authorities provide public service announcements of safety for its riders.

