

## COVID-19 and the Asia Pacific consumer

# Should you put the breaks on media spend?

Protecting your media investment by cutting back or stopping spend may seem prudent with Asia Pacific economies badly hit by the COVID-19 crisis. Before putting the breaks on, consider carefully the effects of reducing or cutting media budgets – as a hasty move now may cost your brand to lose out to your bolder competitors in the longer term. **Optimise your media investments across brands through media optimisation modelling, to make your media strategy more agile and increase your media ROI.**

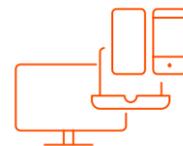
### What we **know** today...



Cuts in marketing budgets including advertising and media spend may follow the global market slowdown



of consumers in 6 Asian countries are cutting down on leisure outdoor activities and spending more time at home



This impacts media consumption:  
**MORE** Digital and TV  
**LESS** Out-of-home, experiential events, or transport

### ...will help you manage the effects of COVID-19 and answer these **burning media questions**:

## What's the right media strategy to balance **short-term** and **long-term** recovery?

Should you maintain, decrease or stop media investment?



**Depends on the category, and what product or service** you are promoting. CPG, technology and entertainment are continuing to advertise, while the travel sector has cut back

On investment level, we are seeing decreases or cancellations on client media plans for cinema, OOH and sports sponsorships in many markets, and a revision of how TV, radio, audio, online and social are being deployed

Can your brand afford to "go dark"?

Only 8%

of consumers think so...



**But if you have to, don't stop longer than six months**

Big brands should continue leading the media landscape

Which touchpoints should I focus on?



**Digital & TV**  
Explore digital channels that will be less cluttered like News or Music - both streaming or in radio stations



**Optimise your investment**  
Find the right combination of channels and customise content for each channel



**Be always on**  
In digital channels, ensuring a sufficient investment per week is an effective way to be in touch with your consumers

How can I maximise my ROI?



**Up-scale your ecommerce capabilities**

Ecommerce boomed in China during SARS, this will probably happen in other countries now

This is the first in a series of Kantar's COVID-19 and the APAC consumer webcasts. Contact [Pablo.Gomez@kantar.com](mailto:Pablo.Gomez@kantar.com), Chief Digital Officer and Media Lead for Kantar North Asia, Southeast Asia and Pacific, or tune in to him and other experts across Kantar share insights to help your brand manage the effects of COVID-19 and prepare for the future at <https://www.kantar.com/Inspiration/Coronavirus>.

#### About Kantar

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