



ADVERTISING DURING CORONAVIRUS

How brands in Puerto Rico are communicating

Nielsen Global Media - Puerto Rico

April 2020



▶▶▶ LOCAL ADVERTISING THEMES



PREVENTIVE
HYGIENE
MEASURES

HEALTH
CLAIMS

DELIVERY
E-COMMERCE

PRAISE
FOR
WORKERS

TECHNOLOGY

#QUEDATE
ENCASA

HOME COOK

BUY
LOCAL

PRICE
SENSITIVE

TRUST
FAMILIARITY

SUPPORT &
EMPATHY

DEMONSTRATING PREVENTIVE MEASURES

IN-STORE SAFETY MEASURES



Retailer Walmart tells customers about how the measures taken to keep stores clean

MAKE PEOPLE FEEL SAFE BY MAKING PREVENTION HIGHLY VISIBLE

STAFF PERSONAL PROTECTION EQUIPMENT



El Meson showcases the safety equipment used by staff in their restaurants

HIGHLIGHT HOW YOUR BRAND & WORKERS TAKE PREVENTIVE MEASURES SERIOUSLY

REDUCE TIME AWAY FROM HOME



Oriental Bank offers option to book an appointment at the bank

HELP CUSTOMERS TO PLAN AHEAD & MINIMIZE TIME OUTSIDE THE HOME

GIVE THANKS TO WORKERS

THANK FRONTLINE WORKERS



First Medical calls out all the first responders and healthcare workers who are working through the crisis

BRANDS THAT DEMONSTRATE
EMPATHY TO KEY WORKERS MUST BE
AUTHENTIC

THANK SUPPLY CHAINS



PR Bottlers, using the iconic coca-cola branding, remind us of the number of key workers that get food & drink to our shelves

BRANDS THAT DEMONSTRATE CARE TO
THEIR EMPLOYEES WILL WIN LOYALTY

THANK TEAMS



Amgen thanks their team working on the frontline to develop pharmaceutical solutions

BRANDS PROVIDING VALUABLE SOLUTIONS
WILL GAIN NEW AWARENESS

REINFORCING STAY-AT-HOME MESSAGE

REPEAT THE MESSAGE



Media owners putting excess inventory to good use by reminding the public to stay at home

BRANDS THAT DEMONSTRATE CARE AND EMPATHY WILL WIN LOYALTY

ACTIVITIES FROM HOME



Museo de Arte de Ponce a tourist attraction offering stay home activities

PEOPLE OPEN TO NEW 'AT-HOME' EXPERIENCES FROM UNEXPECTED PLACES

STAY AT HOME & SHOP ONLINE



Rent Express reminds people that you can still replace your current furniture from home

AFTER MANY WEEKS INSIDE - HOME IMPROVEMENT MAY BE TOP OF WISH LIST

CHANGING HABITS IN THE KITCHEN

AVOID FOOD WASTE



Cidrines helps customers enjoy their product even if they cannot get it fresh everyday

BRANDS CAN HELP CUSTOMERS SAVE MONEY AND AVOID WASTE

LEARN TO COOK



Econo supermarkets suggests using this time to cook with family

BRANDS CAN ENABLE FAMILIES TO COME TOGETHER BY LEARNING NEW SKILLS

TRY DIFFERENT RECIPES



Hellmann's promotes recipe ideas for family friendly dishes

PROVIDE IDEAS FOR EASE AND CONVENIENCE FOR BORED AND WORKING PARENTS

CONNECTING WITH TECHNOLOGY

AVOID GOING OUT



Banco Santander promotes the online banking app to avoid visiting a branch

MAKE LIFE EASIER WITH SIMPLE TECHNOLOGY

ENTERTAINMENT FROM HOME



Liberty showcases the entertainment options available from home

ENGAGE CONSUMERS WITH LIFESTYLE ALTERNATIVES AND VIRTUAL EXPERIENCES

CONNECT TO FAMILY VIRTUALLY



T-Mobile reminds us that technology can help all ages stay in touch with each other

CONSIDER HOW TECHNOLOGY CAN SUPPORT ALL SECTORS OF SOCIETY

HOME DELIVERY TAKES OFF

PRACTICAL SOLUTIONS FOR VULNERABLE PEOPLE

MÁS OPCIONES PARA COMER EN CASA

A TU MESA

ORDENA TUS ALIMENTOS
Y MMM TE CUBRE EL COSTO DE ENTREGA!

6 COMIDAS PREPARADAS
- BARRIDOS Y BALLEABLES!
- SOPONES DE MESA
- CALIENTA LITRO

SOLO \$46.75

CANASTA DE ALIMENTOS \$40
- CAFÉ - MEXOTE - PAN - VEGETALES
- FRUTOS - PERRUCHO - YAGU

CANASTA FAMILIAR \$90
- CAFÉ - PAN - LECHE - HUEVOS - AVENA
- POLLO - JAMÓN - SEITRIVANTE - Y MESA

ORDENA HOY
1-833-647-9592
www.MMMaTuMesa.com

FRESH
MMM
EXPERIENCIA EN CANTAS

MMM partners with food suppliers to get food packages to isolated individuals and families

BRAND PARTNERSHIPS TO SUPPORT VULNERABLE GROUPS

RECREATE THE RESTAURANT EXPERIENCE

chilis Mexican Grill PF CHANG'S

Abiertos para TO GO y DELIVERY
en restaurantes participantes.

Delivery GRATIS

Uber Eats uva!

FOODNETPR

International Restaurant Services Inc keeps their outlets open by switching to takeout & delivery

BRANDS CAN PIVOT WHILE MAINTAINING BRAND STANDARDS

LOCAL STORES JUMP INTO HOME DELIVERY



Local food delivery service Uva adds extra products to help local businesses deliver

BRANDS WILL EXPERIMENT WITH NEW DISTRIBUTION CHANNELS, COLLECT DATA AND PERSONALIZE EXPERIENCE

HEALTHY, NUTRITIONAL AND LOCAL

HEALTH CREDENTIALS



Centrum reinforces the importance of having a healthy immune system at this time

CONSUMERS WILL PLACE GREATER VALUE ON PRODUCTS FOR HEALTH AND IMMUNITY

HEALTHY LIFESTYLE



Rovira encourages people to focus on their lifestyle choices and get their nutrients

BRANDS THAT MATCH PRODUCT ATTRIBUTES TO CONSUMERS LIFESTYLE CHANGES WILL WIN

SUPPORT LOCAL PRODUCERS



Selectos reminds shoppers to support local agricultural producers at this time

BUY LOCAL WILL BE SUPPORTED FROM ALL LEVELS OF SOCIETY TO RESTART ECONOMIES

EMOTIONAL CONNECTION

CREATE CONNECTIONS AND EMPATHISE AT THE RIGHT TIME



Fundación de Niños San Jorge reminds us why we need to take these extraordinary measures

BRANDS MUST BE AGILE AND FLEXIBLE, ADAPTING MESSAGING AND TONE

CHARITY SUPPORT



Charities will be hardest hit by the pandemic as donations drop and demand increases

COMPANIES WHO STEP UP TO ENSURE THE NEEDY ARE CARED FOR WILL BE RECOGNIZED

HOPE FOR THE FUTURE



Triple-S asks foreigners “What do you like most about Puerto Rico?” - a reminder that we will return to our way of life

MESSAGES, RESPONSES AND ACTIONS WILL IMPACT REPUTATIONS AFTER THE CRISIS

LOOKING AHEAD - KEY CONSIDERATIONS

Advertisers must balance reduced ad spending, with showing support and consumer engagement during this difficult period

LESSONS FROM NORTH ASIA

Advertisers Were Overly Cautious (and this may have been a missed opportunity)

Despite notably higher media consumption, a majority of advertisers pulled back on advertising campaigns and deferred others in an effort to bring investment in line with consumption and sentiment. This was likely a misstep, as the increased media time was likely the new “prime” time to brand build and interact with an engaged audience - albeit with the right tone and product / service offerings.

[see the full report here](#)

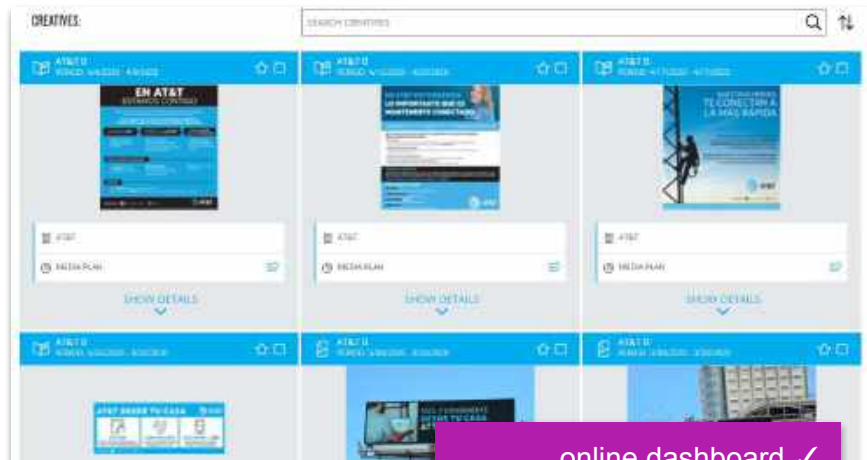
- In the short term brands should be addressing consumers' needs (while not appearing tone deaf) and connecting with them authentically
- Messages such as community / partnership / teamwork will resonate
- Brands should not forget their distinctive brand clues and must differentiate to cut through generic COVID-19 messages
- Themes are changing through time 'thank-you'>'stay safe'>'modified offers'>'adapt to new normal'
- Brands and messages around the world will have to adapt, invent, reposition and evolve to stay ahead

NIELSEN AD INTEL - CREATIVES

The leading advertising monitoring service in Puerto Rico for tracking detailed ad spend and creatives across media outlets including TV, print, radio, digital, and out-of-home

Ad Intel's competitive advertising information and creative monitoring services **help clients determine:**

- **How much** each advertiser or category is spending, by media
- **Which creatives** are being used and on what platform
- **When, where and how** ads are placed by media
- **How well** a media campaign fared in comparison to the competition



- online dashboard ✓
- creative email alerts ✓
- easy reporting ✓
- custom category insights ✓

OTHER INSIGHTS YOU MAY LIKE

Also see the Nielsen website for the latest [COVID-19](#) insights

How much local media are Puerto Ricans consuming?



Webinar exploring the changes in global media consumption and advertising and the implications for advertisers.



FOR MORE INFORMATION

Please contact us by email at clientservicespr@nielsen.com

The background of the entire image consists of a series of horizontal, wavy lines in various shades of blue, creating a sense of depth and movement, similar to water ripples or a topographical map.

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ONE MEDIA TRUTH™

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