COVID-19 RESPONSE MARKETING
AUTOMOTIVE
Objective:
Promote buying of Cadillac models while people are at home and are spending a lot more time online.

Note:
MediaRadar observes that dealership advertising has stopped abruptly. Local dealerships were forced to close their doors. Conversely, national ad campaigns for Cadillac and most auto brands is holding steady. They need to stay top-of-mind.
Objective:
Promote purchase of a new car without having to pay interest.

Note:
0% financing is not exactly a new idea in auto sales, but the positioning of the ad is unique. This creative launched on March 20.
Objective:
Promote ‘Chevy Cares’ message, Chevrolet’s community program. Video spot promotes facing adversity, ordering online, delivery & coming together as one.
Objective:
Toyota - we’re here for you. Positioning Toyota as a family brand who wants to support the community. The company have taken additional measures to support the community in producing face masks and ventilators.
Objective:
Promote delayed payment plans with the messaging ‘doing what we can, when we can’
Objective:
Ford Credit is encouraging customers in the U.S. impacted by COVID-19 to contact the company to discuss potential delay of payments to provide relief. ‘Build to lend a hand’ messaging is running across digital & TV.
IT / TELECOMMUNICATIONS
Objective:
Establish that Verizon is prepared for difficult times ahead. Verizon is looking to elevate its image.

Note:
Verizon was the first company we saw to have professional content prepared in video, desktop, and mobile. They launched on March 20 in English & in Spanish.

Translates to: “We are here. And we are prepared.”
Ran on Univision
Objective:
Push consumers to continue as usual on the Sprint online store. The messaging is around wanting to protect their consumers, employee’s and the community. Sprint are offering free next day shipping to ensure this transition is easy and efficient.
**Objective:**
With Zoom skyrocketing, Microsoft is trying to make-up for lost time. They are marketing aggressively and have made the product free to compete.

**Note:**
Marketing to make Microsoft Teams free started in mid-March.
Objective:
Service Now are pushing the message of what they as a business are doing to help the community in this time.
RESTAURANT / DELIVERY
**Objective:**
Promote use of Uber Eats, but also supporting local restaurants.

**Note:**
By waiving delivering fees, Uber Eats is making a major commitment to local restaurants. This will generate significant goodwill, with restaurants and customers. Note: Uber itself is facing declining demand (and revenue) for Uber services.
Objective:
Promote consumption of Dunkin’ Donuts at home.
Objective:
Promote consumption of Outback takeout at home. Locally targeted & majority programmatic buy.
Objective:
Promote consumption of Panera in a socially good way.

Note:
This campaign is consistent with Panera’s overall “do good” motto.
Objective:
Elevate sales of Instacart. What makes this unique is that Instacart wasn’t just marketing groceries, but specifically is advertising facemasks, Lysol, and toilet paper. The campaign is highly targeted.
Objective:
Promote the McDonald’s experience at home. McDonalds have also separated their logo to encourage social distancing.
Objective:
Promote free delivery of pharmacy products at CVS.
Objective:
Little Caesars are promoting their OHS with Pizza heated at 500 degrees, and ‘never touched afterwards’, zero contact pickup & free delivery in TV Spots.
RECRUITMENT
Objective:
Demand is way up at Amazon products. The company announced on March 16 it would hire 100,000 more employees immediately, plus raise pay by $2/hour.

Note:
Amazon’s image will likely be significantly improved from this event if they can meet demand.
CHARITY / NFP
Objective:
Due to Coronavirus, the hospitals need more blood - this campaign is driving people who want to help to donate blood. Ability to book via mobile app.
Objective:
Noom’s brand message is to ‘break unhealthy habits’ and as the presenters of Call Her Daddy point out - what better time than during this Coronavirus outbreak where you have more time than ever.
Objective:
If Coronavirus has you feeling stressed, anxious or depressed - BetterHelp can help you virtually via text or call.
RETAIL
Objective:
Push the message that you don’t need to leave the house for Post Office services - also now that we should not leave the house it’s a great time to do your posting online.