



# Current trends and media consumption

Looking at the changing media  
landscape since COVID-19

March 2020

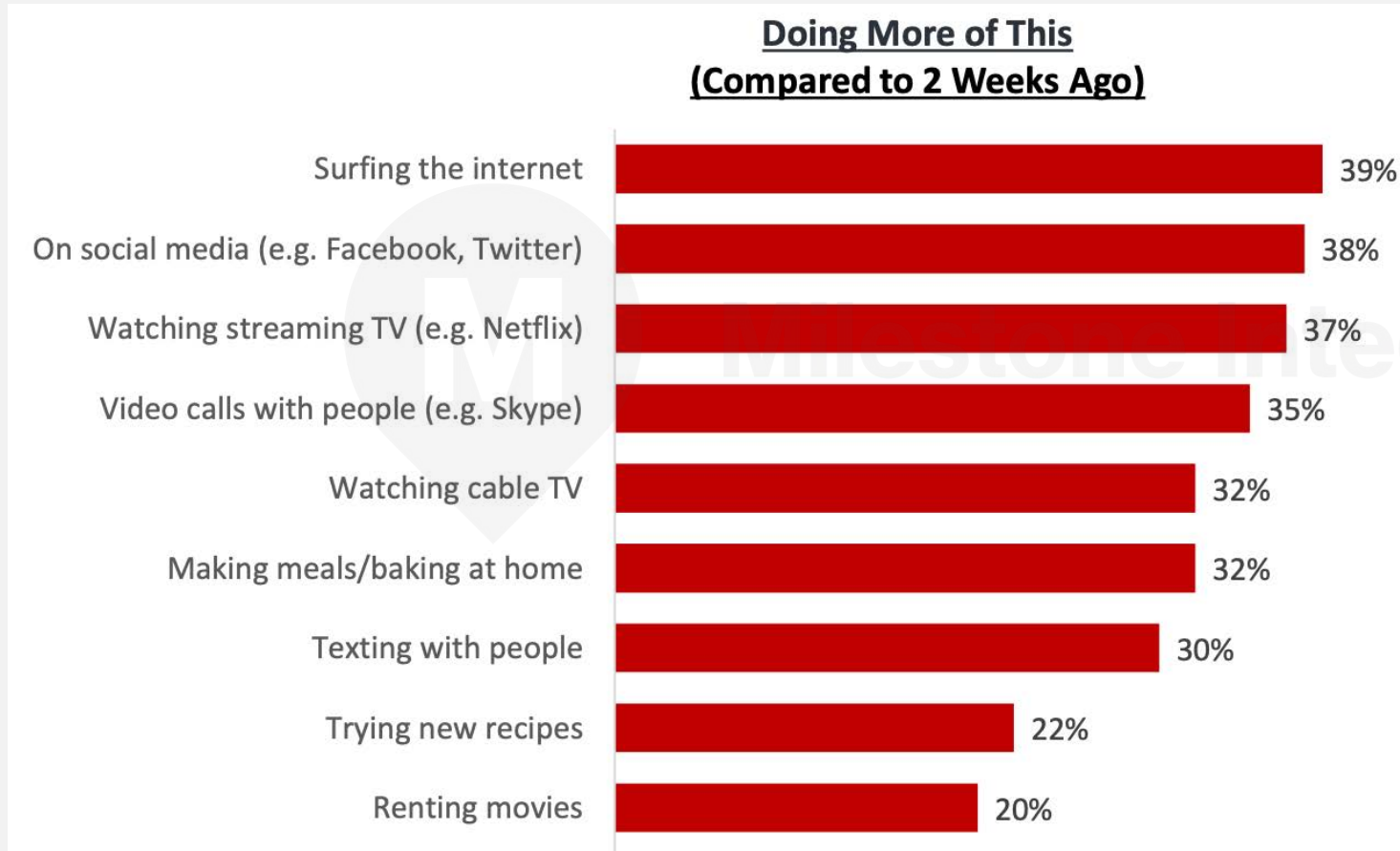


# Executive Summary

- Canadians are being asked to stay at home and practice social distancing
- There is an incredible opportunity to reach people during this time and help drive brand awareness while also providing consumers with content to consume
- Industry leaders are predicting that channels like TV, digital and social media will experience increases in usage as consumers look to entertain themselves and stay informed
- We are already seeing our existing campaigns positively affected by this uptick in consumer activity
- Strategic and well-considered responses offer excellent opportunities to connect with Canadians (please talk with your Milestone strategy lead about the 4 key pillars of COVID communications planning)

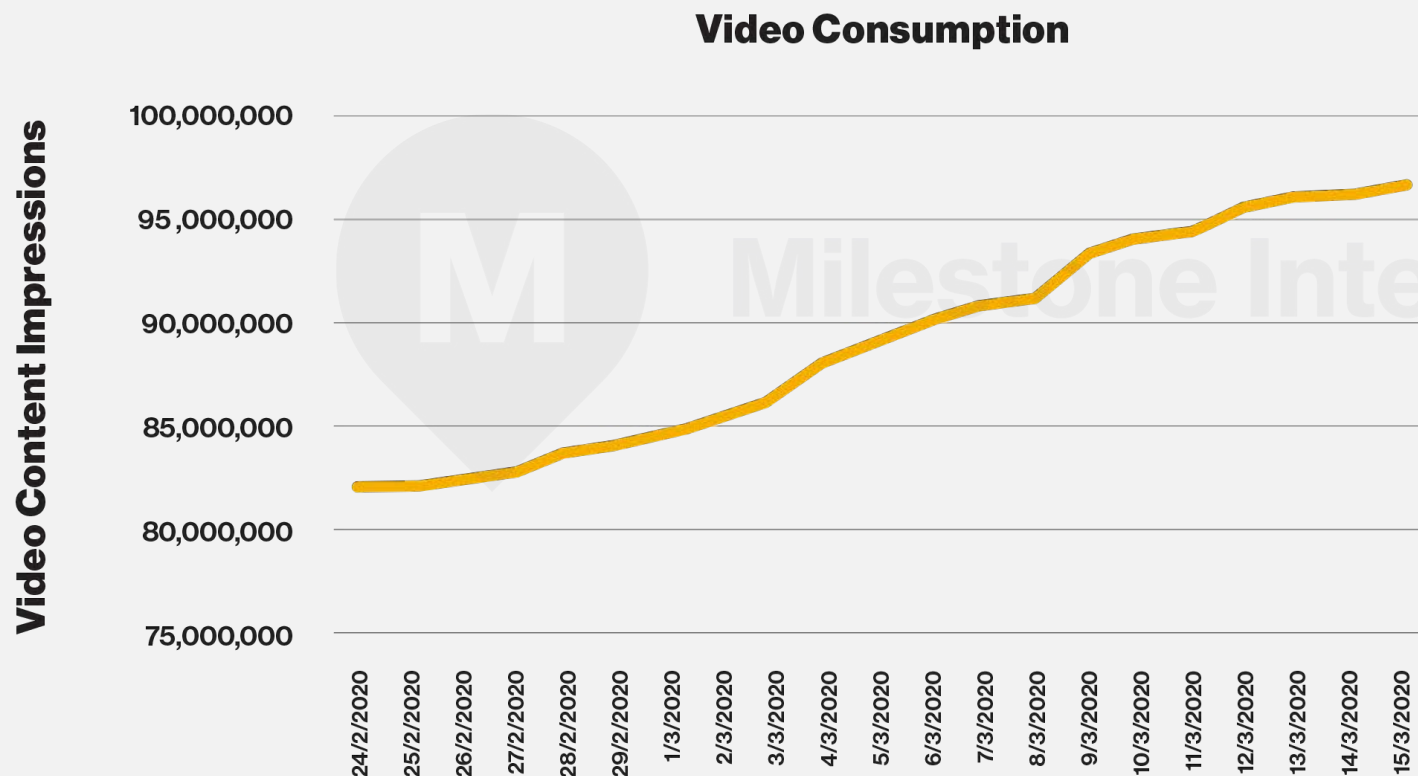
# Canadians' media consumption habits are changing

# Overall media consumption is up **compared to 2 weeks ago** (especially digital, social & TV)



- Consumers are trying to stay informed and looking for content to entertain themselves (and their families, significant others, etc.) as they self-isolate at home
- Digital, social and TV are the best ways to entertain and inform

# Video consumption among consumers is increasing every day

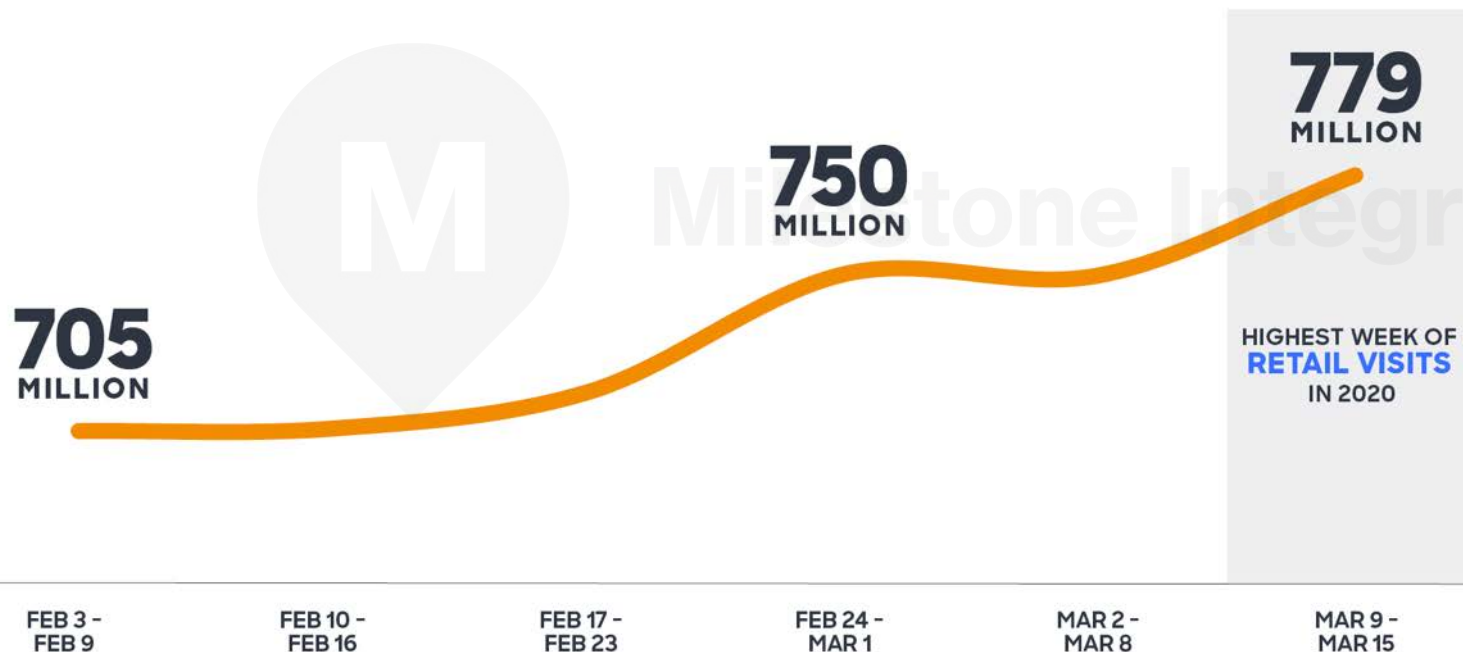


- Marketers have an exceptional opportunity to reach Canadian consumers with relevant and quality content as they consume increasingly greater video

# Millions of consumers are visiting online retailers to make purchases

## Total Digital Retail Visits for Top Retailers

AGGREGATE DATA OF AMAZON, TARGET, WALMART



- Site visitors increased by **3.8%** from March 2-8 vs. March 9-15
- Consumers are staying at home and looking for alternative ways to purchasing items they need

# This past week saw **hundreds of millions of consumers frequently visiting news sites**

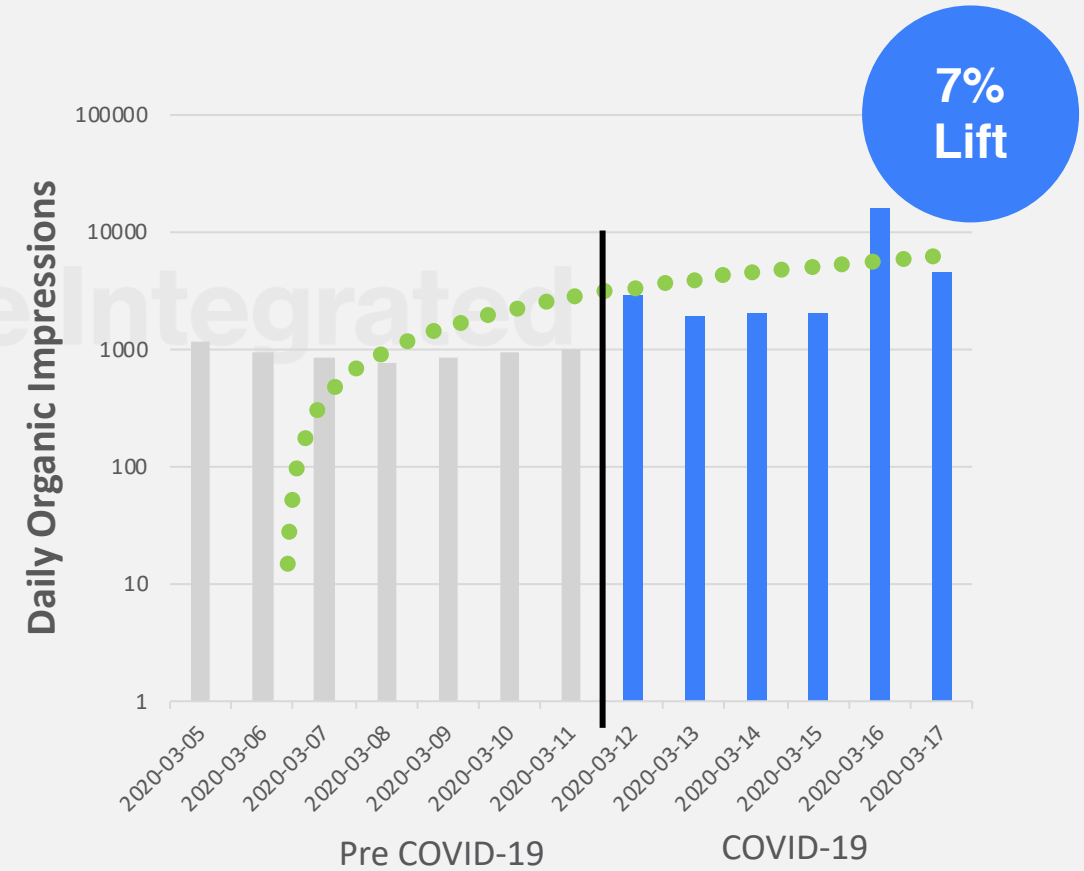
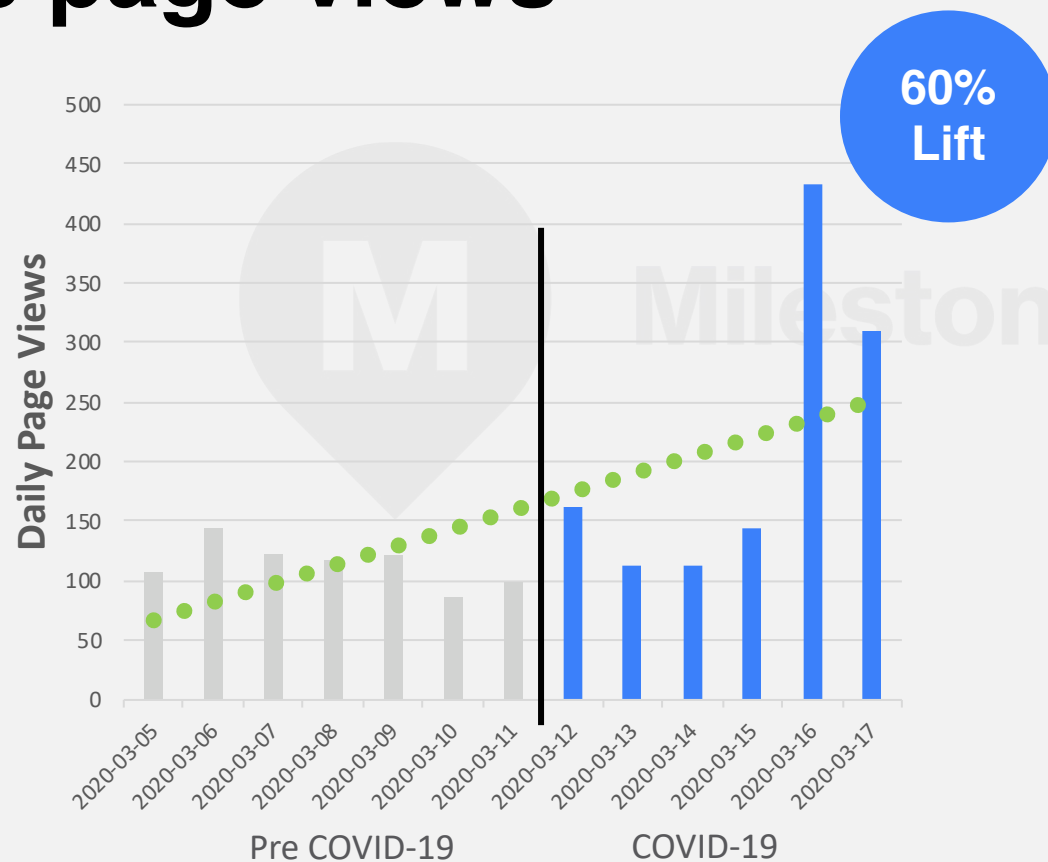


- Site visitors increased by **23.4%** from March 2-8 vs. March 9-15
- Consumers are looking to stay informed and up to date

# Real-time results



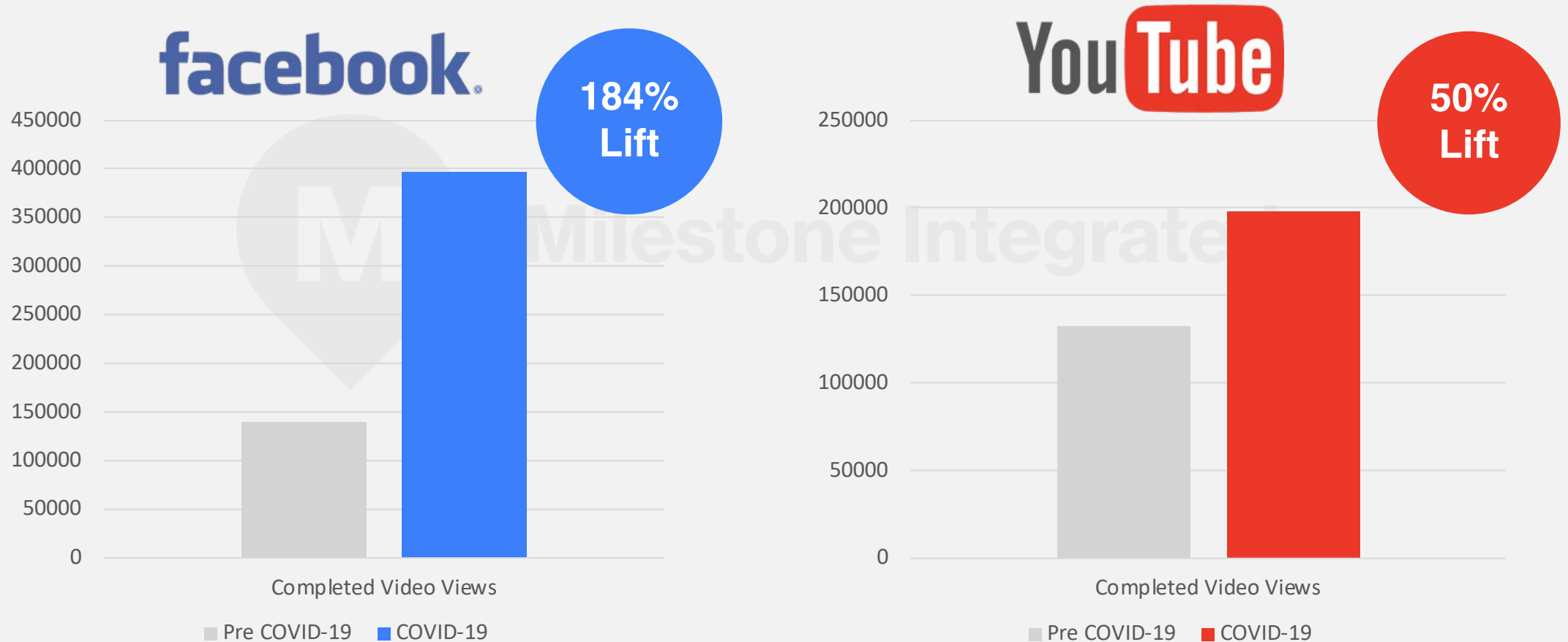
# Organic results are increasing on Facebook, we're seeing an increase in impressions as well as page views



\*Organic Facebook – Pre COVID-19 vs. COVID-19. Daily page views & daily organic impressions

\*Results are from a current Milestone client – brand confidential

# We've seen drastic increases in consumer engagement with paid video on social channels



\*Paid Social Media Comparison – Pre COVID-19 vs. COVID-19

\*Comparison includes two time periods that had the same audience and spend levels to ensure an accurate comparison

\*Results are from a current Milestone client – brand confidential

# Programmatic display is also seeing performance increases but not as drastic as video on social platforms



\*Programmatic Media Comparison – Pre COVID-19 vs. COVID-19

\*Comparison includes two time periods that had the same audience and spend levels to ensure an accurate comparison

\*Results are from a current Milestone client – brand confidential



# Not a time to be opportunistic. But an opportunity to connect authentically.

1. **Media consumption is UP:** People are not consuming less media. They are consuming more. Digital, TV, Social, and more. And brands that invest and connect authentically will leapfrog those that do not change or go silent.

2. **The opportunity to connect authentically is unprecedented:** As brand leaders, we seek out connections with our audiences. There has arguably not been a time in recent history where so many of us are experiencing a shared, global human experience. Not only in Canada or North America, but on a global scale. This is not a time for flippancy or a hard sell. It is not a time to be opportunistic. But it is an incredible opportunity for brands to connect with authentic, well-considered messages and actions that seek to help and address public needs and are true to the heart of a brand\*.

\*Your Milestone strategy lead can talk with you about 4 key pillars of COVID communications planning





Milestone Integrated



# People don't buy brands they join them. And we create brands people join.

Questions? We are happy to chat.  
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