



A HEAVY DISPUTE COMES UP HOW TO OPEN UP SOCIETY IN THE COURSE OF THE PANDEMIC

- Germany is one of the leading markets in Europe on the way out of the corona crisis. After the opening of stores with sales floors up to 800 m2 hairdresser's shop and church services shall follow in cw 19. Discussions come up how to handle playgrounds, restaurants and hotels.
- It will be critical for brands to give guidance in this phase of the coronavirus crisis.
- In this week's perspective, we look at the normalising consumer behaviour, learnings from China and new opportunities in digital advertising

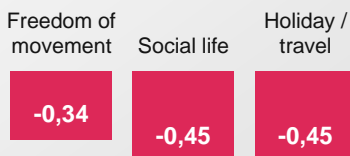
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#1 FINDING OUR WAY OUT

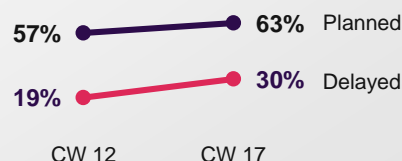
**Mobility increases** since bottomline at end of March with the following ranking:

- 1 Parks
- 2 Grocery & Pharmacy
- 3 Transit Stations
- 4 Shopping Centres

**People get impatient** about more freedom. Satisfaction: Change in mean values cw 17 vs. cw 12



**Major purchases wait for realization** and give brands the opportunity to give guidance how to handle them



#2 A LOOK TO THE EAST

Compared to a world average of 17 countries Chinese people are **more optimistic** to overcome the coronavirus and that there is **less impact** on country's and personal's economy



**Shift to digital media consumption** stays on a high level, especially audio and video streaming, while usage of traditional media returns to normal

Chinese consumers still approve **brands giving guidance** in context of the coronavirus but also appreciate a more light-hearted approach

In the huge market of China **Mindshare tracks behaviour changes** near-time and by regions for key indicators and offers access via dashboards

#3 DIGITAL AD DEVELOPMENTS

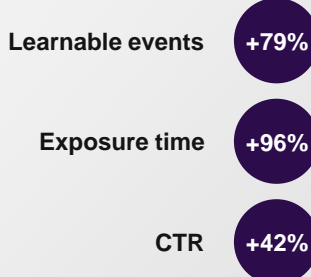
INCREASED INTERNET USAGE OPTIMIZES PLANNING & PERFORMANCE

The number of learnable events (interactions with [m]Platform cookies) per Digital ID has dramatically grown over the last two months and provide **more information for targeting**

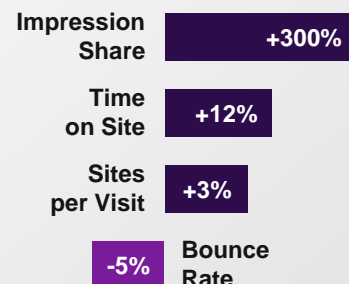
Ad exposure time has doubled and indicates **higher focus on ad content**

As a consequence there is a double-digit **growth in CTR** (click-through rate)

MAX. GROWTH RATES ON [M]PLATFORM



BRAND'S OWNED CHANNELS ALSO BENEFIT IN MAIN KPIS



3 KEY IMPLICATIONS FOR BRANDS MOVING FORWARD!



Give guidance in the opening phase (e.g. major purchase) and anticipate relevant touchpoints (e.g. OOH)



Track behaviour changes in the course of the pandemic and adapt your approach to market



Deploy the power of enriched digital data to maximise success