Facing the March 2021 lockdown in Hungary
Mindshare Hungary point of view

Almost exactly a year ago we had to face the COVID-19 outbreak in Hungary, and most probably nobody expected at that time, the pandemic would shape our everyday life in spring 2021 as well.

The situation is much more critical regarding the number of infections and symptoms, still we have learned a lot in the last 12 months, how to cope with the challenges.

What have we learned in terms of media consumption?

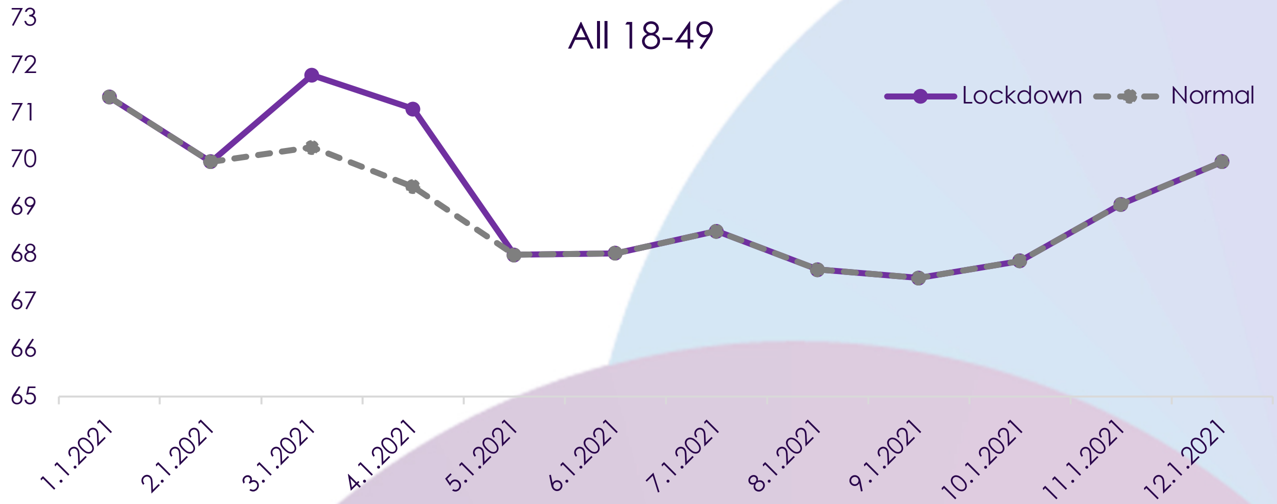
During the outbreak last year, people were confronted with a completely, previously unknown situation, their thirst for information was enormous. TV viewing increased significantly, news sites experienced all times high number of visits, radio listening went up.

Will we experience the same this year?

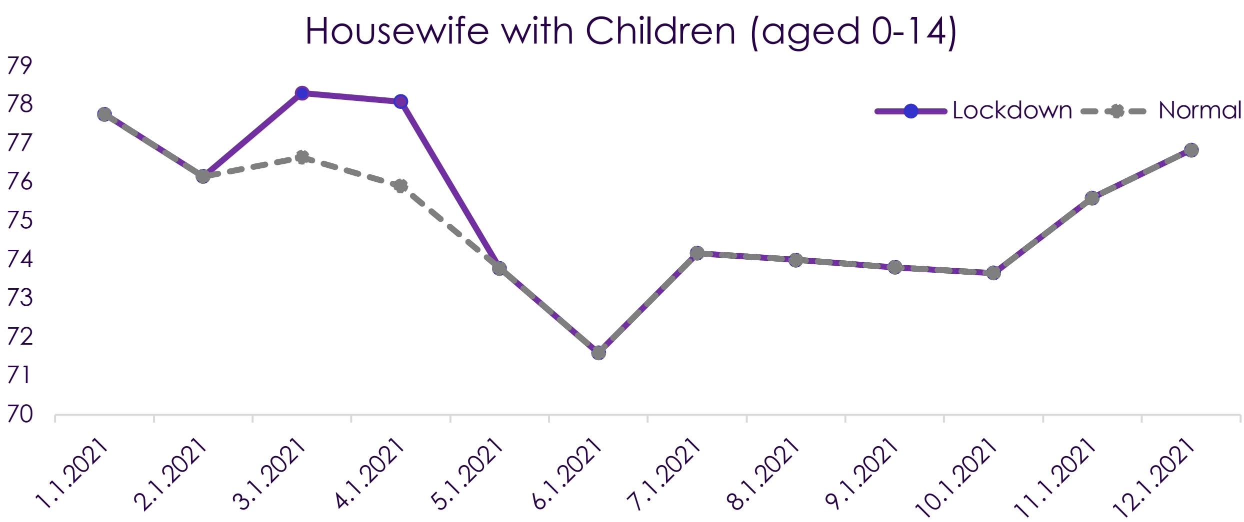
What can we expect in a second lockdown in TV? This was one of the drivers when Mindshare Hungary decided to develop a tool for coverage prediction, which is not solely bound to TV viewing data, but also using external data sources. Such as Mobility, which significantly reduced during the first lockdown, and expected to be lower again.

In our simulation for the lockdown starting on 8th of March, we have used similar mobility figures as last year, and similar viewing times (ATV) for March and April. Only similar, as most probably mobility will be slightly higher and the viewing time will not increase as drastically as last year.

For the T/A 18-49 we see 1,5%pt higher coverage results for the 600 GRP example campaign in the simulation.



We see slightly higher, 1,9%pt coverage results in the case of the Housewife with 0-14 aged Children audience.



Online: Increased visits of news sites are plausible, the rate of increase will be much lighter than last year. The lockdown brings new opportunity for online shops, especially for durable consumer goods, as the retail sites of FMCG products will not be further restricted.

OOH: Out of home activities are restricted, but the locations we use for campaigns are linked to key traffic junctions and point of purchase. We learned how to do shopping in the pandemic, significant share of OOH locations still reaching the audience, we assume the Frequency of the campaigns more affected than Reach with the new lockdown.

Print: We witnessed a serious decline in the number of sold copies last year. The decline will continue, but with hopefully much lower rate. Digitalisation should be in the focus of publishers, enabling a seamless transition between printed, digital and online content.

Radio: No significant increase is expected in Radio listening.

Cinema: Cinemas are closed, no change vs. the previous months.

Budapest, 8th March 2021