



*Presents*

# Get Ready for the 'Grand Reopening'

*May 27, 2020*

**Stand by!  
Our webinar will  
begin shortly**



# Welcome!



**Lawrence Amatore**  
Owner

# Welcome!



**GORDON BORRELL**  
CEO  
Borrell Associates Inc.

# What We'll Cover Today

## AGENDA

- Overview: We've Been Here Before
- Effect at Local Level
- Crisis Marketing for Local Marketers
- Ideas to Get Your Juices Flowing
- Your questions

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*Everyone needs help! Please Share What You Hear Today*



@borrellassoc



Group:

LOCAL  
Advertising &  
Marketing  
TRENDS

# Smart Businesses Excel In A Crisis



THE  
NEW YORKER

THE FINANCIAL PAGE APRIL 20, 2009 ISSUE

## HANGING TOUGH



By James Surowiecki

April 13, 2009

In the late nineteen-twenties, two companies—Kellogg and Post—dominated the market for packaged cereal. It was still a relatively new market: ready-to-eat cereal had been around for decades, but Americans didn't see it as a real alternative to oatmeal or cream of wheat until the twenties.

So, when the Depression hit, no one knew what would happen to consumer demand. Post did the predictable thing: it reined in expenses and cut back on advertising. But Kellogg doubled its ad budget, moved aggressively into radio advertising, and heavily pushed its new cereal, Rice Krispies. (Snap, Crackle, and Pop first appeared in the thirties.) By 1933, even as the economy cratered, Kellogg's profits had risen almost thirty per cent and it had become what it remains today: the industry's dominant player.



Illustration by Christoph Niemann

Source: The New Yorker, <https://www.newyorker.com/magazine/2009/04/20/hanging-tough>



# Smart Businesses Excel In A Crisis

## Automotive News

June 30, 2008 01:00 AM

### How GM kept America rolling in 2001



TWEET



SHARE



SHARE



EMAIL



If you want to touch off a lively debate among auto people, just mention the word incentives. You'll get as many points of view as there are people in the room.

General Motors considered all those opinions after Sept. 11, 2001, the day terrorists hijacked four airliners and crashed two of them into New York's World Trade Center and another into the Pentagon.

It was a frightening time. Car sales ground to a halt. People were afraid to buy big-ticket items or much of anything else.

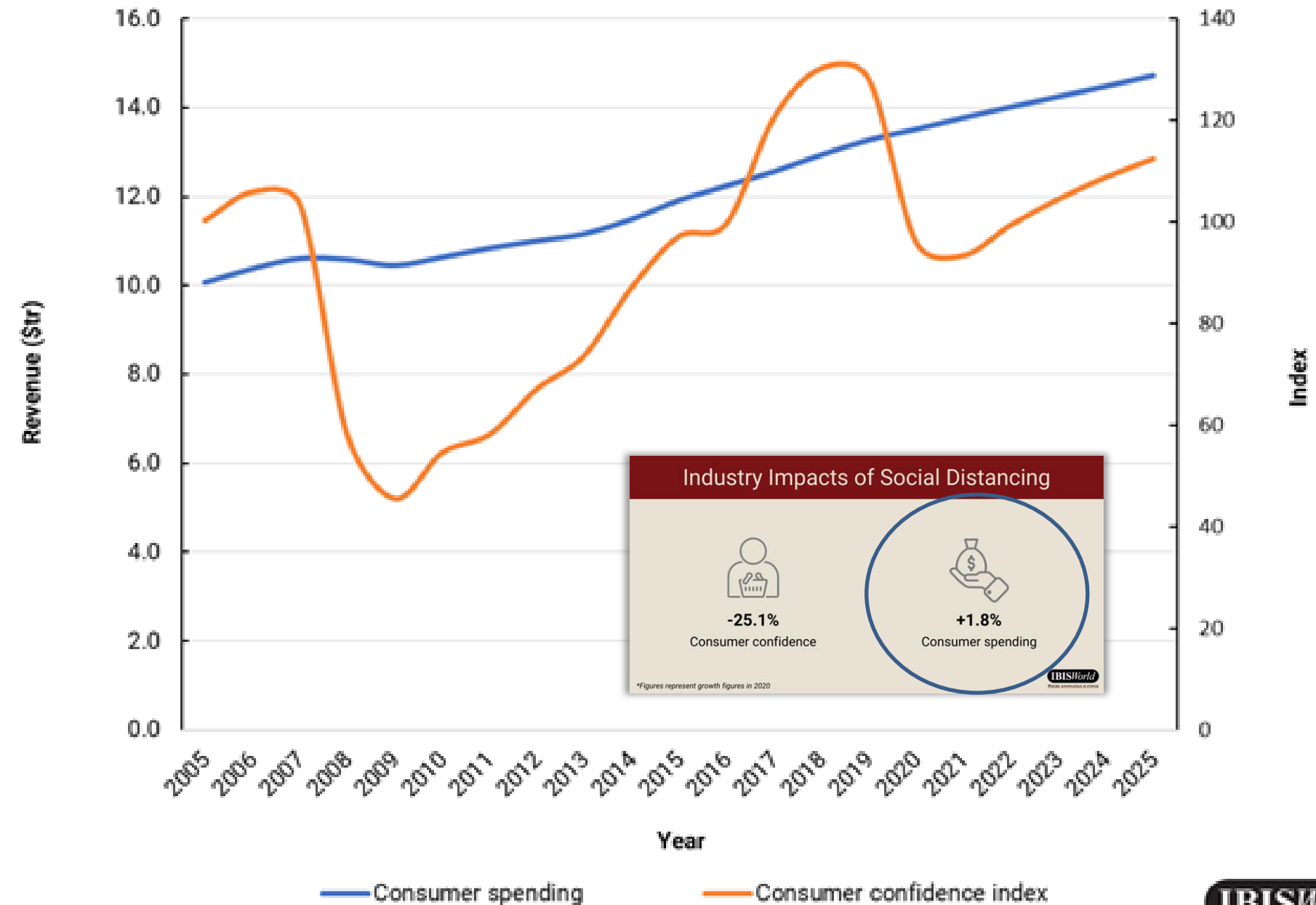
And GM shouted, "Keep America Rolling," offering 0 percent loans on all its cars and trucks. The plan jump-started auto sales and the entire U.S. economy. America breathed a massive sigh of relief.

The rest of the industry joined the parade. GM estimated that it added about 1 million total sales of cars and trucks by the end of the year. That's a shot in the arm of more than \$20 billion in sales.

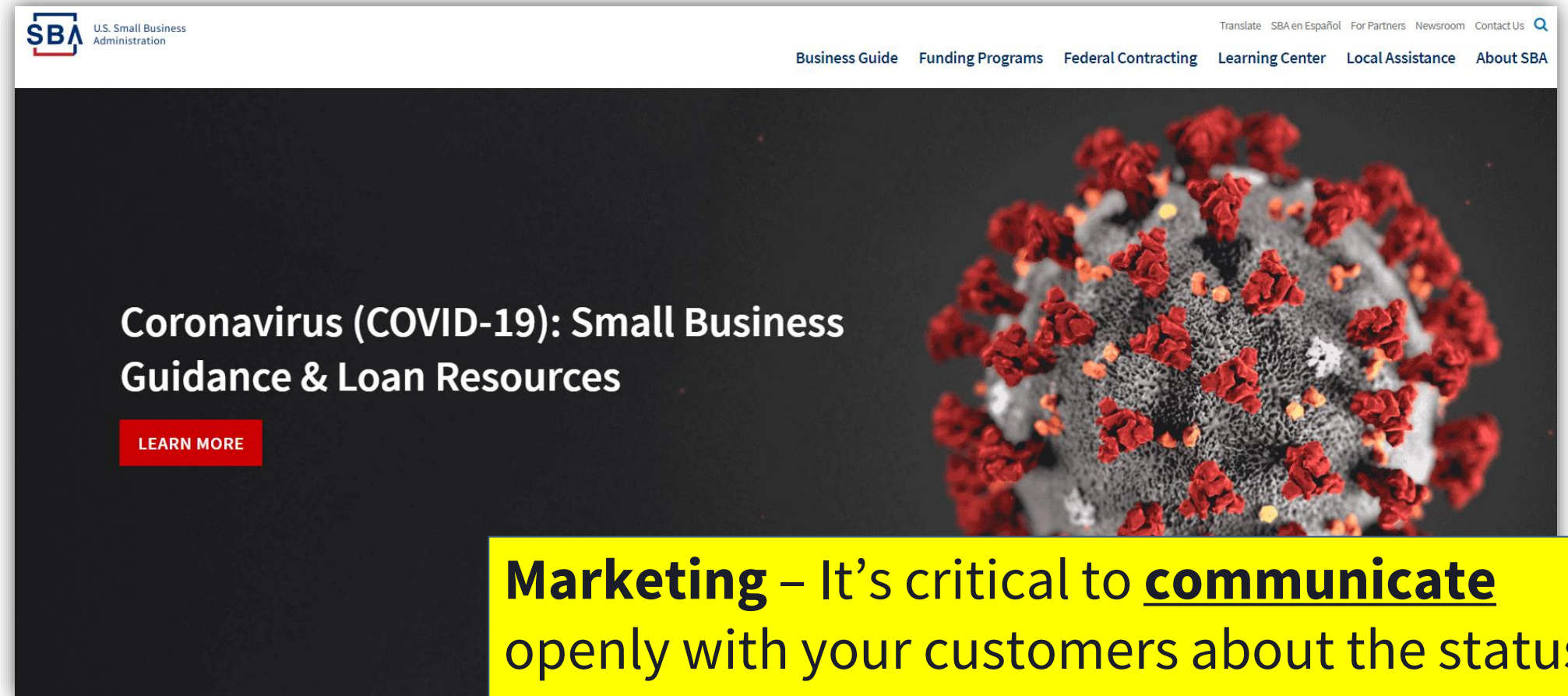
Source: <https://www.autonews.com/article/20080630/OEM/306309949/how-gm-kept-america-rolling-in-2001>

# In a Crisis, Consumer Spending Remains Constant

Consumer Dynamics (2005 - 2025)



# Smart Businesses Excel In A Crisis



**Marketing** – It's critical to communicate openly with your customers about the status of your operations, what protective measures you've implemented, and how they (as customers) will be protected when they visit your business. Promotions may also help incentivize customers who may be reluctant to patronize your business.



# The Perfect Marketing Storm



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# Setup For The Perfect Storm



## **PRE-EXISTING CONDITIONS**

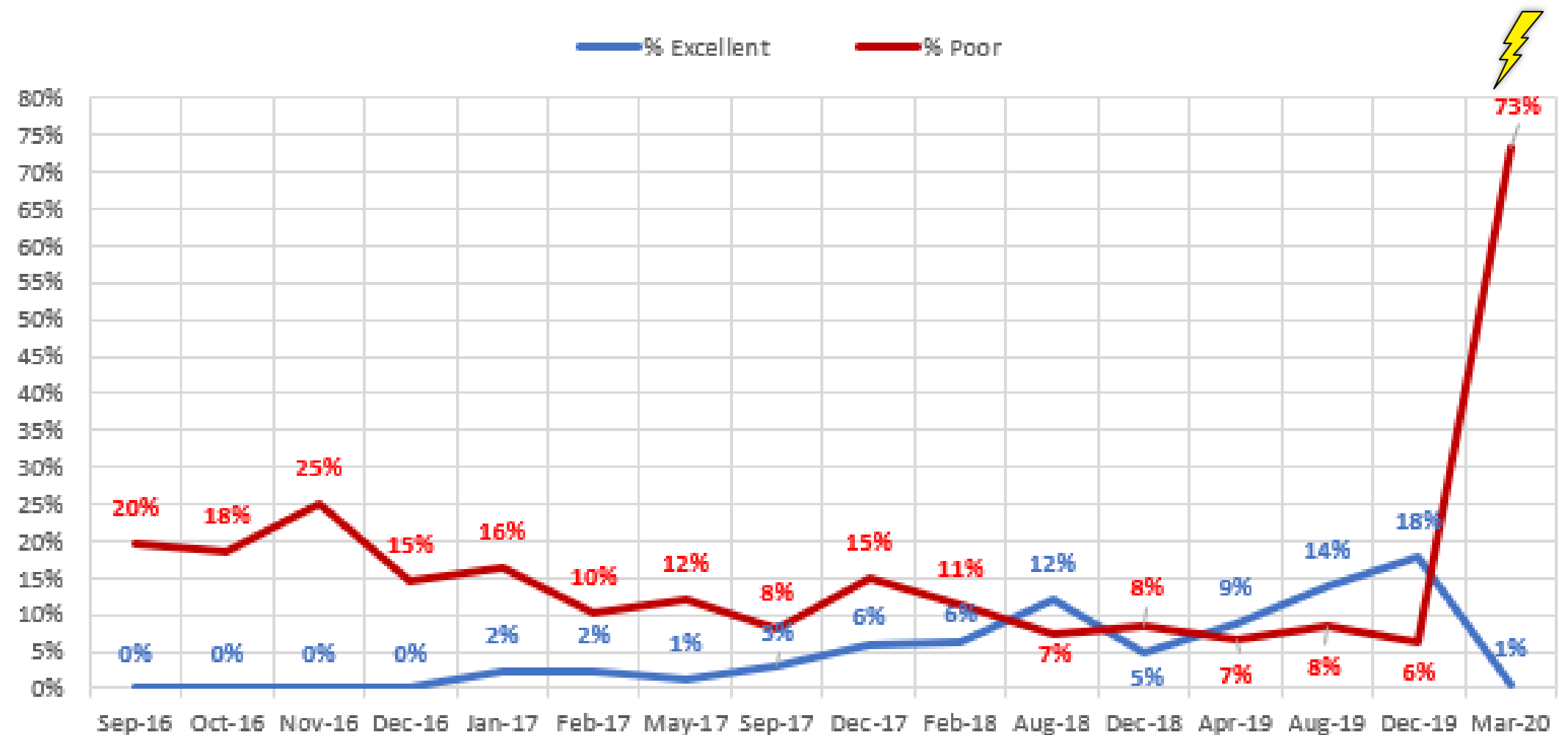
- Social Media had become most-used platform (89%)
- 3 in 5 were unsure they were spending 'right' amount
- More marketing tasks were handled internally
- Costs mushroomed to over \$100,000/yr. for avg. SMB
- Most businesses remained marketing 'novices'

Source: Borrell's 2019 surveys

# Borrell's SMB Business Barometer

*Asked of Local Marketers*

*How would you characterize the current economic situation in the U.S. for sustaining a small business?*



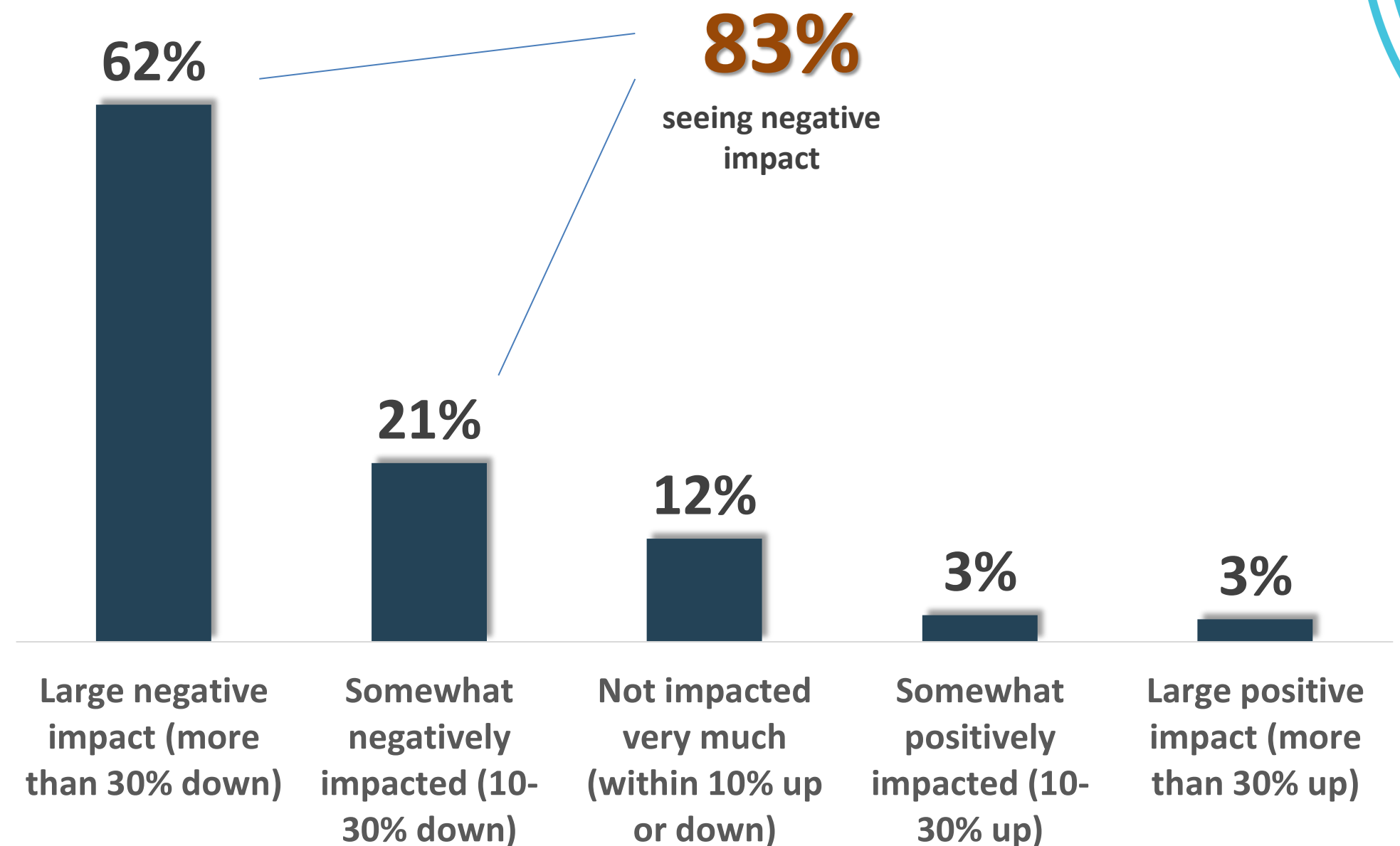
Source: Borrell's SMB Business Panel, March 15-29, 2020

More Info: [www.borrellassociates.com/crisismarketing](http://www.borrellassociates.com/crisismarketing)



# Many Are Feeling The Impact

*“Which best describes how much your business is being impacted by the novel coronavirus pandemic?”*

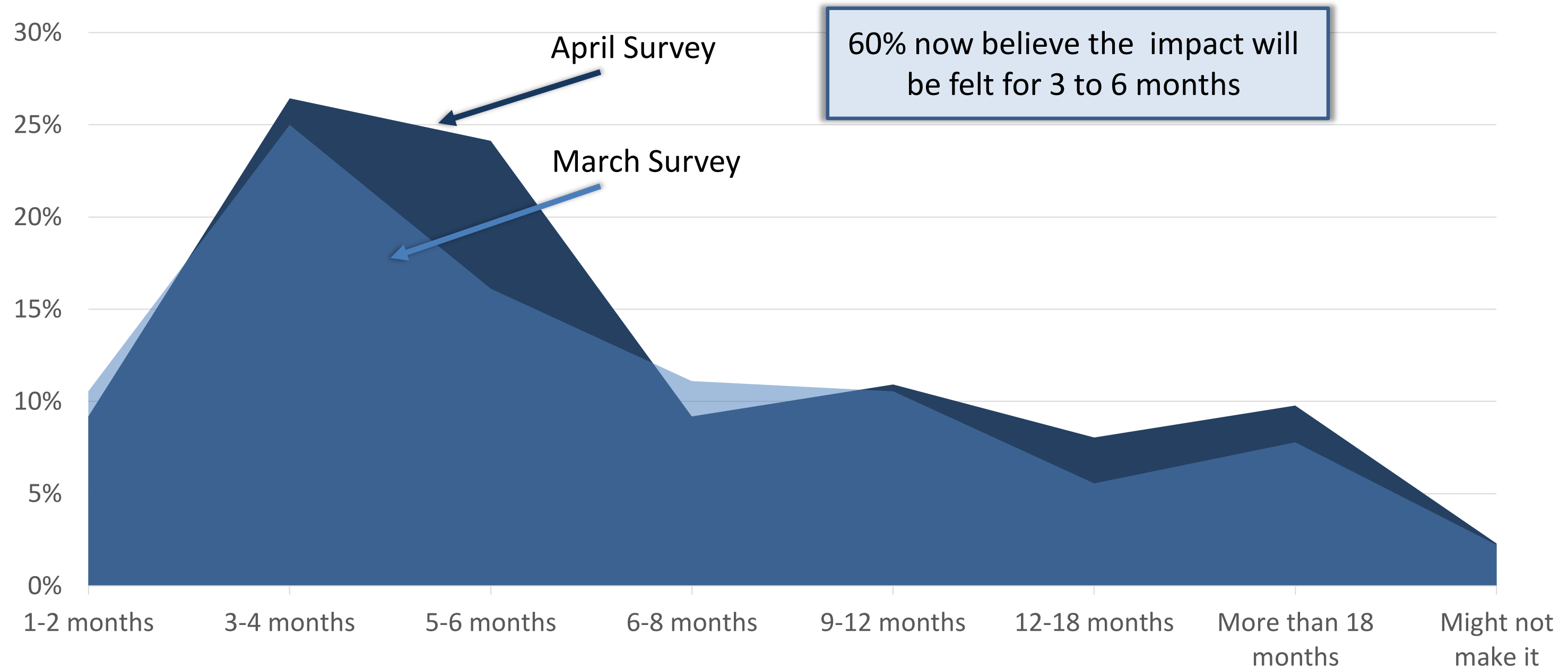


Source: Borrell's SMB Business Panel, April 14-21 2020



# Impact May Extend to Late Fall

*How long do you anticipate the impact to your business will last?*

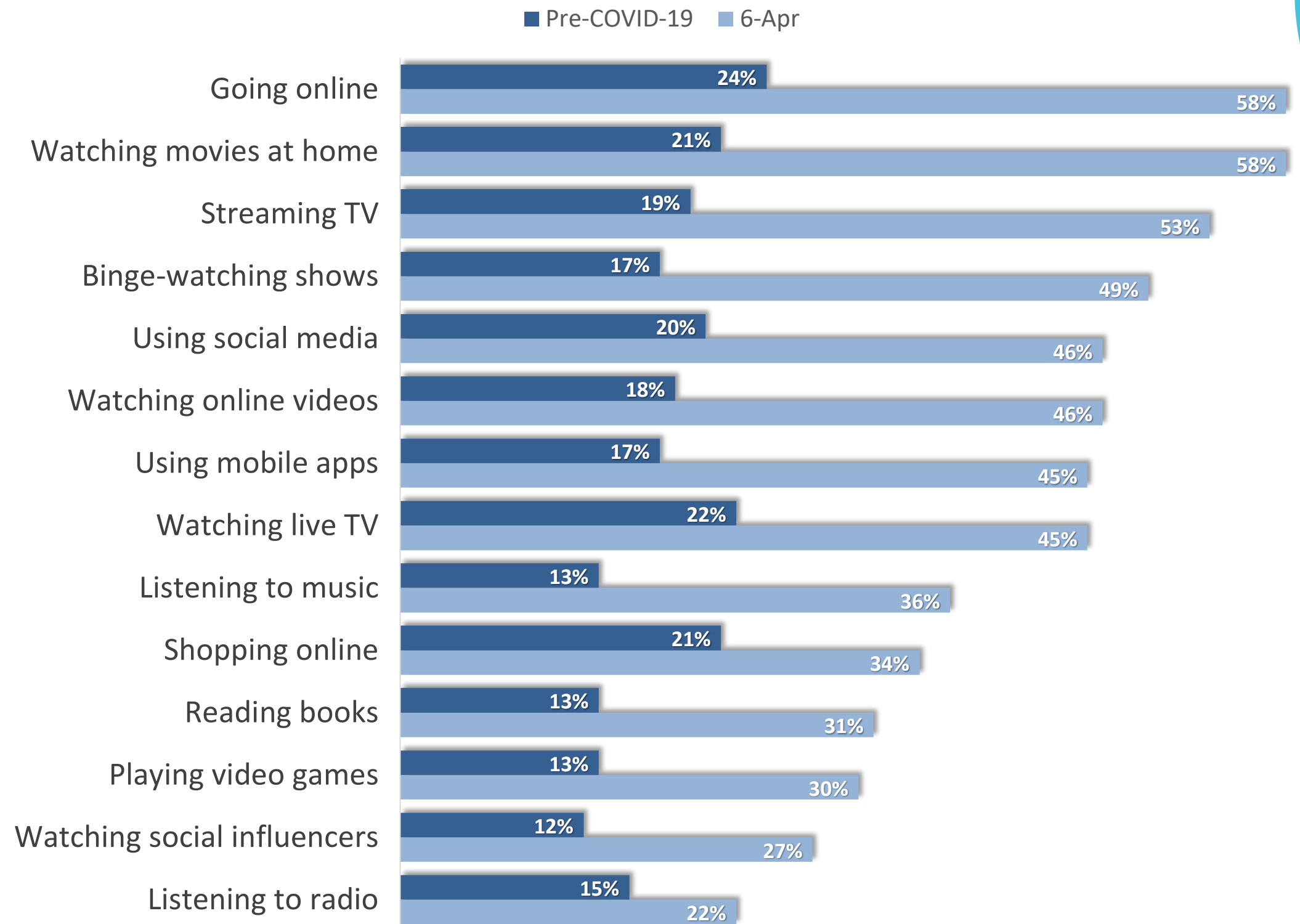


Source: Borrell Monthly SMB Panels, late March and late April 2020

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# Meanwhile, Media Usage Is Booming

## *Media usage before/after COVID-19*

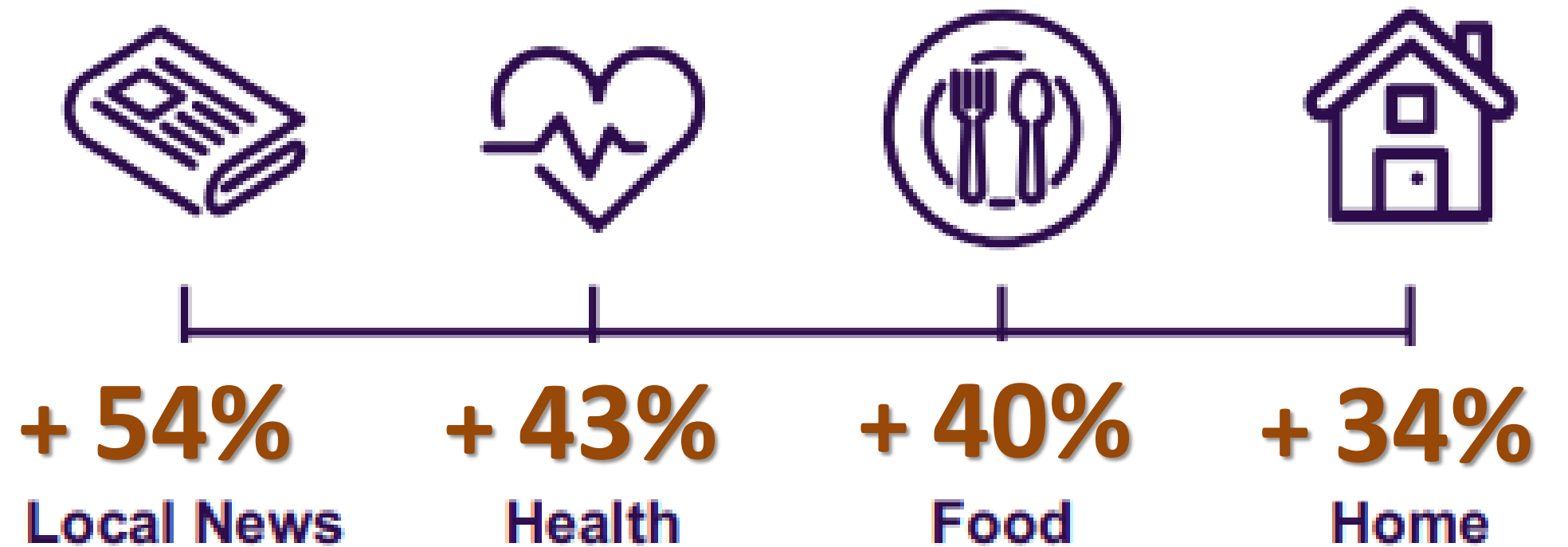


Source: "Mindshare Pool Study," April 6, 2020; N=1,201 U.S. adults

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# What They're Doing More

*% of Americans who are watching,  
reading, or listening more about...*

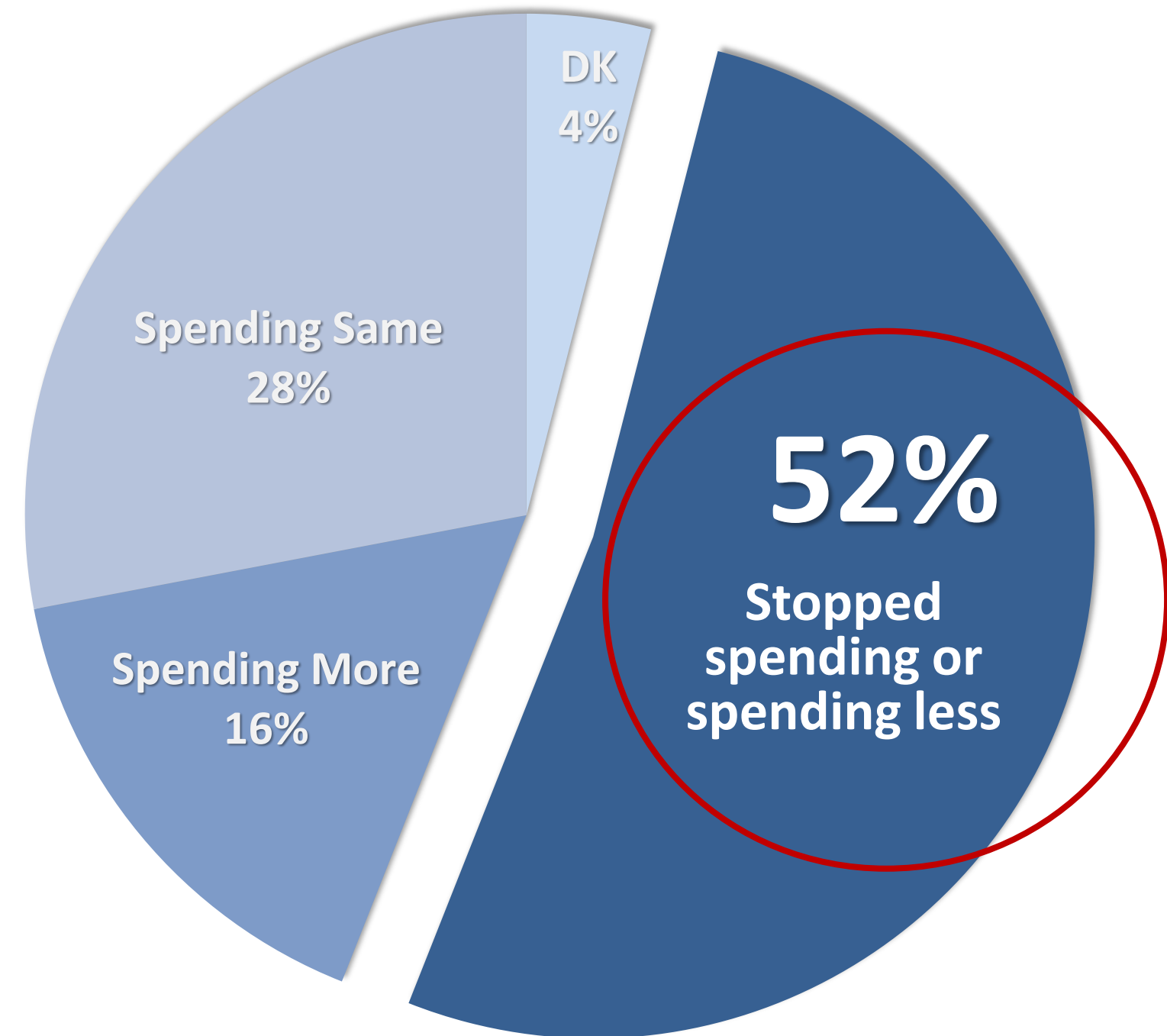


**21%**

Under age 40 have started a new hobby  
(vs. 8% of adults age 40+)

# Half Went Silent

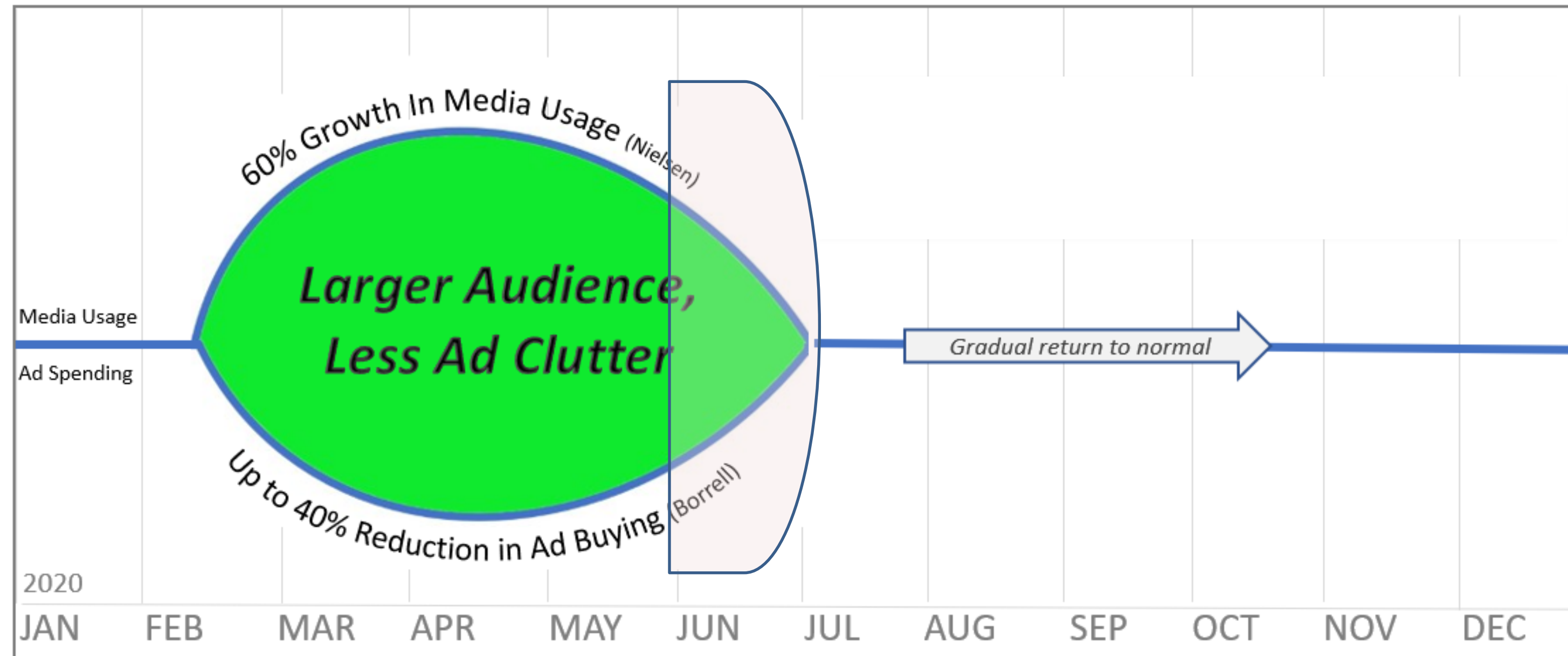
**ASKED OF LOCAL AD BUYERS IN LATE MARCH:**  
*Over the next six months, how much will you be spending on advertising?*



Source: Borrell's Business Panel, mid-March 2020 and mid-April 2020

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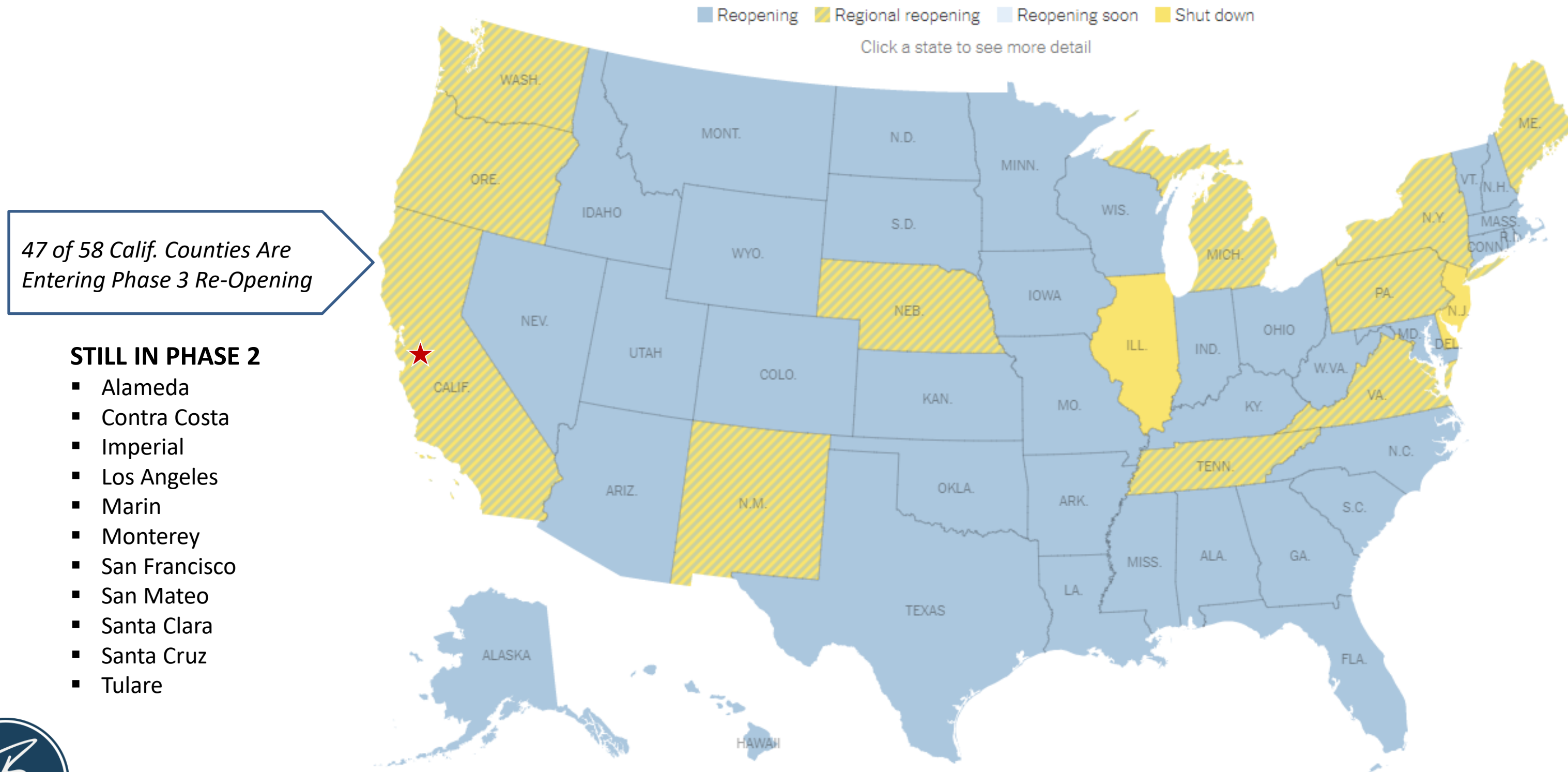
# How a Crisis is Creating a Marketing Advantage



\* Sources: Nielsen, 60% growth in consumer media usage during crises; Borrell, 52% of businesses surveyed plan not cut advertising due to crisis, March 15-29, 2020



# Reopening Rollout Will Vary by Region

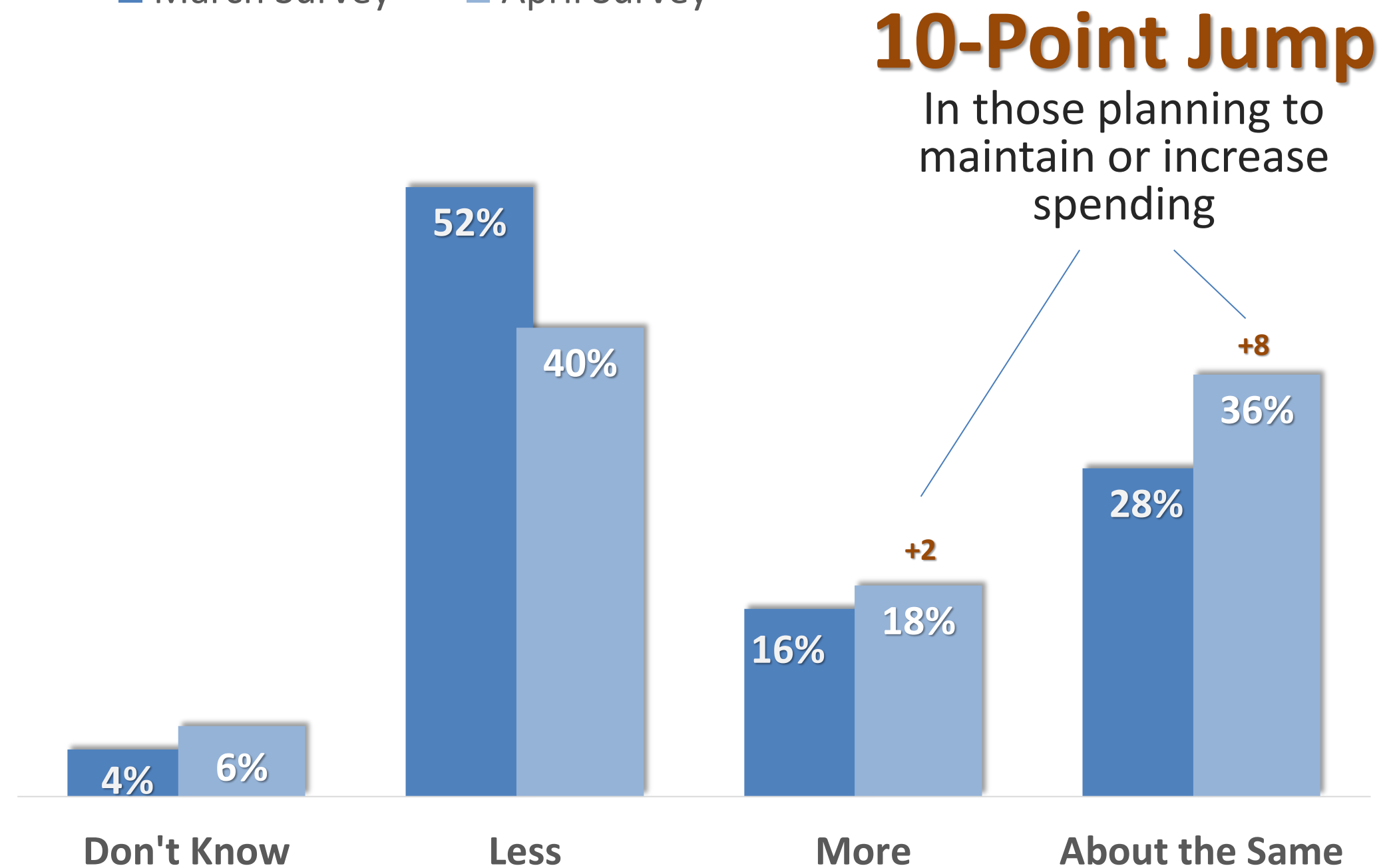


Source: NYT.com, May 26, 2020

# An Early Sign of 'Reopening'

*Over the next six months, my business will spend more/less/the same on advertising*

■ March Survey   ■ April Survey



Source: Borrell's Business Panel, mid-March 2020 and mid-April 2020

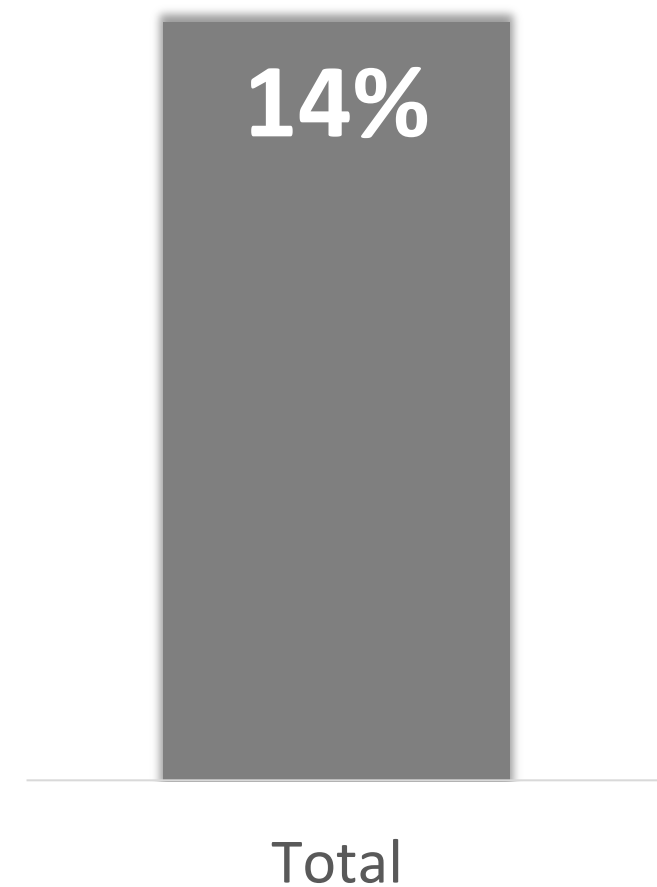
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# Get Ready, Get Set . . .

Of those who have postponed a major purchase . . .

*Q: “How soon after the COVID-19 restrictions are eased in your area do you think would make that purchase?”*

% who say within a month



***14%***  
***who've postponed a  
major purchase are  
ready to do so.***

Source: Nielsen, April 30-May 2; N=1,000 adults

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# Get Ready, Get Set . . .

*Q: How much do agree “Once lockdown is lifted, I will make more of an effort to **support local businesses.**”*

% who strongly agree

32%

**32%**

***Will make a greater  
effort to support local  
businesses.***

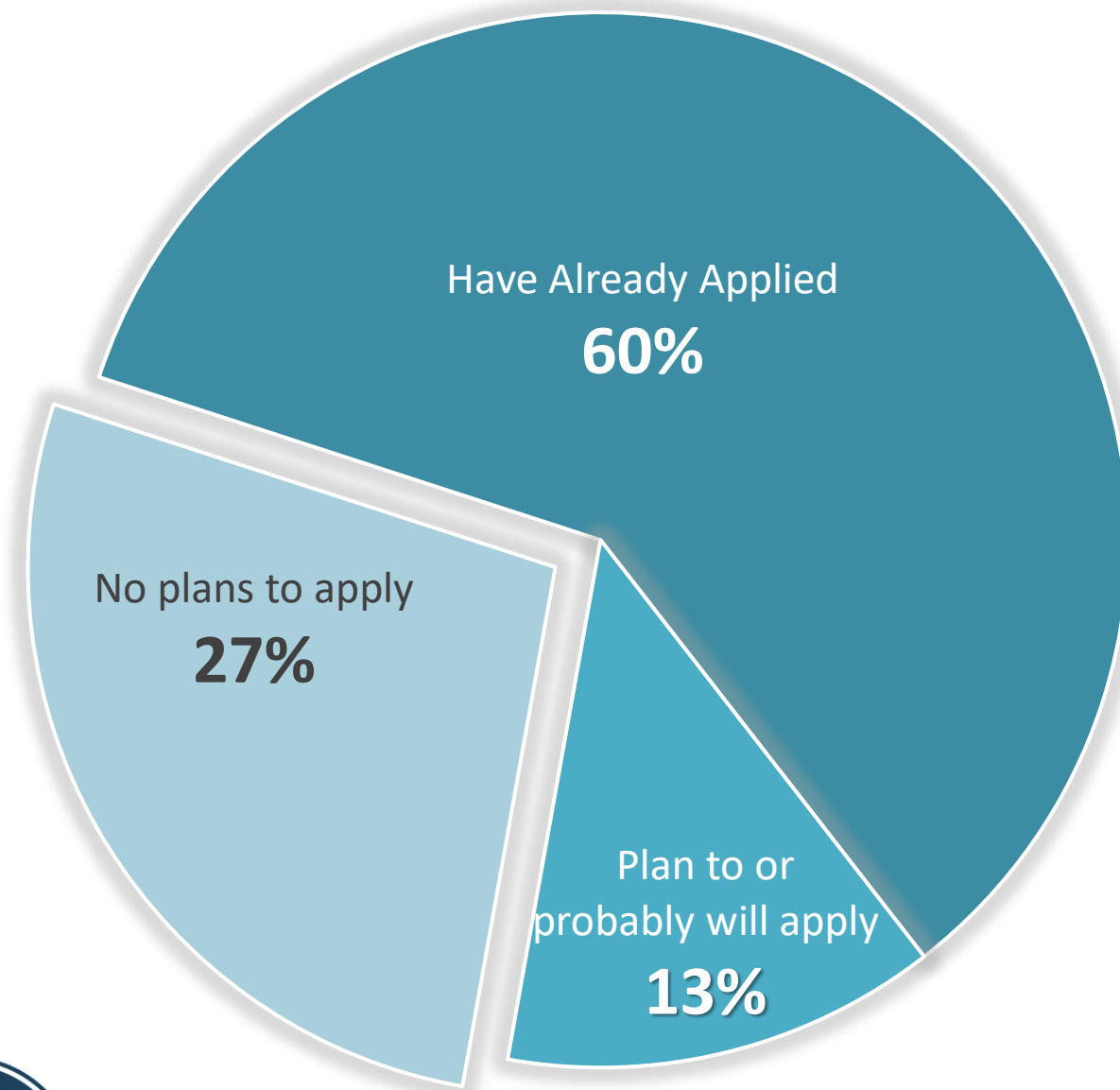
Total

Source: Nielsen, April 30-May 2; N=1,000 adults

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# Will PPP Funds Be Used for Advertising?

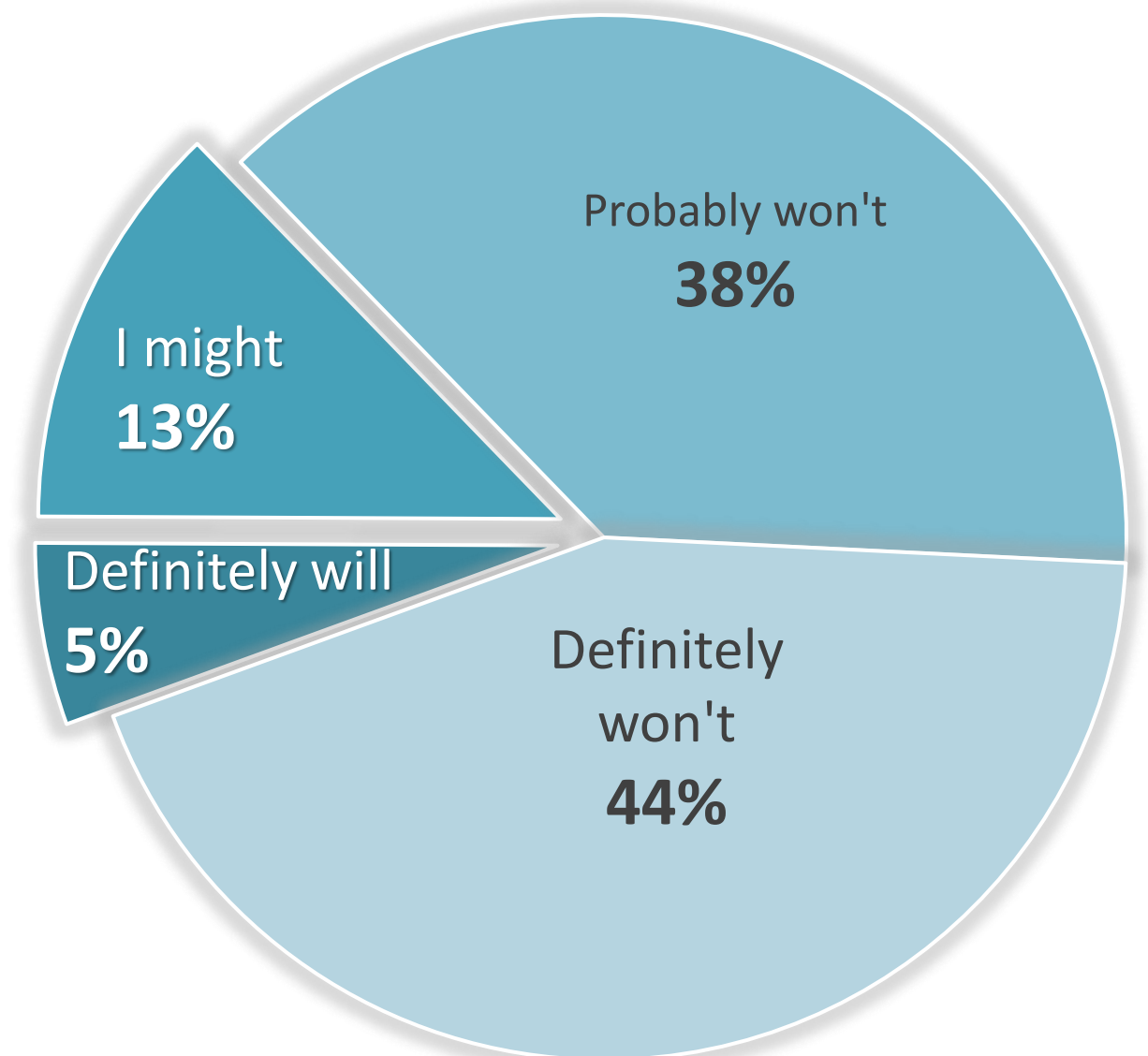
*Do you plan to apply for a business loan or government assistance in the next few months?*



**73%**  
Have Applied  
Or Might

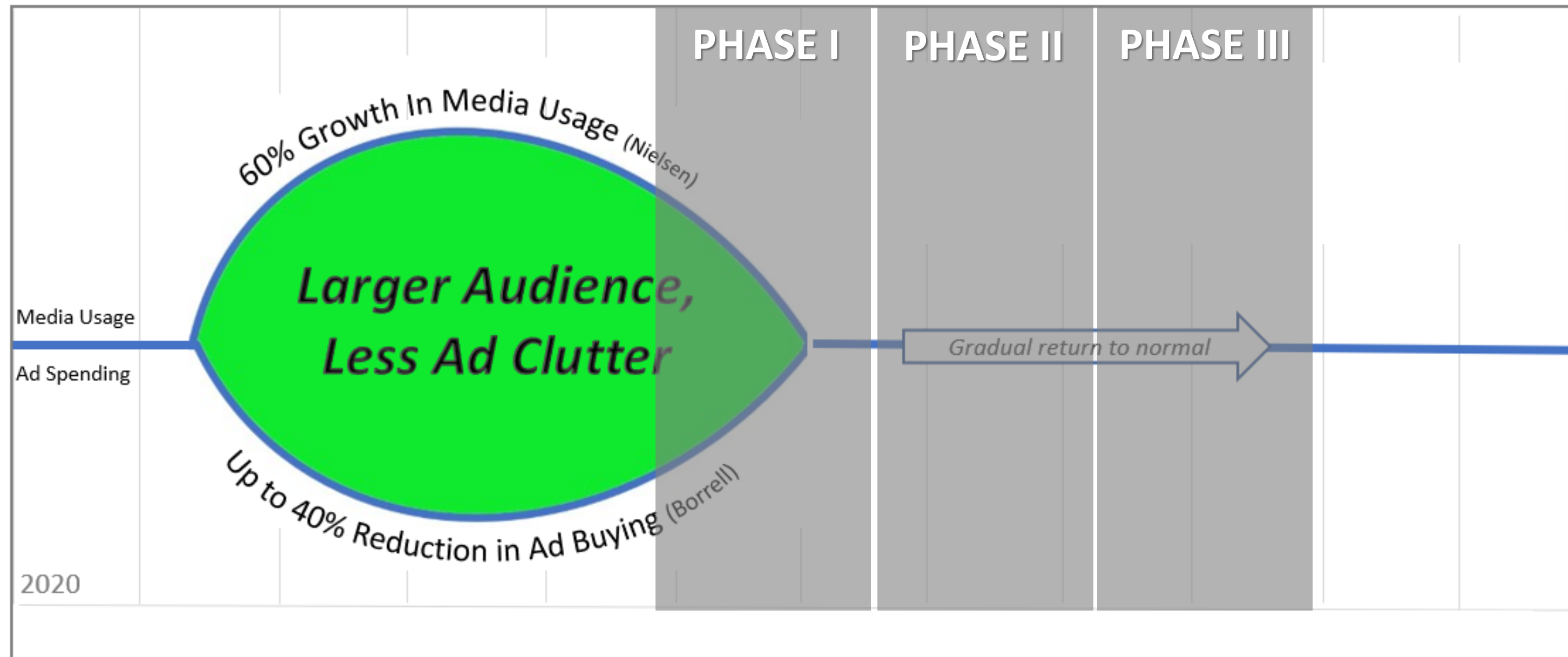
**18%**  
Will or Might  
Use for Advertising  
(of those who apply)

*If you receive assistance, do you expect to use at least a portion to purchase advertising?*





# Return to 'Normal' Marketing in 3 Phases



\* Sources: Nielsen, 60% growth in consumer media usage during crises; Borrell, 52% of businesses surveyed plan not cut advertising due to crisis, March 15-29, 2020

# Crisis Marketing



**JIM BROWN**

President  
Borrell Associates Inc.

# Brand Messaging in a Crisis



© marketoonist.com



# Four Elements of Crisis Communication



*Make it . . .*

- ✓ Simple
- ✓ Clear
- ✓ Consistent
- ✓ Timely

# How Can Local Media Partners Help?

*“Aside from costs or issues related to payments, what could local media companies and/or ad agencies offer you right now that would help the most?”*

**“Advice!”**

**“Promote us”**

**“Ideas!”**

*Largest group mentioned this*

- ✓ **Ideas to keep us relevant even though we cannot interact face-to-face with customers”**
- ✓ ***“Local Radio or even newsprint to talk to area about local businesses and what is available. Have business owners on air talking.”***
- ✓ ***“I am not sure anything can be done. Can advertise more right now, but not sure that is wise as people are not concerned about what we sell right now.”***
- ✓ ***“Perhaps keeping the public informed about local businesses and what we are doing during this time of turmoil.”***
- ✓ ***“A good way to deliver a calm and confident message to our clients”***



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# Advice for Local Marketers

- ✓ Reach out to 100% of your customers
- ✓ Reach non-customers via MASS MEDIA
- ✓ Communicate your business STATUS
- ✓ Find an external marketing EXPERT
- ✓ Be CAREFUL with messaging
- ✓ Create PROMOTIONAL CAMPAIGNS
  - ✓ Make sales now
  - ✓ Generate future sales



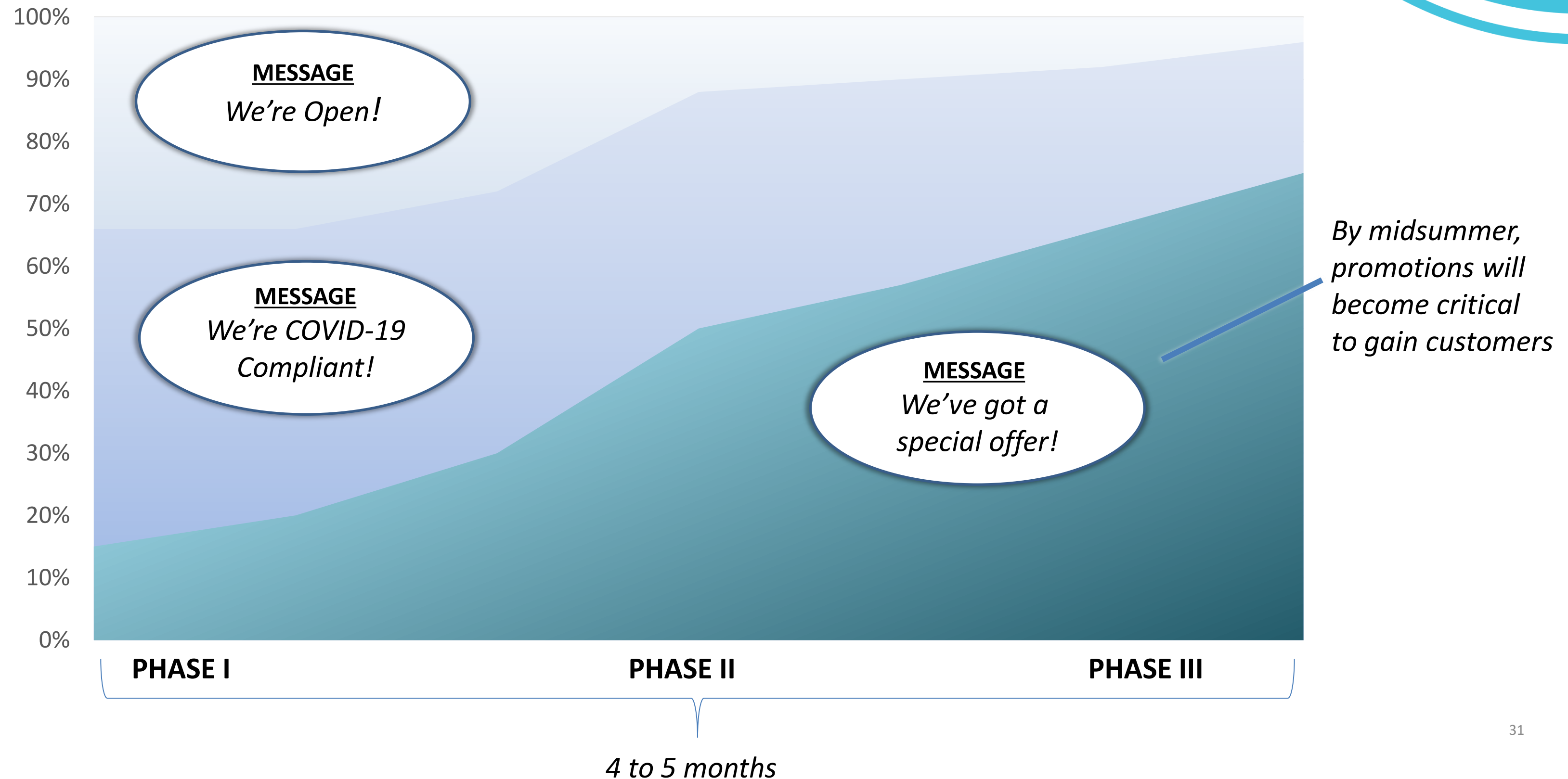
# What Consumers Want Ads To Say

## *Preferred Content in Advertising*



Source: Morning Consult, "Brand Management in the COVID-19 Era," March 28-29, 2020; N=2,200 U.S. adults

# Post-COVID Marketing How Marketing Messages Will Shift



*Who's thinking about....*


# Airline Travel?

American Airlines  
Vacations

Hello, Val


AAdvantage® member


Options and ideas for  
when travel returns  
Plan now, travel later



Peace of mind for  
your travel  
We're offering flexibility for your plans  
and waiving change fees for newly  
purchased packages.  
[Read details »](#)

Here for you  
We always offer choices for flexibility in  
travel plans and payment, including  
optional Pre-Departure Protection.  
[Why book with us »](#)





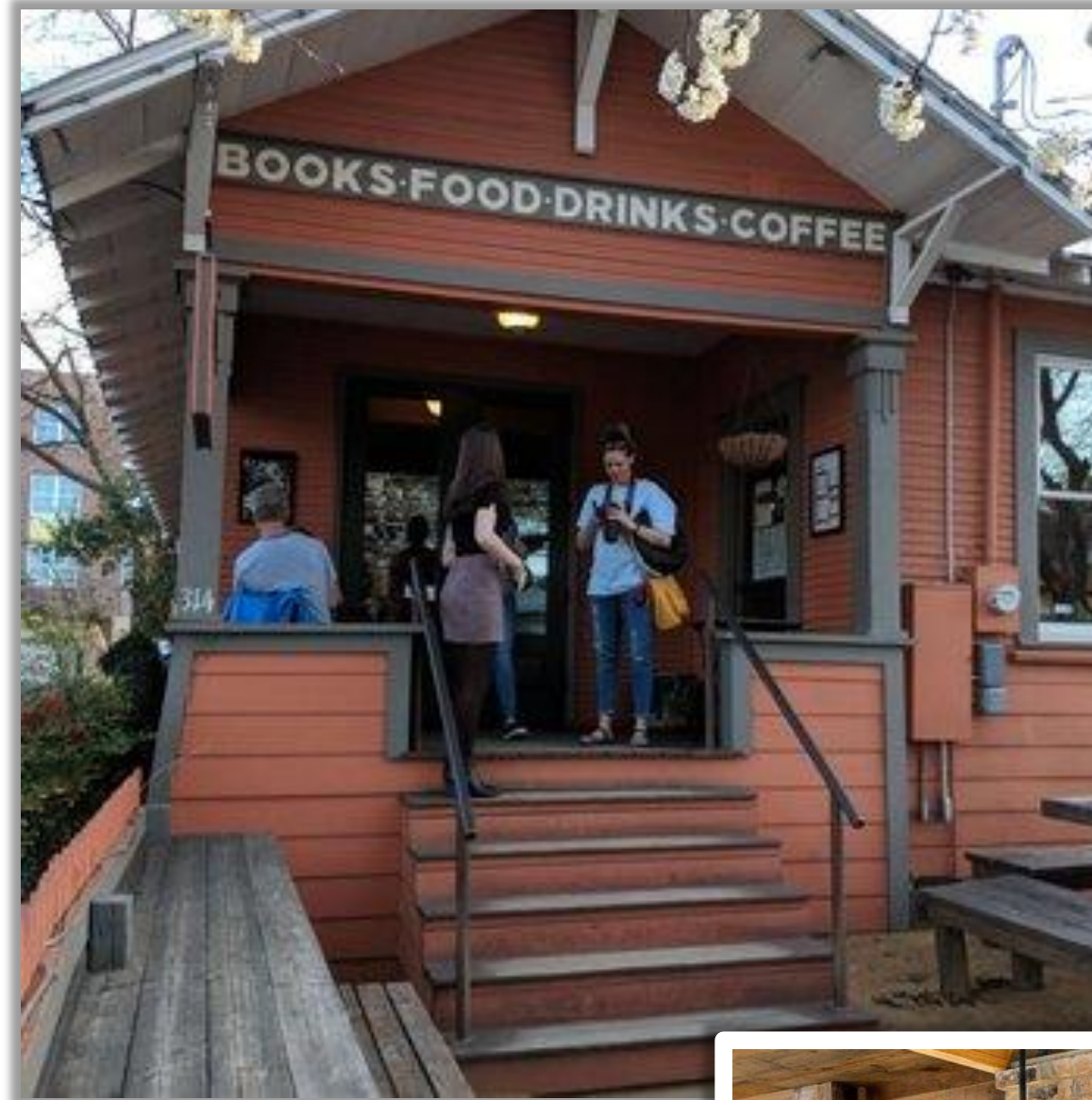
When it's time to travel  
Our experts have compiled their best  
tips for travel to destinations all over  
the world.  
[Get inspired »](#)

WHERE WILL YOU GO FIRST?



*Dead in the Water?*

# A Little Bookstore & Coffee Shop



**The Wild Detectives**  
314 Eighth St.  
Dallas, TX





*Who's thinking about....*

# That Optional Dermatology Check-Up?



Live Telemedicine is Here!



We're excited to let you know that now you can schedule live telemedicine visits with your dermatologist here at Pariser Dermatology. These virtual visits are available from your mobile device as an alternative to in-office visits. The telemedicine visits are covered by your insurance company much the same as standard in-office visits.

Live telemedicine visits can address most issues related to skin, hair and nail conditions that need to be treated. Some exceptions are full-body skin exams, biopsies, in-office treatments and cosmetic services.

To learn more about your live telemedicine option, [click here to visit our Frequently Asked Questions](#)

*Who's thinking about....*

# Buying or Selling a Home?

## Take advantage of our virtual real estate transaction program!

We have helped many clients purchase a home digitally.



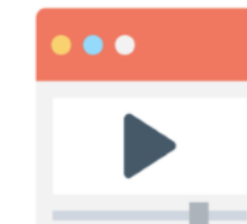
### VIRTUAL CONSULTATION

Schedule a virtual  
appointment with  
your real estate agent.



### DIGITAL ALERTS

We can send you  
property alerts and  
market updates.



### VIRTUAL & 3D PROPERTY TOURS

Tour via video chat.  
...or showcase your  
property in 3D



### ELECTRONIC SIGNATURE

Sign all documents  
electronically,  
reducing the need  
for a face-to-face  
appointment.



### ESCROW DEPOSIT & INSPECTION

Wire transfer or a  
title representative  
can pick up a check  
in person. Full  
inspection report in  
just 48 hours.



### CLOSING DAY

A licensed notary  
can bring closing  
documents to you  
for signing versus  
meeting at their  
office.



*Who's thinking about....*

# Going to the Dry Cleaners?



Love your kids, but hate the laundry? Kids are home from school & you just can't do laundry fast enough.

**25% OFF COUPON**  
**Wash, Dry, Fold Service**  
\*limited time only  
\*present coupon at drop off

**Schedule a FREE Pick Up or Delivery!**



*Who's thinking about....*

# Getting Lunch At The Food Truck?



## 7 REASONS TO SUPPORT FOOD TRUCKS DURING CV

1. WE STRICTLY FOLLOW REGULATIONS OF THE HEALTH DEPARTMENT
2. WE DON'T REUSE SILVERWARE OR DISHES.
3. WE ARE OPEN AIR.
4. EXPOSURE IS LIMITED WITH ONLY A FEW STAFF MEMBERS.
5. YOU DON'T NEED TO DINE-IN.
6. YOU NEED TO EAT, SO LET IT BE DELICIOUS.
7. WE'RE FREAKING AWESOME!



# Promotional Ideas

- A chance to win
- Special "member's" discount
- Free gift with purchase
- Refer a friend
- Loyalty programs
- Try it for free
- Subscription or membership
- Treasure hunting/scratch-off tickets for discounts
- Sweepstakes
- BOGO
- Clearance sale
- New arrivals
- Limited time
- Buy now, use later
- Support a cause (charitable donation for every purchase)



# *Thanks for participating in our Webinar!*

We would love the opportunity to learn more about your business and talk about the ways we can help ensure you have a successful Grand Re-Opening.

To learn more or hear about a **Special Offer** we are making for those who took part in today's call, contact us at the information below.



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