

RIDING THE WAVE OF ‘CORONA MARKETING’

The impact of the Covid 19 has been widespread, leading to an economic turmoil globally. While some brands are seeing an incredible growth in their sales, others are witnessing a sharp decline.

As they say, ‘*out of sight means out of mind*’, therefore, irrespective of the demand, it is imperative for a brand to stay relevant to its consumers.

So, what choices does a brand have?

With brands being conservative about expenses, traditional marketing has taken a hit leading to a massive drop in TV and print ad volumes.

However, as news come in pairs, the good part is that virtual means have enabled the businesses to be in touch with the consumer and enabled a new wave of – **Corona marketing**.

Thinking hats explores the marketing trends that brands engage in to communicate with their consumers during these unprecedented times.

INFLUENCER MARKETING – COLLABORATION BETWEEN BRANDS AND INFLUENCERS

With the lockdown in place and restriction in mobility, brands are targeting promotions via social media through celebrities and social media influencers – using social influence ensures a widespread awareness to the targeted group. Symbolizing a sense of normalcy, consumers are looking for people who they trust or are familiar with. Thus, association with a celebrity/influencer resonating its personality could be a successful approach for the brand.

In picture- *Amazon prime promotes the new season of its show **Four more shots** using the clique gang of Kareena Kapoor and her friends that replicates the characters of the show and its target audience*



Higher Education Online brand 'UpGrad' has climbed upon this bandwagon to promote learning and productivity - **The upGrad anthem- 'Aage Ki Soch'**, a music video consists of an ensemble **star cast that includes Radhika Apte, Vikrant Massey etc.** encourages the youth to engage in activities that will upskill their existing knowledge base in order to prepare for the new world post the COVID-19.



Flipkart and actor Varun Dhawan recently announced the launch of **Entertainer No. 1** - a stay-at-home reality show under the **Flipkart Originals** umbrella. To promote the show, the brand has introduced a TV and digital campaign featuring **Varun Dhawan** dancing filmed on a smartphone by the actor at his home.

THE NOSTALGIA EFFECT - REMINISCING THE GOOD TIMES

From Amul comics to Dunzo and Doordarshan, *old is gold* seems to be the new mantra around, and for all the right reasons. Recent research suggests that taking a trip down memory lane can make us to spend more on products. Nostalgia weakens our desire to hold onto our money, instead fostering social connectedness.

Using the rose-tinted sense of positivity that accompanies nostalgia, especially in tough times like Covid 19, brands are fostering a connectedness and reassurance within the consumer through this *Nostalgia effect*.

Dunzo: Ensures contactless delivery at doorstep, chimes in with humour regarding working from home on social media with #MahagarBandhan



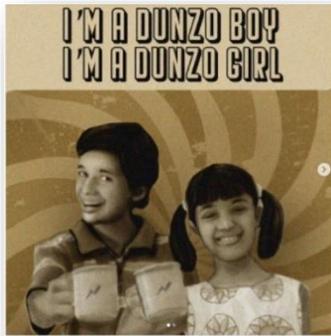
Fast Food Brands: Assure customers of kitchen sanitation, employee hygiene, food untouched by bare hands, santised delivery bags & contactless delivery



The Rerun of Ramayana as well as Mahabharata had the mass charmed due to its hook into the fond childhood nostalgia. With a threefold increase in viewership, the channel –DD National- saw a **growth of 15 per cent or 6 lakh seconds in the commercial time determining advertisements, during the post-Covid-19 period.**

With Ramayana viewership gaining momentum, various brands reached out into the honeypot to reap benefits such as-

Amul rerunned its old advertisements leveraging the nostalgia effect, garnering millions of views.



Dunzo paid a tribute to these iconic commercials by redoing them with brand integration, rewriting taglines with a twist, and utilizing these brands' legacy to loom a thread that would pull us back to the simpler times.

PRO-ACTIVENESS – CONSUMER COMES FIRST

A simple dialogue by brands to consumers about the pro-active measures undertaken ensures the consumer about the good will that the brands have and creates a **halo effect** in the consumer's mind, where the consumer will view the brand in positive light. The crisis response that the brand broadcasts further reassures the consumer that brand is adapting to the changed scenario and keeping consumer's safety as its top-most priority.

TRANSPARENCY AND

USING POSITIVE AFFECT TO CREATE POSITIVE EMOTIONS - STAYING RELEVANT DURING LOCKDOWN

Even brands with a steep decline in their sales are not leaving any stone unturned to establishing creative communication routes with their consumers. A plethora of brands –

Mercedes Benz, Asian paints, Converse as well as museums such as Dr. Bhauji Lad Museum, are engaging their consumers through productive pastimes, mental and creatively stimulating activities such as- **Mercedes Benz – #ColorYourBenz, Build your own driver, Asian Paints – #HarGharKuchKehtaHai- Gaming moments, Converse – #CreateAtHome, Dr. Bhauji Lad – Treasure hunt Tuesdays using virtual walk through the museum.**

These activities are seen as adding value to the consumer lives by reassuring by alleviating anxiety and creating a positive emotional affect response, thus resulting in a strong consumer bond.

#HomeConcerts - Finding Alternatives to Live Events

The cancellation of trade shows, seminars, concerts and conferences means entertainment sector and businesses have lost a major source of leads they count on every year. The brands are thinking out of the box ideas to mitigate the repercussions of this pandemic. Event companies are therefore, hosting online concerts to entertain the audience. The very important aspect they have cap-sized on is adapting to the change.

*With the **World Health Organization**, the **Global Citizen** announced **One World: Together At Home**, a **Live Aid**-style event designed to celebrate healthcare workers around the globe and to support the **U.N. Foundation's COVID-19 Response Fund**. Another example is **Sunburn festival in India**.*





In the wake of Covid 19 contagion, brands are bracing themselves up and exploring the uncharted territories of marketing to stay connected with consumers. Smarts brands are re-evaluating and redefining their marketing strategies. Responding in a thoughtful, sensitive and compassionate manner in this evolving landscape, brands know that the action they take today, would have a long-term impact.

Adapting to dynamic market challenges and staying pertinent in the consumers mind is the mammoth task that most companies are grappling with.

Nonetheless, identifying the path to explore, which fits seamlessly in the organizations core DNA, will make customers take notice.

Their bond towards the brand develops a stronger emotional connect which will pay off in the larger scheme of things.

Time to reflect – Is your brand staying relevant through this pandemic?