



billion,dollar,boy

The Creative Agency for the Influencer Age.

COVID-19

MARKETING INTELLIGENCE REPORT

1

INDUSTRY ANALYSIS



The way we conduct business and act as consumers has changed drastically in the weeks since measures were introduced to curb the spread of Coronavirus.



With many countries now on lock-down, Out of Home, Events, Experiential & Cinema are all down



Whilst in-home media consumption is up



33%

are spending more time on social media

95%

of consumers are now spending more time on in-home media consumption activities



73%

of consumers are positive to neutral about advertisers continuing to advertise 'as normal'



During
lockdown
in China...



200%



increase in
livestreams

Alibaba / Taobab, February 25



Views of fitness content
jumped by almost

50%

The Guardian, February 25



E-commerce sales of
Kitchenware (+332%),
Makeup & Skincare (+150%),
Hair Clippers (+450%)
Yoga mats (+142%)
all increased

Jd.com, February 12

In Italy...



70%



more time spent across
Facebook, Instagram,
and Whatsapp since
the crisis began

Facebook, March 24



45%

Increase in cooking
show viewership

The FT, March 26

200%



Increase in IG & FB Live views
in a week

Facebook, March 24



Group calling has
increased by

1,000%

Facebook, March 24



And in the UK & USA ...



Voice and video calls
have **doubled**



Facebook, March 24



Total messaging has
increased by

50%

Facebook, March 24

20%

Increase in concurrent
live streams on Twitch

BBC News, March 26



27%

increase in TikTok
engagement

Mediapost, March 24



Covid-19 has greatly affected the way we consume media ...



Source: Cloudflare, March 25

How to help others during Coronavirus

40x Increase in searches

How to cut own hair, men

5x Increase in searches

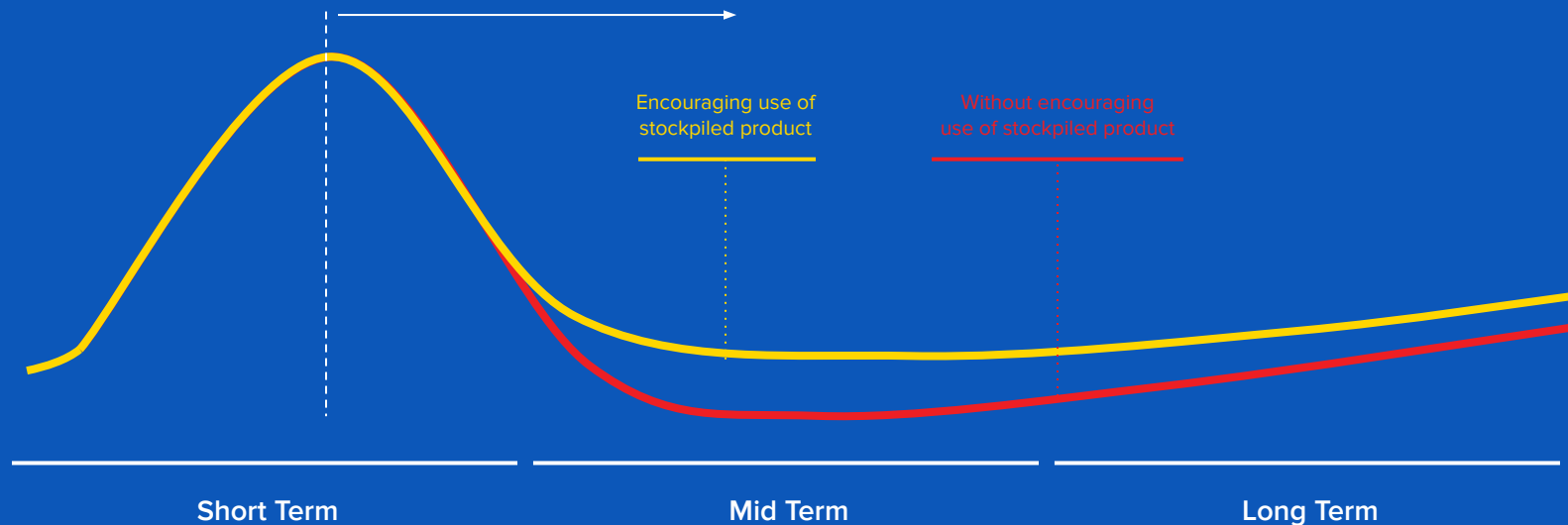
How to self-isolate in a shared house

6x Increase in searches

Source: Google Trends, March 25

... and our consumption habits

Grocery, Beer Wine & Spirit, Health Beauty & Toiletries, Household & Pet have risen sharply in the immediate onset of the outbreak* - though this represents mid-term risk and will likely be met with a pronounced trough in sales in the medium term unless mitigated through encouraging usage.



But should we go quiet?

“**This is likely a misstep**, as the increased media time is likely **the new 'prime' time** to brand build and interact with an engaged audience -- albeit with the **right tone** and product/service offerings”

#PivotDontPause

“New behaviours are emerging and **advertisers must react**”

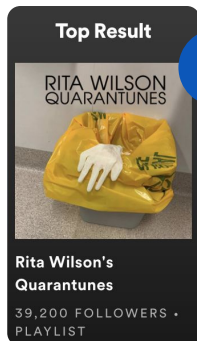
“For brands looking to authentically connect with the consumer during this difficult time and offer a solution, **this is a time to lean in.**”



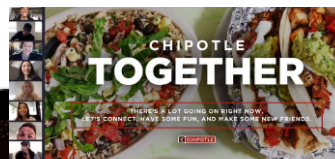
#NetflixParty



Consumers are looking for entertaining, uplifting, inspiring, and purposeful content

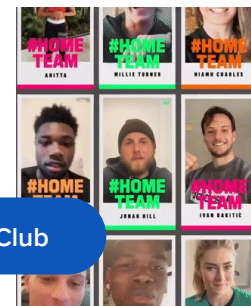


#IsolationCreation



March 19, 2020 - 4:15 pm by Datwon Thomas

#QuarantineArtClub



“The beauty of influencer marketing is that content can be produced during self-isolation when people are looking to connect more than ever.”

Ed East, CEO
Billion Dollar Boy

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HOW WE CAN HELP YOU

1 IMMEDIATE TERM

PIVOT

We can help you through **Reactive Strategy** & **Adaptation** of upcoming campaigns

2 MID TERM

ENGAGE

Audiences through **Reactive Campaigns** building brand equity through uplifting content - whilst encouraging brand consumption

Through **Content House** our solution for brand social & paid media content creation whilst production companies are unable to shoot brand assets

3 LONG TERM

PLAN

There *will* be a return to normal and as restrictions are lifted your brand will need to communicate on:

1. Summer
2. Back to School
3. Autumn / Winter
4. Christmas

We were already planning for these periods pre-Covid for many clients and we can for you too.

2.1

WHAT IS

CONTENT HOUSE?

Our team are engaging digital content creators to produce social-first, engaging content by way of home studios and editing suites.

We have illustrators, food stylists, photographers, animators, editors, motion graphic designs, bloggers and 2D and 3D animators with home studios and remote capabilities to deliver your brand content needs while production is on hold.

CHALLENGE

Keep your online presence fresh and active in the time of Covid-19, where access to traditional solutions of generating brand content is limited.

BMW



What Does Coronavirus Mean For Influencer Marketing?

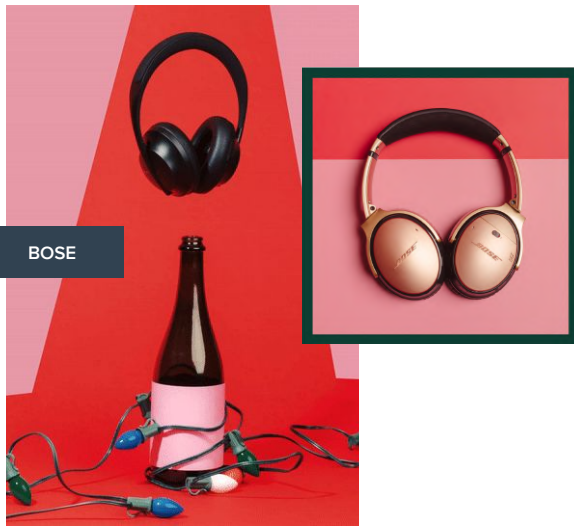
LAB SERIES



SOLUTION

Ensure all eyes remain on you by partnering with selected influencers to create brilliant and on-brand white-label content which you can use across your marketing channels.

BOSE



What is Content House?

LAB SERIES



BOSE

We engage digital creators and micro influencers for the sole purpose of creating unique and highly creative content for your brand; including your social channels, newsletters and online advertising. Content is not obliged to be posted on Influencer channels.

The main benefits are:

- + High volume of assets for brand use
- + Unique, social-proof creatives
- + Access to a big pool of unique content styles
- + Economies of scale (talent fees and time)
- + Completely white-label

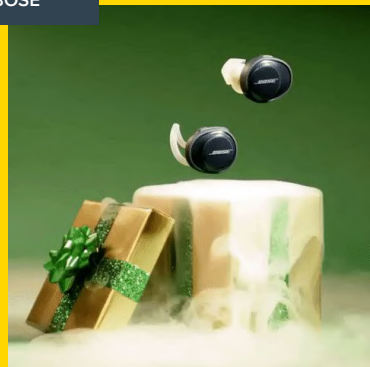


MICHAEL KORS



HAMILTON

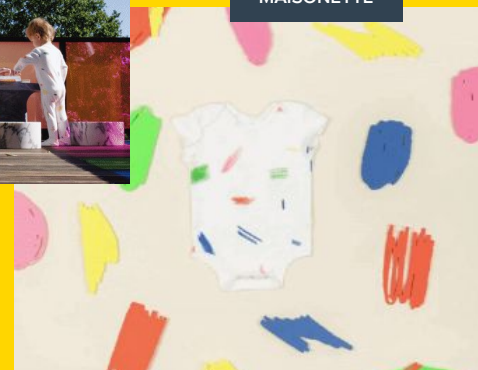
BOSE

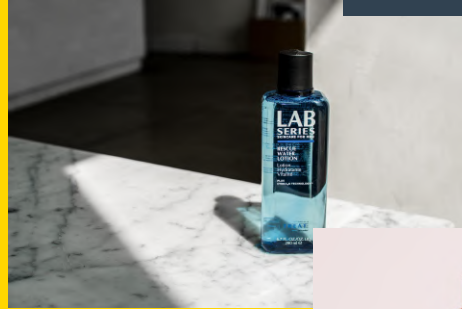


SAMSUNG



MAISONNETTE

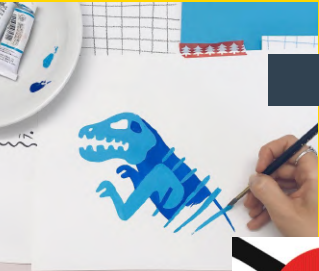




LAB SERIES



GARNIER



COACH



BMW



3

CONSIDERATIONS

THOUGHTFUL
ADVERTISING

All marketing - paid, owned or earned - must be thoughtful.

As companies strive to strike the right chord when communicating with customers during the pandemic, being creative can help foster a feeling of community.

1

Keep up to date with what's happening

2

Be thoughtful about tone of voice

3

Anticipate changes in your customer's behaviour

Thoughtful Advertising Checklist

☐

Is there a risk our brand may come across as opportunistic?

☐

Does my content provide value for my consumers - either through information or entertainment?

☐

Does this content encourage or depict dangerous social behaviors, like face touching?

☐

Does this content make assumptions about my audience's current situation?

☐

Does this content reflect our overall brand response to the pandemic?

☐

Should the choice to pause or continue marketing efforts be a joint decision?

☐

Is the tone of my content appropriate in this context?

☐

Does my content make light of a serious subject?

☐

Will this content impact the reputation of any partner (e.g. the influencer)?

☐

What are the long-term costs of pausings or cancelling marketing efforts?

4

AND

FINALLY

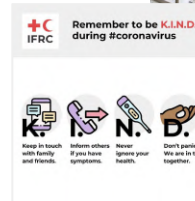


Billion Dollar Boy is working with its long term global charity partner The International Federation of Red Cross and Red Crescent Societies.

Billion Dollar Boy's team and influencers are working closely with the IFRC to:

- 1** Combat fake Coronavirus news
- 2** Spread a message of kindness & supporting their communities

If you would like to contribute to this campaign we would love to hear from you.





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