

# MARKETING DURING A PANDEMIC: OUR TOP CAMPAIGNS AND WHY WE LIKE THEM



Life has changed during this pandemic and for the vast majority of us, the impact of COVID-19 is like nothing we've felt before. The way we work, go to school, shop and entertain ourselves and our family has all changed. As a result, many companies have had to rewrite their business plans and reinvent their marketing strategy. They have had to rethink the way they do business; the way they market their product and the way they engage with their customers.

Some companies have done this exceptionally well. Here is a list of our top marketing campaigns we feel successfully showcase a businesses' ability to pivot their approach, connect with their audience on new levels, or just demonstrate a tasteful presence during these unprecedented times.

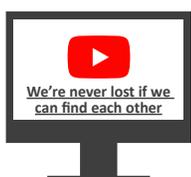
## I'M NOT CRYING, YOU'RE CRYING



When an ad touches us on an emotional level, it is a sure sign that the campaign message is relatable and the brand has done its job connecting with their audience. During this time of crisis, there have been a handful of companies that have done an excellent job of 'moving people'. **Apple** has done just that and once again delivers the 'feels' in their '**Creativity Goes On**' campaign.



**Dove Canada** conveys a heartfelt tribute to front-line workers, showcasing the daily sacrifices they endure in their '**Courage**' commercial.



**Facebook's** '**We're never lost if we can find each other**' ad is a shoutout to all of mankind, that there is light at the end of this and we will make it through if we stay connected.

These campaigns are exceptional examples of how companies have been able to pivot their message to capture the reality of our current situation, and how their products are playing a role in navigating through it. Although some may feel this an unauthentic approach or a sample of how consumer marketers are 'taking advantage of the situation', you cannot deny the ability of these mini movies to deliver emotion.

## ISN'T IT IRONIC?



**Hotels.com** '**Social Distancing**' campaign is a model example of staying present at a time when business is basically non-existent. The hospitality and tourism industry are undeniably one of the hardest hit during this pandemic. The message of this campaign is completely opposite of their core business objectives: stay home and do not book hotels. This campaign demonstrates the creativity to step up and recognize now is not the time for economic prowess, it's about doing what's best for the greater good.

## HUMOUR WHEN WE NEED IT MOST



With so much negativity around us, sometimes all we want is a good laugh. The **New Zealand Police** get creative and hilarious with their social distancing song.

## DIGITAL MASTERS

Some of the most impactful digital campaigns during the pandemic have been subtle, but effective, nonetheless.



**Coca-Cola Canada** has done a great job of sticking on brand with their '**Staying Apart**' campaign.



**The Government of Ontario** has successfully conveyed their COVID-19 message with a consistent and concise campaign. Although simple, the content is immediately recognizable.

Whatever marketing direction a company decides to take, whether their campaign is emotional, humorous or factual, it is important to have an understanding of the topics and trends that audiences are engaging with, so brands can appropriately determine their approach. What we say and how we define ourselves in the tough times is arguably even more important than the good ones.