



ONEMS  
MINUTE SILENCE



# **SOMETHING TO SAY IN LOCKDOWN**

**7 MAY 2020**

## COMMUNITY SNAPSHOT



ADRIAN, 39

A pensions advisor,  
living with his wife and  
2 children

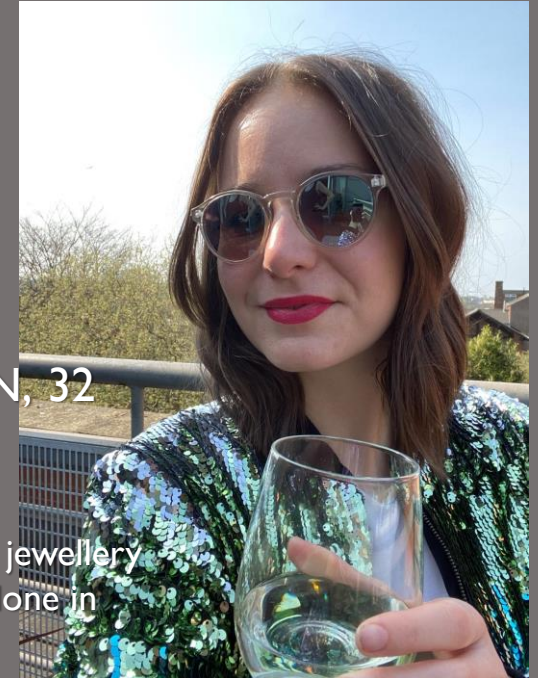
*In 17 years of work, I've never worked at home and it's been a big adaptation, trying to get a routine and juggle things with the kids. I think the lack of sport on TV has been the biggest adjustment though*



MAGGIE, 57

After taking early  
retirement, she volunteers  
and keeps bees (along with  
various 'crafty' hobbies)

*I miss hugs, and my family. I'm shopping for 4 vulnerable people, but it's nice to give something back and make life a little bit safer for them*



RHIANNON, 32

A self-employed jewellery  
designer, living alone in  
Birmingham

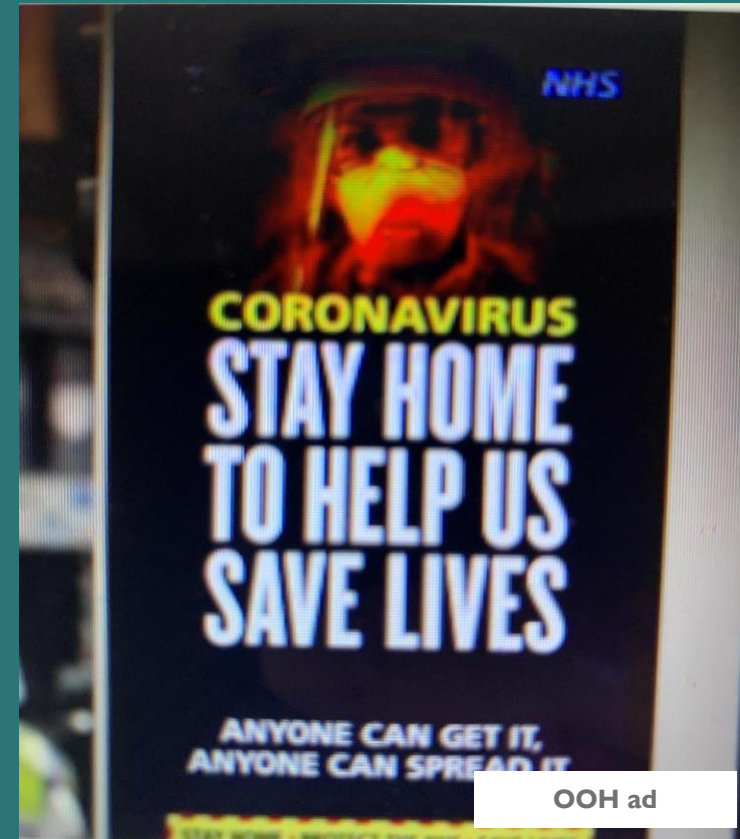
*I miss the freedom of normal life –being able to 'nip out' for a coffee or a drink. I'm starting to miss the (swimming) pool and yoga classes too*

## INCREASED USE OF SOCIAL MEDIA AND SUBSCRIPTION SERVICES



**SOCIAL MEDIA ADVERTISING IN PARTICULAR IS CUTTING THROUGH\***

## GOVERNMENT ADVERTISING HAS STRONG STANDOUT ACROSS A RANGE OF MEDIA




It's exactly what's needed when the weather is nice to remind people – and it's good they're trying to reach different people, like younger people

Stella



# 'COMMUNITY' AND 'LOCAL' ADVERTISING STRIKES A STRONG CHORD


The Butcher's Block



PLEASE NOTE - ORDERS ARE CURRENTLY OFFLINE

- We are full for deliveries at the moment
- If you have already ordered you will still receive your delivery as planned
- Please don't try to contact us by other means to order as we cannot take anymore orders at this time
- We will be back in.....

Local quality food for North Somerset



Direct communication from local business appreciated


Greswolde Arms

To: [Redacted]


ADD TO GROUP

We've launched our virtual pub, The Lock Inn

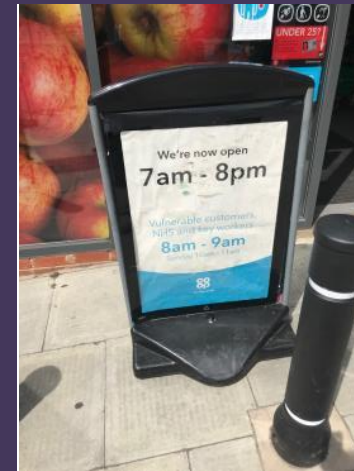
Tue, 21 Apr 2020, 23:55



THANK YOU



Reply Reply all Forward Delete More



Clear messaging from supermarkets : we're changing to make things work for you

ALDI

We're here for you.

Store Finder Aldi App Customer Services

Dear Customer,

I hope that you and your loved ones are safe and well.

As the lockdown continues, we have been working hard to ensure that as many people as possible can access affordable groceries from Aldi and we've recently launched two new initiatives.

The first is our new food parcel delivery service.

For £24.99 you can order a food parcel containing 22 store cupboard staples including rice, pasta and frozen chips. Each parcel also includes antibacterial handwash and a food parcel of toilet roll. The parcels are ideal for people who are self-isolating or unable to visit one of our stores.

To support our communities, we are also providing financial support to Age UK to fund their essential work for older people in the community and are continuing to support our long term partner Neighbourly to redistribute food to those who need it most. Now, more than ever, charities need donations to enable them to help those in need, especially as the lockdown has forced the cancellation of many of their usual fundraising activities.

Our second initiative has been to sign up to the Government's voucher scheme, which is supporting children eligible for free school meals during the Covid-19 outbreak. Families that receive vouchers can redeem them in any of our stores. This is a vital initiative to ensure that the 1.1 million children who would normally have a free school meal do not go hungry as a result of staying home to protect the NHS and save lives.

Which brings me to the important issue of making money go further.

At Aldi, we know the financial pressures that many people are facing. So, I want to use this opportunity to give you my personal guarantee that Aldi will continue to offer the lowest prices of any supermarket in Britain.

Every time you visit, you can be certain that the price you pay at the till will be the lowest in the market.

In fact, a recent survey by independent consumer group Which? showed that Aldi is almost 20% cheaper on average than the five other supermarkets.

We remain as committed as ever to providing you with a quick, safe and affordable shopping experience when you visit your local Aldi store. For the latest details and tips for visiting Aldi please visit [www.aldi.co.uk/COVID19](https://www.aldi.co.uk/COVID19)

I will, of course, keep you updated about any new significant steps we're taking. In the meantime, stay safe and well, and thank you for your ongoing support.

Giles Hurley  
CEO - Aldi UK and IRE

Tesco

TESCO

Every little helps

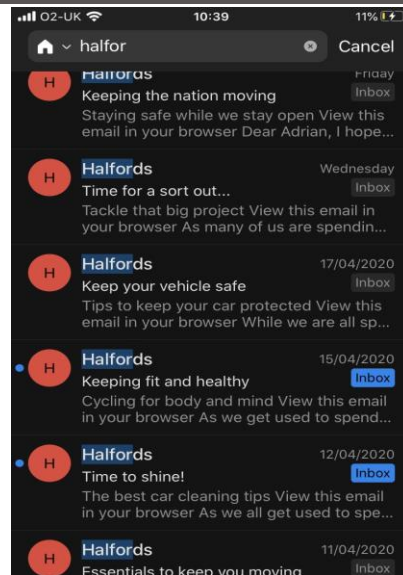
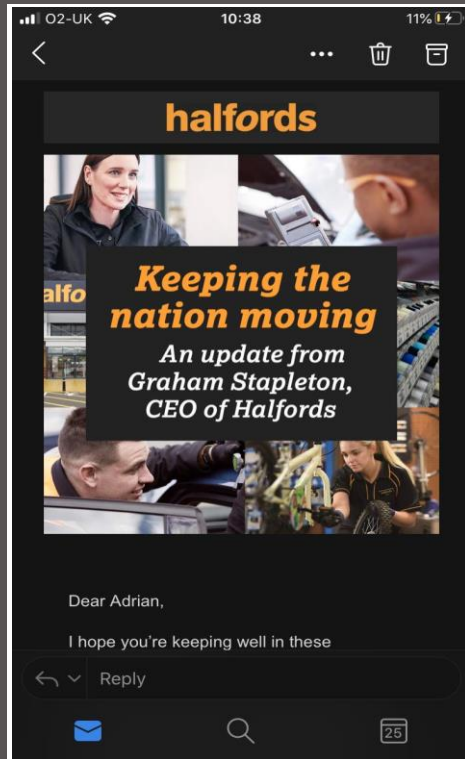
Together, we can do this.

Reply Reply all Forward Delete More

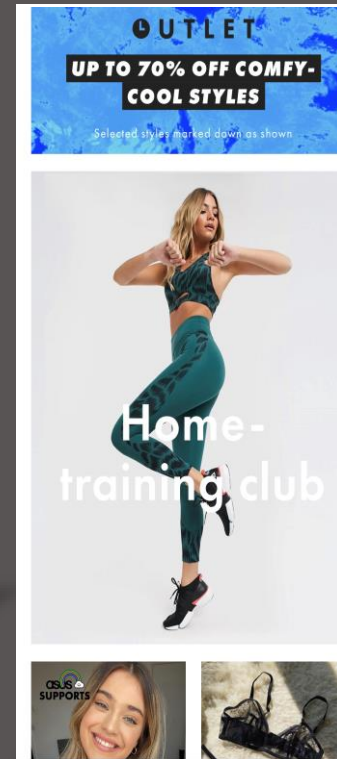
I love that they (the pub) are changing, and bringing a community you normally have to go out to into people's homes. For people on their own or without family, it's a way of having fun and feeling part of a group which is such a boost to mental well being

Maggie

## A PRACTICAL AND PRAGMATIC APPROACH TO NEW APPROACHES IS NOTICED



‘Little and often’ feed of practical, and relevant tips

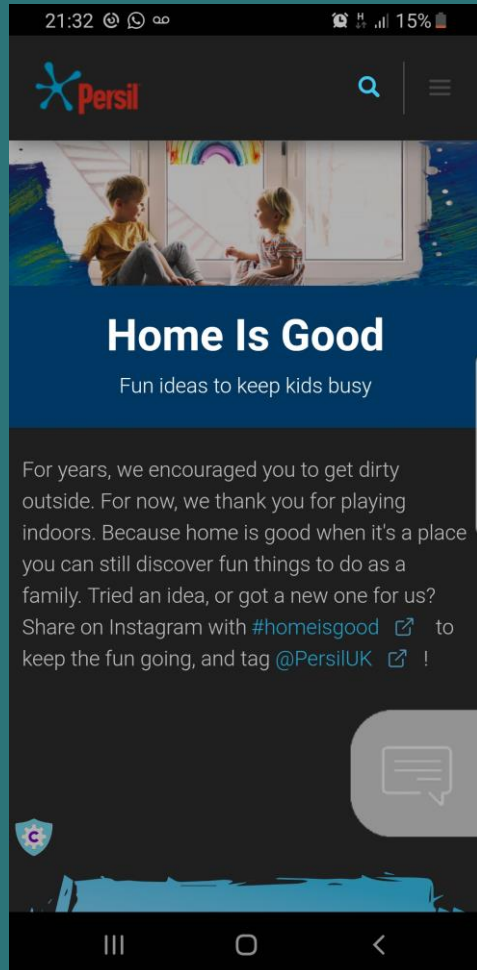


Appropriately curated offer and changes to working practices to allay qualms

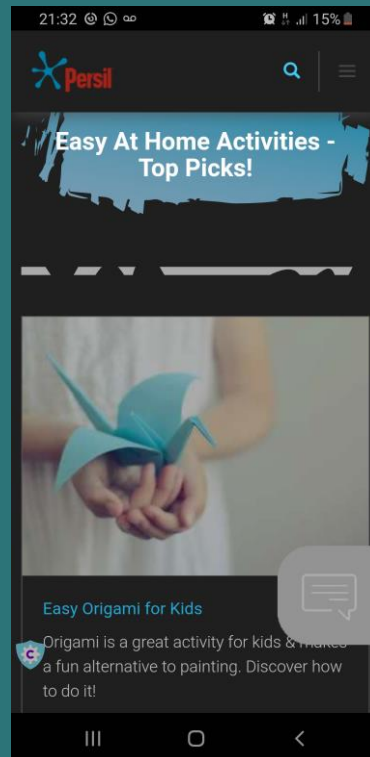


*This is all about clarity and being concise – it's easy to see what they're doing it why they're doing it*  
Rhiannon

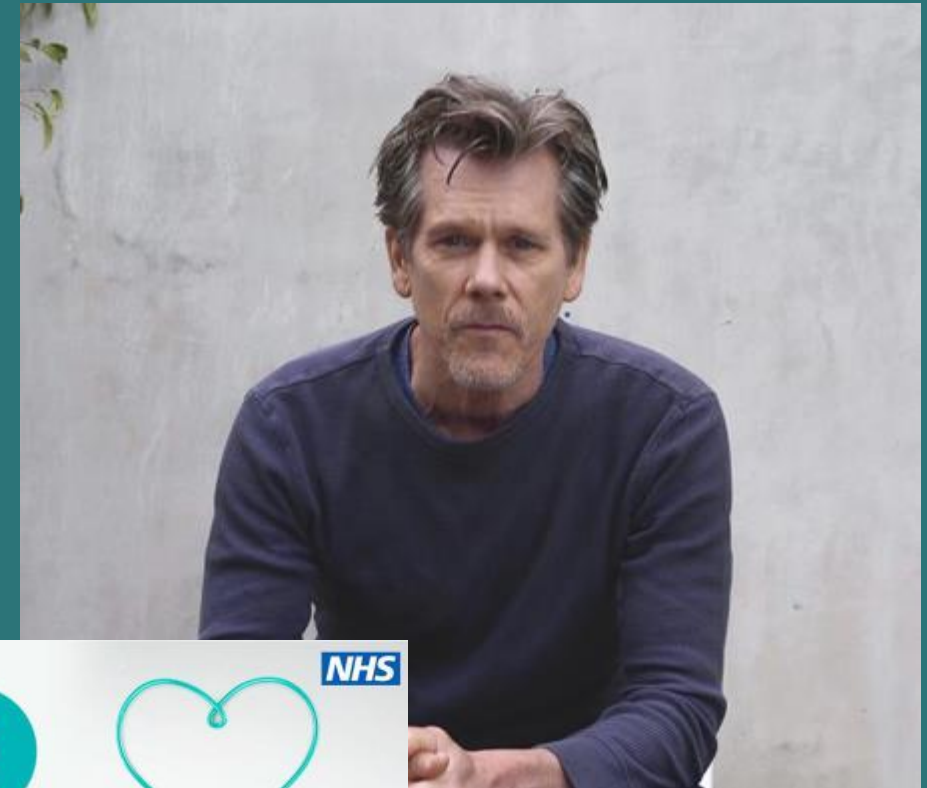
## USING FAMILIAR CAMPAIGN DEVICES CAN WORK WELL



Both reinforce the 'stay at home' message alongside a very clear overarching brand story



*They (EE) were pretty forward- thinking because they got in really quickly. He's usually quite jokey, but not here because of the link with the NHS*





# A MIXED RESPONSE TO CURRENT MAINSTREAM TV ADVERTISING 'DIET'

## ANNOYANCE

*I'm struggling to like any adverts that use the lock down guidelines/advice to advertise their products. I feel like they are trying to tell me that they care about you in these challenging times, but the feeling I always get is annoyance that they are using it to their advantage and are not genuinely concerned for their customers. Maybe it's just me losing my positive outlook after staying home for 6 weeks!!?*

## ACCEPTANCE

*I don't think brands can win either way at present. By focusing on the current situation you're just another firm ramming it down and highlighting the situation we are all in, but 'oh look how we are making the best of it'. However, if you just do a 'normal' advert then you're likely to get panned for not being aware of the current situation. Personally I think you have to tailor it and whilst it's relevant then it's fine to advertise around a covid theme*

## POSITIVITY

*Everything on every channel and all social media is rightly concentrating on the current pandemic. Companies would seem thoughtless and selfish if they did not have it in their thoughts, or reflect the current situation somehow in their advertising*



## ADVERTISING HAS A KEY ROLE TO PLAY IN RESTORING NORMALITY



Seeing familiar (big) brands on TV in particular gives a sense of reassurance – an anchor to the past

Tone of voice in particular can instil a sense of normality, which is appreciated

As lockdown fatigue sets in, there is a desire to 'move on' and see something new



Next week we will look at how the panel are lifting their spirits in lockdown

For more information on this, and our other lockdown publications.  
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Annual Conference 2016  
Finalist Finalist  
Best Overall Contribution



AQR PROSPER RILEY-SMITH  
QUALITATIVE EXCELLENCE AWARD 2015

FINALIST

