

## CONSUMERS ARE ONLINE – ARE YOU READY FOR THEM?



**COVID-19 HAS FORCED MOST CONSUMERS WORLDWIDE TO CHANGE THEIR HABITS AND BEHAVIORS AND TO RELY ON ONLINE SOLUTIONS FOR THINGS USUALLY DONE FACE TO FACE.**

Brands that are providing their customers with easy, enjoyable and seamless online experiences during the crisis are likely to benefit from these forced behavior changes post Covid-19.

If you want to understand how well your brand is doing in providing your customers with a high-quality and fully satisfactory experience across all of your digital touch points, you can apply some or all of the following 10 practical techniques. I have included specific examples of how we at Emirates apply them and the impact we have seen from them on our customer metrics.

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Business-as-usual ads showed no observable decrease in performance across brand metrics.

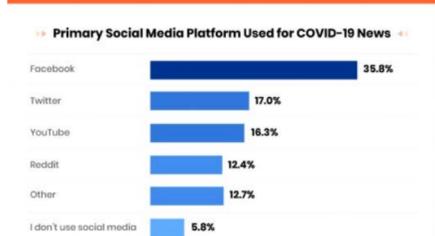
### The latest observations on creative effectiveness amid COVID-19

Google's Unskippable Labs recently reviewed 1,500 ads that ran on YouTube in March and April to understand how the coronavirus is influencing consumer response. Ben Jones, the team's global creative director, shares their key observations here.

Now that we're several months into the coronavirus pandemic, the scope of the public health crisis is coming into focus. But the scope of the economic crisis is only just beginning to emerge. What's clear is that it's historic, and the gravity and uncertainty of it has most advertisers asking, "What do I say and how do I say it?"

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### TOP PLATFORMS FOR COVID-19 NEWS



### Facebook is the Leading Social Platform for News During COVID-19

#### Where are you getting your news updates from during the COVID-19 pandemic?

Increasingly, people are relying on social media platforms to help keep them informed on the latest - which can be both beneficial and problematic in equal measure.

Social media usage has ramped up significantly during the lockdowns, with Facebook reporting "unprecedented increase in the consumption of news articles" specifically.

Overall US traffic from Facebook to other websites has also risen by more than 50%, as people seek updates and insights. Given that people are spending more time on social anyway, and it's updated in real-time, there's clear benefit to getting news via social apps. But then again...

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### YouTube Announces Virtual Graduation Event, With a Comencement Address from Barack Obama

After Facebook announced its virtual graduation event for the class of 2020 last week, YouTube has now countered with its own celebration, which won't be held on the same weekend as Facebook's online celebration, but will certainly rival The Social Network in regards to star power.

As you can see here, YouTube's graduation showcase will feature former US President Barack Obama, Lady Gaga and South Korean super-group BTS.

Facebook's event, for comparison, will include appearances from Awkwafina, Miley Cyrus and Lil Nas X - and a commencement address from Oprah Winfrey.

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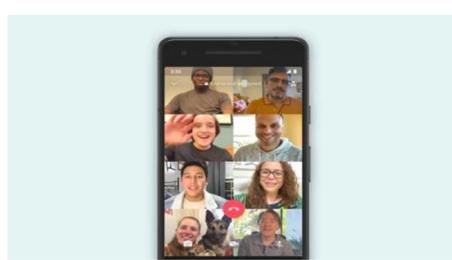
### Why User-Generated Content Should Be at the Heart of Marketers' Post-COVID Playbooks

We're on the cusp of a monumental change in the trajectory of consumer buying behavior, with the ways in which people interact with brands, and each other, shifting significantly from what they were just a few short weeks ago.

With the world effectively in lockdown, people are now living online, and the vast majority of shopping and entertainment activity has shifted completely to digital channels.

The closure of all non-essential stores has caused a surge in online shopping, accelerating the already growing consumer shift towards eCommerce, while IRL social activity has moved to social media platforms more than ever before.

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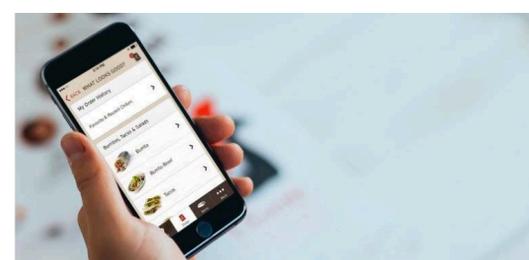
### WhatsApp Officially Launches New, 8-Person Group Video Chat Option

After it was previewed by Facebook CEO Mark Zuckerberg late last week, WhatsApp has now officially announced the launch of its new, 8-person, encrypted video chat option, which doubles the capacity of WhatsApp group video calls.

As explained by WhatsApp:

"The COVID-19 pandemic has meant that many of us are isolated from friends and family, and as a result, we've seen that people are turning to voice and video calling on WhatsApp more than ever before. Group calling has been particularly useful and our users have asked to connect with more people at once. Starting today, we're doubling the number of participants you can have on a WhatsApp video or voice call from 4 to 8 people at a time."

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### Pandemic hastens shift in ad buying to mobile, study says

The coronavirus pandemic has accelerated the shift in media buying to mobile from desktop platforms as consumers spend more time on their phones.

While the volume of viewer impressions on desktop computers fell since the start of the health crisis, it remained steady for mobile devices, per an announcement that sell-side platform (SSP) PubMatic shared with Mobile Marketer.

While ad spending declined for all digital platforms, the effect on mobile sites was less dramatic. Mobile ad spend fell 15% after the pandemic ramped up in the U.S. in March, compared with a 25% drop for desktop ad spending. The difference boosted the mobile share of ad spending to 51% worldwide by the end of Q1 from 48% at the beginning of March, per PubMatic.

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