

REAL-TIME INSIGHTS

TV ADVERTISING: THE RIGHT MOVES, RIGHT NOW.

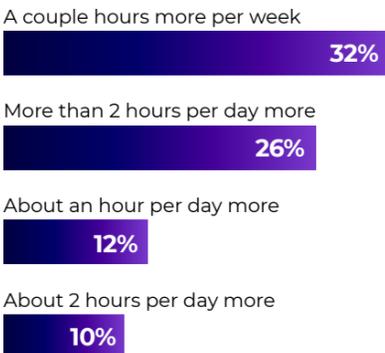
As Americans shelter in place at home, many are using the extra hours to watch TV – both in the living room and on their devices. Advertisers are reaching out in various ways, but is it resonating? We asked over 1,000 consumers about what they're seeing from advertisers, and what they think brands should be doing during this unprecedented time.

MEDIA CONSUMPTION HABITS ARE CHANGING, AS CONSUMERS SPEND MORE TIME AT HOME

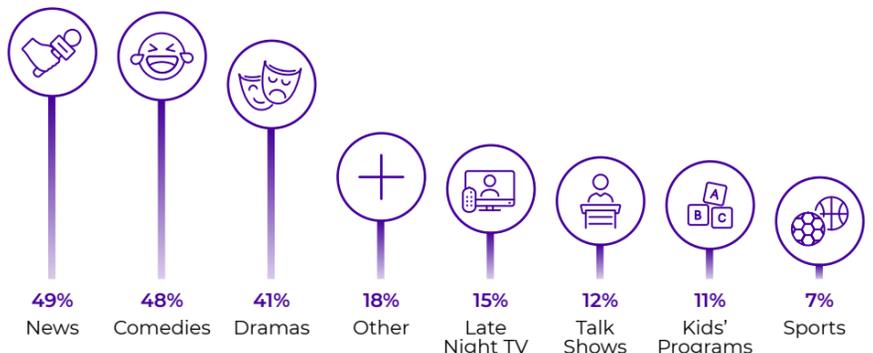


More than **80%** of consumers say they are spending more time watching TV and streaming online video since the start of COVID-19 social distancing.

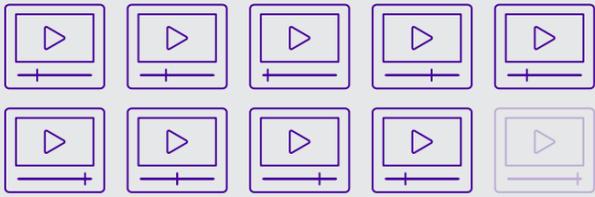
HOW MUCH MORE ARE THEY WATCHING?



WHAT ARE THEY WATCHING?



CONSUMERS ARE OPEN TO SEEING ADVERTISING DURING THIS TIME, ESPECIALLY FROM THOSE WHO INCORPORATE TIMELY (AND TASTEFUL) MESSAGING.



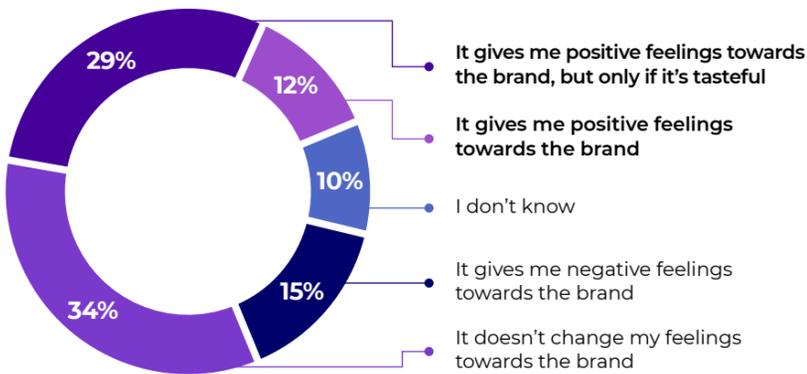
Over **9 OUT OF 10** consumers believe it's appropriate for brands to advertise on TV and online video during the COVID-19 pandemic.

Half of those consumers say "only certain types of ads" are appropriate.

Nearly **3 OUT OF 5** consumers think that brands should be incorporating COVID-19 specific messaging into their ads now, though most say only if it's done tastefully.



1 out of 4 consumers think brands should stay away from COVID-19 messaging completely.



In today's unique environment, brands have an opportunity to build positive sentiment among consumers: Over **40%** of consumers say that when brands incorporate COVID-19 messaging into their ads, it can result in positive feelings.

What kinds of ads do they want to see? Stuck-at-home consumers are most open to seeing ads from food and beverage, financial, and technology companies.

