

Lockdown Lowdown.

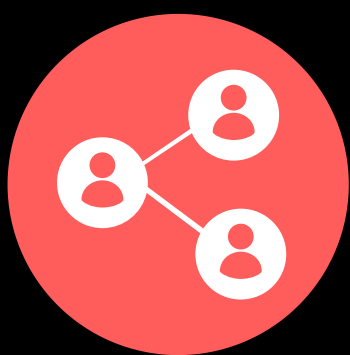
Issue 2 of M.i. Media's round-up of the latest market, industry and media trends

Here's our second instalment of Lockdown Lowdown. In the week where trends may suggest we have hit the peak in Corona cases, and we welcomed the PM and new arrival back to Downing Street, M.i. Media have continued to scour the newswires for interesting market developments, consumer trends and evolving media opportunities.



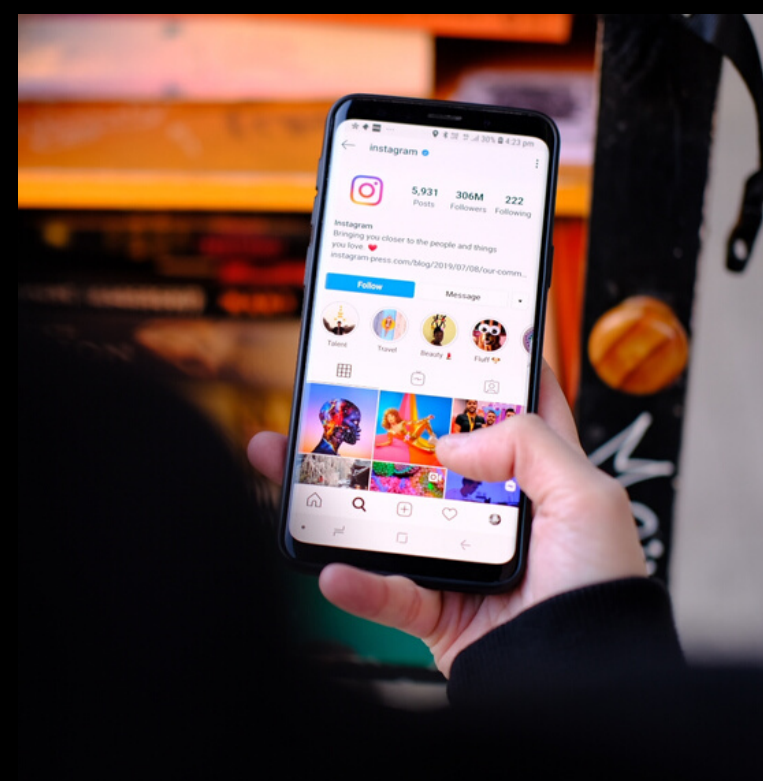
Channel 4 introduces free ad creation scheme.

Channel 4 has announced a free ad production service to encourage advertisers back on TV. The initiative follows major shifts in the TV market, with C4 reportedly losing 50% of ad revenue over the next two months. 4Creative and partners are offering brand new ad copy creation, or editing services of existing copy using remote production and editing techniques. Production investment is capped at £20k and advertisers are expected to commit to at least £100k media spend with C4 before the end of August. More info [here](#).



Instagram provides tips on how brands can use stories to connect with audiences amid COVID-19.

This week [Instagram](#) has released some key tips on how brands can maintain audience connection via Stories during the pandemic. A particularly useful tip for charities is the use of stickers to make it easier for people to support your brand. Nonprofits can utilise this to raise money directly on Instagram through the donation sticker. With raised charity response and increased social media usage, now could be the perfect time to test out this feature.





41% of Britons have or expect to cancel overseas trips.

BVA BDRC have released their [annual holiday trends research](#) having had to go back into the field in March after COVID-19 rendered much of its January dip redundant. The data shows 41% cancelling overseas holidays, a lesser but still significant 33% cancelling domestic breaks and almost a 1/3 of respondents not anticipating holidays returning to normal until 2021.



Google announces further funding for SMBs and crisis response organisations.

Google has pledged \$800+ million to support small businesses and crisis response. This includes \$250 million in ad Grants to WHO and government agencies and \$340 million in ad credits to all small and medium businesses (SMBs). There are several criteria to be eligible and the size of credit is expected to vary based on historic spend. The grants should allow small and medium-sized businesses to continue to promote their business during difficult times.



We are shopping less frequently but spending record amounts when we do.

Tesco boss Dave Lewis has said that the weekly number of transactions at Tesco nearly halved in April but the average basket size doubled. "People are shopping once a week, a little like they did 10 or 15 years ago, rather than two, three or four times a week that was happening before the crisis," Lewis said. Kantar data meanwhile shows total grocery sales up up 9.1% year on year in the 12 weeks to 19 April. "People are spending more time at home and eating fewer meals out of the house, which has led to a strong growth in take-home grocery sales," Kantar concludes. Online now accounts for 10.2% of grocery sales from 7.4% just last month, driven by over 65s whose online grocery spend has risen 94% from last year.



Spread of Coronavirus-related fake news leads to tighter restrictions on social sharing.

People have been using social media to quickly and easily share information about COVID-19. In some instances mass sharing is seemingly harmless fun. To combat this, WhatsApp have introduced a new feature which limits the number of people a single message can be sent on to only five. Facebook are considering introducing equivalent measures. This is a good example of how the coronavirus pandemic has fast forwarded industry change.



Brits want to continue enjoying the upsides of lockdown life, but what does this mean for brands?

Only 9% of Britons want to return to a “normal” life after lockdown, according to a recent YouGov survey. As we are enjoying cleaner air, more wildlife, stronger community ties and more home cooking, we question how this will change our values and what’s important to us from a brand? Do we need to see them bringing communities together more? Will brands need to show greater commitment to the environment? Will there be a greater focus on the family and our ties? How will we need to change our messaging to reflect the different values people have? Or will it just be like a New Year's resolution and we all revert to our old ways? Already consumers want to know what brands are doing to help, according to Kantar’s COVID-19 Barometer.

