

nCoV China Update

CONSUMER & MEDIA FOCUS

dentsu
ÆGIS
network

Feb 12th 2020



The 2020 Coronavirus outbreak:

Latest developments in Culture and Media

1. Situation Overview

2. Immediate Consumer Impact

3. Culture & Consumer

4. Economic Impact Overview

5. Media & Marketing Updates

6. Recommendations

What's happened?

A new ('novel') coronavirus strain has caused an outbreak centred in the central Chinese city of Wuhan, spreading since December 2019 and now declared as a global health emergency by WHO

Dec 2019

30: Reporting of spread of the illness to WHO, patients are quarantined

31: Authorities identify potential link to Wuhan seafood market

Jan 2020

04: Confirmed infections up to 44 in China

11: First death linked to coronavirus recorded as infected reached +50

22-23: Wuhan and 6 Hubei cities 'locked down'

27: Spring Festival holiday extended

30: WHO declares global health emergency

31: Several airlines suspend China routes

Feb 2020

02: First overseas death reported in Philippines

02: Huoshenshan hospital completed after 10 days of intense construction

06: Antiviral drug Remdesivir goes into trial

07: Tax policy announced to help struggling businesses amid falling sales

09: New cases growth drops by 22%

10: Many businesses return to work

Stats at Feb 12

As many businesses return to productivity, albeit many with reduced or amended workforce patterns (WFH, split shifts etc), the growth in newly confirmed cases has been slowing, especially outside Hubei province

TOTAL CASES
(GLOBAL)

45,182

+5% vs yesterday

TOTAL CASES
(HUBEI)

33,366

+5% vs yesterday

HUBEI AS % OF
TOTAL

73.9%

+0.8% vs Monday

TOTAL DEATHS
(GLOBAL)

1,114

+10% vs yesterday

RECOVERED
(CHINA)

4,740

+19% vs yesterday

- The isolation of cities in Hubei province appears to be having some success in slowing the spread of the virus, as the concentration of cases there continues to rise – number of new confirmed cases from outside Hubei have been dropping for 8 consecutive days
- Measures to protect passengers on major transportation routes have been stepped up as many return back to their places of work
- Despite large numbers of returning workers, Shanghai recorded just 11 new cases this week

Mobility is the biggest impact

- Chinese citizens have been advised to stay at home
- Movement of people is being tightly controlled and monitored

	Transport & Travel	Consumption	Entertainment
Effect	<ul style="list-style-type: none">• Public transportation restrictions and control, esp in affected area• International air routes suspended• Foreign immigration restrictions	<ul style="list-style-type: none">• Many malls, venues are closed, and people advised to avoid crowded areas• Most people staying home	<ul style="list-style-type: none">• Entertainment is mostly limited to indoors• Offline entertainment, such as CNY movies & events, cancelled
Consumer Behaviour	<ul style="list-style-type: none">• Citizens asked to avoid unnecessary trips• However many are still making their way back from CNY travel• Domestic and international flight numbers are heavily affected• Rail passengers reduced, but now increasing as business begins to open up	<ul style="list-style-type: none">• Fresh food & grocery sales, particularly from Ecommerce and O2O channels, increasing. As yet demand is mostly being met with little reporting of shortages• Medical products – masks, disinfectant, supplements – in high demand with supply issues• SME and offline businesses, such as restaurants, will be impacted hard	<ul style="list-style-type: none">• Browsing virus news on social media: 45% consumers spend 2-4 hours on it/daily• Playing mobile game: over 50% consumer increasing time spend on mobile game• Watching online video content: video app DAU increase 42% compared with 2019 CNY, OTT time spend increase 20%

CONSUMER & CULTURE

A long holiday at home

**Fighting
Boredom**

**Fighting
nCoV**

**Forming
Positivity**

The background image shows a room densely packed with anime-related items. On the left, a large poster of two anime girls is visible. In the center, a desk holds a computer monitor displaying an anime character, a keyboard, and various small figurines. To the right, a tall bookshelf is filled with numerous anime boxes and more figurines. The overall atmosphere is one of a dedicated fan's collection.

Fighting Boredom

Media as Life Enrichment while Home

Mobile Game: a popular way to kill time



代码	名称	现价	涨跌	涨跌幅 ▾
603258	电魂网络	31.86	2.90	10.01%
300051	三五互联	8.46	0.77	10.01%
300654	世纪天鸿	11.80	1.07	9.97%
300418	昆仑万维	20.01	1.23	6.55%
300359	全通教育	5.90	0.28	4.98%
002624	完美世界	49.48	1.99	4.19%
002555	三七互娱	33.00	0.59	1.82%
603444	吉比特	379.61	7.11	1.91%
002174	游族网络	27.91	0.21	0.76%

Due to the nCoV and home isolation policy, the China stock market has had a turbulent first week back. However, the stocks of gaming industry are experiencing a strong rising wave. It turns out that playing game has become a popular way to kill time at home.



Glory of Kings
(王者荣耀)

DAU during CNY: 120 million -150 million

Est. revenue on CNY eve: 2 billion (+35% vs 2019)



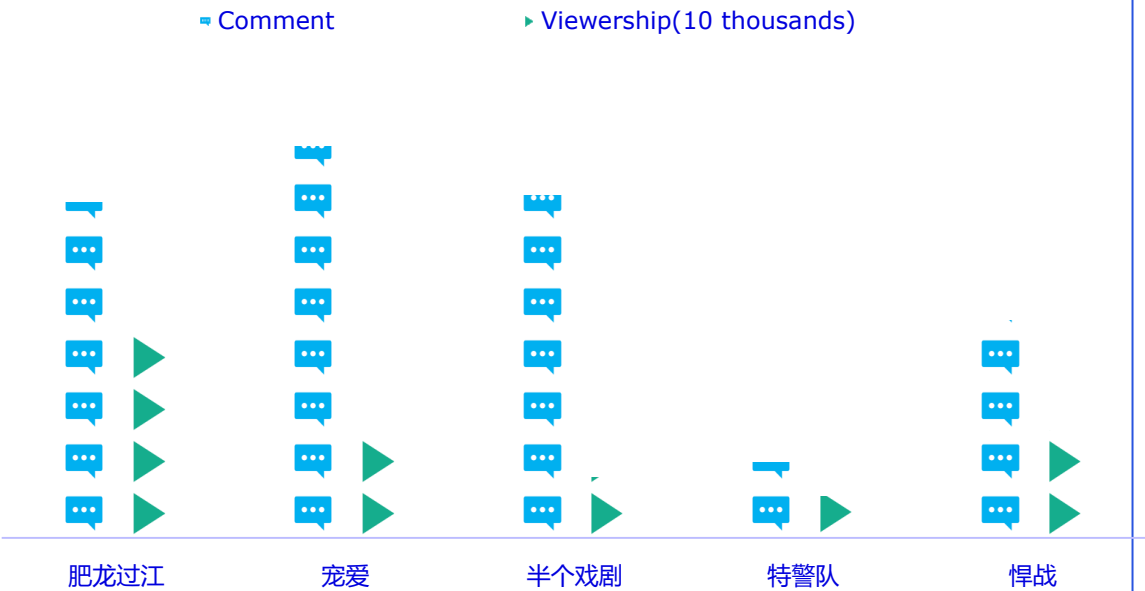
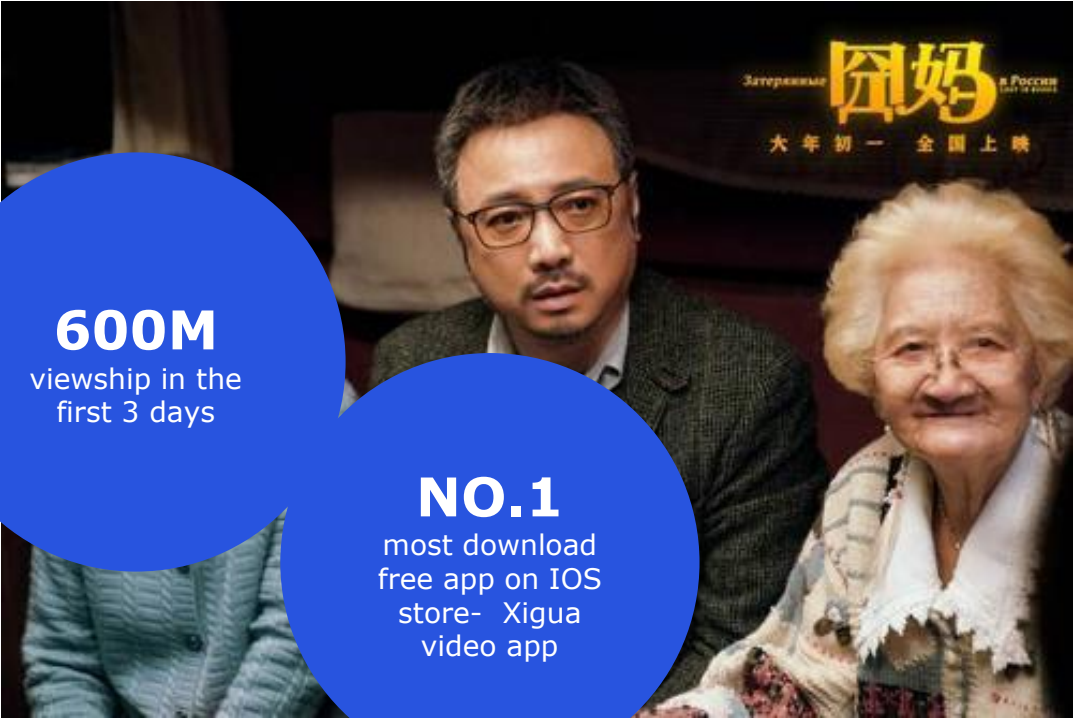
Game for Peace
(和平精英)

DAU during CNY: 80 million -100 million

Movie: from cinema to online platform

Even isolated at home cannot change people’s tradition of watching movie during CNY. But the ‘where’ is changing from cinema to online platforms.

To avoid the loss caused by nCoV and the closure of cinema, the owners of ‘Lost in Russia’ 《囧妈》 decide to sell the movie to ByteDance and other online video platforms. This big online video group soon announces the free access of movie on its major video platforms, including Douyin & Xigua, creating this CNY’s biggest entertainment event.



Short video: in-home playground

Due to the physical restrictions, consumers need inspiration and fun ideas for killing time at home. Short video platforms provide them with both. Consumers are actively browsing and producing content to express their boredom or show their creative side.

The attention normally focused on top KOLs was diversified. The collective experience gives an opportunity for short video platforms, and middle to small sized KOLs.



Douyin, Kuaishou download reaches a peak after the staying at home recommendation from Chinese government



Popular topic #My insipid holiday shows how netizens spend their spring festival holiday at home



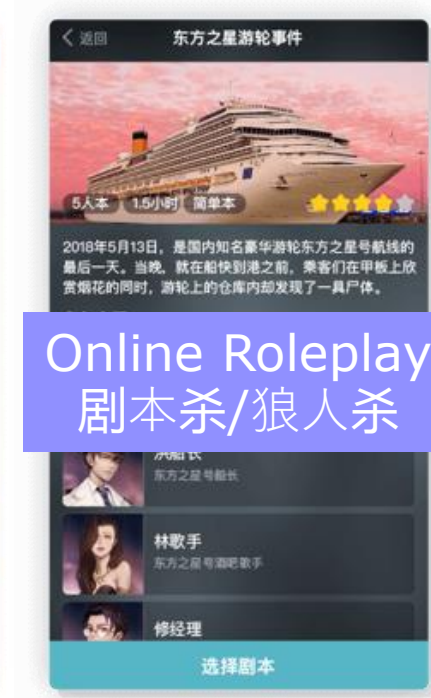
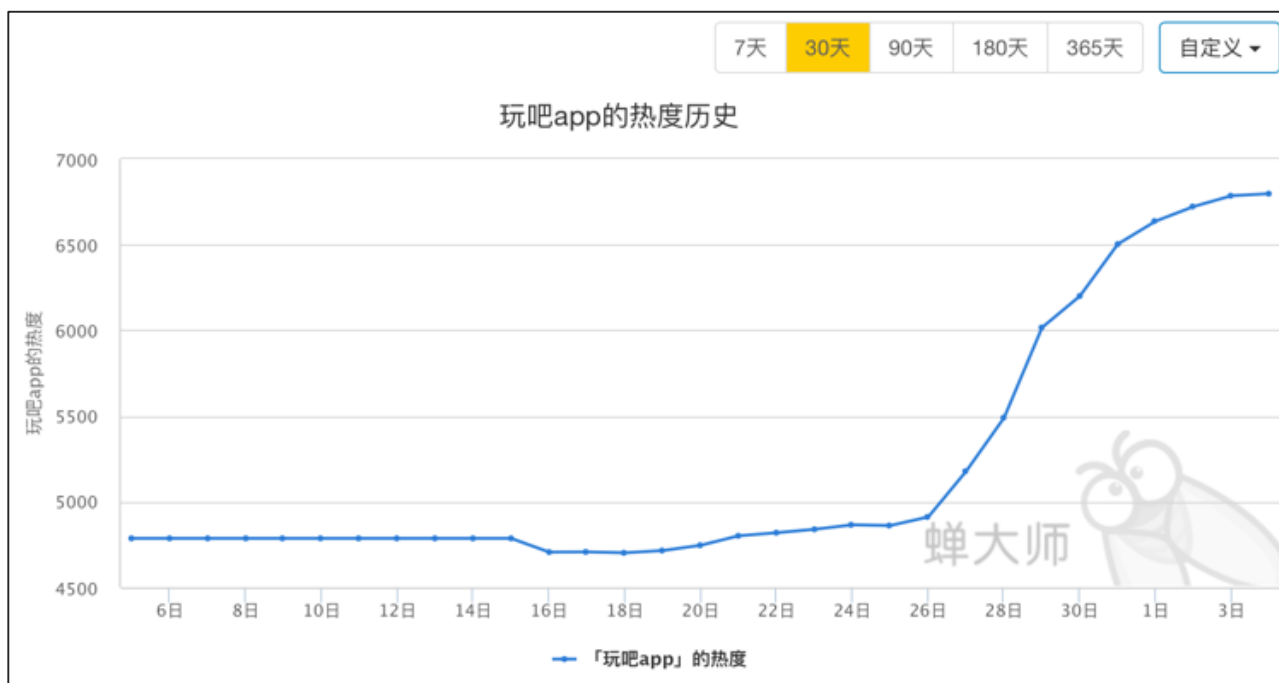
Popular topic on Douyin #travel at home shows how netizens creatively travel at home



玩吧 App: virtual gathering breaks physical isolation

CNY is the most important occasion to gather with families and friends. When physical gathering is banned, virtual social becomes the best substitute. While most people are busy using instant messages and red envelopes to build relationships, youngsters use virtual gathering apps to kill the boredom.

For example, WanBa (玩吧) app offers several multi-player games for people to play on mobile, such as 'Draw & Guess' and 'Online Roleplay'. They are easy to play, focusing on expression, story telling, and conversation.



Online learning platforms offer free usage

As the Chinese government extended spring festival holiday and the education department put off the school opening date, Chinese consumers have looked for learning solutions at home.

Online learning platforms like 得到, 英语流利说, 爱奇艺知识 have all started to offer limited-time free courses. Some education KOLs are actively offering their course for free as well.



Knowledge platforms such as 混沌, 得到, 英语流利说 offered free courses

Weibo and 学而思网校 launched a joint initiative 停课不停学 (stop attending class, but don't stop learning) on Weibo, other platforms participated actively



Fighting nCoV

Media as Enhancement of Healthy Living

Living active, living well

Looking for home exercise solutions through short format videos & social platforms



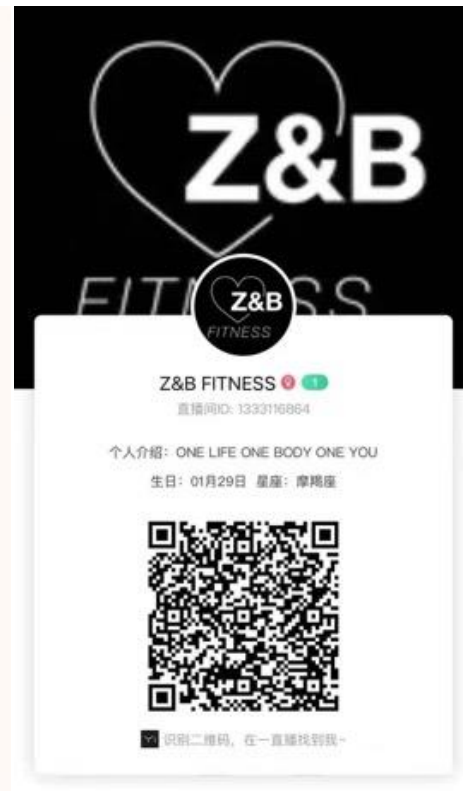
Professional guide on home cooking for a better health condition to fight



Celebrities to promote home cooking & dining habits

Live-streaming training classes increase

As the tension of epidemic continues, public activities are impossible to attend in numbers. Many offline education, service and training providers start to offer online live-streaming classes, to maintain user engagement



SuperMonkey, Z&B Fitness, Caster Club and KEEP rolled out free online & livestreaming classes to call upon everyone to exercise at home

Serious news app and professional KOLs gains popularity

During the isolation period, Chinese consumers are undergoing high tension every day. This is when high-quality, fast and accurate news is highly appreciated. Serious news apps like 财新, 三联 have earned trust and affinity. Professional KOL 丁香医生 has won praise and attention.



财新's special feature story about epidemic updates in real-time, free to all readers



丁香医生's epidemic map and rumor ranking updates in real-time, shows development of epidemics and answers to the most-concerned questions

Online shopping platforms shift focus

Protective equipment is currently the hottest merchandize online. Facial masks, 75% alcohol and disinfectant all went out of stock online.

E-commerce platforms roll out new policies to answer the increasing demand, but still couldn't resolve the shortage. As more people are staying at home, consumers are also searching home appliances on e-commerce sites.



Taobao rolled out official page to offer valid facial mask purchase links



The facial mask shortage continues



Pinduoduo, JD roll out epidemic zone to offer protective knowledge, online inquiry services, and purchase links



At home appliance and home lifestyles becomes the new trend

O2O service usage increases

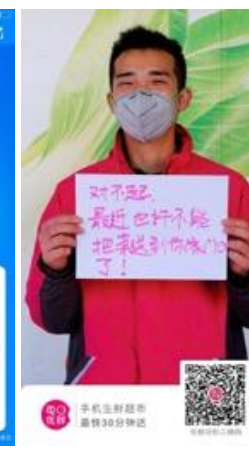
With consumers staying home, fresh food O2O services like Hema , 叮咚买菜 become extremely popular; offline supermarkets are also offering delivery services. Platforms are making “no price increase”, “no closing” promises, and offer “no-touch delivery”, to attract and reassure consumers.



叮咚买菜 total orders increased 80% during spring festival period



每日优鲜, Hema, JD Daojia, Carrefour roll out new policies to ensure sufficient fresh food supply and safe delivery



O2O services like KFC, McDonald's, Eleme, Freshhema, 每日优鲜 all start to offer “No-touch delivery” services



Forming Positivity

Media as the Lead of Change

The public is 100% committed to the fight

Social media has united behind the cause, creating a positive momentum to virus-fighting efforts



Trending appreciation for stars' emotional, unrehearsed support during CNY gala TV show



Massive support for the selfless response from medical teams across the country



Millions viewing live streaming as 2 hospitals are constructed in days



Creativity comes out as fashion meets precaution

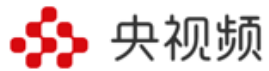


Touching messages of support through social sharing of food moments



Fast and unsympathetic response to negative news & selfishness

Fans & Vloggers: Positive attitude against harsh virus



Livestreaming of Huoshenshan Hospital reached 40 million live audience at peak hour

The construction of Huoshenshan emergent field hospital is livestreaming online and soon attracts tremendous attention. Audiences say they are playing the role of supervisor and create nick names for construction machines.



'What's the reality of Wuhan – shoot by a Wuhan vlogger' got 9.5 million views

Till Jan. 28th, there are over 45000 encouraging videos uploaded by 29000 vloggers. Those videos have received 360 million views and 1.37 million comments.

Rising star - PaperClip

Vlogger who brings knowledge and positive energy to the mass



3.4M
plays on bilibili

From offline to online

Gym industry rethinking its model, and moving to online live-streaming and short video platform to reach out to the masses at home



Higher standard and delivered

Food industry transforming into a war model to raise the bar of quality and hygiene higher, and to deliver restaurant experience to home

我们承诺做到每一份外卖的0污染，备餐取餐配备了手套、口罩等设备，所有员工都定时测量体温、衣物消毒剂等必备流程。支持“无接触”送餐，只需把饭菜放在门口。



坐忘员工坚持每日戴口罩、测体温、消毒、补充维C...



A long holiday at home

A huge, national collective effort in positivity

Fighting Boredom

Media as enhancement of life stuck at home

- Home entertaining content, equipment and service
- Video membership
- Connected gaming
- TV OTV viewership

Fighting nCoV

Media as enhancement of healthy living

- Virtual gym, trainer
- Kitchen application, electronics
- Medical and mental consult
- O2O

Forming Positivity

Media as the lead of positive change

- Content and influencer to lift positivity
- New services through live-streaming and short video
- New standard of food and drink delivery

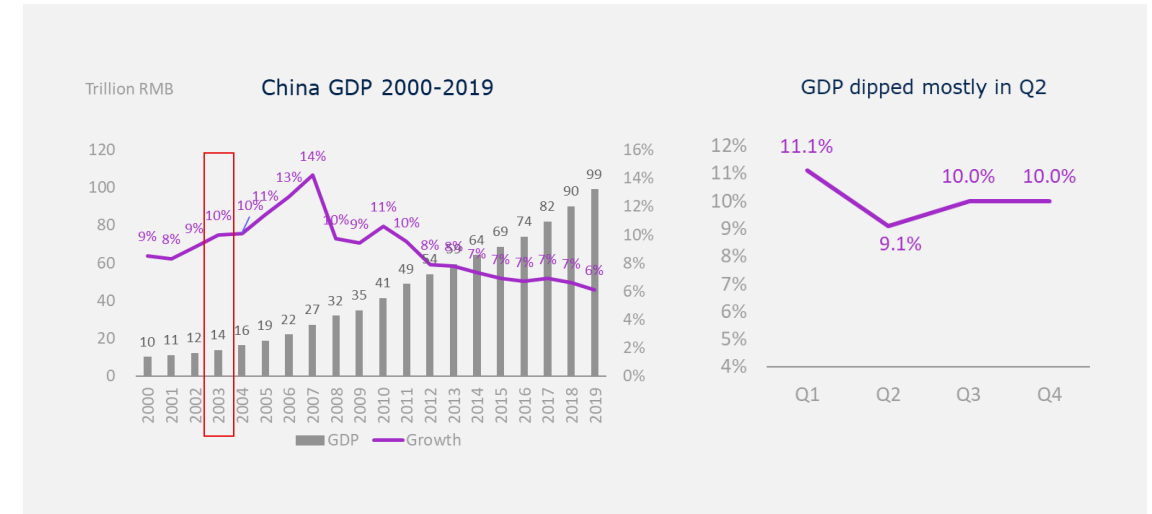
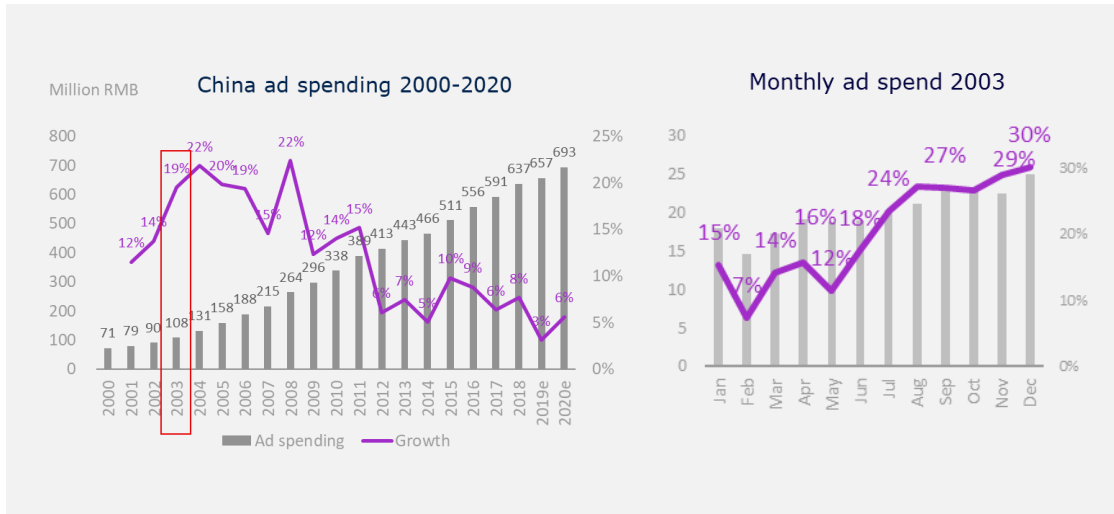
ECONOMY



**China is responding quickly,
and taking lessons from the past**

Learning from SARS: Effect on GDP & ad spend

- China ad spending and GDP are highly correlated



- Impact of SARS on ad spend was a slowdown in growth in 2003, focused on Feb-May period
- However the total trend for the year remained positive and almost all categories recovered from late Q2 onwards
- Travel and Tourism was most affected, with longer value-chain impact

- Impact of SARS on GDP was c2% drop in Q2 2003, however there may be more impact in 2020 due to slower economic growth and higher immediate impact of the outbreak
- Many factors are different, however and in 2020 there has been swift response in policy, stimulus and protection

But China's agility and scale may temper the effect

China's economy is large, consumption is escalating, and service consumption is relatively active.

After the epidemic, people's demand for tourism and movie viewing will be released, leading to compensatory growth in the industry.

China's industrial transformation and upgrading are accelerating. 5G, big data, cloud computing, and artificial intelligence technologies are developing rapidly.

Compared with 2003, China's industrial structure has been upgraded, automated production has improved production efficiency, and the recovery of production capacity in the secondary industry has accelerated.

At present, the downward pressure on China's economy is greater, and the external environment is worse (global economic slowdown and Sino-US trade friction).

Population ageing is increasing, macro leverage is high, economic downward pressure is greater, and fiscal and monetary policy space is less than 2003.

Online retail / dining is accelerating the replacement of offline retail / dining.

Tertiary industry, the rapid development of Internet technology, online office, online education, online entertainment, and online finance have become alternatives.

To cope with the impact of the epidemic, the government's monetary and fiscal policies are expected to be particularly active in the first half of 2020. These policies will reduce the impact of the outbreak on the economy throughout the year.

The problem of insufficient supply of public services such as education, medical care and social security has become a focus of social development after the outbreak. Government governance may be more transparent in the future.

Scenario 1:

The epidemic is controlled well, and the influence will be limited in Q1 (ends March-April)

Higher estimation on 2020 full year GDP as 5.4%

Scenario 2:

The epidemic influence will be limited in 1st half year of 2020 (ends June)

Middle estimation on 2020 full year GDP as 5.2%

Scenario 3:

Worse than scenario 2, considering the difficulty of the virus control

Lower estimation on 2020 full year GDP as 5%

Where economic effects may be felt



TRAVEL & TOURISM

- Travel for all but essential journeys is limited
- Providers have refunded tickets in most cases
- Estimated that up to 70% of trips across the period may be affected
- Long lag expected in recovery, may need stimulus



RETAIL & LUXURY

- Offline sales massively impacted during extended CNY period. Major retailers (eg Ikea) shut stores
- Essential groceries, CPG and healthcare supplies will have constant demand but potential supply & delivery issues
- Non-essentials eg Luxury impacted in short term



FOOD & BEVERAGE, ENTERTAINMENT

- Offline visits hugely affected, events & releases postponed or moved online
- Some locations & chains have made temporary closures
- O2O demand for food has surged



ECOMMERCE & O2O

- Providers have looked to keep supply moving as much as possible despite staffing & logistics difficulties
- Move to 'no touch' delivery to reduce risk
- Stretched to fulfil demand on fresh & grocery



MANUFACTURING & INFRASTRUCTURE

- Extended break will impact value chains globally, and China productivity in short term
- Policy already responding quickly, including tax and tariff amendments
- Auto category, especially Hubei-based, will have significant impact and will take time to recover



TRADE & TRANSPORTATION

- Shipping index has dropped significantly
- Policy and tariffs looking to reduce impact quickly
- Fast-tracks developed to help essential goods move through customs inspection
- Impact should be short-term

MARKETING & MEDIA

Advertisers must respond and plan ahead

Media & Marketing outlook

- For ad spending, Retail and Tourism might be influenced most by the epidemic
- Categories with the biggest spends such as Pharma, Food & Drinks should be less affected

2003 China total ad spend growth rate 19%

Top 10 Categories 2003	Percentage of Top 10 total	2003 vs. 2002 YOY%
Pharmaceutical	27%	34.2%
Real estate	20%	57%
Food & Beverage	13%	8.5%
Home appliance	11%	11.8%
Beauty	9%	10.3%
Automotive	6%	16.9%
Apparel	6%	79.5%
Alcohol	6%	27.1%
Tourism & Travel	3%	3.1%
Tobacco	2%	44.0%

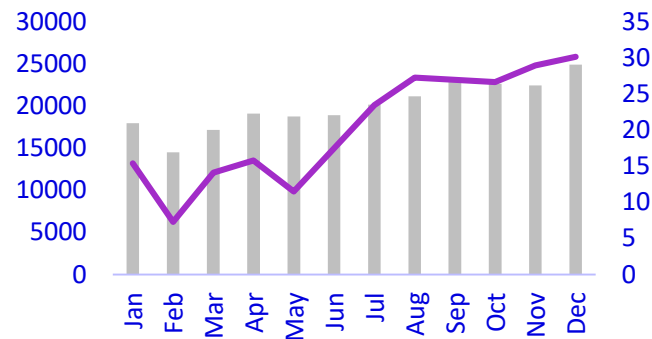
2019 China total ad spend growth rate 3.1%

Top 10 Categories 2019	Percentage of Top 10 total	2019 vs. 2018 YOY%
Pharmaceutical	22%	0.8%
Food	15%	15.1%
Drink	14%	1.2%
Automotive	10%	-5.0%
Beauty	11%	1.5%
Retail	7%	-2.0%
Entertainment & Leisure	6%	-2.8%
Telecommunications	6%	5.7%
Tourism & Travel	5%	-0.1%
Finance & Insurance	4%	1.5%

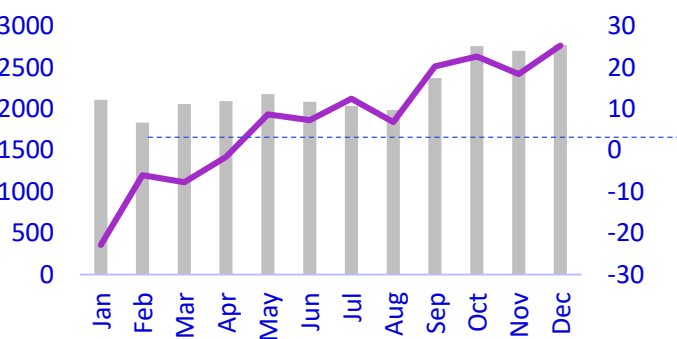
Reinvestment will be swift

In 2003, ad spend growth recovered by end of Q2 across most categories

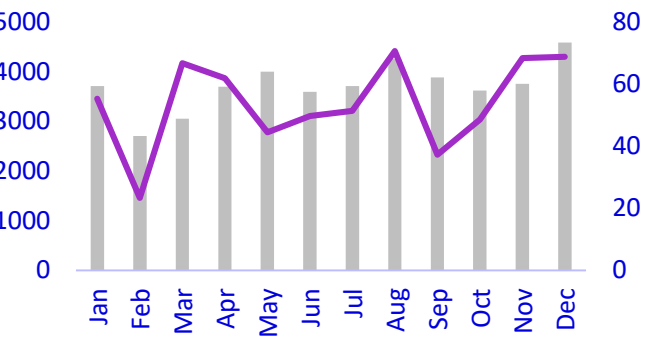
Overall spending - 2003



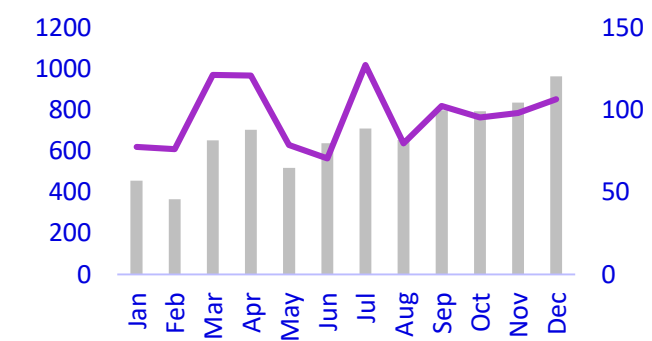
Pharmaceutical - 2003



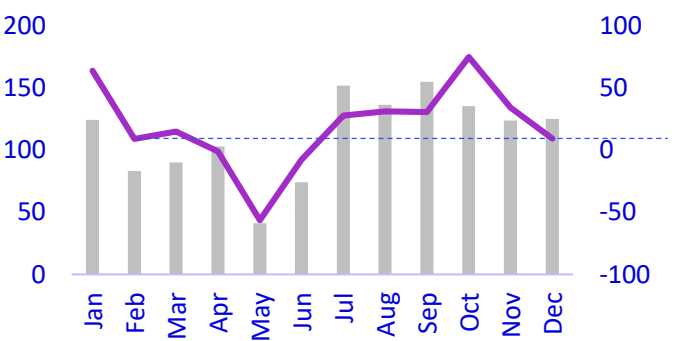
Food & Beverage - 2003



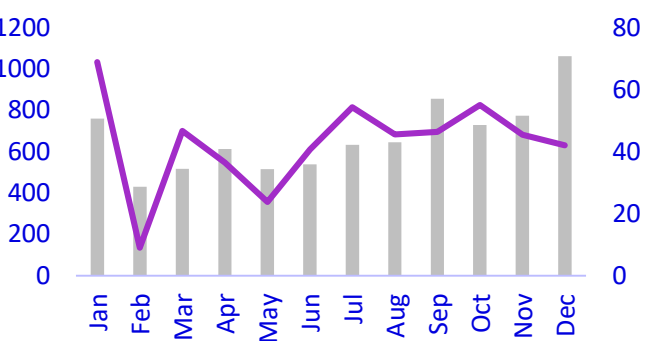
Automobile - 2003



Tourism & Travel - 2003

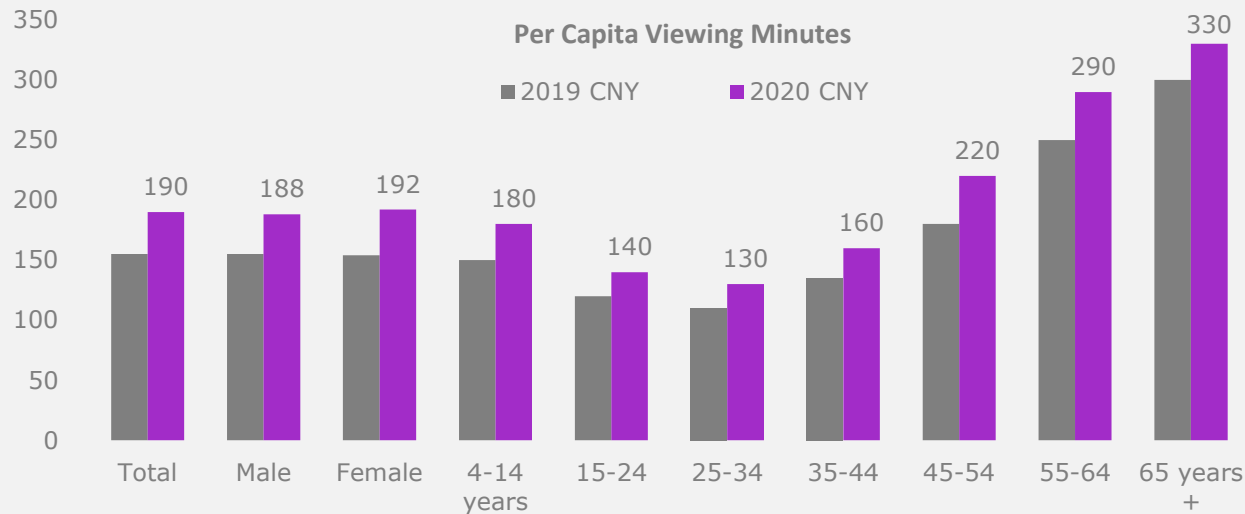


Retail - 2003



TV viewing has increased, schedules are fluid

VIEWING



- CNY TV ratings increased by 18.1% on average
- Per capita daily viewing time up by 30 minutes
- 1.3Billion + audience
- News and information shows are increased while entertainment declines

CONTENT IMPACT



- Primetime entertainment such as 'Trump Card vs Trump Card' and 'The Singer' have been postponed from schedules to make way for syndicated news updates across PSTV
- Future schedules impacted as production on upcoming releases has been halted
- CCTV app 'Yang Shi Ping' has partnered with online education provider 学而思网校 to develop content in response to school closures
- Following success of the movie Lost in Russia, kung-fu movie 'Enter the Fat Dragon' was made available to iQiyi viewers ahead of planned theatre release in Feb



Consumption of media is affected

TV is bouncing back but still facing challenges

央视春晚历年收视率盘点			停播/延期/停录节目			
时间	收视率%	收视份额%	节目	类型	平台	原定播出时间
2020	6.61	19.27	歌手2020	音乐	湖南卫视	1月1日
			快乐大本营	游戏	湖南卫视	周播
			王牌对王牌5	游戏	浙江卫视	1月1日
			漫游记	旅行	浙江卫视	1月11日
2019	5.56	17.15	周游记	旅行	浙江卫视	2月
			天赐的声音	音乐	浙江卫视	Q1
2018	6.61	18.68	我们的乐队	音乐	江苏卫视	2月
			了不起的长城	文化	北京卫视	1月1日
2017	7.33	19.35	我加	互动	腾讯视频	1月2日
			青春有你2	偶像养成	爱奇艺	2月
2016	7.71	18.64	少年之名	偶像养成	优酷	/

This year CCTV Spring Festival Gala rating rebounds. Influenced by the Coronavirus, SARFT deployed the programs of the whole national TV. It cut down the entertainments and enhanced Epidemic prevention programs.

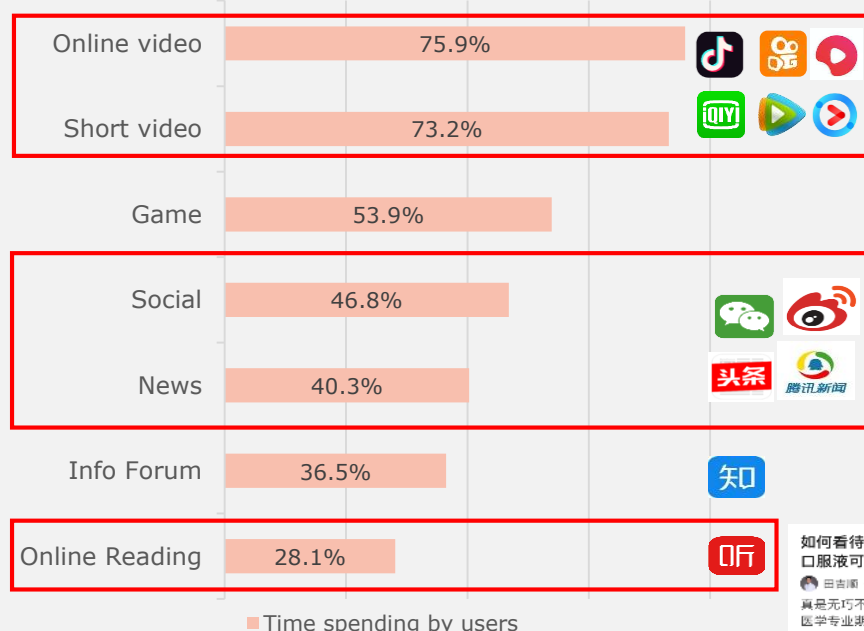
Outdoor is impacted



The country appeals to people that everyone shouldn't go out if not necessary. Outdoor media encountered order cancellations. Box office is bad as movies suspended. All the 7 new movies scheduled for CNY release are cancelled.

Online media thriving and adapting

- Online video & short video occupied a large amount of time
- Socializing & News are the main channels to know the epidemic situation of Coronavirus
- Online reading fulfills the clients' demand of self epidemic prevention



- IQIYI DAU& unit family viewing time has a huge growth
- 《囧妈》free to play in ZJTD

- Online video & News are exploding, with 40% users daily spend 2-4 hours on the status of CORONAVIRUS

如何看待上药所、武汉病毒所发现中成药双黄连口服液可抑制新型冠状病毒？有哪些科学原理..

田喜国 医学、女性孕科学、科普...
真是无巧不成书。同样是在昨天，在顶级医学专业期刊《新英格兰医学杂志》上...

7,619 赞同 · 1,485 评论

Ecommerce & O2O are adjusting to the challenge

MEETING DEMAND IN ADVERSITY



- To help ensure safety, O2O services such as Meituan, Eleme and Yum delivery have moved to 'no touch' deliveries, where drivers drop food with no human contact
- Didi have asked all drivers and riders to wear masks for all trips, meanwhile drivers have been issued with disinfectant where supplies allow, and they clean vehicles after each ride
- In Beijing, Hema recognised that staff in local restaurants and stores may be underutilised, and have made arrangements to employ them on temporary contracts to help replenish stores and pack online orders

RECOMMENDATION FOR ONLINE COMMERCE

After the outbreak has eased, it is expected that in the second quarter the market will pick up, and consumers will usher in a consumption rush because of the release of the backlog of emotions in the early stage of isolation. As a result, many brands will need to plan to invest more in the second quarter to compensate for a loss in the first quarter and to prepare for the summer sales season

EC platforms have been affected, cancelling some offline activities from February to March and moving focus online. Meanwhile they are struggling to meet demand with their logistics networks stretched by staffing difficulties and the pressure to help supplies reach affected areas

Our advice to brands is to adjust to the situation and to prepare for the next phase:

1. Move your offline activities online and let users experience and understand them in a virtual way
2. Increase investment in short and live content, and increase engagement by distributing online video, information streaming and other platforms
3. In-depth product education through the creation of ongoing content topics, in conjunction with health/wellness, medical content or IP
4. Focus on managing CRM, pay attention to private traffic where possible, communicating with returning and new customers to accumulate members and promote online sales
5. Further optimise e-commerce media investment, and use analytical tools such as strategy centre & databank to accurately target audiences, so as to enhance brand awareness and sales transformation

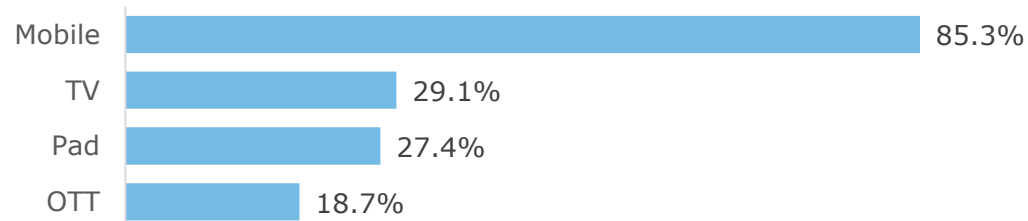
We expect EC & O2O platform policy to change at short notice over the coming weeks, so stay in close contact with agency partners to understand and respond swiftly

Short & long-term implications

SHORT TERM EFFECTS

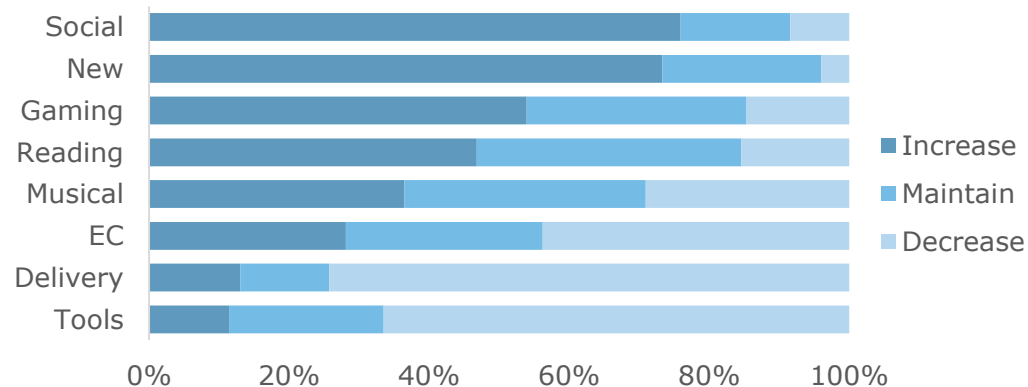
Video becomes top entertainment

- Mobile is the device of choice, even when housebound



Social/News/Gaming are top 3 APPs

- Social and News sources of information about the national situation
- Gaming is key entertainment



LONG TERM EFFECTS

Video & Gaming keep sharing casual time

- Hot drama keep hot
- Gaming shares more casual time



OOH decreasing while O2O flourishes

- To-door services are the big winners



Learn & Buy on Ali



Online classes page



Tailored brand pages and brand exposure



Links to eCommerce



Precision targeting drives traffic to Ali

As back-to-school dates are delayed until March, China is riding onto a huge tide of online education for kids.

Youku is one of the media platforms that provide online education FREE.

While kids learn on Youku, their parents, who are likely to be accompanying them at home, have the opportunity to buy on Taobao.

Brand advertising appears when video clips are run, and consumers clip the brand ad, the advertised product goes directly to Taobao/Tmall shopping cart.

Recommend this to a wide spectrum of brands targeting adult females and families.

Online education is now extremely hot for K12, given every child in the country needs to stay at home and learn online for at least 3 more weeks, and possibly more.

Given Ali's cross-platform offering, its an opportunity to convert parental viewership to sales.

Cloud Entertainment on Hunan TV



Hunan PSTV, one of the most innovative TV stations in China, will launch soon a new talk show format, in response to the nCoV challenge.

The show uses cloud technology to link the host in the studio with guest celebrities at home. It's like a mega collection of celebrity live broadcasting around one well-orchestrated storyline.

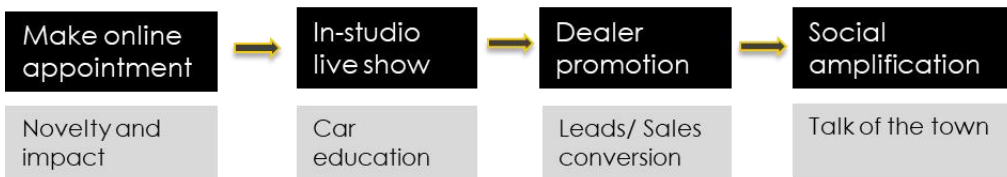
Recommend this to FMCG clients, particularly food and beverage clients.

It's an industry-first for TV and is likely to drive talkability.

It's also a fun program, a very rare occasion to dismiss the greyness from the virus battle.



Tencent Cloud Auto Show



All these are facilitated by Tencent cloud technology and ecosystem offering, while everybody stays at home or in office.

Celebrity participation

+

KOL live broadcasting

+

KOL amplification

+

Wechat feeds drive live show

Tencent will launch an Auto programme which will take advantage of the full Tencent cloud ecosystem

We highly encourage DAN's auto clients to evaluate this opportunity and make contact with Tencent team through SP/Amplifi.

This opportunity is industry-first for auto. And Tencent's cloud technology is reliable given its proven record of hosting concerts and live shows.

Associating with this opportunity is likely to give the auto client cut-through, innovative brand reputation, plus opportunity to drive online sales while offline dealer visit is now banned.

Youku Anti-virus Overlays

- 优酷近期 DAU全端口上涨23%
- 2-3月份，安排了非常丰富的剧集资源
- 推出新广告产品：“防疫”内生广告
- DAU on Youku rose by 23% recently. In February-March period where there is an abundant supply of dramas, brands can do anti-virus overlays on screen.

YOUKU剧集“品牌防疫”内生广告特别助力

【众志成城 明星头条】 品牌携手IP最强守护 【共抗疫情 混剪剧场】 品牌内容巧输出



特殊版明星头条，目前仅支持疫情期

形式1：防疫版一剧中主演拍摄以推剧为目的，包含品牌信息、防疫信息等口播视频广告产品

形式2:公益版—客户防疫公益海报作为素材,加上配音相关信息(同上)合成进行投放

- 展览时长: 10秒/次
- 展览频次: 1次/集
- 展览位置: 片头曲后
- 观众覆盖: 会员可见
- 售卖规则: 防疫时期, 部分艺人可协调用手机录制, 后期剪辑加工, 具体by商务沟通可行性
- 投放周期: 投档期=售卖期+天数



特殊版mini小剧场，目前仅支持疫情期

产品描述:用剧情片段剪辑包装,后期配音,创意演绎品牌产品,代替需要拍摄的Mini小剧场

- ▶ 展期时长: 15-20秒/次
- ▶ 展期频次: 1次/集
- ▶ 展期位置: 剧中
- ▶ 用户覆盖: 会员可见
- ▶ 售卖规则: 需by剧沟通可行性
- ▶ 投放周期: 上线起90天

YOUKU

YOUKU剧集“品牌防疫”内生广告特别助力



备注：疫情期内生广告素材建议增加疫情安全提醒文案信息，具体以客户需求为主

YOU

YOUKU剧集“品牌防疫”内生广告特别助力

【防疫版 冠名标板】彰显品牌温度



产品描述：剧情提要后的视频广告产品，中心区可展现品牌元素、冠名身份、防疫相关等信息。

- 展期时长: 5秒/次
- 展期频次: 1次/集
- 展期位置: 片头曲后, 前情提要后
- 用户覆盖: 会员可见
- 售卖规则: 10集起售
- 投放策略: 上线前, 售卖期天数

【呵护版 有酷Tips】“防护物资”一键加购



产品描述:剧中邀请用户一键加购,真正的“边看边买”,防疫轻松购

- ▶ 展陈时长: 10秒/条
- ▶ 展陈格式: 1条/集
- ▶ 展陈终端: Phone App
- ▶ 展陈位置: 剧中自选
- ▶ 用户覆盖: 会员可见
- ▶ 售卖规格: 1条起售
- ▶ 投放周期: 上线前、90天

Public service messaging overlays on Youku content

Massive brand exposure opportunity, but must be evaluated alongside public health message – relevance and context are important

iQiyi “Chinese Doctor” drama



iQiyi is running a documentary series called “Chinese Doctor”, which is now particularly relevant to the current societal situation

Brands can associate with this documentary and reach a wide audience with high potential talkability

Consider IP partnership opportunities, especially for consumer health, hygiene brands, especially as an amplification platform as part of broader messaging around the coronavirus situation

Respond and Plan Ahead

For advertisers, the most important thing is to understand quickly the situation and evaluate the impact on demand, supply, consumer needs and brands' responsibilities. At this time there is a need to respond appropriately, focus on stability and delivery, while thinking about how to play a part in what has become a truly national collective effort.

Our advice is to work closely with agency partners to:

- **Understand consumer demand and respond accordingly**
- **Follow developments in media behavior and ensure flexibility in budget allocation**
- **Evaluate supply chain for any potential issues in fulfilment or availability in coming weeks**
- **Consider online & offline mix, knowing where consumers are watching, shopping and sharing**
- **Prioritise branding and public interest messaging in short-term, rather than tactical or promotional activity**
- **Consider medium & longer term impact on demand, supply, consumer confidence and regulation**

Main implications for advertisers

If supply is adequate, advertising can play a pulling role in this period

Brand communication if stock is limited, or logistics are affected, could be damaging

Agility and ability to respond dynamically to fast changing conditions are essential at this time

BRANDS

High-relevant category: disinfection product, medicine, insurance, etc.

Relevant category: milk, FMCG, food, health products, fitness, office equipment, etc.

Non-relevant: travel, indulgence, etc.

MEDIA

Adjust media investment based on consumer changing behavior:

Evaluate / Minimize: OOH (cinema, airport, railway)

Increase: digital and official media platform (short video, social, news, info)

Maintain: OTT, Online video (news and drama)

Pay attention to new programming

FORMATS

During the outbreak, brand image and credibility has overshadowed sales promotion and awareness

Advertising Prioritisation:

Public interest ads with right creative idea > enterprise image> product driven> promotional copy

Monitor regulation & public sentiment, be cautious around news & public service content



BE STRONG
CHINA

United By Love,
Together We Stand

爱，让不同语言
凝聚同一种力量

BE STRONG
CHINA

화이팅

BE STRONG
CHINA

加油

BE STRONG
CHINA

頑張れ

BE STRONG
CHINA