Advertising Perceptions after the Onset of the COVID-19 Outbreak

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Introduction

The COVID-19 outbreak has impacted every facet of societal and economic life, causing swift modifications to the advertising industry.
Statement of Problem

Several companies created new content and campaigns appropriate during this global pandemic. Other businesses and brands did not change their strategies.

Such companies decided to address the virus and ‘adapt’ to the new reality it brought forth.

This paper discusses how the outbreak has impacted the advertising industry and addresses how commercial advertisements were perceived after the virus.
Examples: “Adapted” Advertisements
Example: “Unadapted” Advertisement
Research

The purpose of this research project is to examine how individuals perceive advertisements that viewed after the onset of the COVID-10 outbreak. Both “adapted” and “unadapted” advertisements will be shown to participants and then they will take a brief survey that asks them questions about how much they liked the spots and whether or not they felt they were effective and/or appropriate.
Research Questions

RQ1: Were the adapted commercials deemed appropriate during the COVID-19 pandemic?

RQ2: Were the adapted commercials deemed effective during the COVID-19 pandemic?

RQ3: How must advertisers change to meet the needs of customers during the COVID-19 outbreak?
Secondary Research

- 26 Billion
- Sports Industry
- Purchasing Habits
- Media Habits
What are consumers looking for?

Feelings of safety should be evoked in advertisements

Survey of 999 respondents

23 percent revealed that safety is of prime importance
Security & Positivity

Respondents are looking for advertisements that fulfill their current needs


Thank You