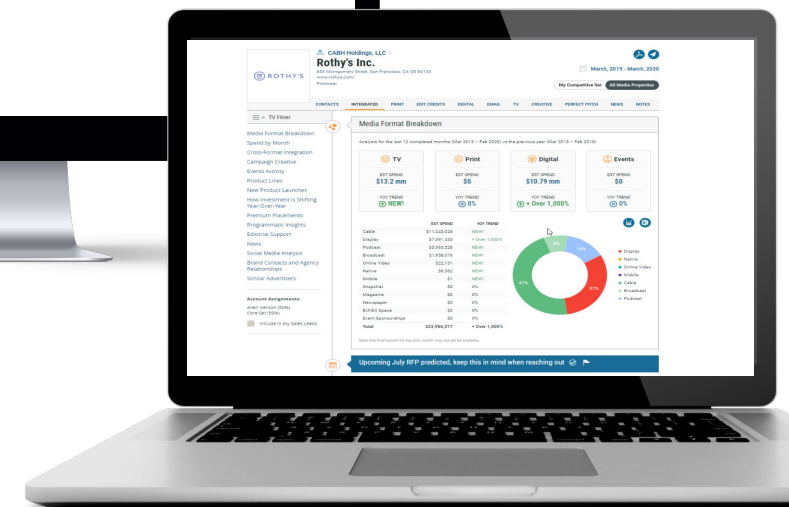
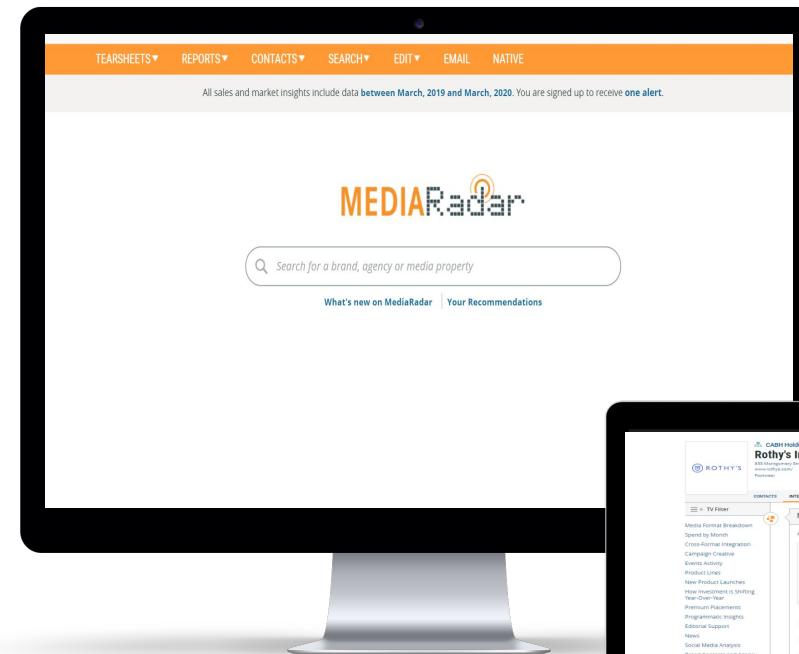


# COVID-19 RESPONSE MARKETING



MEDIA Radar

**AUTOMOTIVE**

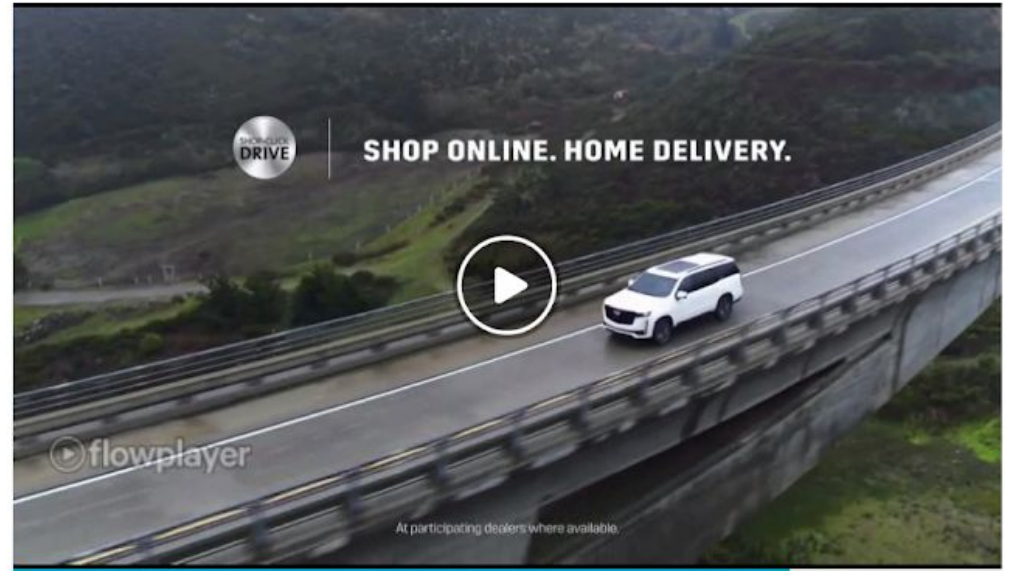



**Objective:**

Promote buying of Cadillac models while people are at home and are spending a lot more time online.

**Note:**

MediaRadar observes that dealership advertising has stopped abruptly. Local dealerships were forced to close their doors. Conversely, national ad campaigns for Cadillac and most auto brands is holding steady. They need to stay top-of-mind.



 General Motors Company >  
Cadillac ×

[CONTACTS](#)

[PERFECT PITCH](#)


Total Airings: 3  
First Aired: Mar 23, 2020  
Last Aired: Mar 25, 2020

Account Assignments:  
Unassigned

AdId: 1255064247  
VidId: 684776

Ad creative for certain TV networks powered by Alphonso™ TV Data.

Last seen on Velocity at 08:31 EST Mar 25, 2020



[flowplayer](#)

Each GM Financial customer's situation is unique and our team is here to help you customize your financing. Contact the appropriate customer acquisition team at 800-8-CADILLAC for more details.



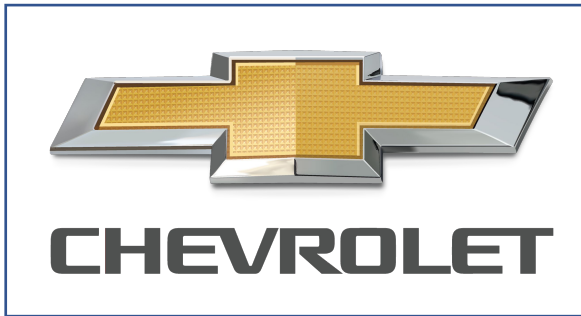
**Objective:**

Promote purchase of a new car without having to pay interest.

**Note:**

0% financing is not exactly a new idea in auto sales, but the positioning of the ad is unique. This creative launched on March 20.





**Objective:**

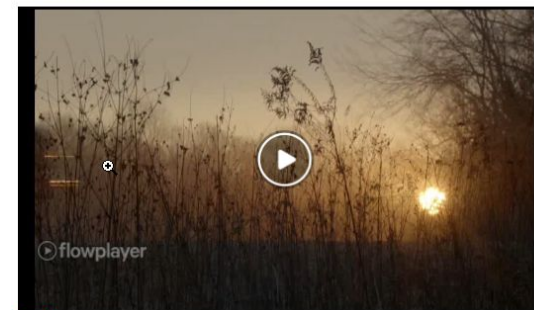
Promote 'Chevy Cares' message, Chevrolet's community program. Video spot promotes facing adversity, ordering online, delivery & coming together as one.



A screenshot of a website dashboard for Chevrolet. At the top left is the Chevrolet logo and the text "General Motors Company &gt; Chevrolet". Below this are two blue buttons: "CONTACTS" and "PERFECT PITCH". To the right, it says "Sidereel, Mar 20, 2020" and has icons for PDF, EMAIL, and a close button (X). The main content area is a grid of featured lists and infographics. On the left, there's a "PAGE FOLD" indicator. Below the dashboard, it says "Account Assignments: Unassigned".



Last seen on Fox at 23:58 EST Mar 24, 2020







**Objective:**

Toyota - we're here for you.  
Positioning Toyota as a family brand who wants to support the community. The company have taken additional measures to support the community in producing face masks and ventilators.





**Objective:**

Promote delayed payment plans with the messaging 'doing what we can, when we can'



DEFER YOUR  
FIRST PAYMENT  
UP TO 120 DAYS  
WHEN PURCHASING  
A NEW LINCOLN.\*

FOR QUALIFIED BUYERS WHO FINANCE THROUGH  
LINCOLN AUTOMOTIVE FINANCIAL SERVICES.

\*Offer disclosure

[LEARN MORE](#)



## Objective:

Ford Credit is encouraging customers in the U.S. impacted by COVID-19 to contact the company to discuss potential delay of payments to provide relief. 'Build to lend a hand' messaging is running across digital & TV.

The screenshot shows a web page for a Ford Explorer article on Deadline.com. The page features a navigation menu with 'CONTACTS' and 'PERFECT PITCH' buttons, and a 'PAGE FOLD' indicator. The main content area includes a headline 'Deadline, Mar 27, 2020', a sub-headline 'Ford Explorer', and a large red banner for 'MIDSEASON 2020 PREMIERE DATES'. Below the banner is an 'EXCLUSIVE FILM' article titled 'Verve Instituting "Company-Wide Cost-Cutting Measures" Focused On Pay Cuts, No Agent Layoffs'. The article text discusses the impact of the coronavirus pandemic on the film industry. To the right of the article is a 'DEADLINE' newsletter sign-up box and a 'TODAY' section with a 'MPTF ICO' logo.





# IT / TELECOMMUNICATIONS



**Objective:**

Establish that Verizon is prepared for difficult times ahead. Verizon is looking to elevate its image.

**Note:**

Verizon was the first company we saw to have professional content prepared in video, desktop, and mobile. They launched on March 20 in English & in Spanish.



**We're here.**

verizon



**Our networks are designed for resiliency and built to adapt to demand.**

verizon



Translates to: "We are here. And we are prepared."  
Ran on Univision



**Learn about how we're responding to COVID-19.**

[Learn more >](#)





**Objective:**

Push consumers to continue as usual on the Sprint online store. The messaging is around wanting to protect their consumers, employee's and the community. Sprint are offering free next day shipping to ensure this transition is easy and efficient.





Microsoft Teams

**Objective:**

With Zoom skyrocketing, Microsoft is trying to make-up for lost time. They are marketing aggressively and have made the product free to compete.

**Note:**

Marketing to make Microsoft Teams free started in mid-March.





**Objective:**

Service Now are pushing the message of what they as a business are doing to help the community in this time.





# RESTAURANT / DELIVERY



**Objective:**

Promote use of Uber Eats, but also supporting local restaurants.

**Note:**

By waiving delivering fees, Uber Eats is making a major commitment to local restaurants. This will generate significant goodwill, with restaurants and customers. Note: Uber itself is facing declining demand (and revenue) for Uber services.





**Objective:**

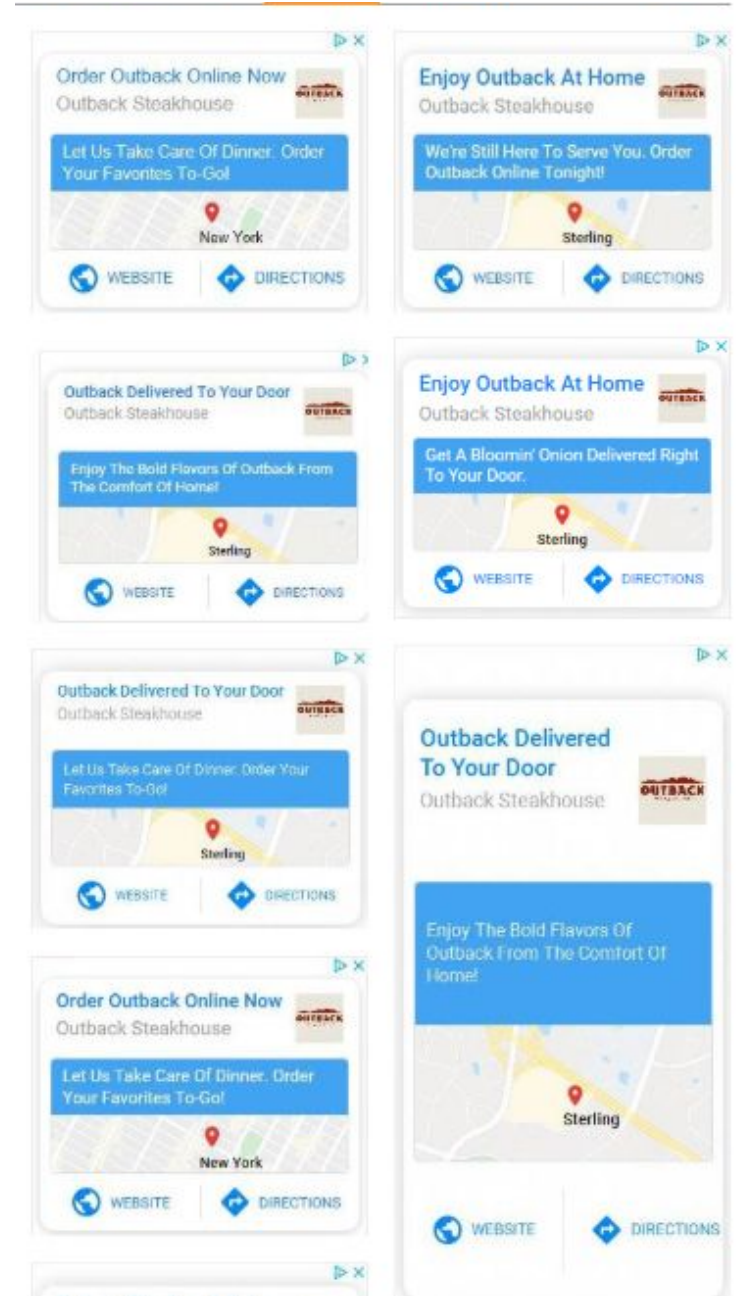
Promote consumption of Dunkin' Donuts at home.





## Objective:

Promote consumption of Outback takeout at home. Locally targeted & majority programmatic buy.



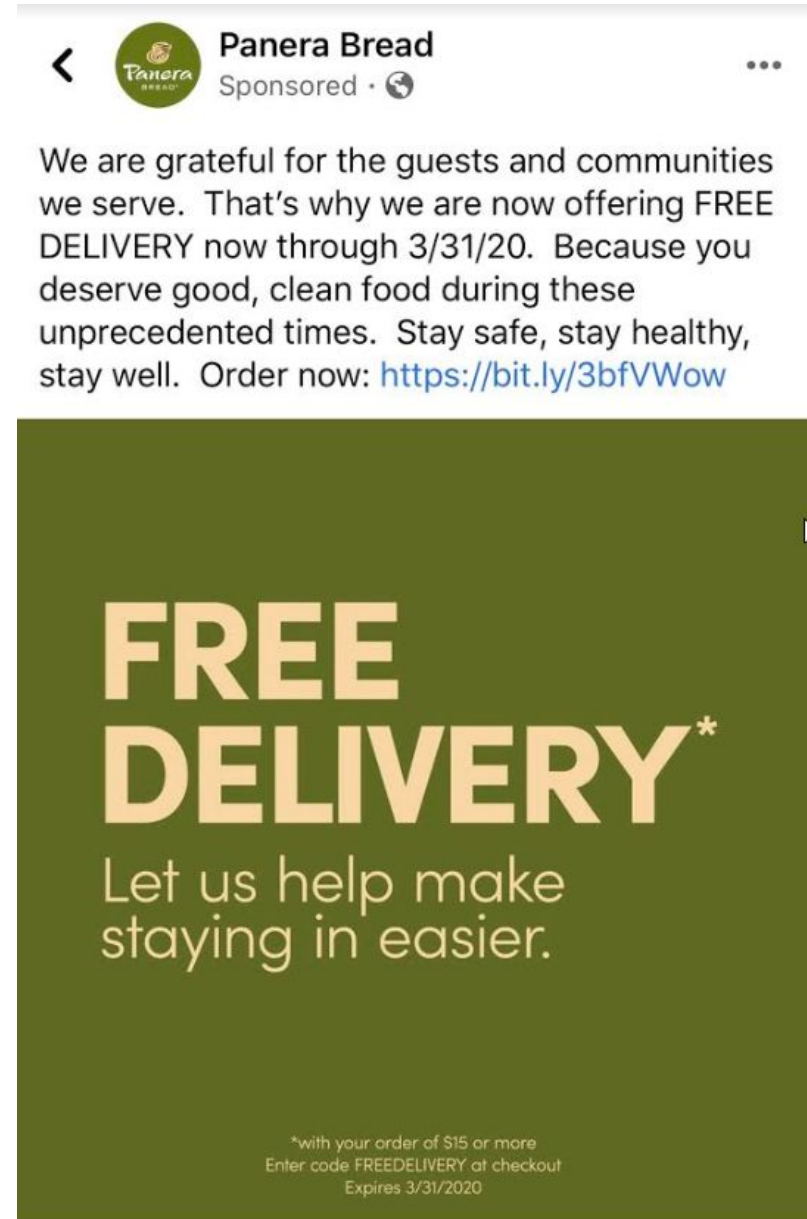


**Objective:**

Promote consumption of Panera in a socially good way.

**Note:**

This campaign is consistent with Panera's overall "do good" motto.







## Objective:

Elevate sales of Instacart . What makes this unique is that Instacart wasn't just marketing groceries, but specifically is advertising facemasks, Lysol, and toilet paper. The campaign is highly targeted.

Groceries. Delivered.  [Shop Now](#)

# Groceries. Delivered.

That's everyday easy.

[Shop Now](#)

 Item prices may vary from in-store prices. Service fees may apply. Available in select zip codes. 



Curad Surgical Antiviral Face ...  
**\$11.89**

Instacart  



Lysol Ocean Fresh Scent Dis..  
**\$2.50**

Instacart  

Groceries. Delivered.

That's everyday easy.

[Shop Now](#)

 Item prices may vary from in-store prices. Service fees may apply. Available in select zip codes. 

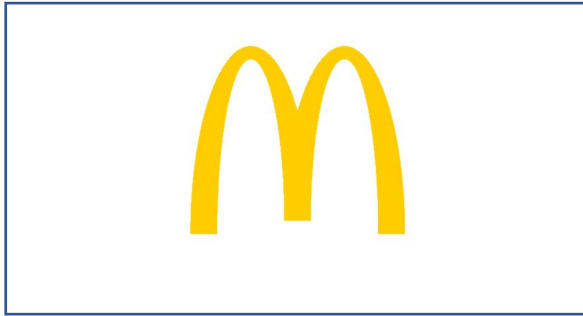
**Get same-day delivery!** 



Lysol Ocean Fresh Scent Dis..  
**\$2.50**

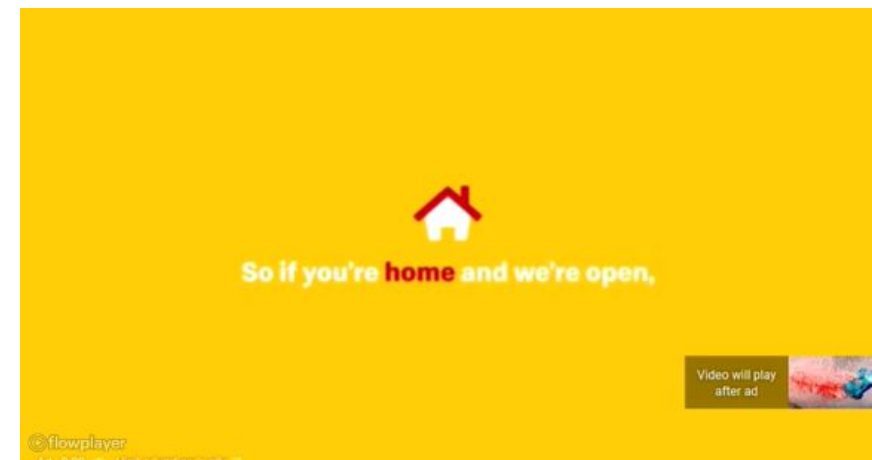


Scott 1000 Sheets Per Roll...  
**\$5.99**



**Objective:**

Promote the McDonald's experience at home. McDonalds have also separated their logo to encourage social distancing.





**Objective:**

Promote free delivery of pharmacy products at CVS.

**NOW FREE** ♥

Be prepared and stay well.

**Get Rx & everyday essentials, delivered.\***

[Learn more](#)

\*Restrictions apply.

♥ **CVS**



**NOW FREE** ♥

[Learn more](#)

\*Restrictions apply.

♥ **CVS**



## Objective:

Little Caesars are promoting their OHS with Pizza heated at 500 degrees, and 'never touched afterwards', zero contact pickup & free delivery in TV Spots.



Ilitch Companies >  
Little Caesar Enterprises, Inc



CONTACTS

PERFECT PITCH

Total Airings: 54

First Aired: Mar 25, 2020

Last Aired: Mar 31, 2020

### Account Assignments:

Allen Iverson (100%)

Core Set (100%)

Ad creative for certain TV networks  
powered by Alphanova™ TV Data.

Last seen on AMC at 23:54 EST Mar 31, 2020



# RECRUITMENT





**Objective:**

Demand is way up at Amazon products. The company announced on March 16 it would hire 100,000 more employees immediately, plus raise pay by \$2/hour.

**Note:**

Amazon's image will likely be significantly improved from this event if they can meet demand.

amazon

**Find a job now**

Earn up to \$23.25/hr.\*  
Start as soon as 7 days.

**Get working**

Three Amazon delivery boxes filled with groceries, including a water bottle, a loaf of bread, and some leafy greens. The boxes are brown with the Amazon smile logo on the front.

\*Includes added \$2/hr through April 2020. Amazon is an equal opportunity employer.

amazon

**Find a job now**

Earn \$17/hr\* or more.  
Start as soon as 7 days.

**Get working**

Three Amazon delivery boxes filled with groceries, including a water bottle, a loaf of bread, and some leafy greens. The boxes are brown with the Amazon smile logo on the front.

\*Includes added \$2/hr through April 2020. Amazon is an equal opportunity employer.

**CHARITY / NFP**



### Objective:

Due to Coronavirus, the hospitals need more blood - this campaign is driving people who want to help to donate blood. Ability to book via mobile app.



CONTACTS

PERFECT PITCH

Total Airings: 33

First Aired: Mar 25, 2020

Last Aired: Mar 29, 2020

#### Account Assignments:

Allen Iverson (100%)

AdId: 1255361636

Videoid: 682092

Ad creative for certain TV networks

powered by Alphonso™ TV Data.

Last seen on TV Land at 08:48 EST Mar 29, 2020



# HEALTH & LIFESTYLE



## Objective:

Noom's brand message is to 'break unhealthy habits' and as the presenters of Call Her Daddy point out - what better time than during this Coronavirus outbreak where you have more time than ever.

A screenshot of a media management dashboard for Noom, Inc. The dashboard shows a list of media properties and a detailed view of a specific ad campaign. The top navigation bar includes options like CONTACTS, INTEGRATED, PRINT, EDIT CREDITS, DIGITAL, EMAIL, TV, CREATIVE, PERFECT PITCH, NEWS, and NOTES. The main content area displays a table of media properties with columns for Medium, Ad Type, Location, Length, Tracked On, First Tracked, Last Tracked, Direct Response, and Host Read. A modal window is open, showing details for a campaign titled "Call Her Daddy (Barstool Sports) Mar 18, 2020". The modal includes a play button, a progress bar, and a volume icon. The background of the dashboard is dark gray, and the modal is white with a close button in the top right corner.





### Objective:

If Coronavirus has you feeling stressed, anxious or depressed - BetterHelp can help you virtually via text or call.

A screenshot of a media player interface. The top left shows the BetterHelp logo and name. Below it are two blue buttons: "CONTACTS" and "DIGITAL INSIGHTS". The main content area displays a table of metadata for a podcast episode. To the right, there is a video player showing a thumbnail for "Today, Explained" with a microphone icon and a play button. Below the thumbnail is a progress bar and a volume icon.


Medium:	Podcast
Ad Type:	Standard
Location:	Mid-Roll
Length:	59 seconds
Tracked On:	Today, Explained
First Tracked:	3/19/2020
Last Tracked:	3/19/2020
Direct Response:	Yes
Host Read:	Yes
Account Assignments:	
Core Set (100%)	

**RETAIL**



### Objective:

Push the message that you don't need to leave the house for Post Office services - also now that we should not leave the house it's a great time to do your posting online.


Stamps.com, Inc.✕

CONTACTS  
DIGITAL INSIGHTS

Medium:	Podcast
Ad Type:	Standard
Location:	Mid-Roll
Length:	1 minute 1 second
Tracked On:	With Friends Like These
First Tracked:	3/20/2020
Last Tracked:	3/20/2020
Direct Response:	Yes
Host Read:	Yes

**Account Assignments:**  
Core Set (100%)  
Jon Smoley (100%)

With Friends Like These (Crooked Media)  
Mar 20, 2020



44:59