

DIGIDAY



SUBSCRIBE

LOGIN

NEWS ▾

DIGIDAY +

PODCASTS

EVENTS

AWARDS



Sign up to get Digiday's top stories in your inbox every morning

Business email address

Job title

☒ I'd also like to receive information about Digiday programs and events

SIGN UP

[No thanks](#)

CORONAVIRUS FALLOUT

## Ahead of the ANA conference, marketers take stock of coronavirus-induced changes to consumer behavior



1/3  
FREE ARTICLES  
READ THIS MONTH

Become a Digiday+ member for unlimited access.

SUBSCRIBE NOW



OCTOBER 21, 2020 by [KRISTINA MONILLOS](#)

This morning, the Association of National Advertisers' annual Masters of Marketing conference is set to begin with presentations from General Motors, Procter & Gamble and Lego.

Instead of mingling at the Rosen Shingle Creek in Orlando, Florida, where marketers typically descend and sequester themselves for the three day conference, the event is yet another annual marketing conference that has had to pivot to be virtual.

Of course, the need to pivot — and to continue to do so seven months into the on-going pandemic — is top of mind for attendees and industry observers who say that ahead of the conference marketers are focused on figuring out ways to drive growth and meet consumers wherever they are now.

Some are bullish on the accelerated change that's happened to the industry as marketers who've continually touted the need for digital transformation have had to actually do it rather than just talk about it. And now that brands have had to make that change, marketers will be able to return their focus to differentiating their brands as well as defining their brand purpose.

"CMOs are really starting to wake up from their delirium that technology will solve all of their problems," said Jay Pattisall, principal analyst at Forrester. "They're starting to focus on creative solutions and what makes their brands unique as opposed to a sole focus on things like curbside pick-up and e-commerce."

Rather than focusing on adding e-commerce extensions or taking years to perfect a direct-to-consumer offering, the coronavirus has forced marketers to find ways to get their products to consumers on consumers' terms. By accelerating that shift, marketers are now able to return their focus to defining their brand purpose which will in turn benefit the long-term health of the brand, said Pattisall, and likely help with growth.

That being said, the changes in consumer behavior in recent months and whether or not those changes are long-lasting are also on marketers' minds.

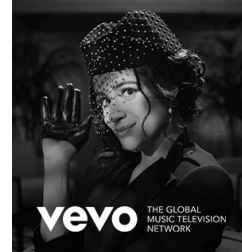
"One of the biggest themes will be how has Covid changed consumer behavior in a bunch of different categories," said Jon Kaplan, chief revenue officer at Pinterest, adding that a big question for marketers is whether or not consumer behavior will go back to what it

ADVERTISEMENT

### MUSIC VIDEOS ARE BACK IN THE LIVING ROOM.

Reach half the US population with Vevo music videos, including 60M CTV viewers.

LEARN MORE



#### MOST READ

01 PUBLISHING IN THE PLATFORM ERA  
**Prop 24 — the California Privacy Rights and Enforcement Act** passed by



Big question for marketers is whether or not consumer behavior will go back to what it had been before the coronavirus crisis hit.

#### RELATED



#### MEMBER EXCLUSIVE

**How the Washington Post is creating impact through socially minded branded content**

Kaplan, who will kick off today's conference with a conversation on positivity with Pernod Ricard CMO Pam Forbus, said that marketers are not only thinking about the content and context in which their ads show up next to, but curious about the mood of consumers when they are shown their ads.

"One of the newer discussions we're having is about the actual mindset of the individual when they're on various platforms," said Kaplan. "Are they in a positive and productive place? Or are they feeling overwhelmed, angry or sad, given everything happening in the world. CMOs are wondering how that mindset affects the effectiveness of their advertising and their brand."

Others worry that marketers will use coronavirus as yet another excuse for the stagnation of brands' growth. "CMOs might be perfectly happy to hide behind Covid-19 as a reason why things are different," said Michael Farmer, executive chairman at TrinityP3 and author of "Madison Avenue Manslaughter," adding that CMOs might say, "Another reason we're not growing is that people aren't shopping in the same way and it's been completely disruptive in certain industries."

Farmer said that CMOs have been too focused on cost reduction to the point that agencies are no longer able to help marketers grow their brands. "Companies can't cost reduce their way to success in the long term," said Farmer, adding that the strategy hasn't led to growth for most marketers. "They've been doing it for 10 years, but I don't see how they can do it another 10 years."

Aside from growth and the changes due to the coronavirus, marketers will likely speak to the need to be truly diverse and inclusive not only in their representation in commercials, but also in their workforce. While there's been a focus on diversity and inclusion at agencies in recent months, industry observers believe that marketers will likely speak to this issue throughout the conference as it's "a top priority for agencies and companies," said Pattisall. "It's corporate citizenship."

## DIGIDAY

SIGN UP TO GET OUR TOP STORIES  
IN YOUR INBOX EVERY MORNING

"Content worth reading"  
- SVP of media

Business email address

Job title

☐ I'd also like to receive information about Digiday programs and events

SIGN UP



<https://digiday.com?p=381241>

#### EXPLORE MORE FROM DIGIDAY MEDIA



#### GLOSSY

**Beauty & Wellness**  
Briefing: Wellness industry adopts 'cellular' beauty messaging



#### MODERN RETAIL

**Why brands like Deciem are adopting month-long Black Friday campaigns to alleviate holiday fulfillment pressure**



#### GLOSSY

**Vice President-elect Kamala Harris is beauty Instagram's post-election star**



#### MODERN RETAIL

**'They saw an opportunity with the pandemic': How social media platforms gave multi-level marketing a coronavirus surge**



#### GLOSSY

**What VF Corp can learn from newly acquired Supreme**



#### MODERN RETAIL

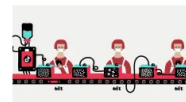
**'Preparing for the worst and hoping for the best': How grocers are preparing for the holidays**

#### DIGIDAY TOP STORIES

#### MARKETING ON TIKTOK

**Retailers are pushing their employees to become TikTok influencers**

Employee advocacy marketing is moving into TikTok in large part because TikTok is so good at creating a sense of intimacy with viewers



#### MARKETING ON PLATFORMS

**'Just now catching up': Why the level – and sophistication – of digital ad spending in the '20 election is being debated by Democrats**

Some Democrats as well as ad agency execs have questioned whether or not there was enough of a focus on digital advertising.



**Enforcement Act – passed by voters. Here's what publishers need know**

#### 02 CORONAVIRUS FALLOUT

**How the world's biggest advertisers are spending (or not) as industries adapt to the coronavirus pandemic**



#### 03 MANAGING THROUGH CRISIS

**What a Biden presidential win would mean for advertisers and online media owners**



#### 04 BUSINESS OF TV

**How advertisers are evaluating YouTube's rising connected TV viewership**



#### 05 PUBLISHING IN THE PLATFORM ERA

**'Two very, very different companies': Why CNN's Great Big Story failed to survive**

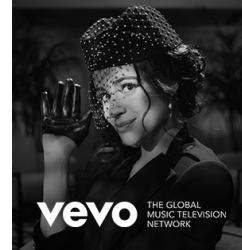


#### ADVERTISEMENT

**MUSIC VIDEOS ARE BACK IN THE LIVING ROOM.**

Reach half the US population with Vevo music videos, including 60M CTV viewers.

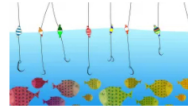
LEARN MORE



#### FUTURE OF WORK

### 'Focus on quality over quantity': Why companies like L'Oreal are now aiming to use virtual events for recruiting

The event is part of the beauty behemoth's recruitment strategy – hundreds of L'Oreal employees have been recruited via Brandstorm.



#### SPONSORED

### The future of identity and addressability is people-based IDs

by Travis Clinger, SVP, head of addressability and ecosystem at LiveRamp While the advertising ecosystem is accustomed to change, the past 10 months have created plenty of uncertainty among brands, agencies and publishers. For a sustainable future, brands and publishers need to establish and communicate their value exchanges effectively so consumers are aware they are [...]



#### MEMBER EXCLUSIVE

### 'This is the norm not the exception': Why media buyers need to prepare for issues with Facebook's Ads Manager

With on-going issues with Facebook's Ads Manager, some buyers are changing their behavior to manage for uncertainty.



#### RETAIL REVOLUTION

### 'Growing two times faster than the rest of the market': Inside L'Oreal's e-commerce playbook

If e-commerce was a market for L'Oreal, then it would be the biggest in terms of market value, worth nearly €5 billion (\$5.9 billion).

