

Food & Beverage During Times of Uncertainty

Nothing brings people together like food. Even with social distancing, this still rings true.

- Family dinners and date nights at home will continue to be a priority.
- Restaurants big and small have adapted to this time of uncertainty by exclusively offering pickup and delivery services.
- Your audience is ready to order. Now is the time to make them aware of your wide array of menu options.

TripleLift offers many opportunities within Native, Branded Video and Display to effectively deliver your message to your target audience in ways that resonate. Partner with us to adapt your brand's strategy to fit these evolving times.



64%

Of Australian consumers say they try to buy from local businesses where possible.

Source: Mintel, March 2020

83%

Of Australian consumers have taken some form of action, including stocking up on groceries.

Source: Mintel, March 2020

103%

Decrease in CPC on food & drink sites, bringing to \$1.57.

Source: TripleLift Internal Data, April 2020

Premium Partner Examples

Who

New Idea

allrecipes!

MamaM!a

THE **NEWDAILY**

7 NEWS
.com.au

nine
.com.au

triplelift : FOOD & BEVERAGE

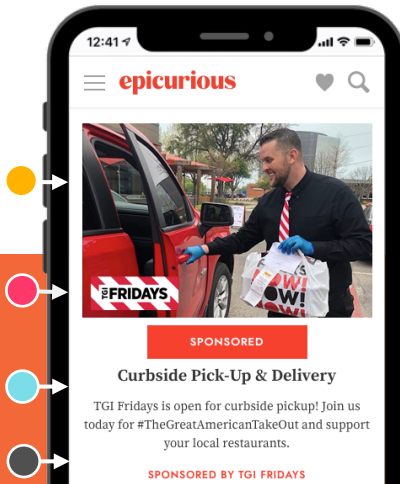
Refining Your Creative Elements

Logo ●

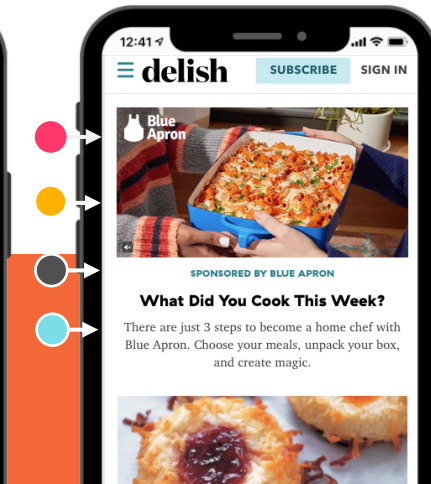
Creative ●

Copy ●

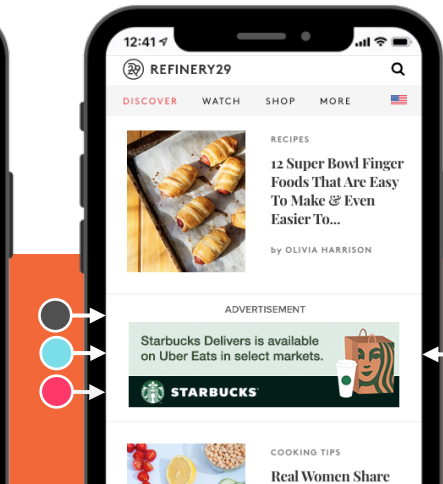
URL ●



Native



Branded Video



Display

The best ads are contextual, adapting to the content environment but also keeping in mind what's important to your audience right now. In these uncertain times, here are some ways you can adjust your creative elements to make them more relevant to what's happening in the world.

Best Practices



Creative

Showcase your most appetizing dishes and drinks in a home environment like a kitchen or dining room. Highlight delivery options through creatives with to-go boxes.



Copy

Use your headline and copy to inform audiences that your brand offers delivery and roadside pickup. Mention that your dishes and drinks are the best choice for family dinners and virtual hangouts.



URL

Is your brand on a food delivery site? Bring customers directly to the 'Place an Order' page. Are you offering a deal for roadside pickup orders? Send customers to your online menu.

Collaboration Opportunities

Media Planning Strategy for COVID-19

- + Inventory curated across our most "appetizing" food and beverage placements
- + Flexible campaign setup and optimization
- + Data-driven insights to increase efficiency and scale
- + Native, Branded Video and Display available

Creative Consultation

- + Recommendations on best performing creatives
- + Reframing headline and copy
- + Repurposing assets from other media channels

Contact your TripleLift representative to activate your package.

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