

## Food & Beverage Advertising 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.



### 9.8%

Increase in the number of online delivery orders during March 2020 compared to March 2019.

Source: Statista, March 2020

### 75%

Increase in searches for "Food Delivery" over the last two weeks in the US.

Source: Google Trends, March 2020

### 24%

Increase in engagement for Food and Beverage related units through TripleLift since the rise of COVID-19.

Source: TripleLift Internal Data, March 2020

## Premium Partner Examples

**Vox**

**BuzzFeed**



**allrecipes.com**

**everyday  
HEALTH**

**delish**

**epicurious**

**VARIETY**

**sheknows**

**DAILY BEAST**

# triplelift : FOOD & BEVERAGE

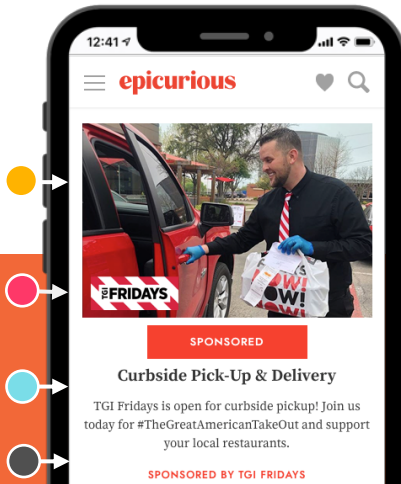
## Refining Your Creative Elements

Logo ●

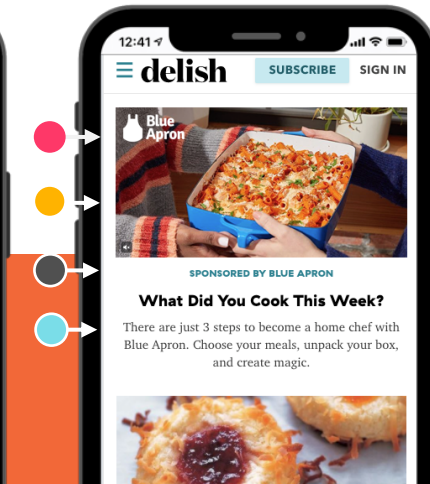
Creative ●

Copy ●

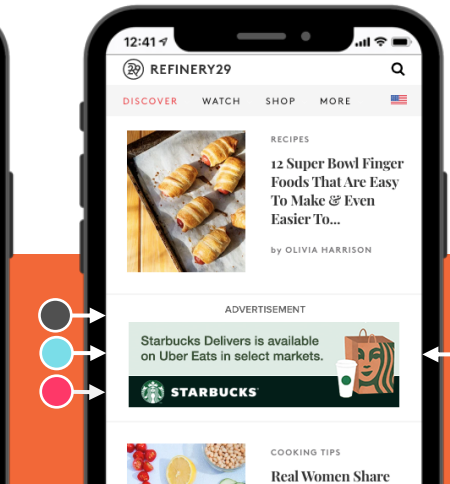
URL ●



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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