

## CPG Advertising During Times of Uncertainty

In just a few weeks, grocery and wholesale stores have had significant increases in online and in-person foot traffic. Consumer packaged goods are in greater demand than ever.

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.

- + Consumers are changing their habits to keep their home as clean and fresh as possible with items like disinfectants, paper products, detergent and room fresheners.
- + To stay inside as much as possible, consumers are stocking up their pantries. This includes snacks, canned goods and bottled water.
- + Families have had heightened interest in cooking at home, baking and incorporating easy recipes to prepare with their kids.

### 21%

increase in supermarket sales  
in the 4 weeks leading up until  
March 22, 2020

*Source: Nielsen UK, March  
2020*

### 68%

increase in engagement with  
CTR doubling for household-  
related products since the rise  
of COVID-19.

*Source: TripleLift Internal Data,  
April 2020*

### 85% 29%

of adults that have completely  
stopped eating out at restaurants,  
and no longer shopped in-person  
at physical stores respectively

*Source: Global World Index, UK,  
March 2020*

## Premium Partner Examples

**The  
Guardian**

Daily**Mail**

**METRO**

**The Telegraph**

**msn**

**Reach**

**ESMEDIA**

**H E A R S T**

**News UK**

**THE TIMES**

# triplelift : CONSUMER PACKAGED GOODS

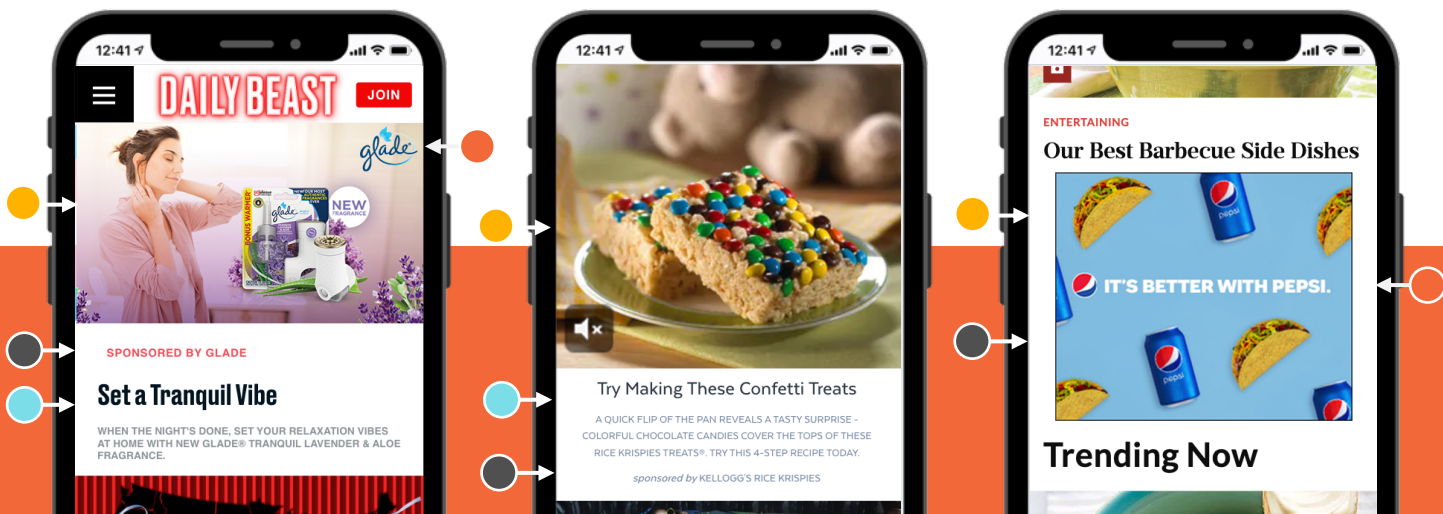
## Refining Your Creative Elements

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. 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 product seamlessly integrated into the lives of consumers. Maybe it is preparing dinner for the family or making fun, seasonal-related treats with the kids. Show that the product can be used by everyone.



### Copy

Social distancing has resulted in more time inside. For scented products, highlight how the scent can be tranquil or calming. For food items, have your copy feature a recipe that is health conscious, having a short cook time or minimal ingredients.



### URL

Bring your target audience directly to your online retailers or store locator. Drive consumers to your blog to spark interest in your product through DIY projects and signature recipes.

## Collaboration Opportunities

### Media Planning Strategy for COVID-19

- + Curated placements for CPG brands
- + 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
- + Rethinking headline and copy
- + Repurpose assets from other media channels

Reach out to your TripleLift representative to activate your package.

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