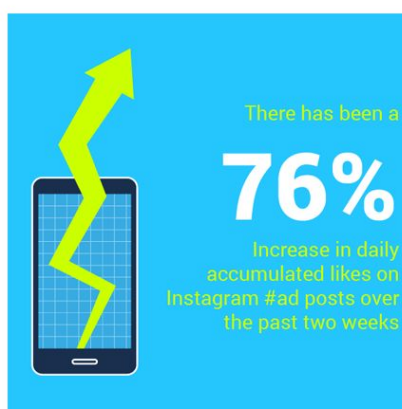


## Five reasons content creators are helping businesses thrive in lockdown

With outdoor, theatre and radio advertising all plummeting in lockdown, brands are searching for ways to stay connected to their stakeholders and customers. Social is providing the most potent channel, and content creators (what we once called influencers) are one of the most effective ways to reach an audience on social. Here are 5 interesting insights:



### 1. Social media use is SKYROCKETING

44% of internet users are spending more time on social media ([Source: Statista](#)) An international COVID-19 study from Global Web Index Survey across 13 countries, found over 50% of people are watching more streaming services, 45% are spending more time on messaging services, and almost 45% are devoting more time to social media, with over 10% say they are creating / uploading videos. ([Source: GlobalWebIndex](#))

A third of consumers in the US and UK say they want to see more topics online that have nothing to do with the coronavirus, with almost 20% of millennials say they're currently searching for holidays online. ([Source: GlobalWebIndex](#))

The Drum surveyed various brands and agencies across the Asia Pacific region and found social media spending will rise by 22.2% as a result of coronavirus, while there had been an increase in influencer marketing engagement, with a recent study finding a 76% increase in daily accumulated likes on Instagram #ad posts over the past two weeks. ([Source: The Drum](#))



**WeAreTENZING** exclusively manages over 80 of the country's best content creators who have a combined reach of over 11 million people. Check them out [here](#)

## 2. The type of content people are consuming is perfect for content creators

The crisis means people are looking for content that is relevant to their exact situation, it needs to be any number of the following:

- **Personal** – Observations, personal experiences
- **Purposeful** – Anything that elevates, inspires, educates, improves health
- **Contextual** – Content that illustrates a common shared experience
- **Activity based** – Cooking, languages, kids activities
- **Educational** – Languages, new skills



## 3. The production is high quality and achievable in a lockdown

Independent content creators were already creating high end content in their homes. They have the equipment. Our content creators are currently producing, shooting and editing 3 national TV / digital campaigns.

## 4. There are still valuable actions you can add to your awareness campaign

If you can sell your product in lockdown, fantastic, influencers can add a swipe up to your digital delivery portal and you are away, but even if you can't sell your product or service in Level 4 lockdown it's vitally important that you are able to communicate with your customers to stay front of mind and to let them know when that will change.

We recommend investing more in building your community. Swipe ups to database tools, tracking pixels to tag those who are interested so you can let them know the moment you reopen.

## 5. How are you keeping the brand conversation going?

People who reduce marketing lose market share Kanter, one of the world's leading data insights and consulting companies, surveyed more than 25,000 consumers across 30 markets, the first wave of COVID-19 Barometer research. Here are two key takeaways from their data:

- There is very little expectation that brands should stop advertising, with only 8% of respondents identifying it as a priority for brands. As many brands consider 'going dark' to save costs Kantar estimates that a six-month absence from TV will result in a 39% reduction in total brand communication awareness, potentially delaying recovery in the post-pandemic world.
- For those that do continue advertising a clear majority of consumers expect advertising to make a positive contribution to society: 'Talk about how the brand is helpful in the new everyday life' (77%) 'Inform about their efforts to face the situation' (75%) and 'Offer a reassuring tone' (70%).

**If you'd like to find out how content creators can help you build engaging content and reach millions of Kiwis let us know. We'll set up a video chat. Email: [Brooke@wearetenzing.com](mailto:Brooke@wearetenzing.com)**

