

# Ad Creative for Phased Opening

Great ads are sensitive to the times. Learn how to approach messaging in your ads during phased re-openings.

## CLOSED/ VIRTUAL ONLY

- Emphasize that closure is temporary
- Build brand awareness
- Commiserate with customers who feel isolated from society

## PICKUP AND DELIVERY ONLY

- Emphasize how customers can schedule delivery/pickups
- Build brand awareness
- Talk about how your company genuinely serves the community

## PARTIAL CAPACITY

- Emphasize that you are open for business
- Communicate that capacity is limited
- Talk about how your opening helps the community

## OPEN WITH RESTRICTIONS

- Emphasize hopefulness that better days are coming
- Communicate any specific restrictions
- Talk about how these restrictions make everyone safer

## FULLY OPEN WITH SOCIAL DISTANCING

- Emphasize community and human connection
- Communicate changes you've made to increase safety
- Talk about how this is the "new normal"