



COMPEREMEDIA
A MINTEL COMPANY

Painting a Value-based Picture in Omnichannel



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Comperemedia

October 2020



**Normally I'd ask a
question, but since
its 2020 I'll just
keep driving**





The hippest
must-have accessory.

Get them the mask that gives back.



SAVE \$10

on our 3-pack
critter masks for kids.

Help protect your kids and others while giving back to your community.

We donate all the proceeds from our critter masks to the
TELUS Friendly Future Foundation™ in support
of COVID-19 relief efforts.

Order yours today at telus.com/facemasks

Please note that these friendly critter masks are not a substitute for a medical mask such as the N95 or personal protective equipment (PPE). Limited time offer. © 2020 TELUS.



At a glance

DIRECT

Complete and expert source of direct marketing data and insight



Analyzes marketing campaigns of more than 100,000 companies

OMNI

The fastest understanding of your competitors' omnichannel media strategy



Collects spend, frequency, volume, and more at the product level

REPORTS

In-depth market analysis and consumer trends



Asks 30,000 people their opinions each month

TRENDS

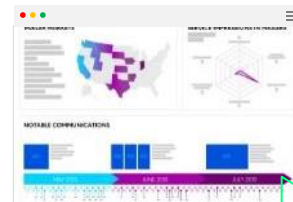
Leading edge collection of the latest in global innovation



Tracks more than 75 consumer lifestyle trends and publishes thousands of observations

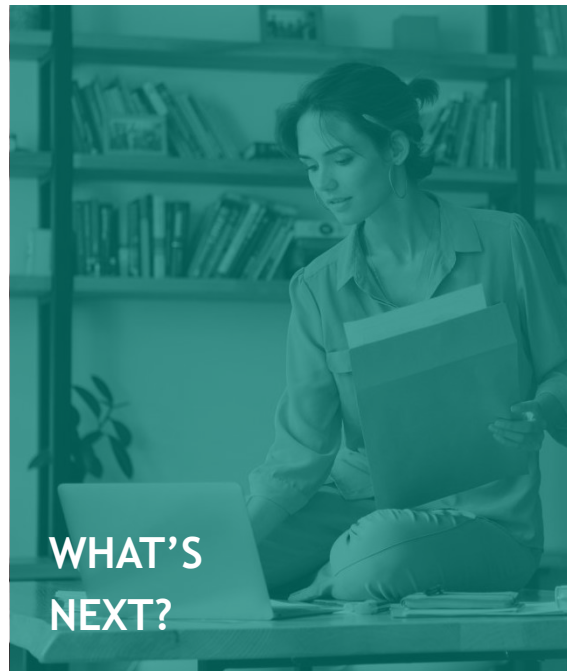
RESEARCH CONSULTANCY

Custom solutions for consumer insights and competitive intelligence



Quantitative, qualitative, field research and custom panel solutions

Agenda



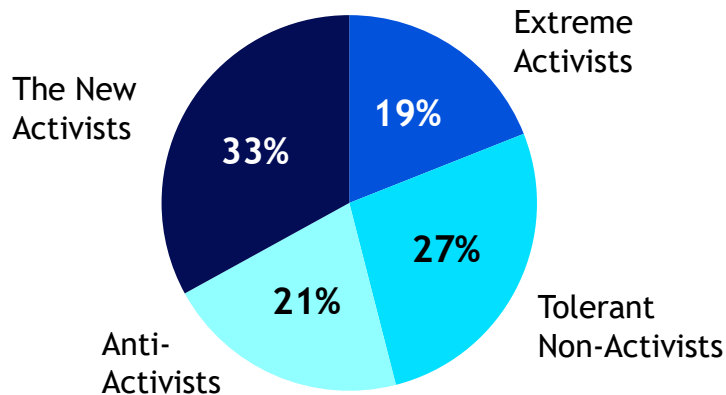


THE 2020 CONSUMER



Attitudes Towards Brand Ethics

Mintel's Activist Segmentation



Compared to Average:

Younger more educated city dwellers Democratic-leaning

Brands and Activism



Marketers must not think mobile-only

75%

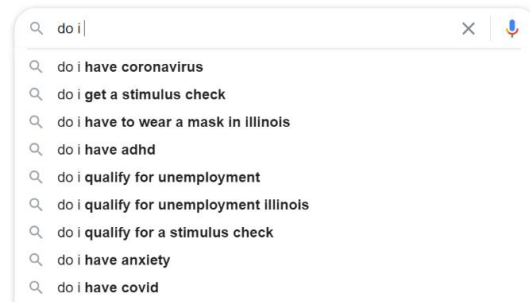
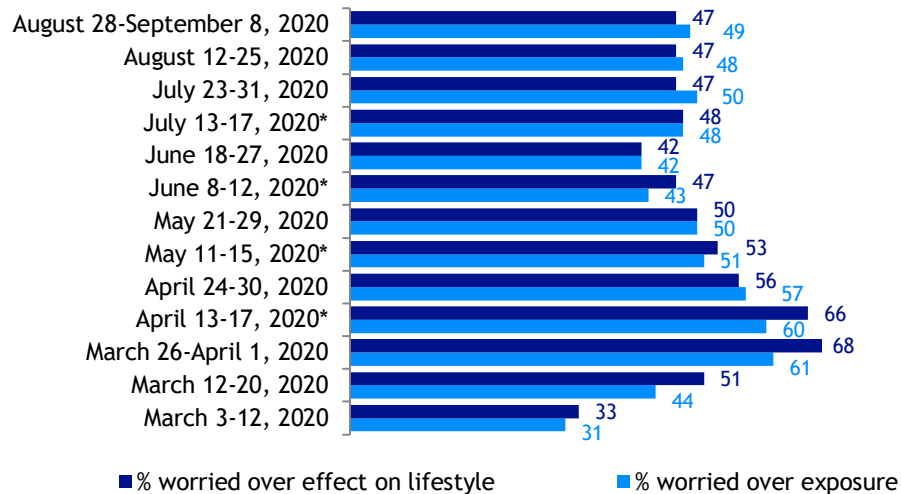
of consumers want more human interaction as technology becomes more pervasive

64%

of consumers feel companies have lost touch with the human element of their interface with customers

COVID-19 is a constant strain on our emotional and financial wellbeing

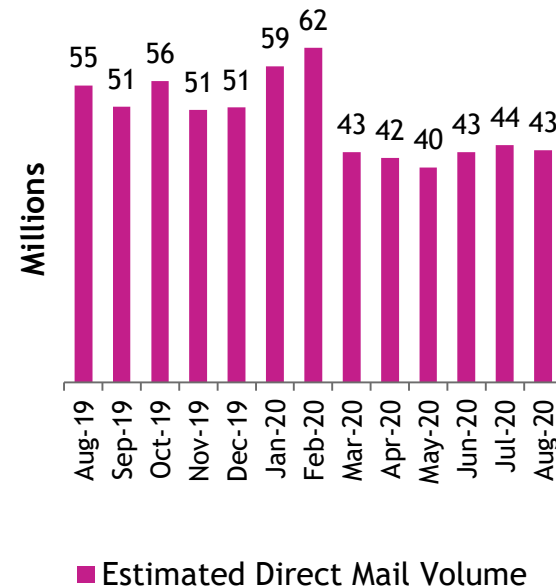
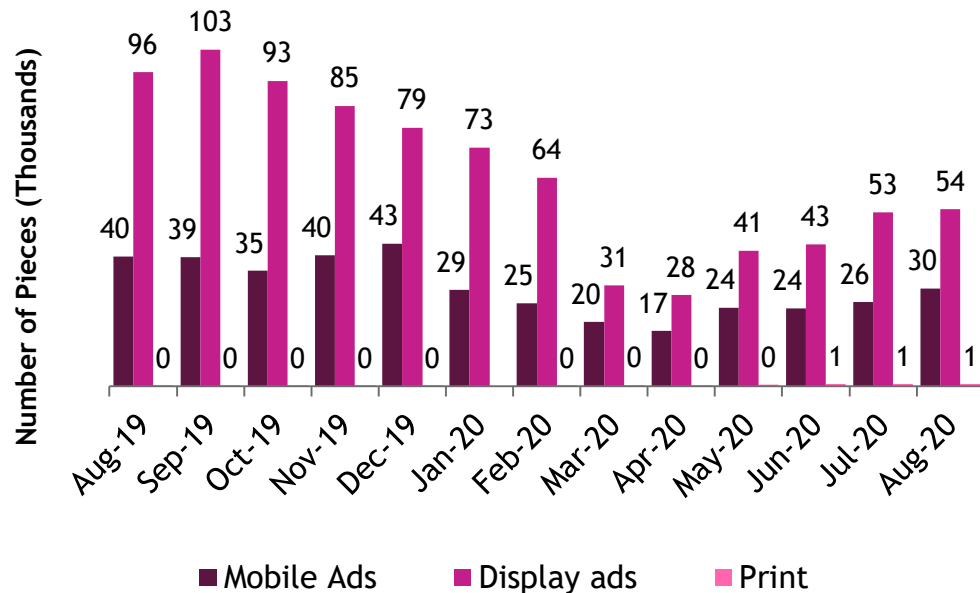
Canadian worry over impact of the coronavirus, Mar-Sep 2020



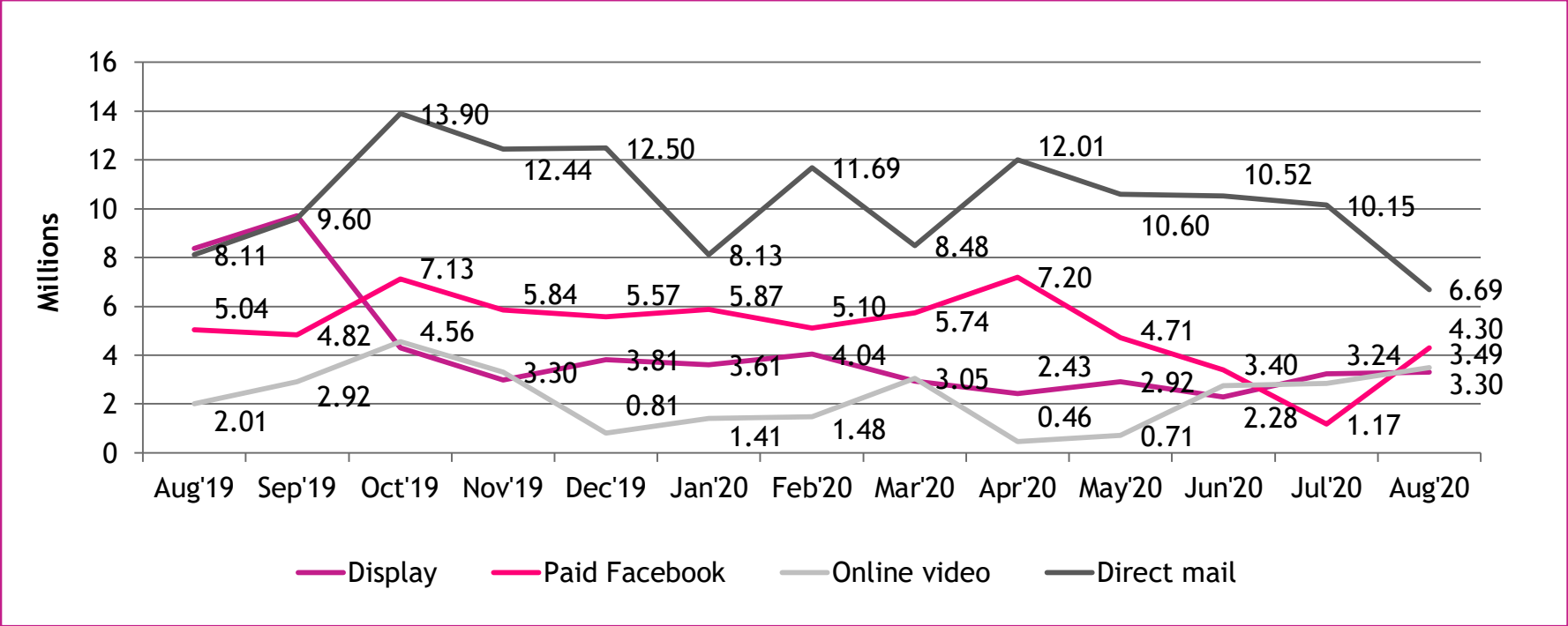
VALUES MARKETING IN PANDEMIC



Channel Marketing Snapshot (Canada) August 2019-2020

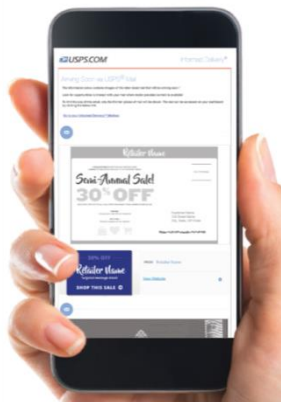


Financial Services Spend on Marketing Channels in Canada



Source: Comperemedia Omni

Direct mail should be the bridge between online and offline marketing



Informed Delivery

- 26M+ people have signed up
- Avg. Email Open Rate of 63.5%



Retargeted Direct Mail

- Yields a 28% higher conversion rate
- 40% of consumers report higher brand recall when followed by email



Digitally Enhanced Mail

Examples coming up in a later slide

**Brands that understand what the
consumer is going through and
adapt with services or initiatives**

Cross Channel Engagement



Country Time's Littlest Bailout Relief fund



TELUS used several channels to show its stance as a caring partner for customers



Sharing six mental health and well-being tips from TELUS' Chief Neuroscience Officer

To our valued customers,

Over the last week, this global health crisis has created unprecedented challenges, and we appreciate that the health and well-being of your employees is of paramount concern as we all navigate through this global health crisis.

At TELUS, Dr. McIntosh is responsible for optimizing all mental health-related products, services and innovations, leveraging TELUS' world-leading technology to enable improved health outcomes for all Canadians. As a deeply respected psychiatrist, author, university professor and mental health advocate, she is championing TELUS' focus on mental health and enhancing the well-being of our team members and our TELUS Health customers alike.

TELUS also recently launched TELUS Talks with Tamara Taggart, a new podcast featuring exclusive interviews with leading health experts. In the first episode, which you can subscribe to [here](#), Dr. McIntosh talks about how you can keep feeling safe and healthy through connection, self-care and compassion during the COVID-19 pandemic.

Email - Mar'20



The TELUS Wise footprint workshop helps kids in elementary school understand the impact of their actions online, and how good choices can help them keep their digital footprint clean.



Paid Social - June'20



One day left! The Back to School sale ends tomorrow. Get 3-packs of youth masks for \$35 at telus.com/facemasks to help keep each other safe at school. Each purchase also helps to give back - all proceeds from TELUS Critter Masks go to the TELUS Friendly Future Foundation to support COVID19 relief efforts.



Owned Social - Aug'20



As the kiddos head back to class, our fun Youth Critter Masks are here to help keep each other safe. Get \$10 off Youth 3-packs with our Back to School sale.

@yowcitystyle



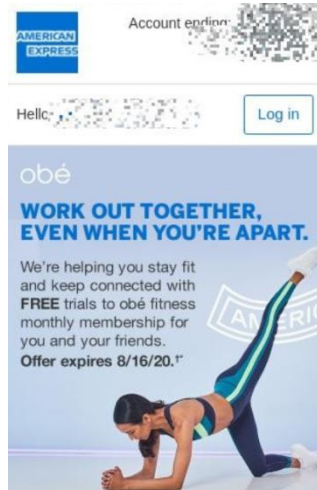
TELUS.COM

Critter Masks for Youth | TELUS
Enjoy TELUS critter inspired animal face ...

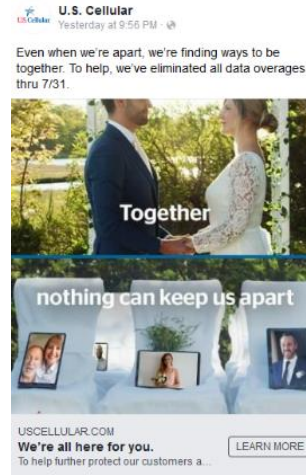
SHOP NOW

Paid Social - Aug'20

Connecting with empathy



Email



Display ads



Print Ads

TV ad for American Airlines credit card expanding miles earn to everyday purchases and not just travel - a trending COVID strategy for travel focused credit cards



Telecom providers reflected the behaviors resulting from stay-at-home measures within acquisition campaigns, aligning their services with new habits



34⁹⁹ plus \$10/mo. Wi-Fi router service fee
preferred internet

per month. Preferred rates & other fees apply. Service subject to availability and applicable terms and conditions.

Share your smiles at an everyday low price*

Frontier lets you do what's important to you. Whether taking online yoga classes, shopping from home or virtually visiting with friends from camp, Frontier Preferred Internet gives you the bandwidth to stay in touch and stay entertained, no matter where you are.

10/15/21 10:00 AM EDT



See us online for details.

Want to install your new services yourself? Get a self-installation kit with step-by-step instructions shipped right to your home.

INTERNET + TV
from
\$39⁹⁹
/mo each for 2 years when bundled*



In light of COVID-19, here's how we're protecting the health of our customers and team members during installations.

Bell

1. Our technicians will perform the required service work outside your home.
2. If applicable, the necessary equipment for you to complete the required steps inside your home will be left at your door.
3. Our technicians will guide you through the steps on a voice or video call, directly from their service vehicle.
4. They will remain on site until your services are up and running.
5. Our technicians will come into your home only when needed. They will practice proper sanitation and social distancing measures. We ask that you please do the same.

For more details, visit bell.ca/myinstall.

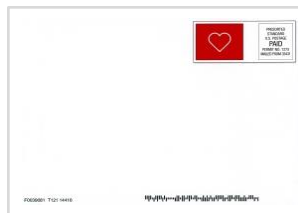
©2020 BELL CANADA

Comcast sent out appreciation letters for its customers in both messaging and imagery besides sending invitations to upgrade to Xfinity X1 at no added cost

We can't thank you enough for being a valued Xfinity customer. We think you're awesome, and to prove it, we've put together some special offers for you. (Read on for more details.)

It's time to enjoy even more awesome.
Give us a call to get a special offer today.
We look forward to hearing from you.

Sincerely,
Your Xfinity Team



Dear

We can't thank you enough for being a valued Xfinity customer. We think you're awesome, and to prove it, we've put together

It's time to enjoy even more awesome.
Give us a call to get a special offer today.
We look forward to hearing from you.

Sincerely,
Your Xfinity Team

**We love
our customers.**

At Xfinity, we're completely committed to making sure you get the best service, the best support and the best experience, every time.

Get your FREE Blast! Internet upgrade for 12 months

Friendly reps are ready to chat Mon-Fri 9am-9pm,
Sat 9am-6pm, and Sun 10am-9pm

Why wait? Start enjoying faster Internet today.
We're sure you'll love it!

xfinity

Xfinity is about to get even more awesome!

Insurance campaigns offered advice to insureds around general health and well-being, but also focused on stress and online safety



Protect yourself from germs

Clean hands can keep you healthy and safe. Use these tips the next time you wash yours.



1. WET

Wet hands with clean, running water. How hot or cold it is doesn't matter. It's the next steps that really count.



2. LATHER

Apply plain soap (there's no need for antibacterial soap) and rub your hands together.



3. SCRUB

Scrub your hands. Place the fingertips of your right hand on your left palm and rub them in a circular motion. Switch sides.



4. KEEP GOING

Don't forget the backs of the hands, in between fingers, the tops of fingers and thumbs. Scrub for at least 20 seconds. That's about the time it takes to hum the "Happy Birthday" song twice.



5. RINSE

Rinse your hands under clean, running water so all soap is removed.



6. DRY

Dry your hands with a clean towel. A paper towel you can throw away afterwards is best. Or, you can let your hands air-dry.



7. PROTECT

Don't let go of that towel! Use it to turn off the faucet. If it's a paper towel, throw it away afterwards.

No sink nearby?
In a pinch, use hand sanitizer with at least 60% alcohol.

Wellness products, including hand sanitizer, are part of your over-the-counter (OTC) benefit. Call your DSNP care coordinator to learn more.

3 more germ protection tips

Avoid touching your eyes, nose or mouth with unwashed hands.

Stay indoors as much as possible now due to the coronavirus and during flu season, and avoid coming into contact with people who are sick. If you are sick, stay home.

Cover your mouth and nose with a tissue when you cough or sneeze, or use the inside of your elbow. Throw used tissues in the trash, and immediately wash your hands afterwards or use hand sanitizer.

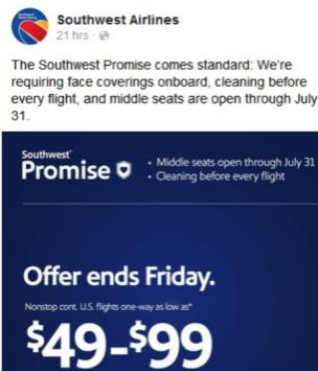
Feeling ill?

Call your primary care physician. If you need help after hours you can call the 24/7 nurse line at 1-855-463-0933 (TTY: 711).

Prioritizing cleanliness and hygiene with a branded feel



Display ads



Facebook Ads



TV ads

A message for you from Ryan Green, SVP & Chief Marketing Officer

Dear Friend of Southwest®,

As summer moves into autumn and you consider your travel plans, we want you to know that we have your well-being in mind. We're dedicated to finding ways to provide you a comfortable experience from check-in to baggage claim—that's our Southwest Promise. We continue to evaluate our policies and procedures based on science and the evolved guidance from the CDC and broader medical community. We do all of that with you in mind and I want to share our latest highlights:

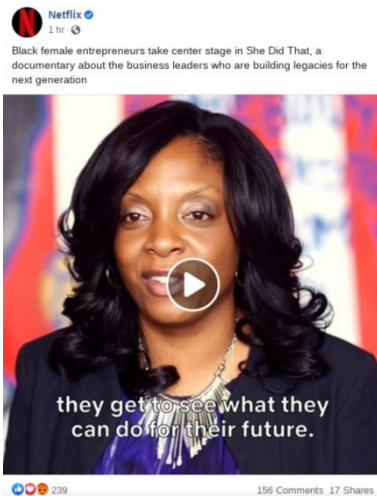
- **Extra space onboard:** We are keeping our middle seats open through November 30. We hope this provides peace of mind as you plan your travel this autumn and through Thanksgiving. Of course, if you are traveling with your family or others, you can still sit together. Otherwise, middle seats will be open.
- **Face coverings required for everyone ages 2 and up.** This applies throughout the travel experience—while checking in, boarding, while inflight, deplaning, and retrieving your bags at baggage claim.
- **Fresh air onboard:**
 - There is a complete exchange of air every two to three minutes while flying: Our
- **No change¹ or cancel¹ fees – Ever.** We understand the importance of flexibility. For 49 years and counting, we've never charged a fee just to change your flight. This benefit and value applies to every flight and every type of fare purchased—even our lowest fares. We offer you the ability to keep and reuse your travel funds later if you choose not to travel, and give you a credit of the fare difference if you find a lower fare on Southwest. No questions asked.

Thank you, as always, for placing your trust in Southwest Airlines®. We never take that for granted and appreciate you choosing to fly with us.

Email

Brands that are co-activists

Being authentic and bold while using owned platforms to create awareness on issues



Owned Facebook



Owned Instagram

When we say "Black Lives Matter," we also mean "Black storytelling matters." With an understanding that our commitment to true, systemic change will take time - we're starting by highlighting powerful and complex narratives about the Black experience.

Netflix's \$100 million plan to boost black lenders

We have the first look at a new move to help bridge the racial economic divide in America: Netflix will shift some of its \$5 billion in cash to financial institutions that focus on black communities.

Netflix will bank up to 2 percent of its holdings, or about \$100 million, with such lenders. It will start with \$35 million, split two ways: financing a new fund, the Black Economic Development Initiative, that will invest in black financial institutions; and banking with the Hope Credit Union. (Netflix already spreads its cash among about 30 banks worldwide.)

PR

Nike's #playinside campaign supported its followers and fans across media rallying everyone to stay indoors to contain the pandemic

**IF YOU EVER
DREAMED OF
PLAYING FOR
MILLIONS AROUND
THE WORLD,**

**NOW IS
YOUR CHANCE.**

Play inside, play for the world.



Owned Instagram

This Is How You #PlayInside



**44K
MINUTES OF
SIT-UPS**

Members brought the burn with enough crunches to take the NTC Quick Core Crush workout to the top spot.

**820K
YOUTUBE
VIEWS**

You really showed up as a team to #playinside, elevating Kirsty Godso's 4.18 workout to a new level.

**LIVE HIIT
COMMUNITY
WORKOUT**

Join Sport Performance Coach and Nike Trainer Jamal Ligin this **Saturday, 5.2, at 9AM PT**. Subscribe to YouTube to join the workout and keep moving with NTC Community Workouts from previous weeks.

[View Workouts](#)

*Based on US data recorded 4.13-4.19.

Email Sub:
You are stronger than you think

US Bank focused on Paid Social channel to address several social issues



U.S. Bank
Beginning today, we're ordering takeout from local restaurants (like Fort Thomas Pizza and Tavern, below) for the employees staffing our U.S. Bank branches. U.S. Bank supports local business during this difficult time, and we are grateful to our employees for providing the essential service of banking. You are awesome. #SupportLocal #usbank

Total spend \$43k (April)

U.S. Bank
June 10 at 10:15 PM · 🌐

Jonesy says the mural is partly a representation of her own biracial and queer identity. We thank her for bringing grace to the plywood covering our branch. <http://ow.ly/YywY50A4saY>



USBANK.COM
U.S. Bank taps local artist Jonesy for mural at Over-the-Rhine branch in Cincinnati

Total spend \$3k(June)

U.S. Bank
June 15 at 6:30 PM · 🌐

They started Eyesee African American Children's Bookstore so black children could see their own experiences reflected in literature. We are proud to help the mission thrive. #SupportLocal <http://ow.ly/t7sz50A8hPJ>



USBANK.COM
'A big [virtual] hug': St. Louis bookstore owners talk about community support through COVID-19

Total spend \$3k (June)

Discover focused on Paid & Owned Social to garner support for Black-owned Businesses



Discover is giving \$5 million to Black-owned restaurants. To show your support, nominate your favorites for their chance to get \$25K, like @RodneyScottsBBQ. Just tag them and @Discover with #EatItForward & #Sweepstakes



July spend: \$903k | July impression: 204M



Owned Twitter

Want to give your favorite Black-owned restaurants a chance to get \$25K? To nominate them, just tweet tagging the restaurant and @Discover with #EatItForward & #Sweepstakes. Here's one of our favorite spots @BacknthDayBakry. See rules: bit.ly/2Zs4jc0

Using multi-channel approach to rally customer base to aid communities in need



As small businesses start getting back in business, we're giving Card Members \$5 back after they spend \$10+ at an eligible small business, up to 10x. Enroll by 8/23/20. Spend by 9/20/20. Eligibility and terms apply. #ShopSmall



**GET \$5 BACK
AFTER YOU SPEND \$10+
DIRECTLY WITH AN ELIGIBLE
SMALL BUSINESS, UP TO 10X.**
Enroll by 8/23/20 and spend by 9/20/20. #ShopSmall



Facebook Ads - \$938k spent



Owned Facebook

#ShopSmall: Small businesses need your support now more than ever. Meet Type Books, an indie bookstore in #Toronto known for its extensive collection of fiction and non-fiction, small press titles, art and design and children's books.



Hi,

To help attract more customers, we're offering American Express® Card Members \$5 back in the form of a statement credit after they spend \$10 or more at an eligible small business, up to 10x – in-store or online.

Let your customers know they can visit [ShopSmall.com](https://shopsmall.com) to learn more about how to enroll and make the most of this offer.



Download Toolkit

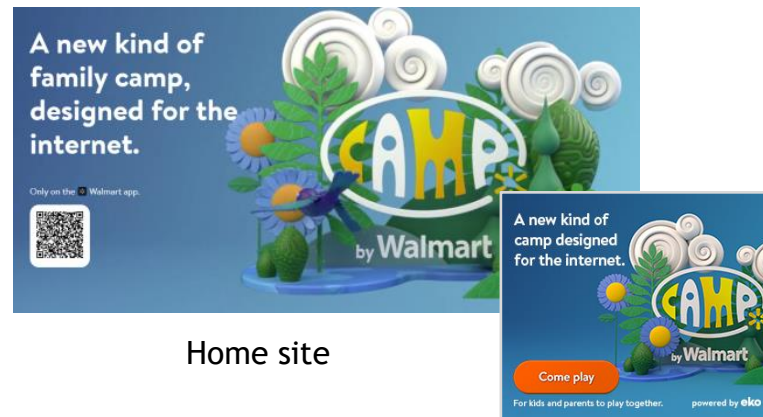
Email

Innovative Channel Marketing

Relevant and timely experiences made possible via brand's platforms



Instagram (March 24)

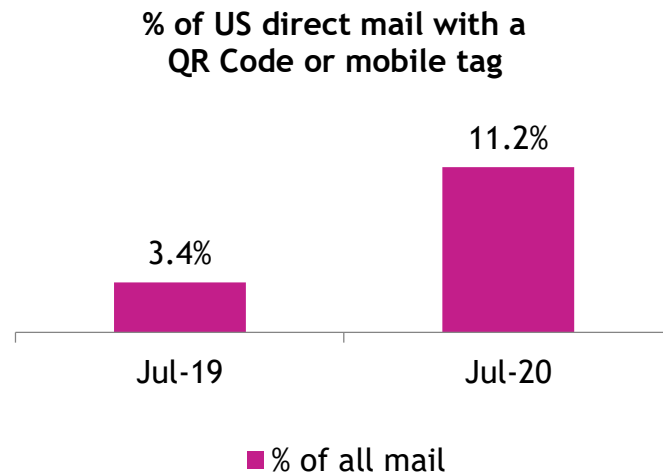


Home site

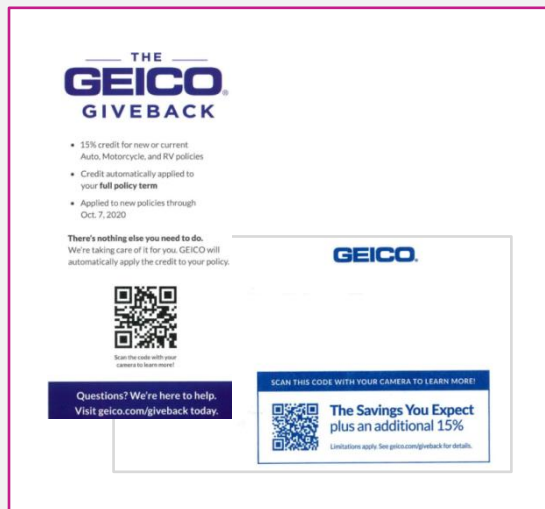
Display ads

Technology over Time-Lags: QR codes finally get their moment

QR Code usage in direct mail is up, especially in April 2020 - the first month with observed COVID-specific communications making their way into consumer mailboxes, and gaining presence going forward.



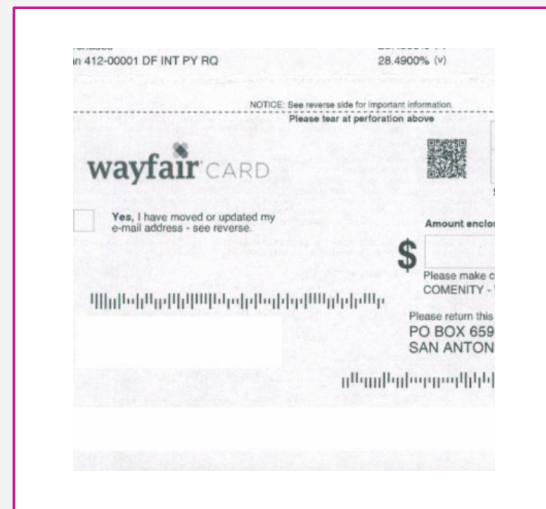
QR codes in direct mail offer a quick and convenient way to connect a campaign with timely information



GEICO Product Offer
Free standing inserts and QR code on mailer envelope offers a way to learn more for those who are concern about touching unknown surfaces at this time.



Synchrony Bank CD
Instead of listing the savings rate on the campaign, which could be outdated by the time it arrives, a QR code directed recipients to the website for the latest rates.



Wayfair Credit Card Statement
Comenity Bank provides a QR code on paper statements for a quick payment option without the need to log in to a user's account.



A woman with dark hair tied back, wearing a light-colored button-down shirt and large hoop earrings, is sitting at a desk. She is looking down at a laptop screen with her right hand on the keyboard and holding a large black folder or binder with her left hand. The desk is cluttered with papers and a pen. In the background, there are tall bookshelves filled with books and several potted plants. The entire image has a teal-colored overlay.

WHAT'S NEXT?

What's next in OmniChannel marketing?



Surprise and delight
as a way to engage and
create tribes



Deeper targeting,
personalization, and
attribution



Responding to
customer attitudes
across issues



COMPEREMEDIA
A MINTEL COMPANY

Thank you!



Mishu Rahman Din
Research Manager
welcome.comperemedia.com
mdin@mintel.com