



## Trusted Media Experience (TMX): Effective marketing in the current crisis

### Act now and lead tomorrow!

Brands and advertisers need to rethink their media strategy to keep winning now and in the post-crisis world. Budget cuts, hiring freezes and changing customer behavior are just a few of the challenges

### Risks and opportunities for marketers

During the COVID-19 crisis, many advertisers have paused or stopped some of their marketing and media activities, while other brands have gone completely dark. But they could face serious brand damage and financial risk as a result. Studies show that when companies cut their advertising budget during a crisis, they generate less sales revenue in the post-crisis period than their competitors that increased ad budgets or kept ad spending stable.

Right now, consumers are watching brands closely. This can be a great opportunity for purpose-driven communications and insightful brand building. During the crisis, advertisers need to recognize changing consumer behavior and patterns quickly in order to generate the greatest possible marketing effectiveness.

### Dramatic change in media behavior

A recent Deloitte study revealed that consumer media behavior has undergone

a dramatic change during the current crisis. Media libraries (+55%), mobile games (+39%), online magazines (+67%), SVoD (26%) and linear Free-TV (+13%) are winning the battle for eyeballs during the crisis. Advertisers need to respond to these changes and become more effective at reaching their target groups.

### Major impact on the media ecosystem

Although we are seeing above-average media consumption, the cost of online and offline media placements (CPM) has plummeted. This is in part due to advertisers cutting their campaigns short or freezing budgets, but also because key features for some publishers and ad networks are currently not feasible. Now is the time to take advantage of these changes to adapt your strategy by allocating media spend more effectively and to find the right response to changing consumer behavior.

### TMX : increase media effectiveness and identify cost-cutting potential

The key challenge is to quickly respond with the right message – and to do so through the right channels and as cost-efficiently as possible. Deloitte's TMX team pairs cross-media marketing specialists with audit and assurance experts, giving advertisers media expertise that also meets the highest standards for independ-

ence, discretion and trustworthiness – a rare and valuable combination.

Our marketing experts improve your media efficiency and effectiveness through close monitoring, defining the right KPIs and optimizing all media channels in real-time. We also frequently check how you allocate your budget to verify that the ad spend goes to channels with higher penetration.

Our assurance experts review new and existing media contracts in depth in order to generate the best possible value for you and maximize your media performance. We provide a detailed compliance and contract assessment that helps to achieve long-term cost-savings.

Our ad tech experts work with you to reduce your non-working spend. It can be challenging to find the right approach to a new channel, especially when it comes to avoiding non-essential costs (e.g. tech fees).

### Our aim is to increase your ROI today and in the post-crisis period!



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