

# Who's Spending Less On Media But Should Be Spending More?

Trends Amid COVID-19 Revealed

With Special Guest Matthew Scott Goldstein, aka msg  
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# **Industries Requiring Taxpayer Relief And / Or Re-invention (10)**

## **Hotels**

**Airlines** - On 4/1 2020, 136K people flew in the US vs. 2.1M on 4/1 2019.

## **Restaurants**

## **Malls**

## **Movie Theaters**

## **Retail Clothing**

**Trade Shows/Industry Events** – Do we see new services, e.g. white glove introductions to the 10 people you most want to meet?

## **Luxury Goods**

**Real Estate/Construction** – do companies now need 80% of the space they needed before?

**Some Small Businesses, especially restaurants and bars**

## **These Sectors Should Do Just Fine (4)**

**Insurance** – still need to protect the cars we drive and houses/apartments we live in. New insurance vehicles emerge.

### **Banking/Mortgages**

**Automotive** – while few are buying immediately, they will soon, especially as leases expire.

### **Large Advertising Businesses**

# The Industries That Will Thrive (17!)

**Pharma** – becomes the new tech as they look for a vaccine, better testing and then ramp up for the next pandemic.

**Technology**

**CPG** – moves to a D2C for certain essential categories.

**Grocery**

**Healthcare** – especially hospitals, the new heroes.

**Live Sports** – will be reinvented and stronger than ever.

**Streaming Television** – '20s = the Decade of Great Content.

**Dating**

**Farming**

**Gaming** – Consoles offer downloadable games and social interactions.

**Local Tourism**

# The Industries That Will Thrive, Cont'd

**D2C Home Improvement** – more time to fix your house, which you spend more time in. Wayfair leads the way.

**Mental Health**

**Food Delivery** – From Blue Apron, Seamless, Postmates, Uber Eats, etc. or order directly to avoid the middleman.

**Cyber Security**

**DIY Beauty** – just a bit of luxury, e.g. shampoo, skin care and, most importantly, hair coloring.

**Online Education** – online education really needs a reboot.

# Week-Over-Week Changes In Top 10 Verticals Move The Market

## Top 10 By Spend

AdWords (Small Business)

Undisclosed Advertisers

Vehicle Brands

Mobile & Wireless

Finance

Insurance

Pharma & Biotech

Service Providers

Business Services

Computers & Electronics

Change	% of Rev
-2%	19.3%
+1%	9.3%
-35%	7.2%
-38%	4.6%
+3%	4.2%
+12%	3.2%
-6%	2.9%
+12%	2.7%
-3%	2.7%
-9%	2.0%

Mar. 29 – Apr. 4 vs.  
Apr. 5 – Apr. 11

Data courtesy of: **STAQ**

# Top 10 Verticals That Are Up, Top 10 That Are Down, Week-Over-Week

## Top 10 That Are Up

Bed & Bath (+96%)

% of  
Rev

0.1%

Beverages (+80%)

0.3%

Music & Audio (+75%)

0.2%

Jobs & Education (+63%)

0.2%

Arts & Entertainment (+45%)

0.2%

Chemicals (+33%)

0.3%

Food & Grocery (+33%)

0.3%

Internet & Telecom (+25%)

0.3%

Social Networks (+24%)

1.7%

Software (+17%)

1.4%

## Top 10 That Are Down

Books & Literature (-65%)

% of  
Rev

0.2%

Carpooling & Vehicle Sharing (-57%)

0.3%

Kitchen & Dining (-47%)

0.2%

Home Improvement (-40%)

0.3%

Mobile & Wireless (-38%)

4.6%

News (-36%)

0.7%

Vehicle Brands (-35%)

7.2%

Vehicle Shopping (-33%)

0.1%

Advertising & Marketing (-32%)

0.2%

Entertainment Industry (-29%)

1.8%

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