

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

Trends Amid COVID-19 Revealed

With Special Guest Matthew Scott Goldstein, aka msg April 15, 2020

SIMULMEDIA®

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

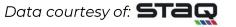
Service Providers

Business Services

Computers & Electronics

Mar. 29 – Apr. 4 vs. Apr. 5 – Apr. 11

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%



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

	Top 10 That Are Up	% of Rev	Top 10 That Are Down	% of Rev
Mar. 29 – Apr. 4 vs. Apr. 5 – Apr. 11	Bed & Bath (+96%)	0.1%	Books & Literature (-65%)	0.2%
	Beverages (+80%)	0.3%	Carpooling & Vehicle Sharing (-57%)	0.3%
	Music & Audio (+75%)	0.2%	Kitchen & Dining (-47%)	0.2%
	Jobs & Education (+63%)	0.2%	Home Improvement (-40%)	0.3%
	Arts & Entertainment (+45%)	0.2%	Mobile & Wireless (-38%)	4.6%
	Chemicals (+33%)	0.3%	News (-36%)	0.7%
	Food & Grocery (+33%)	0.3%	Vehicle Brands (-35%)	7.2%
	Internet & Telecom (+25%)	0.3%	Vehicle Shopping (-33%)	0.1%
	Social Networks (+24%)	1.7%	Advertising & Marketing (-32%)	0.2%
	Software (+17%)	1.4%	Entertainment Industry (-29%)	1.8%