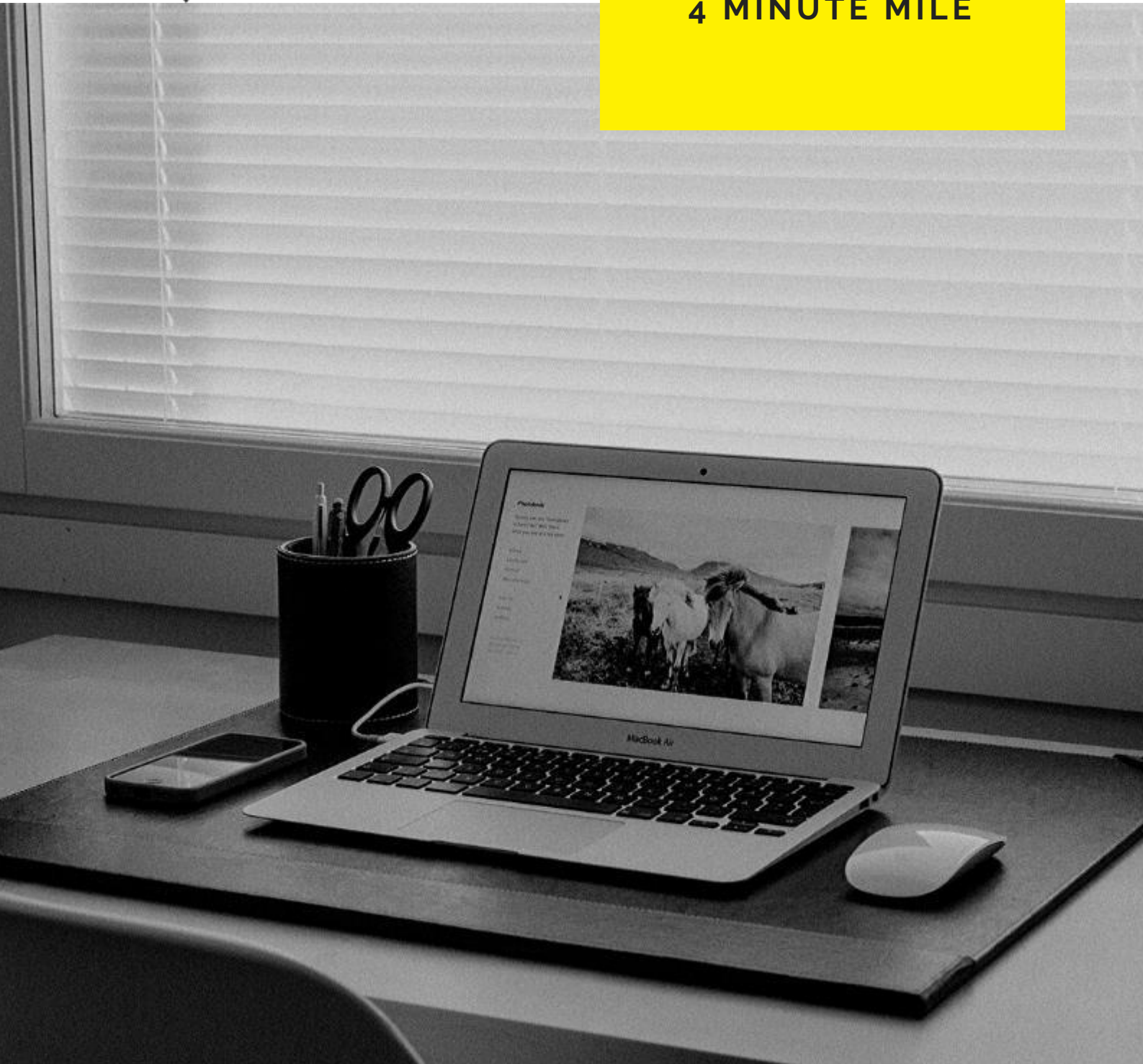


MARKETING  
**PROMOTIONS**

**THE NEW  
REALITY WITH  
COVID 19**



**4 MINUTE MILE**



2020

# ABOUT US



4MM specializes in helping Brands across sectors engage with their target audience that could be Customers, Trade Partners or Sales Representatives.

Our work over last 8 years in Consumer and Sales Promotions, Contests, Trade Campaigns, Loyalty Programs, and Alliance Offers has helped us establish ourselves in the categories of Consumer Durables, Automobiles, FMCG, Apparels, BFSI, Telecom and many more.

Our key successes include working with leading brands across categories and especially with leaders.

Our Clients include: Bajaj Finserv; SBI Cards; Maruti Suzuki, Tata Sky; Airtel; Pernod Ricard, ITC, Kelloggs to name a few.

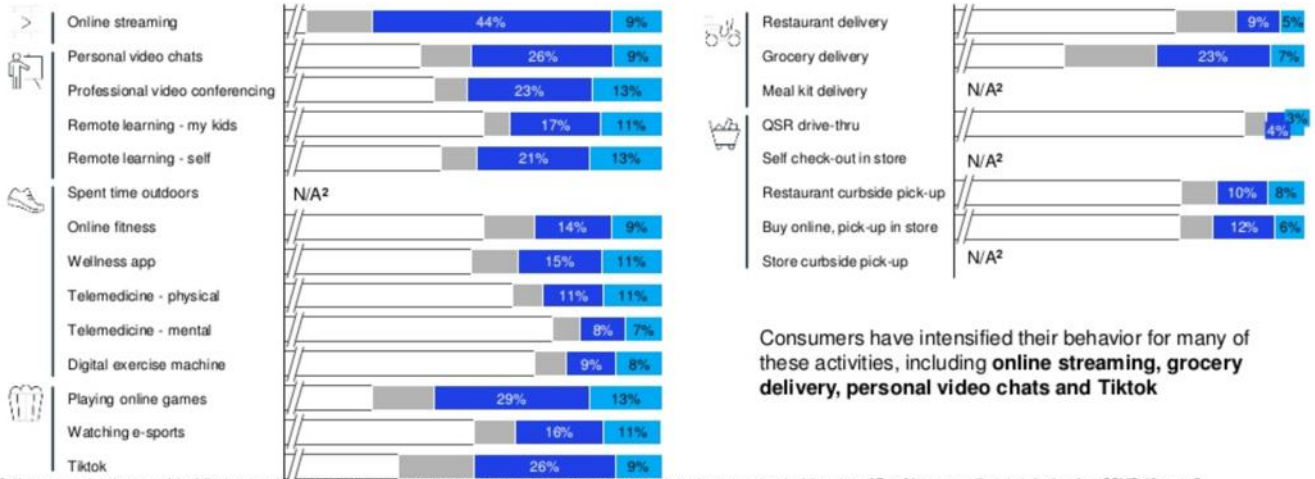
We believe in creating WINNING marketing solutions that can help achieve targeted business goals.

# KEY INSIGHTS



## Indians have picked up new digital activities, including playing online games, remote learning, and professional VC

Have you used or done any of the following since COVID-19 started<sup>1</sup>  Not using  Using less / the same  Using more  Just started using  
% of respondents



Consumers have intensified their behavior for many of these activities, including **online streaming, grocery delivery, personal video chats and Tiktok**

<sup>1</sup> Q. Have you used or done any of the following since the COVID-19 situation started? If yes, Q. Which best describes when you have done or used each of these items? Possible answers: "just started using since COVID-19 started"; "using more since COVID-19 started"; "using about the same since COVID-19 started"; "using less since COVID-19 started."  
<sup>2</sup> Not asked in India's version of the survey

Source: McKinsey & Company COVID-19 India Consumer Pulse Survey 4/10-4/13/2020, n = 631, sampled and weighted to match India's general population 18+ years

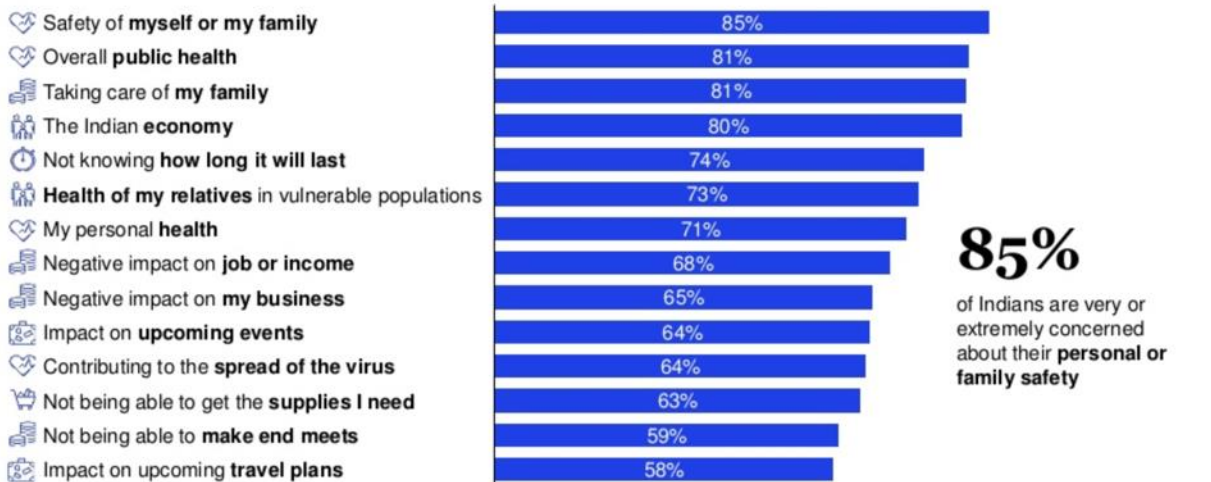
McKinsey & Company 9

Adoption of new skills has increased – Gaming, WFH, learning & using delivery apps



## Indian consumers' top concerns are personal and family safety and overall public health

Largest concerns of the Indian population related to COVID-19<sup>1</sup>  
% of respondents who are very concerned or extremely concerned



**85%**  
of Indians are very or extremely concerned about their **personal or family safety**

<sup>1</sup> Q. What concerns you most about the COVID-19 situation? Possible answers: "not a concern"; "minimally concerned"; "somewhat concerned"; "very concerned"; "extremely concerned."

Source: McKinsey & Company COVID-19 India Consumer Pulse Survey 4/10-4/13/2020, n = 631, sampled and weighted to match India's general population 18+ years

McKinsey & Company 8

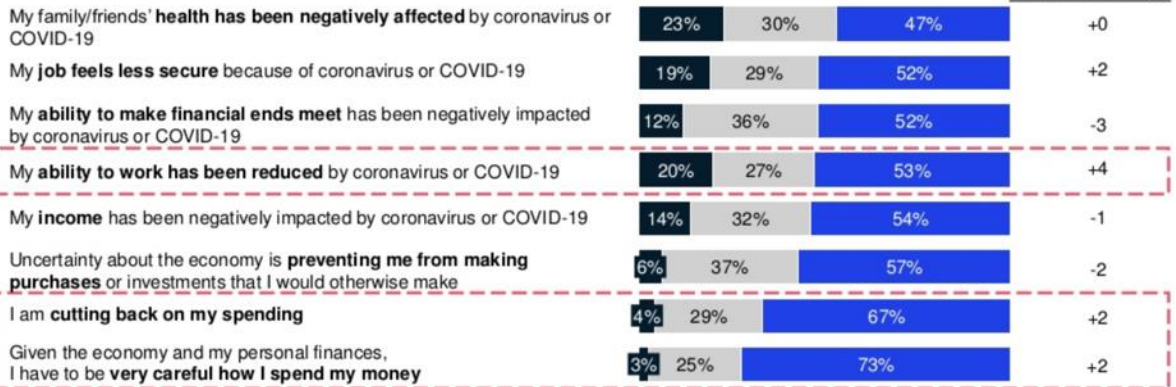
Safety of family and health are the most important issues

# KEY INSIGHTS

## However, consumers are increasingly feeling an impact and expect to cut back on spending

Overall sentiment in the general population in India<sup>1</sup>  
% of respondents

■ Strongly disagree / disagree   ■ Somewhat disagree / agree   ■ Strongly agree / agree  
Strongly agree / agree difference since last survey<sup>2</sup>

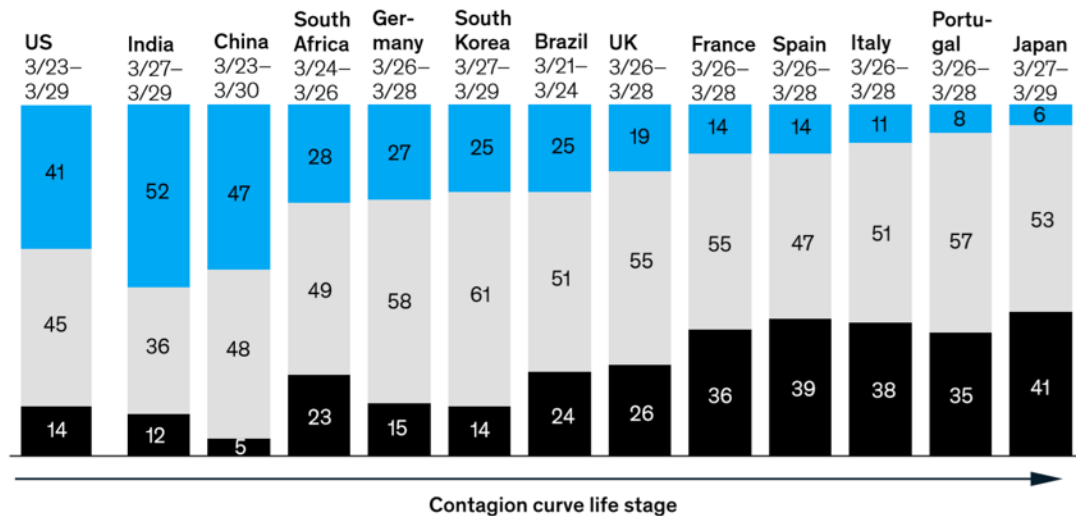


<sup>1</sup> Q: Please indicate how strongly you agree or disagree with each of the following statements. Please select only one response for each statement. Figures may not sum to 100% because of rounding.  
<sup>2</sup> Measures difference in "strongly agree/agree" between current and last pulse survey.  
Source: McKinsey & Company COVID-19 India Consumer Pulse Survey 4/10-4/13/2020, n = 631; 4/3-4/6/2020, n = 601, sampled and weighted to match India's general population 18+ years   McKinsey & Company 2

Expect some cutback on spending : Hence Promotions will drive value for the consumer

## Confidence in own country's economic recovery after COVID-19,<sup>1</sup> % of respondents by country

■ **Optimistic:** The economy will rebound within 2-3 months and grow just as strong or stronger than before COVID-19   ■ **Unsure:** The economy will be impacted for 6-12 months or longer and will stagnate or show slow growth thereafter   ■ **Pessimistic:** COVID-19 will have a lasting impact on the economy and show regression/fall into lengthy recession



Great News!! – Indians are the most optimistic of all countries about bouncing back

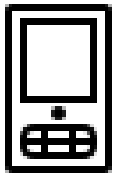


2020

# BEHAVIOURAL CHANGES EXPECTED POST LOCKDOWN



**STAY @ HOME** – Consumers are expected to be wary of stepping out. Go out only for the most unavoidable reasons



**GO DIGITAL** – Consumption of News, Entertainment, Delivery, Shopping, Dining-In will go online



**HIGHER TRANSACTION VALUES** – As stepping out of the home reduces, expect transaction values to rise. Customers will buy more at a time



**DISCRETIONARY SPEND TO REDUCE** – High value spends and spends on luxuries may reduce. Due to an atmosphere of uncertainty, customers will be more discerning on what they spend



**HEALTH AS A PRIORITY** – We expect more consumers to be careful of their health. Hygiene around places and products will be important



**SHOP WITH PURPOSE** – Customers are expected to prefer brands that are perceived to be helping society or do good through actions or support

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# PROMOTIONS #1. DIGITAL

## FOCUS ON DIGITAL EXPERIENCES ACROSS CATEGORIES

Digital consumption will increase for Entertainment, Learning, Education, News, Fitness, Health, Shopping & Delivery Services. Promotions will need to provide these options as benefits

ENTERTAINMENT	FOOD & DELIVERY
 	 
 	 
	 

EDUCATION & NEWS	FITNESS, HEALTH & COOKING
  	   
 	 
 	 



2020

# PROMOTIONS # 2. RETAIL



## TIME / DAY SPECIFIC PROMOTIONS

With Social Distancing the new normal, brands will have to adapt to innovative solutions to make customers feel comfortable while shopping. Time based shopping could be one quick & simple answer to avoid waiting and too many people

## THE RETURN OF THE KIRANAWALA

For a lot of people, the neighborhood Kiranawala played the hero for regular supply of groceries during lockdown. Expect customers to stick with him. An opportunity for more General Trade promotions to support the retailer

“

Dear Sunanda. Get 30% off on your nearest Titanium Store. Please use code 30POFF to claim your discount. The offer is valid from 12pm to 2pm till 31st May. T&Cs apply

18:24

”

2020

# PROMOTIONS

## # 3. PARTNERSHIPS



## LONG TERM ALLIANCES AND THE RISE OF OMNI SHOPPING

To maintain social distancing and bring products more easily to the customers' doorstep – partnerships are the way forward. Short term promotions going forward could also leverage the distribution / delivery networks of other non-competing partners

Expect more partnerships to provide an OMNI Shopping experience. Customers can view online and pick up their products offline or vice versa across retailers



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# PROMOTIONS #4. eCOMMERCE

## FOCUS ON eCOMMERCE

Expect all companies to strengthen their eCommerce strategies. COVID has provided the impetus to fast-forward the eCommerce strategies of brands across categories

Expect new Categories / Brands to reach customers directly via eCommerce

- FMCG players have already started promoting their websites
- Promotion opportunities with all brands that want their APPs downloaded
- Enhanced focus to drive sales on Ecommerce – With consumers expected to spend fewer times, expect more promotions that drive transaction values higher

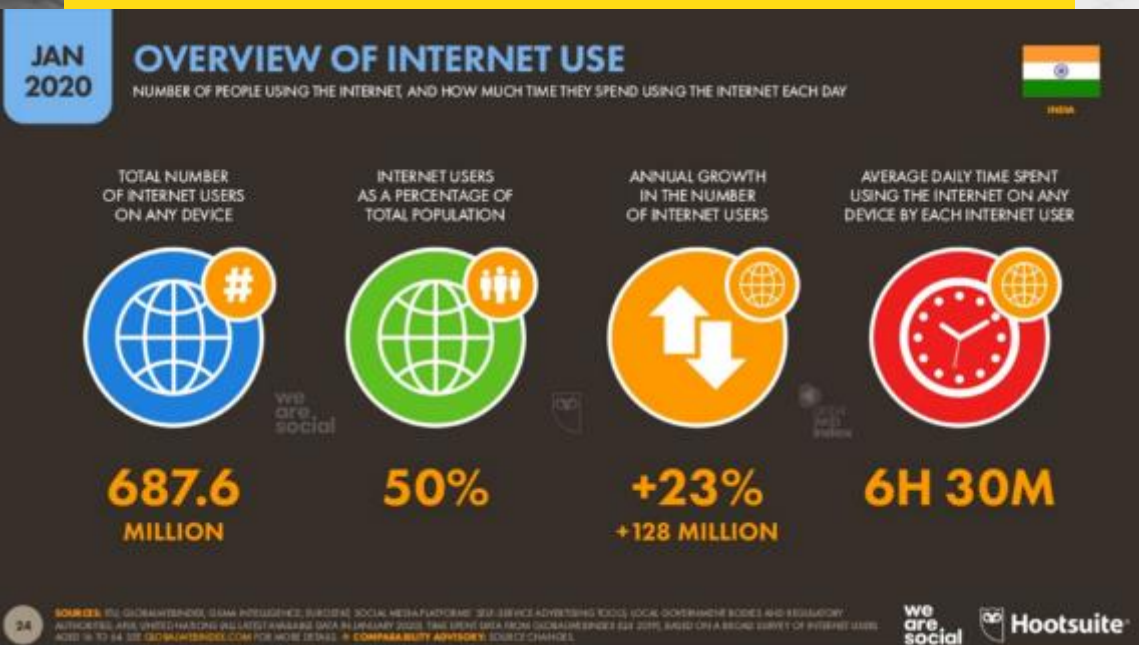
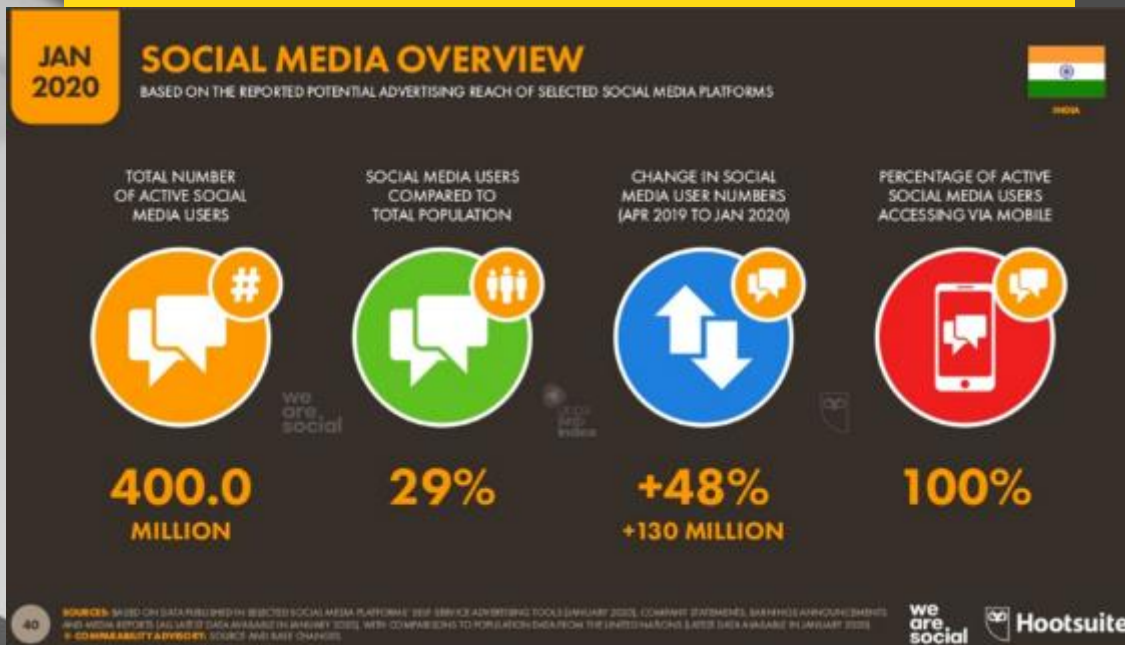


2020



# PROMOTIONS #5. SOCIAL

With the exponential growth of Social Media in the country and with consumers spending over 6 hours daily on the Internet – Social Media shall be the key channel for promotions



# PROMOTIONS

## #6. SHOP WITH A PURPOSE

**vidyaranya**  
Towards sustainable change

**Points for People**  
Supported by TATA TRUSTS



## CONTRIBUTING FOR A CAUSE

The COVID 19 crisis has made people more conscious about social good and we are noticing a trend of consumers supporting brands that have been contributing to society. Hence brands have taken to providing meals, producing free sanitizers, free masks and providing their distribution network for essential items. Promotions going forward can incorporate gift vouchers from firms doing social good and helping various causes



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# PROMOTIONS #7. TECHNOLOGY

## FOCUS ON TECH

Technology will be a key driver for promotions going forward. With consumption of internet and social media rising exponentially in India, all purchase decisions will be made online

- Gratifications and benefits that are instantaneous & digital will be preferred. These include gift vouchers, subscriptions, access to content & experiences
- Gamifications will be key to keep customers engaged online
- Companies will need to invest in more in AI to understand customer needs and personalize & customize content





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# SOLUTIONS STAY @ HOME PACKS



**ENTERTAINMENT:** Prime Video, Zee5, Saavn, Eros Now, Gaana, Alt Balaji, Magzter

**FITNESS:** Cult Fit, Growfitter, GoQii & more



**EDUCATION** Udemy, Meritnation, Edureka, Simplilearn & more

**HEALTH & WELLNESS** Apollo Pharmacy, Docsapp, Care Bears, Call Health & more



**DELIVERY:** Swiggy, Zomato & more

**CASHBACK** PayTM, Amazon Pay, Phone Pe, Google Pay & more



**GAMING** Gamezy, PubG, GooglePlay & more

**GIFTING** Ferns n Petals, Excitinglives & more



**COOKING** Udemy & more

2020

# For your Marketing Promotions in the New Reality

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THANK YOU

