

IMPACT

A Moment to Reset: Key Media
Consumption Trends for Advertisers'
Success Now and in the Future

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How did our media consumption patterns change during Covid?

87%

**of Americans say
they are
consuming
more content.**



66%

increase in
viewership on
Netflix and Hulu

68%

of Disney Plus
viewers started
streaming more

POLL

Streaming services are taking over “must-see TV” and Primetime. This is a trend that is likely to stay.

TRUE

FALSE



“I recommend less screen time. Except, of course, for our therapy sessions, school, work, staying connected with loved ones, dating, telehealth, yoga instruction, and searching for vaccine appointments.”

Source: The New Yorker

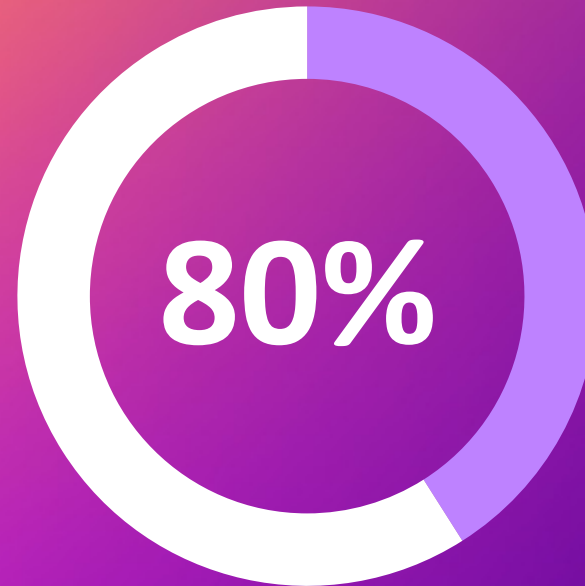
**Where should
advertisers
focus now?**

Bring **joy** and **serendipity**
from the real world
to the screen



**How do marketers need
to re-think the customer
journey?**

Make a GIANT leap in customer experience



Companies that lead in **customer experience** outperform laggards by nearly 80%.



BEST BUY

Prompted by a pandemic to transform the way customers picked up merchandise.

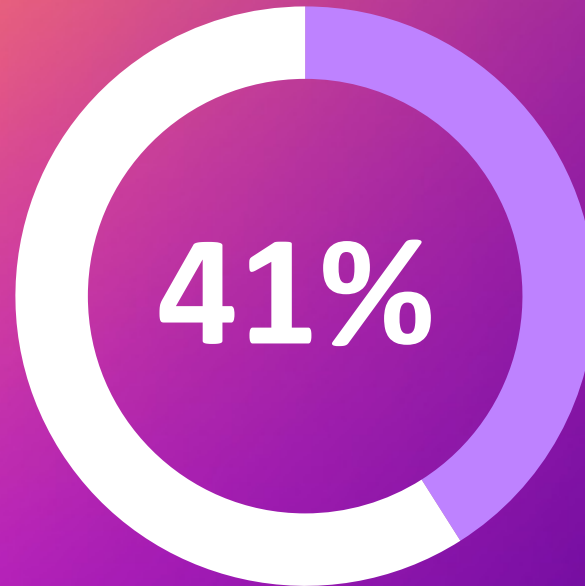


allbirds

Using technology as a shoo-in to increase customer engagement during the pandemic.

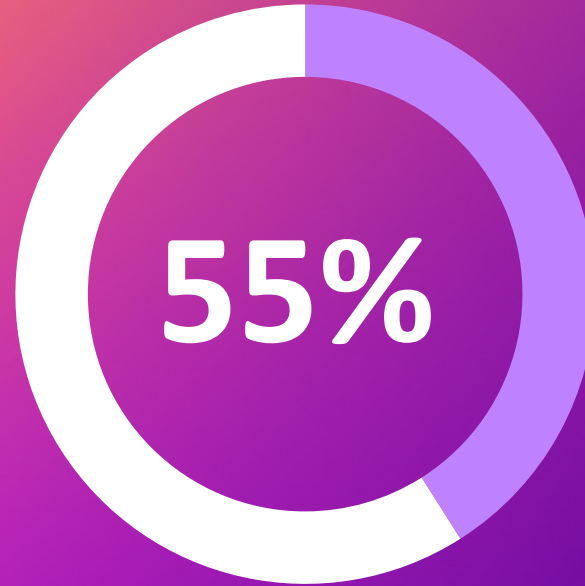
**What should advertisers do
to prepare for the future?**

Requires a giant leap in how we work



of executives believe an **inability to act quickly** was a **key barrier** in responding to the Covid-19 crisis.

And a giant leap in complexity



of marketers don't feel they have sufficient
customer data to implement **effective**
personalization

Key takeaways

1. Make earning more first party data a top priority.
2. Reimagine the customer journey and create the agility you need in your organization to adapt. Invest in the right technology to create relevant, meaningful experiences for your consumer who transitioned to a digital first mindset during Covid. Measure how are you doing for her.
3. Break out of the mold of templated design. Redefine the experience by taking creative risks that will bring **joy, excitement and serendipity** to your audience.
4. Buy an umbrella



Thank You



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