



Although it started with the proliferation of social media and mobile device use, consumers' minds seem to have re-wired since COVID. All of this combined is influencing how they look at themselves and their environment. We are seeing this cognitive shift in people in the form of what we call 'COVID-brain.' People's CPUs are overheated from the stress and it is impacting their memory, attention-span, patience, and brand linkage. Furthermore, COVID stole two years of life from everyone and that is time no one can ever get back; making 'time the new currency.' Here are a few tips on how marketing and communication efforts must adapt to meet this new consumer where they are now based on extensive Klein & Partners brand and advertising research.

- 1) All forms of communication must be simple, catchy (i.e., engaging), repetitive, and the brand must be the star.
- 2) Reach and Frequency: Focus more on Frequency as consumers may need to see or hear an ad 10+ times for it to be effective.
- 3) 60/40 Golden Ratio: According to agency association IPA's extensive worldwide research, the golden ratio of a campaign is 60% brand building and 40% call-to-action (or 'performance marketing').
- 4) Perhaps we moved too far to Martech from Marcom, relying too heavily on short-term sales and too little on long-term brand-building. Where has creativity gone?
- 5) It takes at least three years for a brand campaign to deliver meaningful ROI. This is a marathon not a sprint. Building a strong brand in consumers' minds improves credibility and receptivity to call-to-action advertising down the road. In fact, Klein & Partners' BRANDengineSM research has shown that Strongly Attracted consumers have a significantly higher level of ad recall for that brand.
- 6) TV continues to be the strongest medium for brand-building messaging.
- 7) Ads with real patient testimonials continue to perform strongest in Klein & Partners' ADviceSM database.
- 8) :60s are too long and :15s are too short → :30s are just right.
- 9) Show or say the brand early and often in TV and radio ads. Do not wait until the end to reveal the brand as you will have lost the consumer already (you have 3-4 seconds to engage them).
- 10) Less is more... Don't fill up all the white space in print ads. The same is true for websites. People get overwhelmed quickly with a busy page.
- 11) Billboards: Headline and logo... period. Visuals distract from the message and then you have three things the eye and brain must register while driving. And no QR codes please!
- 12) Why is the logo in your ads so small? Make it loud and proud!
- 13) Emotional ads always beat rational ads – In our National Consumer Insights Study, 70% of consumers say they 'go with what feels right' when making health care decisions. And the most successful ads appeal more to the heart than the head in our ADSightSM ad recall research. Do your ads speak to the heart? Or put another way... What is your 'why?'
- 14) One in ten website visitors is 'just looking.' Your website is a key sales tool... what kind of brand message is it sending?
- 15) SEO is key to digital success. According to our gSightSM website survey results, search drives one in five visitors to health care websites and they are most likely just looking and first time visitors.

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