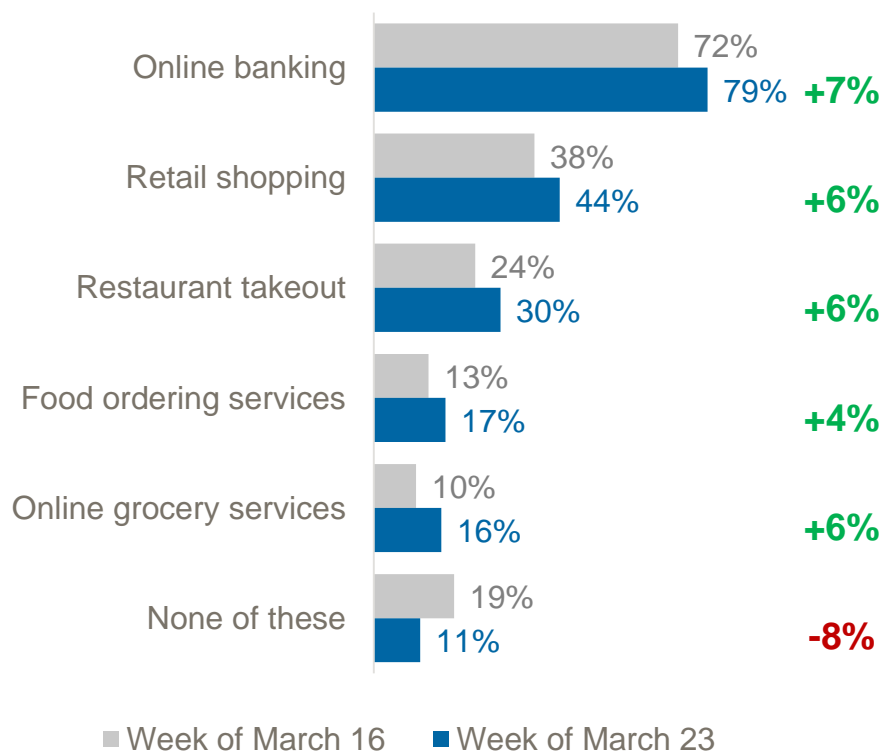


Evolving market landscape during COVID-19

Canadian consumer behaviour is quickly shifting as a result of the COVID-19 pandemic, advertisers must be equally adaptable

Have Used Online Solutions (within last 2 weeks)



Consumer behavior is influenced by technological advancements, but also by environmental, economic and sociological factors; all three of which are evident with the current COVID-19 crisis.

E-commerce business is thriving; showing growth in the Canadian marketplace, especially since the week of March 16th, 2020 as consumers turn to digital options as a means to circumvent physical shopping environments. Overall, nearly 90% of Canadians are turning to E-commerce solutions.

Therefore, short-term strategies may be in place now, but preparing for the future is essential, too.

If history is any indicator, consumers might well emerge from this health crisis not only more accustomed to shopping online and transacting via E-commerce, but will be more likely stay there.

Opportunity: local and national advertisers who have an E-commerce strategy, or may begin to offer one, can do well by promoting their online business across various media platforms. For example, TV and Radio are well positioned in terms of driving consumers to these digital sites: **reach of A25-54 English Canadians who bought online in the past year: TV (92%) and Radio (82%)**

