

# **Australia's leading content creators highlight growth opportunities for brands advertising during CV-19**

Australia's leading premium content creation companies have joined together to launch a campaign alerting marketers to the competitive advantages of maintaining advertising investment during CV-19.

The 'When they go dark, the spotlight is yours' campaign, inspired by a similar initiative from the UK's Institute of Practitioners in Advertising (IPA), draws on independent analysis of advertising spend patterns during the 2008 recession[\[1\]](#).

The research found brands that maintained or increased advertising investment, relative to competitors, were the ones to gain market share during and following the downturn.

# When they go dark, the spotlight is yours

Analysis of marketing spend\* during the 2008 recession shows brands that maintained or increased advertising relative to competitors gained market share compared to those who pulled back or stopped advertising. That's because share of voice equates to share of market. So instead of going dark, now's the time to shine.

\* Analysis by the Godfather of effectiveness, Peter Field, of data from the UK's Institute of Practitioners in Advertising



The campaign launches today and runs across the digital, print, TV and Broadcaster Video on Demand (BVOD) inventory of Foxtel Group, Foxtel Media, Network 10, News Corp Australia, Nine and Seven West Media.

The Premium Content Alliance chair and executive chairman of News Corp Australasia, Michael Miller, said: "Providing safe and trusted environments for brands is crucial in times of crisis and that is exactly what The Premium Content Alliance does reaching four out of five adult Australians every week<sup>[2]</sup>. The

evidence from previous periods of economic downturn confirms that now is the time for advertisers to shine, not go dark, and the campaign clearly communicates this message.”

Produced in-house by The Premium Content Alliance, the campaign speaks to the changing economic conditions all Australians and the brands that serve them are experiencing right now. It will evolve in the coming months as the recovery gets underway.

The Premium Content Alliance CEO Kim Portrate said: “We know what a difficult time this is for advertisers and consumers. We firmly believe advertising is a business driver that has a flow on effect for brands, and the evidence supports the need for marketers to continue to connect with audiences. Brands that connect in trusted premium content environments will be best placed when the worst of the COVID-19 crisis is behind us.

“While this isn’t creative developed with a Gold Lion in mind, it clearly conveys an important message in a simple and concise way that is appropriate for the times.”

[\[1\]](#) *SOURCE: Analysis of data by Peter Field from the UK’s Institute of Practitioners in Advertising*

[\[2\]](#) *SOURCE: emma CMV Nov 19; OzTAM*