

Navigating the Financial Services Industry

IMPACT OF THE CORONAVIRUS CRISIS

April 2020



Across the economy and marketing landscape, we're seeing some brands playing it safe, while other brands are taking a more aggressive approach. The information within this report will provide a snapshot into the current landscape of the Financial Services industry and can be used as a guide to help make critical decisions moving forward.

CONSUMERS

27% more likely to be worried about the **ECONOMIC EFFECTS** of COVID-19 than they are concerned about the health-related effects¹

CURRENT STATE OF THE INDUSTRY

Top financial concerns include¹:

- An economic recession
- Personal economic loss (wages, investments)
- Tax refund being delayed

Changes in financial habits¹:

- Investing for retirement is consistent
- Spending has decreased drastically, with **61%** of people pulling back at some capacity
- Saving and budget planning activities have increased

76%

consumers said they would like to hear from financial services companies more or the same during the current crisis as they had prior to the crisis.²

AUDIENCE CONSIDERATIONS

ACTIVITIES



Likely to **DECREASE** activities such as¹:

- Purchasing a house
- Taking out a personal loan



Likely to **INCREASE** activities such as¹:

- Filing taxes later than April 15th
- Review/research life insurance



Consumers have mixed feelings about "Remodel/refurnish house" and "Buying stock"; although there are more showing a decline in these activities, there are also people indicating an increase.¹

SEGMENTS

Out of the crisis, there are new segments forming within the financial space that should be considered for messaging and targeting;³

FINANCIAL ANXIETY GROUP

This group is in the **45-54** age group and **evenly male/female**. They are active in their careers, investing and stock trading. They are focused on **protecting their investments**. Messaging that offers this protection, locking in rates or account bonuses, would resonate with them.



401K WITHDRAWAL GROUP

This group is similar in age to the anxiety group, but skews more **male**. They are **independent** and **self-reliant**. They are focused on protecting their wealth and planning ahead. They want to **know their options** and understand the penalties associated with taking money out of their 401K.



PERSONAL LOAN GROUP

This group is younger than the other audiences at **18-34**. They are early in their careers, have a **lower household income**, and therefore are in a more **vulnerable position** than the other groups. They have been less focused on their investments and more focused on **living life** and enjoying experiences. For this reason, this group is more likely to take out a **personal loan** during this time.



MEDIA CONSIDERATIONS

Although there has been a significant impact on media and ad spending due to the crisis, the **financial industry does not appear as impacted** as much as other industries, such as retail, tourism/travel, automotive, and others.⁴



95%



of consumers are spending more time consuming in-home media;⁶

Winning in-home media platforms include: Connected TV, Preroll, Facebook/Instagram, Snapchat, Kargo, TikTok, YouTube, Spotify & Twitter

85%

week-over-week growth on Twitter for the Business & Finance conversation⁸

Streaming services are likely to see at least a **12%** increase in activity⁷

Consumers are turning to **Google** for information;

9x increase in “financial help” queries⁹

+67% in “financial advisor” queries⁹

+40% increase in “investing mobile app” queries⁹

Along with a shift in consumer media consumption come adjustments to the **AD SPEND** forecast⁵:

▼ **LINEAR (TRADITIONAL) MEDIA** is now forecasted to be **down nearly 12%** for 2020 (prior forecast was down 1%)

▲ **DIGITAL MEDIA** is now forecasted to be **up 4%** for 2020 (prior forecast was up 11%)

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To talk more about how to bring some of these insights in to action for your organization, contact Julie Verhulst—VP, Strategy & Account Services: julie@ciceron.com



Sources:

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2. [eMarketer, How Much US Adults Want to Hear From Brands During the Coronavirus Outbreak](#)
3. [Resonate, Uncovering the Impact COVID-19 on Personal Finance](#)
4. [IAB, Coronavirus: Ad Revenue Impact On Publishers & Other Sellers](#)
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