



Coronavirus Ad Adjacency

A CONSUMER STUDY:
SINGAPORE EDITION

March 2020

IAS Integral
Ad Science

Coronavirus Ad Adjacency

Study objectives and design

Field date

March 2020

Participation

n= 301

Singaporean
Internet users

IAS ran a rapid response online survey to determine consumer perceptions concerning coronavirus content.

We wanted to understand if/how consumers are changing their online content consumption habits and what brands need to know.

Statistically significant differences are calculated at 95% confidence interval.

The Coronavirus situation is shifting content consumption patterns

75%

say that the Coronavirus situation is changing the types of content they consume online



The Coronavirus situation is shifting content consumption patterns

91%

are actively seeking out
Coronavirus news and
content online



The Coronavirus situation is shifting content consumption patterns

87%

are consuming more news generally because of the evolving Coronavirus situation



A lot of Coronavirus news is ad-supported and there is mixed behavior and perception related to these ads

9%

say they are **not** likely to engage with an ad adjacent to Coronavirus content



6

A lot of Coronavirus news is ad-supported and there is mixed behavior and perception related to these ads

23%

feel less favorable toward brands with ads adjacent to Coronavirus content

66%

report that their sentiment toward the brand is unchanged

Q: If a brand's ad appeared next to Coronavirus content, how does it change your sentiment toward that brand/product?

A lot of Coronavirus news is ad-supported and there is mixed behavior and perception related to these ads

25%

say that it is unsuitable for a brand to appear near Coronavirus content

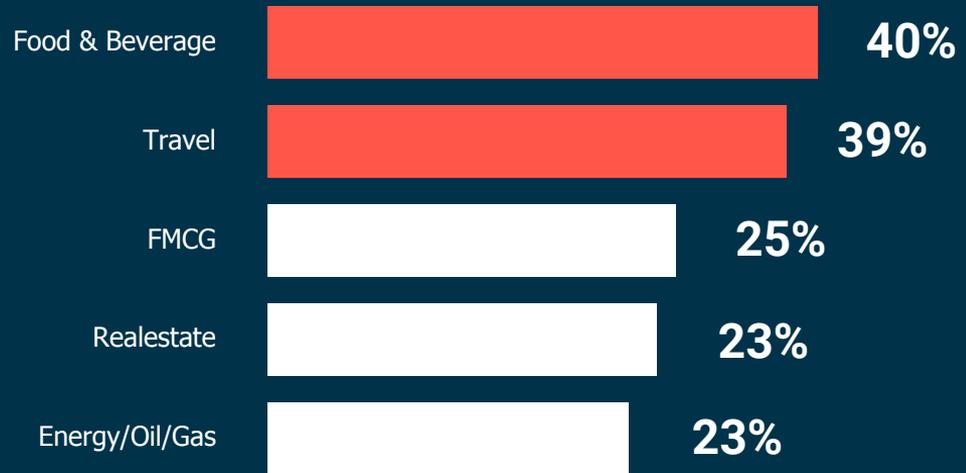
34%

say that the suitability "depends on the brand"

Q: Thinking about the current Coronavirus pandemic, do you consider online news and content about this virus as an unsuitable place for brands to advertise?

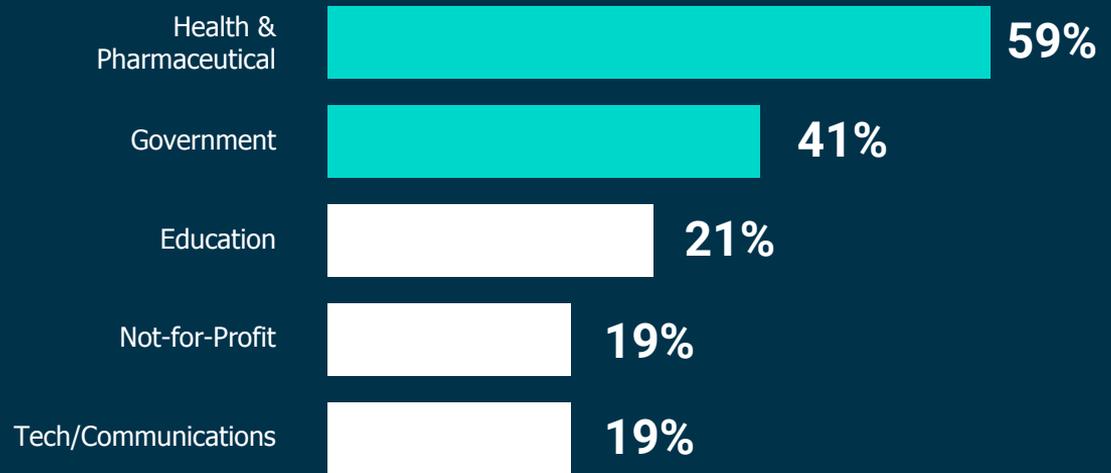
Some ad categories have greater risk for Coronavirus content adjacency

Food/Beverage and Travel brands top the list of verticals that consumers **don't** want to see adjacent to Coronavirus content.



Other ad categories are perceived as favorable matches for Coronavirus adjacency

Health/Pharma and Government organizations top the list of verticals that consumers do want to see adjacent to Coronavirus content.



Key takeaways

1.

People are seeking Coronavirus news online and it is currently shifting online content consumption patterns.

2.

Most people report that their sentiment would likely remain unchanged for general ads that appear near Coronavirus content.

3.

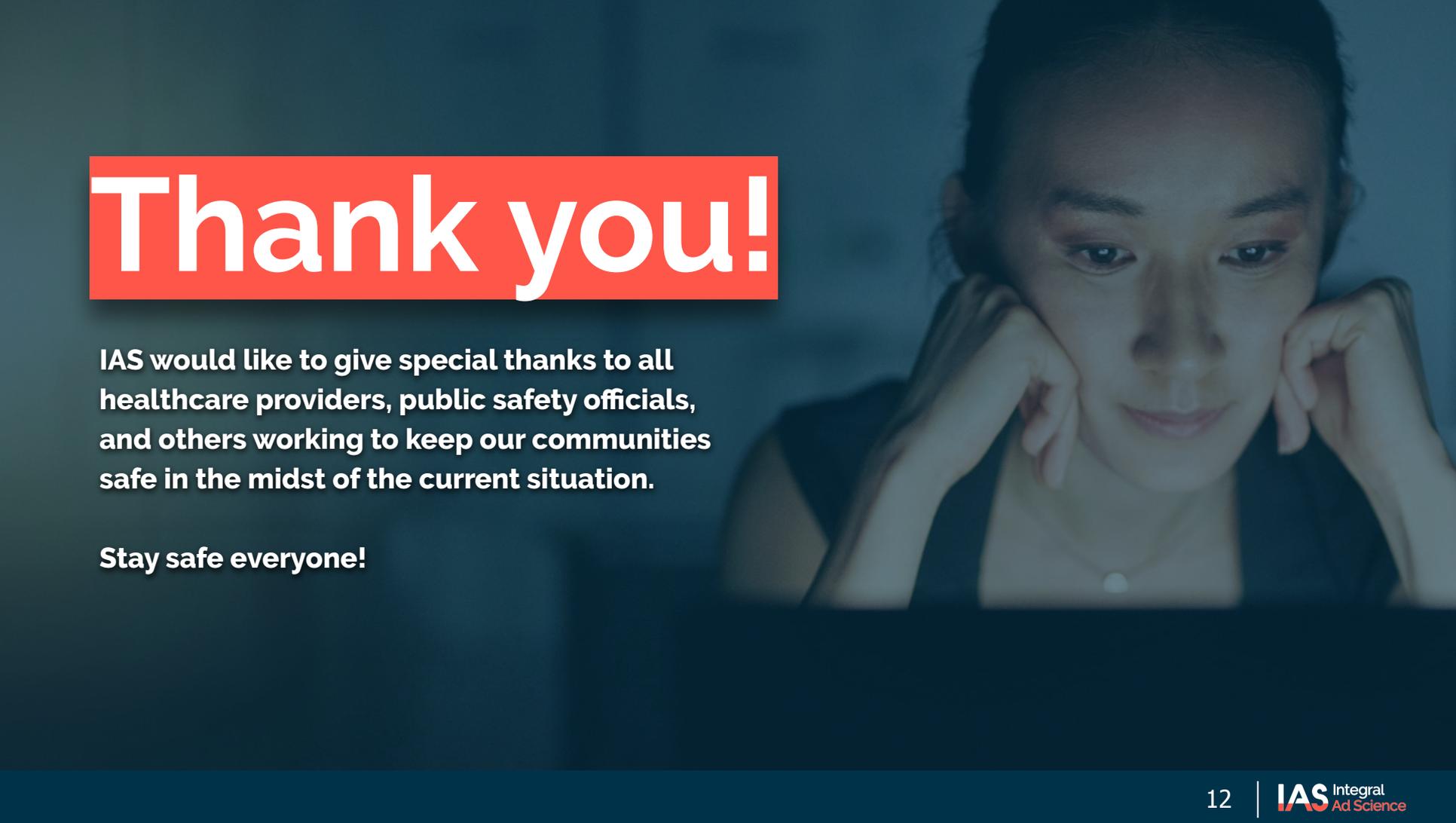
However, more than one third of consumers say that the suitability of Coronavirus adjacency “depends on the brand”.

4.

Food, Travel, and FMCG are the categories that consumers report greatest resistance to being adjacent to Coronavirus content.

5.

Health, Government, and Educational organizations are the ad categories that consumers most want to see near Coronavirus content.



Thank you!

IAS would like to give special thanks to all healthcare providers, public safety officials, and others working to keep our communities safe in the midst of the current situation.

Stay safe everyone!