

Changing Trends in Advertising, Anti-Covid Products and Brand Promotion

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Abstract

The tools, techniques as well as the platform have shifted for the advertisement during the Covid 19 pandemic. Sudden rise in the net worth of OTT platforms, Pharmaceutical, Insurance and Health care Companies reflects the change in market dynamics. Home delivery of various items, work from home and lockdowns lead to the emergence of some new sectors in the market. Spending of hygiene, immunity booster and home luxury products has not remain the choice of Urban population only, rather it has become a crucial need of the whole country. Online Gaming, social media platforms, and digital marketing is experiencing a surge in it's demand and expecting competitors in the market (Oesterkloeft, 2020). Marketers would need to build much more fast reaction industry trends within and with agency, so that innovative messaging change quickly. As the situation deepens, distant manufacturing and creativity resources are becoming more and more vital. For instance, Nike swiftly took on a new slogan: "Play inside, play outside." (Konig et al., 2020).As India is witnessing the 2nd phase of the covid lockdown, the govt and the public need to figure out which of these improvements will last and affect media consumption trends in the long run. The prolonged shutdown is being expected to put declining pressure on consumer buying power, resulting in continued low spending on discretionary and planned purchases. The most gain will come from e- content exposure and e-commerce, which will see a static growing change in the baseline. Consumers would place a higher value on brands that demonstrate credibility, genuine experience, unprejudiced patriotism, and social responsibility.

Key-words: Advertising, Anti-Covid Products, Digital Marketing, E-Commerce.

1. Introduction

In 2020, the “social” aspect of social media took on a whole new meaning, as the COVID-19 pandemic forced people to congregate in small groups and stay away from indoor venues. This resulted in an increase in online social media usage as well as a change in behaviour, some of which

was anticipated and some of which was not. If we handle a social media site, we can feel as if you're spinning your wheels trying to reach the right audience. Marketers will use a wider range of social media advertisements to bind goods and services to consumers in 2021, escalating the race to new heights. Customers can now act on a “buy now” message with greater ease than ever before thanks to new buying methods inside blogs, stories, and livestreams. This climate is bolstered by the rise in stay-home behaviour during the corona andemic.

According to a Hootsuite report, the most significant social media target for 2021 is to increase the acquisition of new customers by 73 percent. Managers should expect to develop social commerce strategies for their companies (Oesterkloeft, 2020). The concept of a social media ROI has been around since the beginning of social media. Marketers wanted to know how much money they could make by advertising to a broad Twitter audience versus a TikTok audience on Twitter (Konig et al., 2020). It can be difficult for marketers to know where to start in times of crisis. People have gone into security mode in just a few weeks, concentrating on themselves, their families, their employers, their clients, and their communities. This is reflected on social media, where people are pleading with their neighbours to obey government safety guidelines. People have come together across political lines to create a support within their neighbourhoods and communities and unite in front of this unseen power (Oesterkloeft, 2020).

The pandemic, any pandemic for that matter, have certain short-term and long-term impact on consumers’ purchasing behaviour. There’s enough literature on this subject, I synthesize them in the following table.

Table 1 - Effect of epidemic/pandemic on changing people's behaviour

Source	Epidemic/Pandemic	Findings
Seale et al. (2009)	Influenza (Australia)	The authors carried out a survey of over 600 consumers and found that they perceived vaccines and quarantine as more effective measures than personal hygiene.
Rubin et al. (2009)	Influenza (UK)	The authors found that few people changed their behaviour during the early stages of the epidemic, however, with an increase in severity, people also responded with better countermeasures.
Sharifirad et al. (2014)	Influenza (Iran)	The authors applied protection-motivation theory to explain adoption of counter effective behaviours.
Gamma et al. (2017)	Ebola (Guinea-Bissau)	The authors carried out a survey of over 1300 people and found that with an increase in perception of severity and health knowledge, people adopted countermeasure behaviours. Government campaigns had little impact in changing their behaviour.
Laato et al. (2020)	Covid-19 (Finland)	According to self-determination theory, the degree to which people believe the government's pandemic prevention efforts and the severity of the pandemic correspond with their health behaviours is predicted by how accepting they are of these efforts.

2. Advertising during Covid Times

As a consequence of social isolation that has kept many individuals inside, we notice major changes in behavior. Customers have switched to network and cable TV and other premium media venues for whole of. They are also seeking for more escape and enjoyment via the installation of games applications and social networks, and watch more films and scripts. We explore the bandwidth of our houses in the pre-5G world using remote job solutions, live workout instruction, college courses and social commitments.

Aside from creativity, advertisers should consider changing their media mix as the mix of real media outlets used by customers shifts rapidly. Marketing people may want to increase their use of ad-supporting exclusive content streaming and phone gaming, for example, as the popularity of digital entertainment grows. Similarly, as news consumption rises as customers scramble to remain updated, marketers need not be concerned about their proximity, considering the high level of interaction and relevance. News can normally be an atmosphere that necessitates more thorough control about how often advertisements seen in order to prevent overexposure of creative, which can damage brand equity.

In the meantime, the market for physical products is putting strain on new platforms, with e-commerce demand reaching new heights. Grocery and convenience stores are the best places to get supplies for those who do venture out, but availability is spotty (Oesterkloeft, 2020). More consumers are opting for frictionless payment schemes, such as paying with their phones at the register without touching a surface or using a stylus, due to health and safety issues.

A few of these behavioral changes may be temporary, while some are long-term. Since individuals are forced to try out something new by circumstances when they go outside their old survival mode, the momentum towards adopting the digital experience is difficult to revert. What are the efforts companies will take to service and develop their market share, mitigate risks and take care of their staff when so much changes in these challenging times?

Second-order effects are causing profound adjustments in consumer purchasing behaviour and media consumption as the lockdown continues. Essentials, health, and grooming goods are seeing an increase in consumer spending; discretionary spending is continuing to fall, and planned expenditures are being placed on hold as saved money becomes a primary thing. As customers stop going out, online grocery and medication shopping has exploded, with orders from leading e-tailing sites the by a factor of ten even as the e-tailors work to resolve supply chain issues.

During a moment of crisis, consumers will recognize businesses for their compassion, especially if they are conducted with real heart and compassion. Customers will probably remember how Ford, GE and 3M worked together to restore the production capabilities and rework workers creating breathing and ventilating coronaviruses. Most adult drinks companies from Diageo to AB InBev repurpose their liquor production skills to create handsanitary, reducing their "It's in our hands to make a difference" message in terms of supply constraints (Konig et al., 2020).

The most pressing question then becomes: What do advertisers do in this situation? What are the short-term and long-term opportunities available? There are four main imperatives for Indian advertisers in present scenario:

- **Prioritize brand building:** With increased Television & OTT viewing, less advertiser clutter, and the possibility of lower prices because of less demand, now is the ideal period to put money in brand building (rather than shorting expenditure). When consumer promos, discounts, and the like are put on hold, funds earmarked for BTL may be diverted to media deployment. Exploring more ACDs (the average commercial duration) with interesting storytelling to drive salience will be one way to conduct brand building.
- **Insightful and supportive.** The brand's branding should be re-aligned around "new" main customer features such as protection, security, comfortability, and fitness. Furthermore, the increase of false news and disinformation, it is critical to assure that advertisements appearing in such material do not harm the brand reputation – use trustworthy outlets on television and robust whitelisting and competitor brand protection measures on the net.
- **Communicate correctly:** Given the increased awareness of customers and the emphasis on safety/care in most texting, advertisers must ensure the messaging is acceptable and distinct. Advertisers must be careful of being seen as some brand who is opportunist and exploitation if their communications come across.
- **Plan for FYI:** With the situation continuously changing and no clear timetable for when we will come out from the Covid, companies must participate in comprehensive scenario-based preparation, expecting a variety of recovery timelines, shifts in customer behaviour, and revised budgets. As we adjust to the "new standard," advertisers must follow a digital-first strategy. Media strategies must also be matched with business strategy to ensure that potential and reality are balanced, such as the putting money in image building on the basis of cheap inventories, distributing for bringing back older imagery and recall levels, and timing of non-essentials demand returning to peak levels among other things.

Figure 1 - Some examples of logo advertising by top brands during Covid-19 pandemic



Internal specialists will participate in the wider organisation via webinars and online workshops, and companies may utilise this opportunity to increase media-wide expertise, with a specific focus on digital technology, to facilitate better judgement. In view of the inevitability of consuming content, media policies should be reassessed. This break may be used to solve lengthy issues about how to improve digitized services – in terms of expenditure, efficiency, and capacity.

- **P&G – Procter & Gamble:** From the start, Chief Financial Officer Jon Moeller stated unequivocally that it was time to “double down” on the company's current media plans, citing organic revenue growth of 6% in the first quarter of 2020. Even after the WHO declared COVID-19 a global pandemic, P&G stated unequivocally that they would not be reducing their marketing efforts in any way, despite the fact that global media consumption is at an all-time high (Konig et al., 2020). According to their CFO's official statement, it was the best time to remind customers of how the company has helped them meet their family's needs over the years. As a result, it was not the right time to go off the air.
- **Unilever:** Unilever is another example, and it is possibly a better model to follow than even P&G. The explanation for this is that Unilever's first-quarter revenues did not meet the

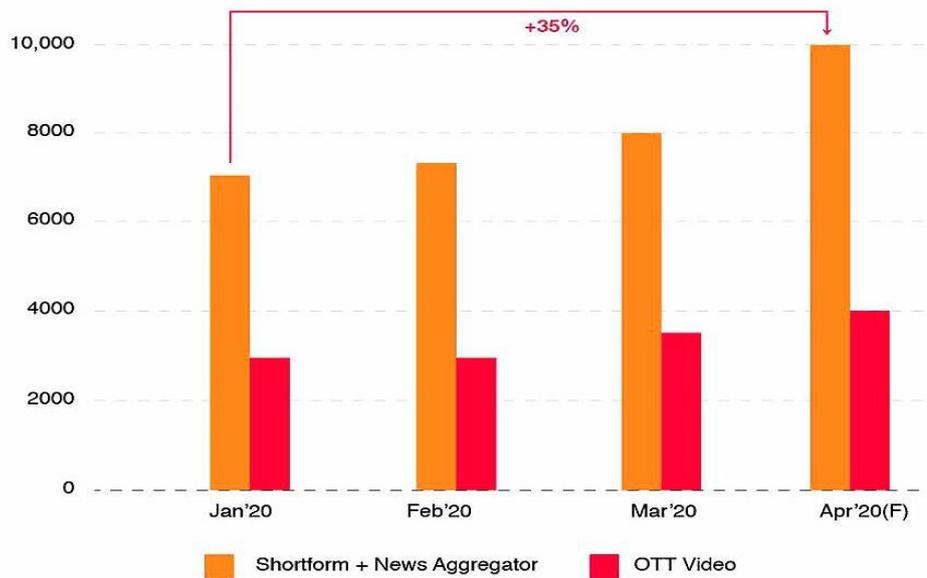
company's expectations of 2.1 percent growth. Despite this, they have decided to keep their marketing budget at the same amount as before. They obviously changed their approach by moving away from outdoor ads and reviewing ad spending in order to take advantage of lower ad prices. The main thing is that they did not cut their marketing budget despite looking for media bargains.

- **McDonald's:** McDonald's, a global fast-food franchise, is another inspiring example. McDonald's has been forced to close many of its outlets as a result of the ongoing pandemic, with revenue falling 6% and profits falling 17% in the quarter ending March 31st.(Yum, S. 2020) That did not, however, prevent them from investing in marketing. They debuted their most recent campaign in late April on national television in the US, where the fast food company advertised its free meals for first responders initiative. When asked about the company's earnings call, CEO Chris Kempczinski stated emphatically that "digital customer engagement remains a priority for our business."

2.1 Shift in the pattern of advertising

The advertising environment has seen a rapid rise in the usage of online media (social media, OTT and games) and an increase in sales volumes (40% over pre-covid time frame), paradoxically accompanied by a decrease in marketing supply, excluding selected categories such as necessities, wellness and hygienics. Marketers from various industries have responded differently: although needs and safety and health products are marketed on all the channels, most non-essential sectors have restricted electronic information, and advertisers stay quiet in subcategories where predicted sales have been made. Few companies double their activity in brand development by stressing their attempts to solve the problem. Spending has shifted away from conventional advertisement methods such as newspaper advertisements, hoardings, printed pamphlets, and so on, and towards digitally active channels. These include social media channels such as YouTube, Instagram, Facebook, and Snapchat, as well as digital over-the-top (OTT) platforms such as Netflix, Amazon Prime, Spotify, and Voot, among others. Global advertising is projected to fall this year as a result of the pandemic, which has affected demand in the travel and tourism, as well as the entertainment industry (Kouzy et al., 2020).

Figure 2 - Online video consumption between January 2020 to April 2020 (Image Credit: Inc42.com)



This shift in global advertising spending is reflected in the way brands have chosen to invest, especially on platforms, to boost sales during and after the lockdown. The attitudinal change in customer behaviour is one of the main reasons why advertising budgets are declining (Konig et al., 2020). As ad sales decline at a faster rate, most advertising firms may see negative effects on their businesses. Even when sales were halted due to the pandemic, one thing that stood out was how brands continued to advertise. They continued to raise awareness across digital media by airing TV commercials and coming up with innovative ways on Instagram pages to show how brands are posing to be with their customers even in these difficult times.

Creatives from a variety of brands, including Metro, Mochi, Burger King, Swiggy, Zomato, Audi, and others, have come up with a variety of ways to remain linked with their customers while playing around creatively with words like lockout, quarantine, isolated, and pandemic (Konig et al., 2020). Brands like Dominos, Swiggy, and Big Basket have started securely delivering groceries at your door steps by following WHO's instructions to maintain legitimacy in the eyes of their customers, by changing their logos to encourage social distancing, and so on.

2.2 Effects of advertising pattern shift on the advertising industry

Although the industry is aggressively addressing the problems of OOH during these trying times, marketers have realised that digital advancement is the only way to save the day. For

advertisers, digital is the most effective way to meet their target audience. We can already see a shift in Flipkart's Big Billion Day sale, Myntra's end-of-season sale, and other events that have always taken place in a certain way but could change due to the crisis. Travel restrictions imposed by the lockdown have posed a challenge to out-of-home (OOH) ads, which seems to be a medium with no possible lockdown alternative, since it has had a significant effect on revenues. But it is the way online advertising is reacting to it that has successfully taken over the current scenario during these difficult times and saved brands from sinking. By taking a new approach to coping with the current situation, brands could concentrate on alternative forms of boosting their companies online.

2.2.1 Short-term dip in advertising expenses

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When it comes to television, the decline was 14 percent, while digital saw the smallest drop of two percent. Although 2020 is expected to be a difficult year, the ad market has been improving month over month since the third quarter of 2018. As a result, the study predicts a 23.2 percent increase in ad spending this year, to an estimated over Rs. 18,000 crores (Agus et al. 2021). The Group M South Asia's CEO, Prashant Kumar, stated that the company expected 2021 to continue to build on the momentum, with the gradual easing of the lockdown backed by seasonal spends and big-ticket events like the Indian Premier League. Furthermore, the digital share of total India ad spend is expected to reach 35 percent in 2021, representing a 28 percent increase in advertising expenses this year. In addition, auto, retail, durables, and telecom are expected to be growth drivers of India ad spend in 2021, alongside FMCG and e-commerce.

2.2.2 TV Advertisements during Covid-19

Advertisers' favourite medium, television, will rise 18 percent to Rs 35,914 crore in 2020, up from Rs 30,436 crore in 2015. This year, India, which is the 2nd fastest developing market among the top ten countries globally and will be the 6th biggest contributor to increasing ad investment in 2021, will reclaim its 2019 spot.



“During the lockdown, television consumption increased in tandem with digital consumption. Advertisers in the local market are likely to support print and radio. Following a challenging year, we expect OOH and cinema to rise by double digits,” said Sidharth Parashar, GroupM India’s President of Investments and Pricing. In recent months, after Covid-19 outbreak, there has been a substantial rise in the number of adverts made by personal health care professionals and insurance companies. Companies in these sectors think that marketing wellness is now a strong opportunity since customers are more attentive and seeking preventive action.

As per the TAM report (2020), an audience measurement and analysis company, the personal health care sector ad volume increased by 5% from April 1 to August 14. June-July accounted for 70% of overall advertisement volume between April and July. When compared to the pre-Covid era, the personal care/personal hygiene sector grew by 22% in the last four weeks. In the last four weeks, the industry has grown by 62 percent. In comparison to pre-Covid years, the health-wellness care sector has grown by 26% in the last 4 weeks. According to BARC numbers, the field grew by a whopping 159 percent in the last four weeks.

Also in the case of general health insurance, ad volumes increased from April to June-July. The vice-president of TAM Media, Ms Vinita Shah, opined that there were indications of a modest recovery in free business time from the impact of the pandemic. Personal care products, in particular, health and hygiene products such as vitamin supplements, have received a boost during this period. She also thought that healthcare was in big troubles at the same time. There is a fundamental propensity to minimize risk when anxiety is the motivating factor (Business Standard, 20 August 2020).

2.3 Advertising of Health, Hygiene, and Pharma Products during Covid-19 Pandemic

As advertising shifts more and more online, pharma and healthcare’s share of the market has shifted as well. According to market research firm eMarketer, the industry will invest more than \$9.5 billion on digital media this year. The industry’s rise of more than 14% places it in second place in terms of growth rates, behind only computer devices and consumer electronics, which both grew by 18%. Although the pharmaceutical and healthcare industries have been slower to adopt digital marketing than the other industries tracked by eMarketer, the pandemic has increased consumer and specialist digital advertising in the field, according to the researcher (Oesterkloeft, 2020). As per eMarketer (2020), this year internet advertising spends on pandemic messaging relating to testing and safety as well as associated issues, such as telemedicine, food and medicine, and the reopening of

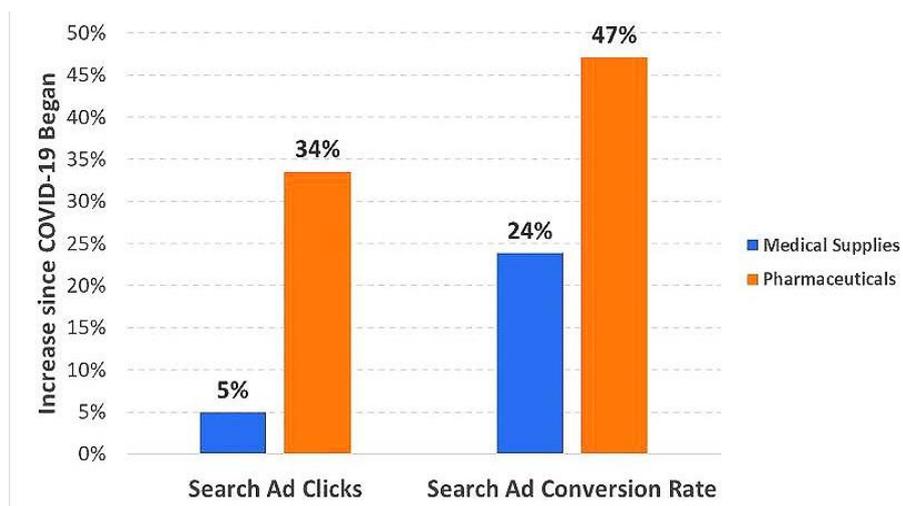
doctor's offices. By 2020, search advertisements will comprise for more than half (56%) of the digital investment with display and banner advertisements.

Despite increasing investment, pharmaceutical industry continues in the centre of the pack in comparison to other sectoral products. It contributes for about 7% of online advertising in the United States, significantly lower than major consumers such as retail (21%) and investment banking (15%), but greater than pandemic-hit sectors such as entertainment (5.2%) and tourism (2.4%). Practo, for example, was able to recognise and respond to this rising demand by launching targeted advertising campaigns. Practo launched a TV campaign #HelloDoctor to urge consumers to seek expert healthcare advice online from the safety of their homes Practo. As concerns about health and hygiene have grown, brands have been quick to adapt to the new standard. In the last six months, brands and businesses from a variety of industries have launched goods and services to meet these new customer demands. “When compared to pre-COVID-19 levels, the inventory of the top 10 advertisers, which includes leading FMCG companies like HUL and RB, has increased by 34% in the unlock timeframe (Agus et al., 2021). From January to September 2020, sales of rubs and balms increased by 85 percent, while sales of vitamins, tonics, and health supplements increased by 50-60 percent, according to Mascarenhas (Bridgman et al., 2020).

2.3.1 Emergence of E-Healthcare

Following the country-wide lockdown, the Health and Family Welfare Ministry released Telemedicine and Practice Guidelines for 2020, which required patients to be diagnosed and treated using telecommunication and digital technology. Consumers now have the option of receiving healthcare consultations via phone, email, WhatsApp, or video conferencing apps such as Zoom, Google Meet, or medical platforms such as Practo (Ketter et al., 2021). The founder-CEO of myUpchar, Rajat Garg, opines that the major challenges had so far been that internet services were in the grey region and there was scepticism about online services, especially those services that related with telemedicine and virtual healthcare industry.

Figure 3 - Medical advertisers saw an increase in medical advertisement revenue during the pandemic



On the other hand, telemedicine regulations have changed the scenario and many doctors were not adopting such methods. Garg's company too witnessed a tremendous increase during the shutdown and even after the lockdown, and the consultation rate increased by a quarter in just two months (Impactonnet.com). According to Rajat Jadhav, co-founder of BoldCare, the technology was already there but Covid-19 brought improvements in terms of regulations and helped build trust among both doctors as well as their patients. The government issued telemedicine regulations in a short period of time, detailing how telemedicine should be practiced which not only gave startups and investors hope, but also gave doctors and patients confidence with telemedicine.

2.3.2 Changing Geography of the Pharma Market amidst the Pandemic

Harshit Jain, founder of Doceree, discusses why digital is the future of pharmaceuticals. Sales representatives will meet with physicians in person to update them on their company's products and services, new releases, or to share a sample with them. Until COVID-19, it was still done face to face (Arafat et al., 2020). The pandemic caused significant changes in the way Rx drug companies interacted with doctors. In the face of lockdown and social distancing requirements, the conventional 'in-person' marketing approach for Pharma brands to reach out to physicians proved fruitless and they had to find another innovative way to do that (Berg et al., 2020).

As advertising failed to make direct, one-on-one access to health care facilities, the pharma business was the most open-minded to accept new technologies and related partnerships. Prior to the epidemic, the producers of prescription drugs did not see internet as a key part of their business

model. Instead, they experimented with other social media and linkages. COVID-19 generated considerable digital acceptance in the pharma marketing industry, with enterprises realising the immense development of the internet media to simplify and optimise corporate performance.

2.3.3 Spike in Marketing Efforts of Hygiene Products

The worldwide hygiene product sector focuses on the manufacturing of goods required to maintain personal healthcare and protect themselves against infection prone illnesses. Before the Corona outbreak, the growth of the business was fuelled by substantial advances in living circumstances and a surge in public awareness of global health. Recent changes in the influence and advertising of social networking sites have had an important part in the expansion of the global hygiene product industry (Ketter et al., 2021). Conversely, the market for hygiene goods rose at an unprecedented speed with the emergence of COVID-19 in January 2020. As the Corona infection was emerging, worldwide governments made suggestions that would encourage more people to use sanitizers and soap more frequently and would create a big imbalance between supply and demand for hygiene items such as sanitizers and toilet papers. Sanitizer, soap, and tissues are the three product categories that make up the global hygiene product market. Following the pandemic, the sanitizer segment and tissue have seen the most rapid development. Sanitizers' growing market share is owing to their portability, which allows them to be used at any time and in any place.

3M, Essity, Procter Fujian Heng Group, ITC, Johnson & Johnson, Unilever and P&G are among the firms that have been impacted by the pandemic. Companies that make hygiene products, such as P&G, have seen record sales of their hygiene products, along with hand sanitizers. Microban 24, the company's latest range of sanitising products, was also unveiled (García-Santiago et al., 2020). In China, the business has had some significant setbacks. One of the most significant consequences was the disruption to the company's global supply chain, which was impacted by the suspension of factory work in China. Furthermore, the majority of the company's vendors have not been rehired, resulting in a reduction in production volume (Agus et al., 2021).

2.3.4 Advertising of Food Products and Services

According to the Food & Agricultural Organisation (FAO), the 2008 financial crisis demonstrated what can happen when people's incomes are decreased and they spend less, resulting in a decrease in demand. The number of sales has decreased. Output had a similar impact. Furthermore,

the much vulnerable were forced to resort to negative coping mechanisms to compensate for income constraints, such as selling productive properties, eating a less varied diet, and overfishing (García-Santiago et al., 2020). There is a huge rise in demand since the beginning of the COVID-19 outbreak, possibly due to concerns about scarcity. Food demand is generally inelastic, according to the FAO, and its impact on overall consumption will be minimal, though dietary habits can change within a narrow range. There's a chance that animal protein intake, as well as other higher-valued items like seafood, fruits, and vegetables, would suffer disproportionately from the virus.

Such concerns were particularly valid for raw fish products supplied to restaurants and hotels, as well as small and medium businesses. Food demand is more closely related to income in poorer countries, and the lack of income-earning opportunities in these countries may have an effect on consumption. Fear of infection can lead to less visits to food markets, as well as a change in how people buy and consume food – decreased restaurant traffic, more e-commerce orders, and more dining at home (Alam et al. 2020). Measures that restrict people's freedom of movement, such as those affecting seasonal workers, can have an effect on food production, affecting global market prices. Precautions to ensure that food factories meet appropriate health standards can cause production to slow. As a result, a lot of progress is on the horizon.

All the Countries began to adopt a variety of policy initiatives in response to the coronavirus epidemic in order to prevent the disease from spreading further. Few people, however, have realised that such policies may have an effect on agricultural production and trade (Rufai et al., 2020). Many nations impose tougher limits on cargo ships, possibly endangers maritime operation and poses a risk to perishable items like fruits and veggies, seafood and dried fish, now handled in huge numbers on the high seas. Transport constraints are particularly significant in the supply chains for fresh food. Farmers and fishers are likely to be impeded by limitations on shipping and disinfection, reduce their productive capacity and hinder them from selling their products (Ketter et al., 2021).

In the face of the outbreak, the necessity to enhance international sanitary standards, living and working circumstances on farms and fishing boats on board must also be rethought. The food industry plays a function for manufacturers, customers, farm and fisheries inputs, manufacture and storing, transport, sales, etc. Since food supplies have been plentiful and markets stayed steady, there have been little problems as of yet. There is a large international grain supply and a favourable prospect for wheat and other main grain crops in 2020. Due to shutdowns and disturbances in the supply chain less food products, such as fruits and vegetables, will already be produced but are not yet evident.

2.3.5 The Age of Take Away & Home Deliveries

The United Kingdom has always been a popular destination for take-out food. Takeaways are much less expensive than dining out at a restaurant, and they're just as good in terms of consistency. India, on the other hand, has been more of a home-delivery industry after the introduction of companies like Swiggy, Uber Eats, and Food Panda. It's not only more comfortable, but it's also more effective in terms of time. With the fear and mistrust generated by the Zomato (García-Santiago et al., 2020). Following the case where a delivery man tested Corona positive in Delhi's Malviya Nagar, forcing 70+ families into quarantine, it's likely that many customers would choose to pick up food from their favourite restaurants on their own in the future for more protection, eliminating the need for a handler in the centre (Garcia-Santiago et al., 2020).

The home delivery company has managed to stay afloat even through lockdown. Estimates differ, but it's fair to say that, despite the increased concerns about food safety and potential infection transmission, home deliveries continued (albeit at a reduced rate) because they were permitted as a necessary service. Home deliveries will continue to be popular in the future (García-Santiago et al., 2020). In reality, mainstream brands like Biryani-By-Kilo have taken additional safety system such as hygienics in their kitchens each hour, temperatures for screening by staff every morning, cleansing supply bags after each and every order and providing fresh biryani handles which are opened only in tamper-proof packages by consumers (Laato et al., 2020).

In reality, with malls and restaurants still closed and restaurants permitted to operate only for home deliveries, many top restaurants would offer 'premium' delivery... the full food experience without the ambience (Patel et al., 2020). Zomato and Swiggy have launched marketing campaigns – with discounts – to persuade customers to purchase again from wording surrounding a mother's protective shield to highlighting the significance of caregiving for restaurants employees. In a new TV commercial, Zomato shows a mother approving the platform's food delivery safety levels and encouraging her son to place an online order. Mohit Sardana, Zomato's chief operating officer for food delivery, opined that mothers are the ones who keep a close eye on the safety and hygiene of their families, and as a result, having mother's stamp of approval on the multiple layers of safety nets and hygiene protocols that Zomato displayed and developed ensure that food safety norms were followed and the food Zomato executives delivered was safe to eat.

By investing more time at home, while restaurants are closed, you expect that consumers will boost needs and make the food and catering sector work. In May, the Zomato and Swiggy claimed employment layoffs due to pandemic shutdowns, culminating in a major reduction in the number of

restaurants and food supplies. The order volume also saw a dip by 60-70% while the shutdown was in place (García-Santiago et al., 2020). The new adv campaigns are also being amplified on digital channels like YouTube, as well as OTT video playing apps like Hotstar or Voot. Zomato announced the Zomato Gold Support Fund in April, promoting its annual Gold (now called as Pro) membership and stating that all starts from the April sunscribing fee will go toward supporting restaurant employees. Swiggy has introduced a number of discounts and deals in addition to talking about security (Amatulli et al., 2021). It has also launched a campaign to raise awareness about the plight of employees at restaurants who have been subjected to lockdowns.

In practically all industries including medical sectors, digital computing and internet services were more significant during the COVID-19 crisis. Though firms like Practo, the Pharmeasy company and Netmeds were created before the outbreak, they fully matured in 2020 and showed their worth for the client. Customers resort to these firms to suit their demands as the online consultation and prescriptions purchases during the breakout of the COVID-19 epidemic grow more essential (Amatulli et al., 2021). As per advertising specialists, market trust building programmes would stimulate demand and establish customer loyalty during the pandemic.

3. Conclusion

ITC promotes its vegetable washing brand as a must-have to keep the virus out of our homes, while Dabur promotes honey as an immunity booster. While the pandemic has caused the closure of many businesses, it has also given rise to new opportunities for others, with the food, grooming, and personal care industries among the most fortunate. According to a study on the effect of Covid-19 on consumption trends by market research agency Kantar, the cluster is rising and reinventing itself at breakneck speed; there were 350+ hand sanitizer launches in the March-May 2020 timeframe alone, while hand wash brands are rapidly scooping up the market, adding close to 300,000 households per week in the last 14 weeks (García-Santiago et al., 2020).

We may have witnessing products like mouth, surface or floor disinfectant amidst of Corona Virus. Products like anti virus clothes, multi vitamin based packed food products are taking new sphere in the market and are being heavily advertised through TV, print and social media. Companies have taken advantage of this by not only launching new goods and increasing their ads around immunity, fitness, and hygiene, but also by broadening the spectrum of the category. For example, there have been a flurry of gradual improvements to the brand pledge, such as a floor cleaner that claims to destroy the virus or bread baked with immunity boosters.

Prior to Covid-19, hygiene was primarily an urban phenomenon, as shown by the consumption of marketed goods to promote cleanliness and wellness. Even in urban India, the category was highly fragmented, with many unbranded goods on the market. Consumers searching out trustworthy names for a category that has gained universal significance, both in rural and urban markets, have changed the landscape drastically as a result of the pandemic.

Vegetable washers, athleisure (promoting exercise as an immunity builder), and other such items are examples of new niche segments that have become part of the overall immunity-hygiene group. As per K Ramakrishnan, MD-South Asia, Worldpanel branch at Kantar, the market for hygiene products is growing sharply from a household consumption standpoint. He believes that growth is here to stay, and that brands have sought to solidify their place in the modern behavioural environment through creative enhancements, extensions, and communication.

According to the Kantar survey, the sanitation, hygiene, and immunity segment, which includes hand wash, hand sanitizer, and floor cleaners after Covid-19 (March-May 2020), will be worth Rs 11,495 crore, up 24% from the same time last year. The category has been gradually growing; in 2019, it grew by 10% over the previous year, but the pandemic has accelerated that development (Vervoort et al., 2020). Godrej Consumer Products (GCPL) CEO Sunil Kataria points out that the organisation has rapidly put together a basket of products to meet the various needs that have arisen as a result of the pandemic. They recently launched Godrej Protekt's 12-product personal and home hygiene range. It involved inventions such as one-rupee hand sanitizer sachets.

The rapidity at which the pandemic has changed hygiene behaviours could indicate that this is a temporary shift, but advertisers point out that given the pandemic's severity, change could be irreversible. Brands do not want to miss out on the chance in any case. The need for cleanliness and hygiene is being combined with health and virus safety, thus broadening the category's spectrum. According to the survey, demand for wellness drinks for adults (as opposed to health drinks for children) and marketed immunity-boosting formulations has increased dramatically. In the March-May 2020 period, wellness drinks increased by 87% over the same period the previous year, compared to a low 4% growth in the previous corresponding period.

To meet the demand of the hour, several companies are expanding their beauty and personal care product lines. Emami's director, Priti Sureka, stated that the Boro Plus and Zandu labels will be expanding their presence. Emami rushed the launch of personal hygiene products and hand sanitizers, bringing them to market nearly a year ahead of time, she said. The pandemic, according to marketers, has been a blessing for the category, but brands must be able to clearly express their promise and intent in order to take advantage of the opportunity. Dabur India CEO Mohit Malhotra stated that

demand for its flagship immunity booster items, such as Dabur Chyawanprash and Dabur Honey, has increased to the point where there is a stock-out in the market. He also stated that Dabur has added 15 new products to its personal and household hygiene line.

In the meantime, the market for physical products is putting strain on new platforms, with e-commerce demand reaching new heights. Grocery and convenience stores are the best places to get supplies for those who do venture out, but availability is spotty (Oesterkloeft, 2020). More consumers are opting for frictionless payment schemes, such as paying with their phones at the register without touching a surface or using a stylus, due to health and safety issues.

A few of these behavioral changes may be temporary, while some are long-term. Since individuals are forced to try out something new by circumstances when they go outside their old survival mode, the momentum towards adopting the digital experience is difficult to revert.

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