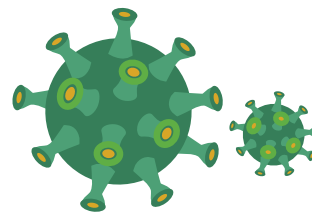


# COVID-19 KEY INSIGHTS



In light of the current COVID-19 pandemic that is sweeping the world, we at Performics have been digging into what Australians have been interested in over the past week.

As we have reported previously, we believe that "intent" is the best predictor of behaviour – and this is truer now more than ever. After all, we are more intimate with our search bars than we are with our loved ones.

So what trends have emerged in the past week, and what can we do to understand the mindset of our fellow Australians as we all adjust to a new way of life? How do we shift as brands to ensure that we stay relevant?

**BROADLY, THERE HAVE BEEN 5 KEY CATEGORIES THAT HAVE HAD A SIGNIFICANT INCREASE IN THE WAY THAT AUSTRALIANS HAVE BEEN SEARCHING BETWEEN THE WEEK OF MARCH 4 AND MARCH 17**

(USING GOOGLE TRENDS DATA)

COVID-19 Related Product Search Terms

Self-Isolation Search Terms

Media Consumption Search Terms

Stay-At-Home Search Terms

Shopping related search terms

## COVID-19 PRODUCT SEARCH TERMS



HOME EQUIPMENT  
**+ 166%**



OFFICE CHAIRS  
**+ 53%**



HAND SANITISER  
**+ 148%**



DISPOSABLE GLOVES  
**+ 114%**



FACE MASKS  
**+ 57%**

## THE COVID-19 PANDEMIC IS DRIVING NEW SEARCH BEHAVIOUR.

We have seen a number of different terms driving momentum in the COVID-19 product-related category this past week. Australians have been looking into how to set up a home office, with searches for working from home-related terms increasing. Home equipment searches have risen 166%, while searches for office chairs rose 53%.

Consumers have also been looking for medical supplies, searching for hand sanitiser (increasing 148% week-on-week), disposable gloves (increasing 114%), and face masks (still rising with a week-on-week increase of 57%).

Meeting this intent can be hard, as getting deliveries in time can be a challenge, or the product is just not available. So we need to think about the right experience that we can create in these times. As an example, if you are out of stock of hand sanitiser, you could create a landing page saying that you are currently out of stock, but that washing your hands is a great way to stay hygienic. This could be accompanied by a video outlining the best way to wash your hands, and a link to a soap product that you stock.

## A NEW WAY OF WORKING OUT.

As people are coming to terms with their new normal and working from home, they are also starting to feel the strain that this is putting on their routines. Searches for workout routines were up 92% and home gyms were up 81% – revealing how people are looking to adjust to their new work from home set ups for their personal health and wellbeing. Additionally, people are looking for tips on how to work from home (up 99%) and importantly, what to do when they are bored at home (up 172% this past week).

With consumers' intent to stay well and healthy, delivering an experience that provides health club members, for example, with the right content so they can eat well and stay fit while at home, will be critical for people. Hence, we see a clear opportunity for brands to be consumer-first in their approach to our new way of living.



### SELF-ISOLATION SEARCH TERMS



WORKOUT ROUTINES  
**+ 92%**



HOME GYMS  
**+ 81%**



TIPS ON HOW TO WORK FROM HOMES  
**+ 99%**



WHAT TO DO WHEN I AM BORED AT HOME  
**+ 172%**



## MEDIA CONSUMPTION SEARCH TERMS

### NETFLIX

WHAT THE BEST SHOWS ON NETFLIX ARE  
**+ 46%**



DISNEY PLUS FREE TRIAL  
**+ 123%**



AMAZON PRIME  
**+ 20%**

## WHAT TO DO AT HOME WITH NO SPORT ...

As the country looks to an alternative to a sports-free autumn, when our homes would typically be filled with footy, people are turning to streaming services to fill the void.

Australians are looking to see what the best shows on Netflix are (up 46%), but are also turning to new streaming services, with Disney+ free trial searches increasing 123% year-on-year and Amazon Prime up 20%.

With strong intent among consumers looking for entertainment, there are many ways brands can engage with consumers. From offering value-add subscriptions by partnering with these services, to coming up with a 'Top 5' watch list and new content reviews, brands have the opportunity to answer these core queries for their customers.

## SO WHAT ARE WE LOOKING TO BUY?

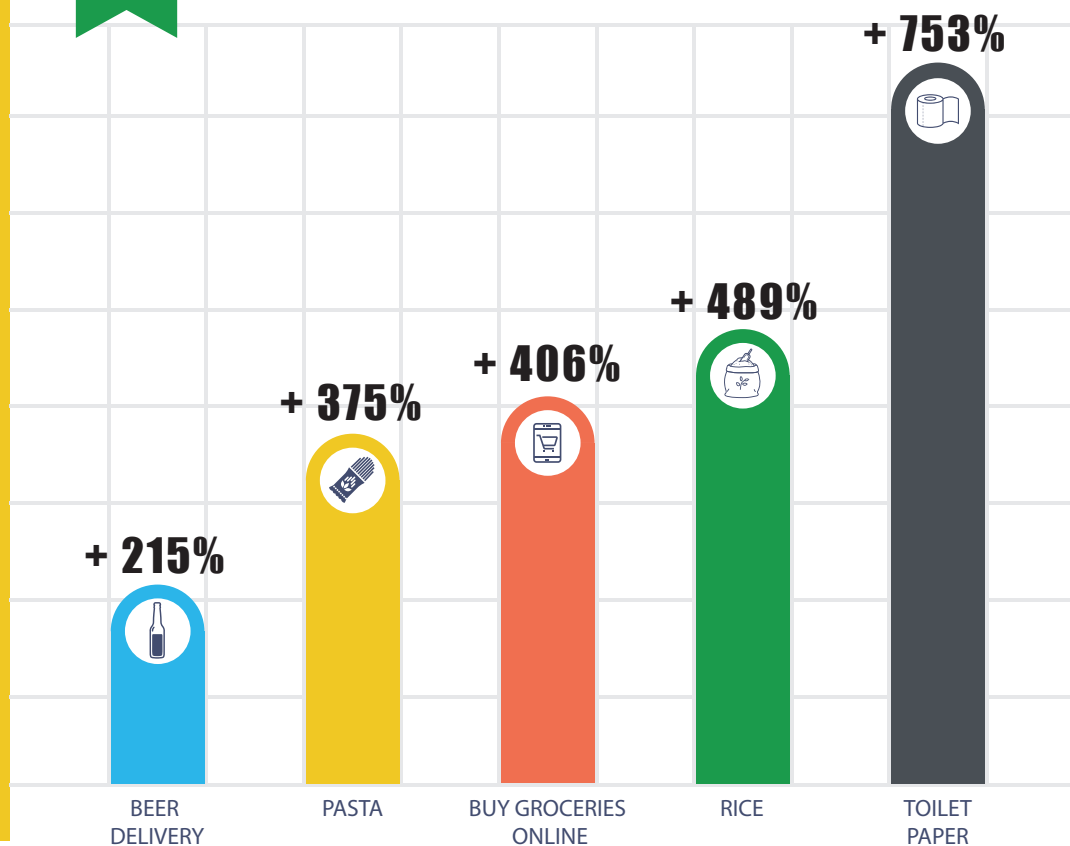
With more time at home, what are Australians looking to purchase? Not surprisingly, what we have seen in the news is dominating the search ecosystem, with people looking to buy toilet paper (up 753%), rice (up 489%) and pasta (up 375%) as their must-have staples at the moment.

Australians were also looking to move from in store to e-commerce, with a 406% increase in the search term 'buy groceries online'. However, the most important insight is that we need to know how we can still get our hard-earned beer after working from home all day, with a 215% increase in beer delivery as a search term.

With such strong intent on these and many other staples across our market, e-commerce has a significant role to play, especially as social distancing continues to be a key way to fight against the spread of COVID-19. And referencing the earlier point on issues with product availability, and the right experience brands can create in these challenging times – another example for an FMCG or home appliance brand could be around providing cooking ideas, recipes and tip-style content to inspire consumers while at home.



## STAY-AT-HOME SEARCH TERMS



## CONCLUSION

From all of this information, it is very clear to see that Australians are looking at ways to adjust to a new way of living, from work, to entertainment and their shopping habits. This will only continue to evolve in the coming weeks as Australians prepare for further changes to their lives.

What is also clear is that businesses have the opportunity to engage with consumers in a different way to build loyalty and become a brand of choice as they respond to a consumer's intent – finding opportunities to engage with them, adjust product offerings, and communicate and interact with them as consumers continue to go online now more than ever.