



ECLIPSE COMMUNICATIONS

TREND TALK

Welcome to the first edition of our Trend Talk where our team took a look at how the national lockdown has affected the media landscape in South Africa, both traditional and social. The insights aim to provide you with context to the world of communication, pertinent to how your brand should and shouldn't be operating during this time. Media have been declared an essential service and publishers have made arrangements with journalists and key production employees to work remotely and where impossible, work from the office.



THE TRADITIONAL MEDIA LANDSCAPE



PRINT

Newsprint will continue. Commercially, major printing company Caxton Printers has said it will discontinue printing and inserting commercial leaflets into all publications printed at their facilities during the lockdown. Arena Holdings (formerly Tiso Blackstar) has paused printing of the group's magazines during the lockdown, which includes the flagship Financial Mail.



BROADCAST

News channels such as CNBCAfrica and radio shows such as Channel Africa have reporters working and recording shows from home and not in studio. Interviews are done telephonically and/or via Skype or Zoom.



TRADE

Trade media is business as usual. Any impact on their print run is not pronounced because most trade publications issue print copies either every quarter or every second month. Monthly publications are already working on their May issues, which are expected to go to print mid-April.



DIGITAL

Digital properties are on fire. The pace and accessibility of digital news means that in the very busy news cycle, digital publications - or the online versions of print publications - are doing very well.

The Communications Minister has instructed that all .za domain websites operating in the country include a visible link on their landing pages to the official government website on the coronavirus www.sacoronavirus.co.za.

EDITORIAL NOTES

Editors have in place strict measures to filter content in order to ascertain the veracity of the source, whether it is verifiable and whether it is being proliferated as fake news for a nefarious or other agenda.

Editors across various beats have been adjusting their diaries for the past two weeks to accommodate content related to Covid-19.

IMPACT OF COVID-19 ON GLOBAL AD SPEND

Difference in spend between March 1-4 and March 15-18, 2020 (latest available figures):

News:	52%
Hobbies & Interests:	31%
Technology & Computing:	14%
Education:	13%
Careers:	10%
Automotive:	10%
Health & Fitness:	9%
Shopping:	8%
Pets:	8%
Society:	3%
Style & Fashion:	3%
Real Estate:	0.8%
Personal Finance:	-0.2%
Food & Drink:	-0.3%
Home & Garden:	-2%
Business:	-7%
Arts & Entertainment:	-13%
Family & Parenting:	-24%
Science:	-26%
Sports:	-40%
Travel:	-65%
Law, Government & Politics:	-72%

*Source: PubMatic



THE SOCIAL MEDIA LANDSCAPE

- Social media usage is on the rise.



- Many people are turning to social media platforms such as Facebook, Instagram and Tik Tok for entertainment. This means that the amount of available impressions is on the increase, and the capacity for business ads to reach target audiences is equally on the rise.



- From a business perspective, LinkedIn has noted a marked increase in activity, including a marked increase in engagement.

WHAT DOES THIS MEAN FOR BRANDS?

- ✓ **DO** continue to share news with the press
- ✗ **DON'T** push content that sells (opportunity vs opportunistic)
- ✓ **DO** consider how your traditional campaigns, launches and events can live in the online space
- ✓ **DO** take the opportunity to be a positive contributor to the media environment, including steps you have taken to support your staff and community
- ✓ **DO** consider putting an issues framework in place, that encompasses everything from crisis management to proactive messaging
- ✗ **DON'T** assume all communication needs to directly address Covid-19
- ✓ **DO** take the opportunity to build equity with consumers on social media - serve not sell
- ✓ **DO** offer helpful, thoughtful service and increased value and utility in a time of need across social platforms. It won't be forgotten when the crisis passes
- ✓ **DO** remain authentic. Share experiences and comment on legitimate news or social media conversations relevant to your business.

To subscribe to our newsletter, send your contact information to info@eclipsepr.co.za.
If you would like information on crisis planning or tweaking your social media campaigns, please also email info@eclipsepr.co.za.

Stay safe. Stay at home. And together we can fight this pandemic and rebound with the resilience and creativity that drives this beautiful country.

ECLIPSE