

Back to the Future

Navigate your brand through lockdown and beyond

In our last infographic we shared with you insights that looked at where we were prior to entering lockdown. This week we share with you some of the key shifts we have seen across viewing and purchasing since lockdown began.

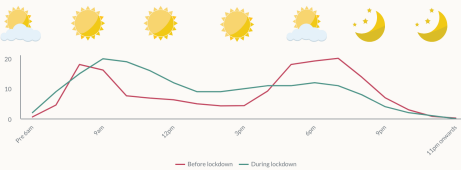
Here at Giraffe Insights we are helping brands to identify where shifts have occurred and using historical data to predict which are here to stay, ensuring decision making in the months ahead is informed rather than predicted.



Media activity across the day

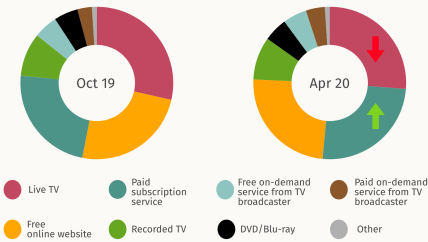
The viewing ritual for kids has remained consistent over the last few years with morning and evening peaks, however with lockdown the ritual has meant viewing is more consistent throughout the day

When are they watching across the day?



— Before lockdown — During lockdown

How are they watching?



● Live TV ● Paid subscription service ● Free on-demand service from TV broadcaster ● Paid on-demand service from TV broadcaster
● Free online website ● Recorded TV ● DVD/Blu-ray ● Other



Purchasing

At the start of the year we asked parents about Christmas purchasing habits and found that purchasing for Christmas gifts is heavily weighted across QT3 and QT4...



When do parents begin thinking about purchasing Christmas presents?



With **over a third** of parents thinking this will change now because of lockdown we see more parents thinking about Christmas purchasing right now...

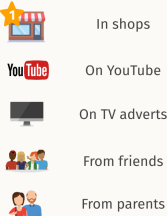


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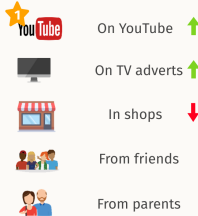


Where do kids get inspiration for things they want...

Before lockdown:



During lockdown:



Bite-size packages

To find out more about what's been happening over the lockdown period and where we see the future heading, please see our bite-size packages below:

Understanding viewing shifts

Tool:



Covers: Shifts in viewing e.g. top platforms, channels, shows and devices

Timings:

1 Week

Cost:

£1,000 (ex. VAT)

Understanding purchasing shifts

Tool:



Covers: Key purchasing trends e.g. what purchasing, influence, Christmas

Timings:

1 Week

Cost:

£1,000 (ex. VAT)

Complete package across viewing & purchasing

£1,800 (Ex VAT)