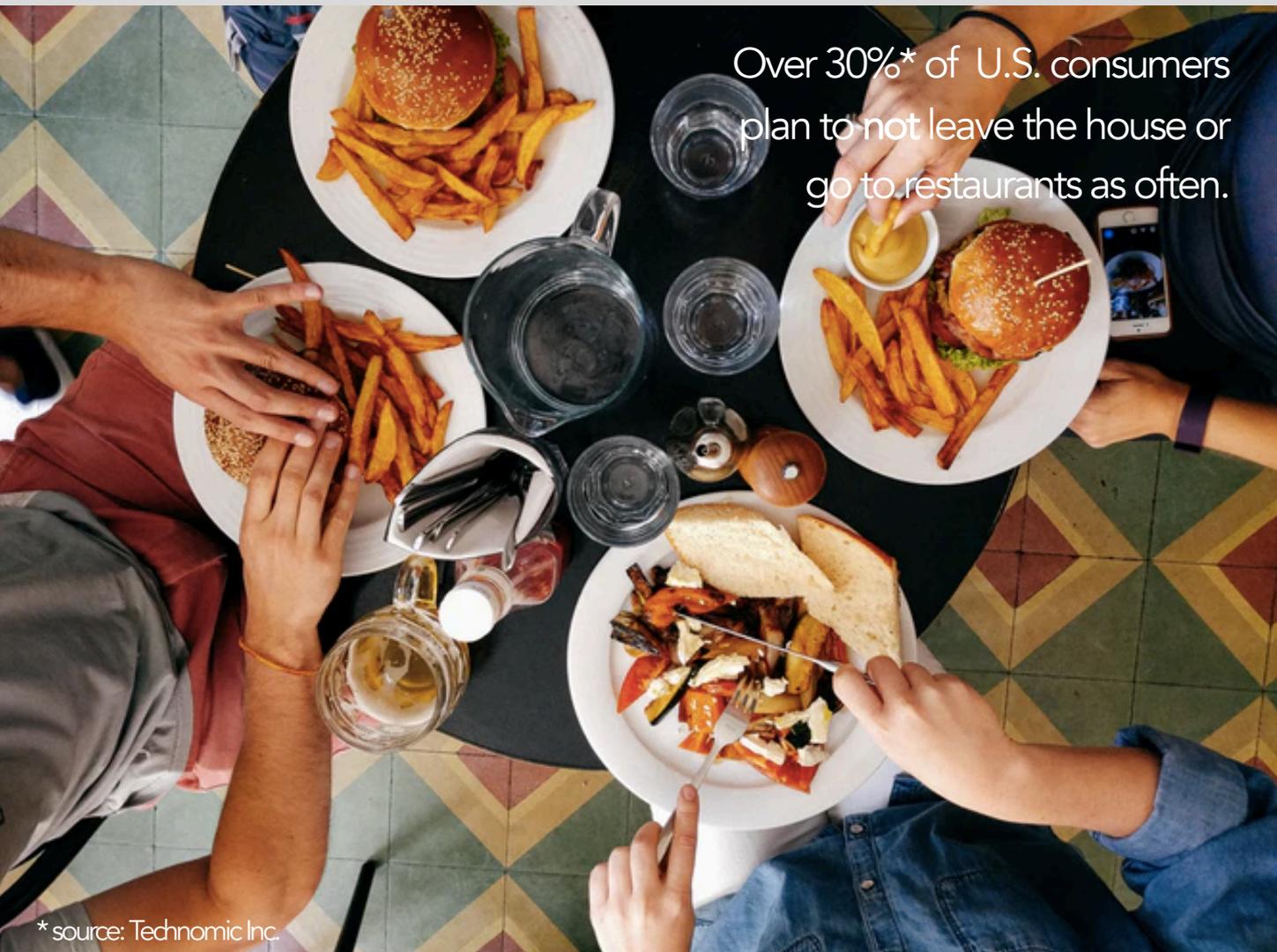




## Responding to Coronavirus: For Restaurant and Food Service Advertisers

The novel coronavirus outbreak, also known as COVID-19, has severely affected restaurants and food service businesses. Managing expectations of current and future customers has become even more important during this period of uncertainty. Digilant is committed to closely monitoring the impact of coronavirus on consumer behavior in order to provide the best digital advertising recommendations to advertisers during this time of uncertainty.

In this guide, you'll find four things you should consider to stay connected to customers and to prepare for economic recovery during this challenging time.

An overhead photograph of a restaurant table. The table is dark-colored and set with several white plates of food, including burgers with fries, a salad with bread, and a plate of fries. There are also glasses of water, a pitcher of water, and a glass of beer. People's hands and arms are visible around the table, indicating they are eating. The floor has a colorful geometric tile pattern.

Over 30%\* of U.S. consumers  
plan to not leave the house or  
go to restaurants as often.

\* source: Technomic Inc.

# 01. COMMUNICATE SAFE DELIVERY OPTIONS

Changes in traditional dining experiences may be inevitable but staying communicative with your current and future customers to ensure they are aware of your business' precautionary measures will help manage expectations and lead to a positive customer experience. This is especially important as customers need to feel safe receiving their food in delivery methods they may not be used to. Restaurants and other food service businesses should focus on changing their creative messaging and landing page language to note that food safe delivery and takeout options are, in fact, available.

Communicating options like "no-contact delivery" and "leave it at my door" show customers that food establishments are taking the correct steps to support social distancing and adapting accordingly.

**caviar**

Support restaurants near you.  
We'll take care of the delivery fee.

**\$0  
delivery  
fees**

This graphic features the Caviar logo at the top. Below it, the text reads "Support restaurants near you. We'll take care of the delivery fee." The main message, "\$0 delivery fees", is displayed in large green font against a light green background with faint icons of food items like a burger, pizza, and fries.

**Uber  
Eats**

**\$0  
Delivery Fee  
in support of  
local restaurants**

**Order Now**

This graphic has a dark green background with a white border on the left side. It features the Uber Eats logo at the top. The main text, "\$0 Delivery Fee in support of local restaurants", is in white. A green button with the text "Order Now" is at the bottom.

**CHIPOTLE**

**FREE  
DELIVERY**

ON ALL YOUR FAVES

**ORDER NOW →**

Through 3/31/20 only.  
Full terms at [chipotle.com/freedelivery](http://chipotle.com/freedelivery)

This graphic features a top-down view of various Chipotle food items including bowls of salad, burrito, and guacamole, along with tortilla chips. The Chipotle logo is in the center. Below it, the text reads "FREE DELIVERY ON ALL YOUR FAVES". A red button with "ORDER NOW →" is positioned below that. At the bottom, there is a note: "Through 3/31/20 only. Full terms at chipotle.com/freedelivery".

**FREE  
DELIVERY**

For a little routine while life is anything but, might we suggest your old friend **Kale Caesar** (or **Shroomami** or **Guac Greens**)? Stay in and let the real food come to you with free delivery times three: contact-free, tamper-free, and just plain old free.\*

#StayHomeForReal

**ORDER DELIVERY**

This graphic features a top-down view of several restaurant bowls filled with fresh salads and vegetables. The text "FREE DELIVERY" is at the top in large green font. Below it, a paragraph of text describes the offer: "For a little routine while life is anything but, might we suggest your old friend Kale Caesar (or Shroomami or Guac Greens)? Stay in and let the real food come to you with free delivery times three: contact-free, tamper-free, and just plain old free.\*". The hashtag "#StayHomeForReal" is below that. A dark green button with "ORDER DELIVERY" is at the bottom.

## 02. OFFER PROMOTIONS FOR CUSTOMERS

Food service, arguably more than other industries, will be affected heavily as establishments continue to adjust their services to offer takeout and delivery only. To engage and encourage customers, consider offering special promo codes, discounts, and deals. Establishments can possibly offer a free item with app download, percent off at checkout, free to low cost delivery, gift card deals, social media giveaways — the list goes on! This option allows food service businesses to get creative with their product offering.



# 03. IMPLEMENT APP-OWNERSHIP TACTICS

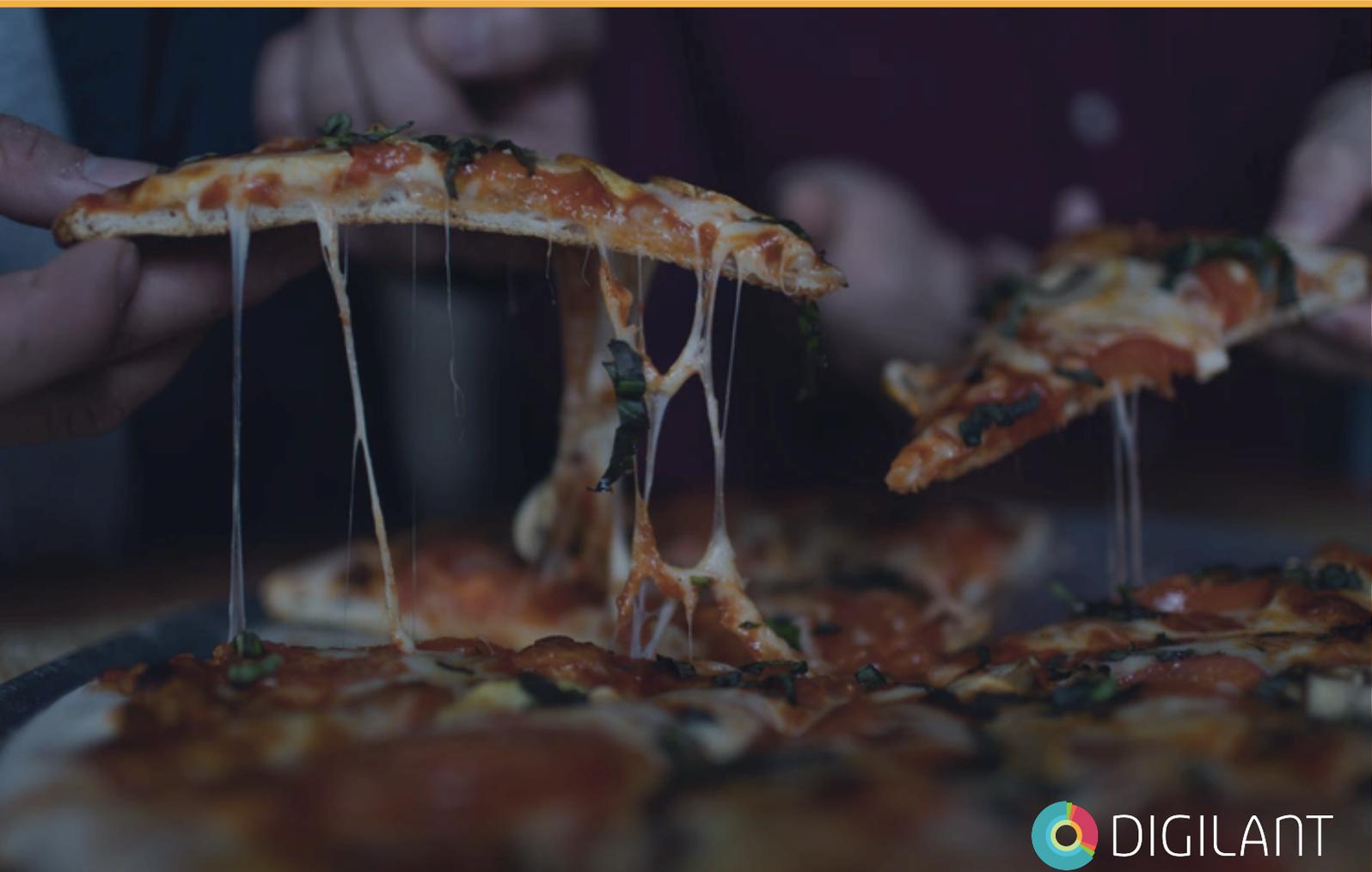
It's essential for brands to strategically tailor messaging to effectively communicate with the age groups that are most predominantly active on digital channels. To reach mobile audiences who have recently used food delivery apps on all their devices, consider using app ownership in your digital advertising strategy. You can also classify audiences along dimensions of life stage, interests and activities, and intent based on app ownership behaviors.



## 04. CONSIDER OFFERING A COMMUNITY INITIATIVE

While the economy is struggling to regain its footing, several restaurants have adopted community initiatives to extend their support during this unprecedented time. A pizzeria owner in New York City is asking his customers, after completing their own online orders on his website, to add a “Cheese Pie for Hospital Donation” item to their carts. Another pizzeria is offering frozen meals for families, so they can buy more upfront and freeze for later.

Community initiatives give consumers more of a reason to order, and now more than ever, businesses need to quickly adapt new practices to deliver what matters most to customers. Digilant’s real-time analytics and attribution dashboards allow you to understand what’s happening on your websites, advertising campaigns (both running and historic), and see how different media investments contribute to the customer journey. With those insights, you can react to what’s happening quickly and adapt your marketing so that you can come back stronger than before.



# 05. MIND THE GENERATIONAL GAP

As changes continue to impact consumers' everyday lives, different age groups are reacting in different ways – and in turn, their spending habits are changing. Now, more than ever, it's essential for brands to strategically tailor messaging to effectively communicate with the age groups that are most predominantly active on digital channels.

## GEN Z (AGES 25 AND UNDER)

Gen Z relies heavily on word-of-mouth testimonials and reviews from peers and influencers (hint: influencer marketing).

Be thoughtful with social spending. You won't find Gen Z on Facebook and Twitter much, as the majority prefer Instagram, Snapchat and TikTok.

## MILLENNIALS (AGES 25-35).

Millennials highly value community and enjoy co-creating content. To speak to these traits, encourage brand engagement through contests, polls, user-generated content programs.

## GEN X (AGES 36-54)

Show this generation you appreciate their business with freebies and coupons, and they'll return the favor with brand loyalty.

This generation is highly active on Facebook, so leverage it as a point of contact to drive engagement with this audience.

## BABY BOOMERS (AGES 55-75)

This generation is more active on social media than you might think. They spend about 27 hours per week online (and spend \$7 million per year online).

They prefer easy to use, easy to understand loyalty programs that *actually* benefit them (and, in turn, will benefit you).



Questions?



There's a lot going on right now. Social distancing is impacting how we all do business and we know there is concern over the days ahead. Not only do you have to worry about your health and the health of your family, but you have to find the best path forward for pursuing your company's objectives for the year.

We are (and have always been) optimists and believe that we will get through this together.

We are with you for the long haul and will continue to provide relevant insights and guidance as you navigate this new normal. You can reach us with any questions or concerns at [digilant.com/contact](https://digilant.com/contact) or [info@digilant.com](mailto:info@digilant.com).