

# **GLOBAL TRENDS IN ADVERTISING STRATEGIES IN A COVID-19 ERA: EVIDENCE FROM CHINA AND GERMANY**

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## **Keywords**

advertising strategies, digital marketing, Covid-19, China, Germany

## **Abstract**

The aim of this article is to examine the impact of Covid-19 on marketing and advertising strategies in a global context, with particular references to China and Germany. To reveal the changes, the situation in marketing and advertising strategies within the international context before and during the pandemic is compared. The differences between traditional and digital marketing are analysed; the marketing techniques to boost marketing strategies are revealed; the peculiarities and future trends in the advertising strategies of both countries are discussed. We discovered that in the last decade companies, advertising agencies and marketers of both countries have spent a lot on digital advertising, year by year increasing investments and expenditures. It was concluded that digital marketing and digital channels are the best way to reach customers, especially in a time of the Covid-19 era. Despite the immediate drop in advertising spending, especially at the beginning of the coronavirus pandemic (15% decline in China and 8 % in Germany), trends towards the development of digital advertising will continue in post-crisis recovery.

## **Introduction**

The Covid-19 pandemic affects many aspects of our social and economic life. It tremendously influenced businesses, changing their business and marketing policies. Covid-19 has shown that businesses need to develop strategies in a context that is often changing rapidly and highly uncertain (Morieka de Moojie, 2021). This also applies to marketing and advertising. Challenges and changes in business and marketing strategies at the global and local level have already emerged before the Covid 19 crisis. They are related to globalization and the digitalization of the economy and society. With the development of communication and information technology, new technological platforms have appeared that change the global market, business models, and consumer behaviors. One of the major changes that occurred in traditional marketing was the emergence of the global digital market (Patruti Baltes and Loredana, 2015). This has led to concerns that advertising strategies based on models and experiences developed with traditional media and within the context of classical marketing may need to be reviewed in the digital marketplace (Truong et al., 2010). As we will see later, digital marketing has become the most common term around the world.

We assume that the global coronavirus crisis has accelerated the trend from traditional to digital marketing. To find the changes that happened in marketing advertising strategies in the international context, we compared the advertising strategies of China and Germany before and during the Covid -19 period, the budget companies spent on advertising on the national level, and the channels they used to reach their customers. We have chosen these two countries to

compare for two reasons. First: we are firmly convinced that the level of economic development of the nation plays an important role in people's consumption behaviour. China is a strong economic power in the East and Germany is a strong force in the West; therefore, it makes sense to compare their leading position in world trade, national marketing, and advertising policy. China, the United States of America, and Germany are the largest consumer and advertiser markets. They are also the third largest exporting nation in the world. According to the statistics for last year, China ranks first with about 2.6 billion dollars, followed by America (USD 1.4 billion) and Germany (USD 1.3 billion) (Statista, 2020). The second reason is that today, as an Erasmus student from Germany, I am interested in my country's competitive position in the global context as well as current and future trends in marketing and advertising strategies.

The aim of this article is to explore changes in marketing strategies in Germany and China in response to the Covid-19 pandemic, focusing on both online and traditional marketing and their timing. In this context, the general global trends are elaborated, as well as the similarities and differences between China and Germany in this respect. Therefore, two sets of research questions need to be answered. First: 1) What are the main global trends in marketing and advertising strategies? 2) What are the peculiarities of traditional and digital marketing and the techniques that can be used to reach customers in the most effective way? The other set of questions is 3) How has Covid-19 affected marketing and advertising strategies? 4) What could companies do to adapt their marketing strategies to meet their customers' needs in the future?

Methods used: Content analysis technique, qualitative research and statistical data analysis, involving descriptive data, such as several international survey data and observational data, comparative country analysis. Marketing forecasting methods, such as trend projection.

The structure of the research paper is the following: first, comparing traditional and digital marketing we tried to find what are actual global trends in the field of marketing and advertising, and second, using two selected countries as examples, we compared the advertising strategies before and during the Covid 19 period. We tried to discover how the modern trend towards the increasing development of digital advertising in selected countries will continue in a post-crisis recovery. The last chapter contains the discussion and conclusion with some recommendations for businesses and marketers.

## **2. Global trends towards digital marketing and advertising.**

### **2.1. Traditional vs. digital marketing: advantages and disadvantages**

Thanks to the opportunities provided by the advances in technology, companies have gone through a lot of changes in a very short period since the beginning of the 21st century. Digitization and the associated skills and technologies influenced almost all areas of life and changed customer behaviour in the direction of e-customers, e-commerce, and digital advertising marketing. According to Eurostat, e-commerce is growing globally, and this has been supported by the use of smartphones. People aged 20 to 34 comprise the majority of active electronic shoppers (81% of internet users) than any other age group. Employees and the self-employed (75% of internet users), as well as students (70%), are more likely to shop online than retired/inactive or unemployed people (both 54%) (Eurostat, 2019).

We can see a stable trend of increasing digital buyers worldwide. According to Eurostat, more than 2.14 billion people worldwide are expected to buy goods and services online in 2021, up

from 1.66 billion global digital buyers in 2016 (Statista, 2017). The second trend is to decrease traditional marketing advertising and to increase digital marketing. Therefore, it is important to identify the reasons and how this is happening, as well as the changes in our time under the influence of the Covid-19 pandemic.

Digital or Internet marketing has been described simply as ‘achieving marketing objectives by applying digital technologies’. Digital marketing is the use of technologies to help marketing activities to improve customer knowledge by matching their needs (Chaffey, 2013). The main difference between digital and traditional marketing is the medium through which an audience encounters a marketing message. Classic marketing channels involve traditional channels such as billboards, printed media, newspapers, TV, radio, and have been reaching a large audience for decades due to the simple and structural presentation style. Even today, the classic methods of advertising have a strong presence in the population and often a high reach because people who have little internet affinity are also addressed. Corresponding examples can be observed in the text on numerous advertising posters in Germany and China (picture 1 and picture 2).

**Figure 1:** *Traditional advertising posters in Bochum (Germany), 2019*



*Source: derwesten.de, 2019*

**Figure 2:** *Traditional advertising posters in HongKong (China), 2019*



*Source: alamy.com, 2019*

Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). The biggest advantage of digital marketing is to be able to reach the target audience using interactive media. However, in many cases, it can be more cost-effective, it cannot be used anywhere nor is it targeted to the concrete audience and individuals. As John Chandler-Pepelnjak (2008) noted, in terms of producing results and measuring success of the advertisement money spent, “digital marketing is more cost efficient to measure the ROI on advertisement” (Pepelnjak, 2008). Additionally, it is very difficult to accurately measure success, communicate with possible customers, and to personalize the ad in some way.

For a better comparison between traditional and digital marketing, their benefits, and drawbacks, see Table 1.

**Table 1:** A basic comparison of the strengths and weaknesses of traditional and digital marketing

<b>Traditional Marketing</b>	<b>Digital marketing</b>
Traditional advertising is physically perceptible and radiates a high level of seriousness (+)	Very high expenditure due to high competition (-)
High reach & strong branding effect, as target groups that are not internet-savvy, are also reached (+)	Only internet users are reached (-)
Depending on the medium, high scattering loss (-)	Relatively low waste due to the personalization of advertising material (+)
Ad placement rigid and unchangeable (-)	Variable area of application (+)
High investment (-)	Already possible with low costs (+)
Accurate measurement of success is very difficult to realize (-)	Precise tracking of all activities possible (+)
Little scope for personalization (-)	Personalized customer approach (+)
Hardly any dialogue possible (-)	Interactive channels (+)

*Source: author*

From the comparison of advantages (+) and disadvantages (-) of both forms of marketing, we just summarized the following: a) in many cases the advantages of traditional marketing are disadvantages of digital; b) the perfect marketing does not exist; the two forms of marketing compared have made sense and are used by companies depending on the context and the stage of development of the company. However, traditional marketing was successful decades ago (Yusof, 2017).

What trend can we see today? In the following chapters, based on statistical data analysis and predictive data mining, we will discover the modern trends and strategies of global advertising, having in mind the following research questions: 1) Could we find the main traditional marketing instruments and methods that are still effective in use together with several new approaches? 2) Which of these two marketing strategies is optimal for a particular company in a time of a global pandemic where digital marketing is becoming increasingly important, but traditional marketing is still present?

## **2.2. Trend in marketing techniques and advertising strategies**

There are a variety of classic marketing techniques, which together with new approaches are universal to use in business and marketing companies' strategies. In the following, we will take a look at some specific techniques that are used in both traditional and digital marketing, starting with the AIDA model.

AIDA model: Although the AIDA model was developed a century ago, the basic principle of the model is still relevant, despite a variety of modifications. Solomon (2010) defined that the key to the successful implementation of the AIDA model is understanding the mental state of the buyer. AIDA is a communication model designed to capture the process that firms go through to reach prospective buyers to sell their products and services. There are four main

steps: Attention, Interest, Desire, Action (Belch, 2008) and Satisfaction (Kotler & Armstrong, 2003 & 2011).

PPPP is a variation or concretization of the AIDA principle. The four P's stand for Picture, Promise, Prove, and Push. The final aim of this multistage model is also to turn the potential customer into a buyer. A typical example of the use of PPPP is the sales shows on television.

Unique Selling Proposition: In marketing, the term USP ("Unique Selling Proposition", also "Unique Selling Point") refers to a unique value proposition that sets a product or service apart from similar offers by competitors. The USP is also equated with a unique selling point. By defining USPs and communicating them to the customer, an attempt is made to influence the purchase decision in favour of one's product in a highly homogeneous market environment. In short, it is a feature of the product that is unique or special.

Social networks can help connect consumers and companies around a cause to emphasize social responsibility. In 2018, Mercadé-Melé and a group of researchers developed a model to predict the impact of socially responsible activity advertising on perceived corporate social responsibility (CSR) and its influence on customer loyalty (Mercadé-Melé et al., 2018).

Discussing the relationship between a social media platform and the value co-creation to offer, Kim & Choi (2019) concluded that there are four key drivers of social media success: Experience, satisfaction, expression, and sharing ability. Each of these drivers, in turn, contains conditions for understanding the user value creation process and creating drivers for successful social media strategies.

We strongly believe that this diversity of marketing techniques and approaches has a universal design. Old methods like Aida and others, together with modern approaches to marketing and advertising strategies, will continue to be used by companies in the future, regardless of whether the marketing is traditional or digital, whether it is a time of crisis (Corona-crisis, others) or "normal" life.

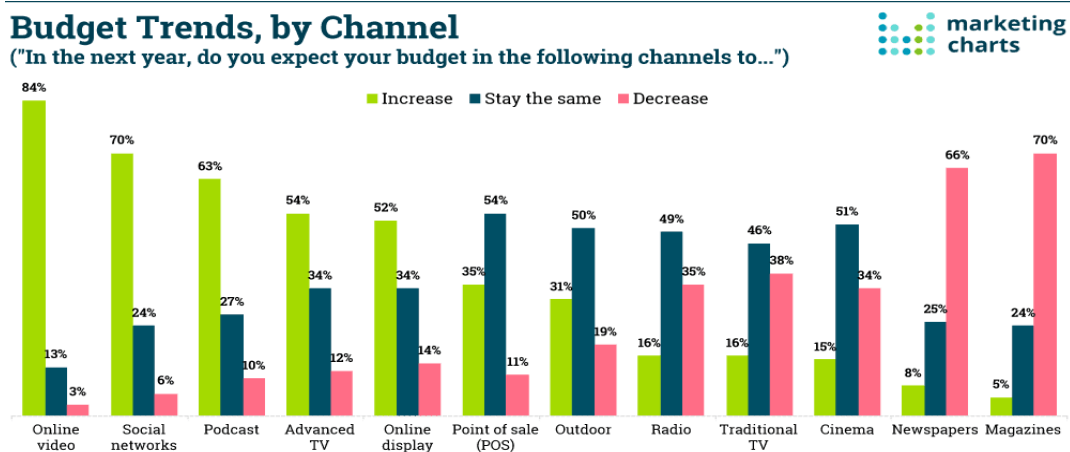
As we will see in the following, the relevant literature also advises companies to do this in general because only with this mixture of older and newer research methods can both past and present conditions be fully analysed and understood. This is necessary to be able to assess future developments. That this is also confirmed in the case of global trends in advertising before and after the Covid era, we see in the following statistical data analysis (involving descriptive data such as several international survey data and observational data).

### **2.3. Global trends in advertising before and during the Covid era: statistical data analysis**

At the beginning of 2020, the coronavirus began to spread bit by bit throughout the world. This presents us with unprecedented challenges in medical, social and, above all, economic terms. Restaurants, offices, and hotels have had to close, and local customers are staying away. Therefore, the following questions arise: What influence does the pandemic have on the international marketing and business success of companies? Were the trends identified trends strengthened or broken? The international business practice shows us that during a recession, businesses usually become alarmed by declining revenue and consequently cut back their advertising budgets. On the contrary, there are several research studies showing that businesses 'maintain or even expand advertising spending' can generate a boost in revenue and market share' (Adgate, 2019). The question is how long in a period of the Covid-19 crisis can the

companies do that? In the analysis of companies advertising spending on social media channels, we can discover the companies' trends in advertising policies before, during the pandemic, and in a post-pandemic recovery. Figure 1 demonstrates the trend towards this fact. The mood in the marketing industry before the spread of the pandemic was significantly better.

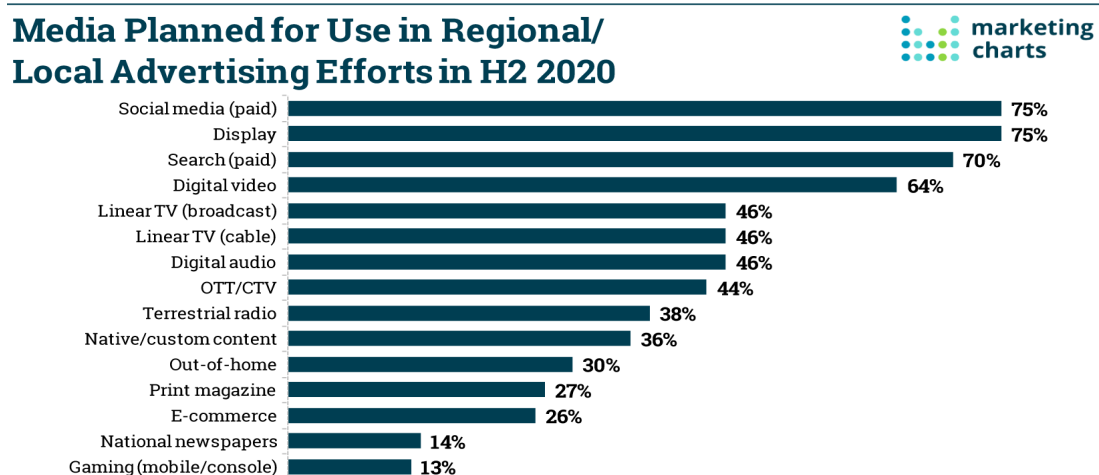
**Figure 3: Global Budget Trends, by Channel according to Kantar Survey in 2019.**



Source: marketingcharts.com (Data source: Kantar), 2019

According to the Kantar Survey in 2019 (Kantar, 2019), 488 senior marketing leaders from different global agencies and media companies were asked to answer a question about how the budget for the individual marketing channels will change in the next year. Because the statistics show us by what percentage the budget will increase, stay the same, or decrease, we get a very good idea of the sentiment in the marketing industry before the pandemic spread. This is because the statistics are from the middle of 2019, a time when no one predicted that the world could be captured by a global pandemic. However, some important global trends towards increasing online marketing can already be identified. While more and more money are being put into online videos (+84%), social networks (+70%) and podcasts (+63%), the budget for cinemas (-34%), newspapers (-66%) and magazines (-70%) is being greatly reduced. Spending at point of sale (POS) (54%), outdoor (50%) and radio (49%) remains largely unchanged (Kantar, 2019).

**Figure 4: Media Planned for Use in Regional/ Local Advertising Efforts in the second Q., 2020**



Source: marketingcharts.com, 2020

Based on the media statistics from June 2020 with 150 marketer and agency respondents, it can be observed (see Figure 2. above), that the trend to digital marketing and advertising has taken hold not only on a global level but also on a regional level (an US, as the example) with even more efforts being put into digital advertising for the second half of 2020 (the year of the Covid-19 outbreak).

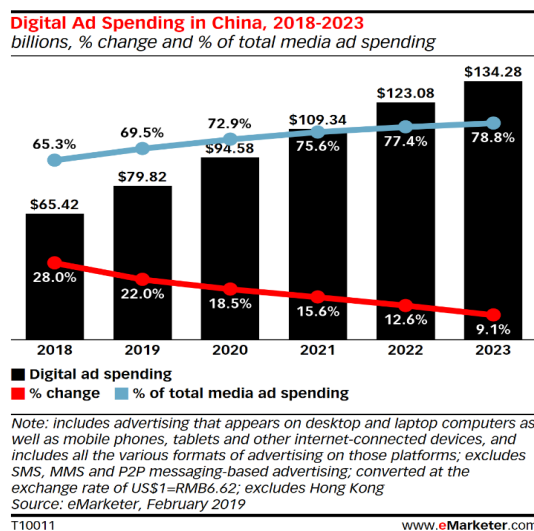
In summary, investments in traditional marketing channels are decreasing, while those in digital marketing channels are increasing. In the following chapters, we will use examples of China and Germany to uncover the strategic trends in the advertising strategies of these countries. For this purpose, comparative country analysis (China and Germany) and marketing forecasting methods such as trend projection (Figure 3, Figure 4 and Figure 8) will be used.

### 3. China: the strategic trend in advertising in a Covid-19 era

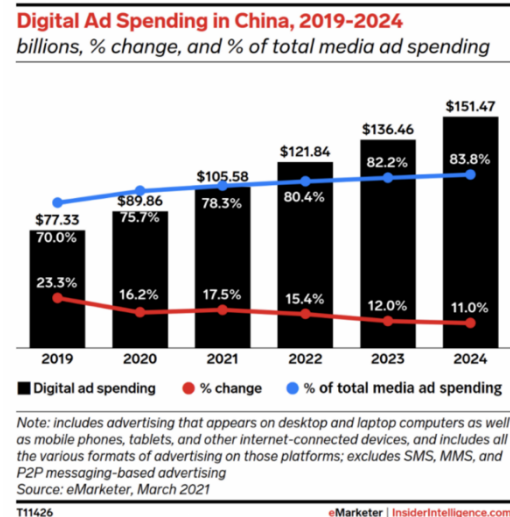
China will be the world's largest economy by 2025 at the latest (55% digital at about \$12 trillion), \$30 trillion (GDP) in total by 2030, and \$50-60 trillion (GDP/PPP) by 2050 (Reserach and Markets, 2021).

The following two statistics show the developments in digital advertising spending for two overlapping but different periods. The comparison is particularly interesting because the first statistic (2018-2023) from 2019 was assembled before the outbreak of the Corona pandemic, and the second statistic (2019-2024) from 2021 was compiled during the Corona pandemic.

**Figure 5: Digital Ad Spending in China (2018-2023)**



**Figure 6: Digital Ad Spending in China (2019-2024)**



Source: eMarketer, 2019 and eMarketer 2021

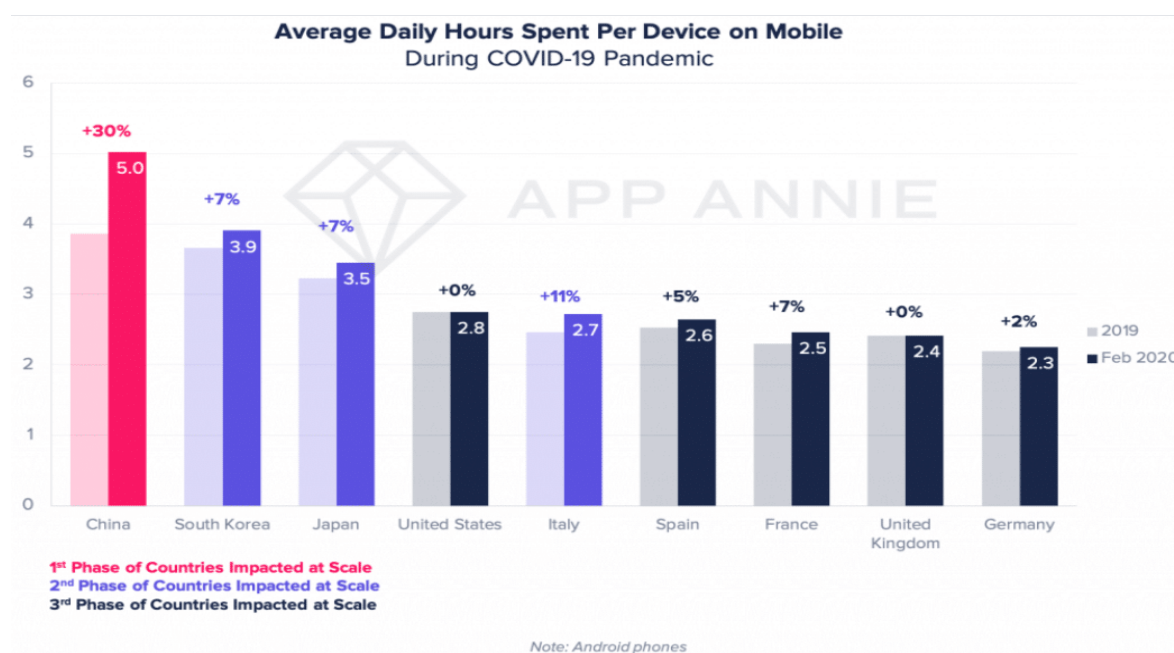
Above (see Figure 3 & Figure 4) we can observe data set with two contrasting statistics. Statistics for February 2019 not only illustrate current figures but also provide forecasts for the coming years. With the statistics from March 2021, it is possible to optimally check whether these forecasts have been undercut or exceeded, or whether they have remained the same. In the February 2019, it can be seen that digital ad spending increased, reaching \$65.42 billion (Emarketer, 2019).



This trend is expected to continue for the next 2019-2023 years, reaching an overall digital ad spending of \$134.28 billion in 2023, or almost double the growth from 2018. Figure 4 with the statistics from March 2021 shows that the actual firms' expenditures in digital advertising in 2020 were \$89.86, which was below the projections, i.e., \$94.58 billion.

Many companies in China have lost a lot of revenue due to the corona pandemic. To ensure the firms' liquidity and financial stability of firms, international marketing had to be restricted. Respectively, the forecasts for the years 2021 and 2022 have been corrected downward. Therefore, it is more interesting that the forecast for 2023 has been raised from \$134.28 billion to \$136.46 billion (Statista 2020, forecast for 2024). Digital marketing spending is estimated to reach a record \$151.47 billion in 2024. This illustrates once again that in China, too, the pandemic is a catalyst for the shift away from traditional to online marketing. Whether it is accessing corporate websites, checking the latest news, or socializing on the various social media channels, the hours we spend online each day increased significantly in the coming weeks after the Corona crisis was announced. According to the Mobilkommunikation Forum (2020), the consumption of mobile data volume has increased by 30%. In China, where the measures have been in effect for some time, the development is seen even more clearly: in February 2020, smartphone use also increased by 30%, reaching 5 hours per day compared to the annual average in 2019 (Kristanto, 2021 from App Annie).

**Figure 7:** Average daily hours spent per device on the mobile during the Covid-19 pandemic



Source: appannie.com, 2020

The global developments trends in digital advertising against traditional one that accelerated under the impact of Covid-19 were revealed in China. The use of digital devices such as mobile phones has increased proportionally during the pandemic. In 2020, an extremely high proportion (75.7 %) of all advertising spending was put into digital marketing. China can lead the way in advertising spend growth. According to Business Insider Intelligence, this is exactly the case, as of the 37 national markets we cover, only China saw overall ad spend growth of 7.4% in 2020, but even this increase represented a huge slowdown. This year, all markets will



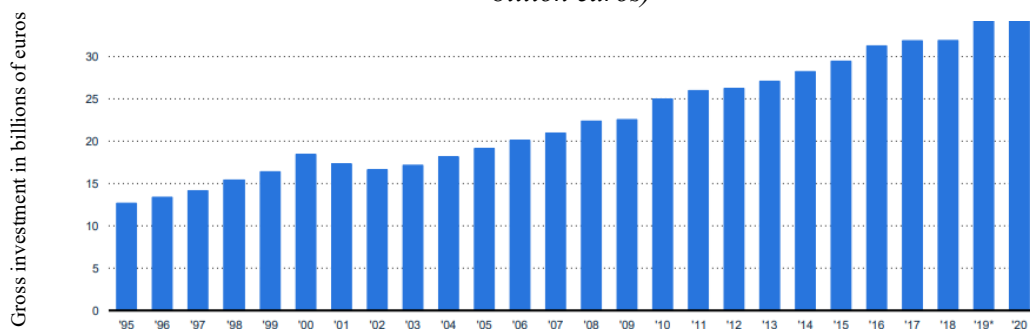
recover (Business Insider Intelligence, 2021). This is another reason why we now look at another country with a strong economy, Germany.

#### 4. Germany: the strategic trend in advertising in a Covid-19 era

Before making a purchase, beyond the price, German consumers like to learn as much as possible about other similar products, features, etc. According to some studies, German consumers are among the most demanding in the world. Some consumers are willing to pay more for a better-quality product. Consumer confidence is high (above the average for OECD countries), but it dropped by 5.9% in September 2020 (OECD stats, 2020). Online shopping has become the norm in Germany and the country is Europe's largest online market. Consumers are relatively open to the products of international companies, with slight preferences for local, national, and European products. The quality of products is the main source of brand loyalty to Germans. Recent research in this field has shown that about 60% of the population is willing to buy the same brand several times in this case. Social networks are a useful way to learn about products, but also in the discovery process. Comments left by other users can determine a purchase decision. However, due to concerns about data collection by companies, Germans can be passive users of social networks (Nunan et al., 2018).

To get an initial overview of the overall situation in the field of marketing and advertising in Germany, it is useful to look at the developments of advertising investments in Germany until 2020.

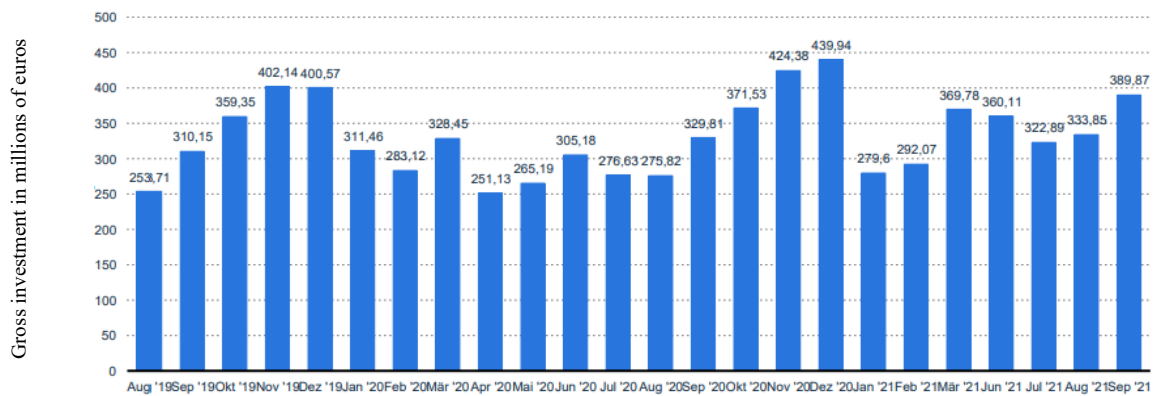
**Figure 6:** *Development of gross investment in advertising in Germany from 1995 to 2020 (in billion euros)*



Source: Statista.de, 2021

We can see that before the pandemic Germany's digital advertising investments tripled from 13 billion euros in 2015 to 35 billion in 2019 (see Figure 6 above). However, after the beginning of the year 2020, investments began to decrease. Figure 7 shows the gross advertising expenditures by months from the pre-pandemic and pandemic period (August 2019 – September 2021) during the year based on selected months. Let us look at the big picture again. In February 2020, we forecast 13.6% growth for digital advertising spending worldwide for the year. The final figure was very close 12.7%. However, total ad spending declined by 1.2%, driven by a 15.7% contraction in traditional ad spending (Cramer-Flood, 2021).

**Figure 7:** Gross advertising expenditure for online advertising in Germany in selected months from August 2019 to September 2021 (in millions of euros)



Source: Statista.de, 2021

It can be observed that regardless of whether it is a phase of normal life or a pandemic, advertising expenditure is significantly higher in the months from September to December than in the following months. In our opinion, it could be explained by the following reasons. Firstly, after the warm summer months, fewer people are out and spend more time at home, where they are more likely to become aware of advertising via digital devices. Secondly, spending is particularly high in December due to the Christmas business, when numerous promotions are advertised in different ways. Data from April 2020 shows the lowest digital value compared to other period ad spending (Figure 7). The main reason for the lowest digital, but also general marketing expenditures at this period is Angela Merkel's television speech on the occasion of the Covid-19 pandemic on 18 March 2020. In her 13-minute speech, Merkel described the Covid-19 pandemic as the greatest challenge since the Second World War. This can be considered as one of the biggest influences during this time because I cannot remember that Angela Merkel has ever talked that directly to people, especially in such an emotional way. Numerous companies already recognized here what drastic consequences this pandemic could have for their business and restricted marketing in general, but of course also specifically in the digital sense.

It is particularly striking that digital marketing expenditures continuously rose in the period from August 2020 to December 2020, when they reached a record high of €439.94 million. There are several reasons for this. On the one hand, we have observed that the Christmas business plays a special role. On the other hand, we have already seen in the second graph that the efficiency of digital marketing channels (social media, email, SEO/SEM, PR, TV) has a significantly higher presence than traditional ones (radio, magazines, newspaper). Last but not least, companies have also taken into account the additional factor that more and more people have shifted their lives to the digital world. Furthermore, it can be noted that in the monthly comparison, the advertising expenditures for 2020 and 2021 clearly exceeds that for 2020. The month of September can be taken as an example. Therefore, the expenditure in 2019 amounted to €310.15 million in this month. For the same month, €329.81 million was spent in 2020. For the same period, these increased again by more than 18% and reached a level of €389.87 million.

If we observe the peculiarities of ad marketing in Germany before and during the pandemic within the main industries (see Table 2. Below), we can see the interesting trend of which industry will spend the most on digital advertising.

**Table 2:** *Growth in digital advertising spending in Germany by industry, 2019-2023% change*

Main Industries	2019	2020	2021	2022	2023
Retail digital ad spending	10.6%	8.5%	25.6%	17.8%	14.8%
Digital advertising spends for financial services digital ad spending	14.1%	14.8%	20.1%	15.4%	11.5%
Automotive digital ad spending	10.3%	4.0%	11.4%	12.0%	11.0%
Travel digital ad spending	8.4%	-42.0%	26.4%	26.0%	20.2%
CPD digital ad spending	9.4%	21.7%	21.2%	16.8%	13.1%
Digital advertising in health and pharma digital ad spending	17.6%	22.2%	10.2%	8.3%	7.4%
Other digital ad spending	9.0%	18.6%	20.6%	13.3%	9.7%
<b>Total</b>	<b>10.5%</b>	<b>8.0%</b>	<b>10.0%</b>	<b>15.0%</b>	<b>12.0%</b>
<i>Note: Includes advertising that appears on desktop and laptop computers, as well as mobile phones and other devices and includes all the various formats of advertising on those platforms</i>					

*Source: Author on the basis of eMarketer.com statistics, 2021*

In Table 2. we see the dynamics of the main sectors of digital advertising spend. Here, we can observe an overall increase in spending from 10.5% in 2019 to reach 12.0% in 2023 with a moderate decrease during the beginning of the pandemic from 10.5% in 2019 to 8% in 2020. The decrease in spending is reasonable because during the first year of the Covid-19 pandemic, companies had to maintain their financial stability, limiting the marketing budget.

The pandemic is not over yet, but a strong increase in total advertising spending can be observed for 2021, with both digital retail and digital financial services leading the way. We can explain that with the peculiarities during the pandemic. This Covid 19 pandemic is creating new behaviours among people who stay at home, teach, learn, and work from home. Of course, this also applies to customers who buy online, which in turn is changing the behaviour of manufacturers and marketers that are rapidly taking more of their business online. From Table 2 we can see that recovery from the crisis is expected at different rates within different industries in Germany. The travel digital ad spending is decreasing, which is obvious: due to the Covid-19 virus and the restrictions in every country caused by it, a lot of people don't want to travel, while others are not even allowed to do so. That is why there was a strong decline (fivefold drop) from 8% in 2019 to 42% in 2020. So, the question remains whether the travel industry can recover with the planned 20% increase in digital advertising spending by 2023? From the table above we can also realise the overall increase in spending from 10.5% in 2019 to 12.0% in 2023 with a moderate decline during the beginning of the pandemic to 8% in 2020. The decline in spending is reasonable because during the first year of the Covid pandemic companies had to maintain financial stability, limiting the marketing budget.

In summary, it can be said that the importance of digital marketing in Germany is increasing year by year and that the Corona pandemic has not slowed this trend down, rather it has driven it forward.

## Conclusions

The global pandemic has resulted in changes in advertising, marketing, promotional, and media spending, forcing businesses and brands to reevaluate their thinking about current and future advertising and marketing campaigns to maintain a steady stream of income. These challenges and changes could belong to the post-recovery period and normal life; therefore, we think that this period of business and social life might be called a pandemic Covid-19 era.

In general, this article has proven that digital marketing is becoming increasingly important on the international market in general, as well as on the national and regional levels. We presented the strategic business challenges caused by the Covid-19 pandemic at the country level in China and Germany. For me, I have never experienced Chancellor Angela Merkel in such a direct and emotional way. On at least one day, 18 March 2020, almost every citizen of the Federal Republic of Germany became aware of the seriousness of the situation. Businesses and marketers have responded in spades, having to navigate a turbulent world from the beginning of the pandemic period to the present day. It also affected companies' marketing and advertising strategies. Immediately after the pandemic, there was an immediate drop in advertising spending (15% in China and 8% in Germany). However, we have also shown how quickly the advertising market is recovering and will continue to grow in the future (we observed this for the period up to 2023). It became clear that within a few months, the penetration of digital advertising and e-commerce in China and Germany had jumped years ahead, accelerating the slow digital transformation process that was still taking place before Covid-19 broke out.

The fact that traditional marketing is increasingly being replaced by digital marketing is mainly due to the efficiency of the individual marketing channels. For example, right from the start, we found that digital media (social media, email, SEO/SEM, TV) were significantly more effective than traditional media (radio, magazines, newspapers). Since younger people, in particular, are spending more and more time on their mobile phones, social media, and in front of their computers, this trend will most likely continue in the future. In addition to the higher effectiveness of the respective marketing channels, this is also due to the aforementioned techniques that the management of a company can use to attract customers. In the specific description of the Aida model, the PPPP model, and the USP, it became clear that all these techniques can realize their full potential in the online area only.

The pandemic accelerated digitalization and changed consumer behaviour, as well as business, marketing, and advertising strategies. Consumer behaviour is likely to change after the quarantine period and shift towards online shopping in general. New patterns of consumer behaviour can serve as indicators for manufacturers, retailers, and marketers. (Svecova et al. 2020).

The global trend away from traditional to digital marketing that emerged in the years leading up to the Covid -19 era not only continued under the influence of the pandemic but is more likely to intensify in "normal" life in the future. How all of the above tendencies, trends, and developments will continue in the post-Covid -19 era, in particular how quickly different industries will recover in the post-pandemic period, and how marketers will change their brand advertising policies during the Covid-19 era and beyond, will be the subject of our further research.

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