Strengthening Brand Africa - UNWTO Insights & Facebook Social Media tools
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Agenda

1. Welcome & introductions

2. The impact of Covid-19 on travel & tourism; emerging consumer trends

3. Planning for Re-Emergence
   3.1 Focus on brand and message
   3.2 Plan for geographic emergence
   3.3 Tailor your creative
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consumer behavior is evolving as a result of the pandemic
Among people surveyed globally 94% have changed their behavior due to the COVID-19 outbreak.

Brand perception matters

2 in 3 people surveyed globally, say the way a brand responds to the COVID-19 crisis will impact their likelihood to buy from that brand in the future¹

22% of vacationers, say they’re more likely to buy from brands that contacted them during the outbreak²

Sources: 1. Facebook IQ source: Edelman Trust Barometer (survey of 12,000 people in BR, CA, CN, DE, FR, GB, IN, IT, JP, KR, US, ZA), Mar 2020; and 2. GWI, Travel in 2020, 28th May, 2020
Being part of the community is important

**APPROVAL OF BRAND ACTIVITIES DURING THE OUTBREAK**

% of vacationers who approve of brands doing the following:

- **82%** Running advertising which show how they are responding to coronavirus or helping customers
- **87%** Providing practical information/tips which help people to deal with the situation
- **80%** Contacting customers to let them know how they are responding to coronavirus

Source: GWI, Travel in 2020, 28th May, 2020
On our platforms
(March 2020)

In many of the countries hit hardest by the virus, total messaging has increased more than 50% over the last month.

Voice and video calling have more than doubled on Messenger and WhatsApp.

Instagram and Facebook Live views doubled in a week.

Source: Facebook internal data March, 2020
Demand is slowing growing

POST-OUTBREAK BEHAVIOUR

% who say they’ll do the following post-outbreak:

- Have more staycations/trips in your local area: 31%
- Take more vacations in your country (rather than abroad): 29%
- Make use of promotions/discounts when booking vacations: 24%
- Take more short-haul vacations (within a 3-hour flight): 20%

Source: GWI, Travel in 2020, 28th May, 2020
Safety and Convenience are important top of mind attributes

77% 75% 72% 72% 66% 64% 64% 63% 62% 55%

Quality  Best value for money  Flexible booking policies  Convenience  Deals/promotions  Positive past brand  Ease of reaching customer  Safety/health disclosures  Lowest prices  Multi-channel customer

MARKETER TAKEAWAY
Focus on awareness goals to highlight your safety and cleaning policies

72% of people in the US* rate convenience as an important attribute...

63% ...rate safety as an important attribute

FACEBOOK IQ
Facebook platforms (Q2 2021)

3.51 Billion
people use at least one of our services on a monthly basis

2.90 Billion
monthly active users on Facebook

$1 Billion
we’re investing in creators on Facebook and Instagram through 2022

Created
more commerce tools for Shops and Marketplace

Built
more business messaging capabilities in WhatsApp and Messenger

2.76 Billion
people use at least one of our services daily

1.91 Billion
daily active users on Facebook

Launched
social audio experiences with new products – Live Audio Rooms and Podcasts

Introduced
the metaverse as the next chapter for our company
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01 Focus on brand and message
02 Plan for geographic emergence
03 Tailor your creative
3.1 Focus on brand and message
Among people surveyed globally, 2 in 3 say the way a brand responds to the COVID-19 crisis will impact their likelihood to buy from that brand in the future.

Facebook IQ source: Edelman Trust Barometer (survey of 12,000 people in BR, CA, CN, DE, FR, GB, IN, IT, JP, KR, US, ZA), Mar 2020
Empathize with unmet demand via **virtual travel**
Virtually there

OPPORTUNITY

People are dreaming of the first trip they are going to take when we start moving around again. It might be closer to home at first, but people will want to get out there again.
Virtually there

THOUGHT STARTERS

▷ Can we leverage the more immersive parts of our platform to inspire people to start planning a short trip? Maybe it’s geo-targeted AR ad that gives you virtual backgrounds of places only a few hundred miles away.
Empathise with unmet demand via **virtual travel**

**Pose questions** in polls and organic posts
We hear you

OPPORTUNITY

Many people have cancelled trips they were looking forward to and are uncertain when they’ll be able to rebook them and travel again.
We hear you

THOUGHT STARTERS

Start a conversation with people about what kinds of trip they want to go on after this is over and when it is safe to do so. Do they want to visit friends or family, want to stay close or travel far? This will help to have an authentic conversation with travelers and ultimately serve the right travel opportunities, when they are ready.

ACTIVATION TOOLS

Facebook Polling Ads / Organic Stories
Empathize with unmet demand via **virtual travel**

**Partner with creators** to build authenticity

**Pose questions** in polls and organic posts
People are looking for true and authentic messages

89% say ROI from influencer marketing is comparable to or better than other marketing channels

65% of people discover a new brand or product through an influencer at least once a week

https://streamline-marketing.com/influencer-marketing-statistics/
Travel with confidence

THOUGHT STARTERS

Can creators show us the way back to travel, by leveraging the platform to educate us on travel restrictions, distancing rules at restaurants, how to line up at the gate? For example, tourism boards can partner with influencers, who are avid travelers, to allow them to tell their stories and show case destinations of interest.
3.1 Focus on brand and message

- **Empathize with unmet demand via virtual travel**
- **Partner with creators to build authenticity**
- **Pose questions in polls and organic posts**
- **Promote safety updates**
Real reassurance

In a survey conducted back in April 2020, nearly 60% of consumers say that they are willing to fly as early as next month if certain health and safety measures are in place.

Source: “COVID-19 Consumer Sentiment Snapshot #6: Hitting the Straightaway,” BCG, April 2020
Real reassurance

SAFETY

Reinforcing safety efforts provides customers with reassurance.
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3.2 Tailor for geographic emergence
Travel Will Come Back in Phases
02 Prepare for geographic emergence

Travel will come back in phases

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<tr>
<th>STAGE</th>
<th>USE CASES</th>
<th>INDICATORS</th>
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<tbody>
<tr>
<td>LOCAL</td>
<td>In-city movement (Hotel ancillary, staycation)</td>
<td><strong>External news</strong></td>
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<td>- Post-apex, relaxing social distancing guidelines within a city, state, or</td>
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<td>region</td>
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<td></td>
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<td>- Retail stores, restaurants re-open</td>
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<td>- Office work picks up</td>
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<td>REGIONAL</td>
<td>Getaways within X radius, or X hours of driving/flying</td>
<td><strong>External news</strong>: Multiple adjacent regions open</td>
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<td>- <em>Internally, Facebook continues to monitor indexed travel intent lift</em></td>
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<td>NATIONAL &amp; GLOBAL</td>
<td>Fuller travel to/from vaccinated, opened, recovered locations</td>
<td><strong>External news</strong></td>
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<td></td>
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<td>- Announcements about opened borders in both destination and origin</td>
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<td></td>
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<td>- Longer term, vaccination progress announcements</td>
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</tbody>
</table>
3.2 Prepare for geographic emergence

| Local |

Raise awareness of openings

As your bars, restaurants, and activities reopen, build awareness of availability

- **Objective and Optimization**
  - Reach + Reach
  - Video views + ThruPlay
  - Brand awareness + Ad recall lift

- **Targeting**
  - Broad audience by geo

- **Bidding**
  - Lowest cost, no cap

- **Placement**
  - Automatic placements or 4+ placements

- **Format**
  - Video

- **Measurement**
  - Brand lift study

3.2 Prepare for geographic emergence | Local

Messages for consideration

- **Reconnect**
  with loved ones, family, etc.

- **Safety measures for**
  customers, visitors, employees, etc.

- **Revive city by supporting local businesses**

- **Test and learn messaging Test**
  and learn what message resonates with audiences
Regional
3.2 Prepare for geographic emergence

Engage your audience

Capture attention and direct consumers to your site for information.

Product ▶ Non-dynamic ads
Objective ▶ Website conversion
Targeting ▶ Broad audience, geo targeting
Optimization ▶ Conversion to (landing page view)
Bidding ▶ Lowest cost, no cap
Placement ▶ Automatic placements
Format ▶ Video
Measurement ▶ First: Cost per conversion
                      ▶ Then: Conversion lift study
3.2 Prepare for geographic emergence

Creators (influencers) can help build authenticity

BRANDED CONTENT CAN BE YOUR RIGHT RESPONSE TOOL

- Leverage ads from your partner’s authentic voice with their points of view on travel during this time
- Be transparent about your partnership
- Take advantage of quick turnaround time to develop creative
- Amplify creative to a broader audience

89% of people who rated the creator as trustworthy also rated the brand as trustworthy

Source: “Branded Content Research” by Kantar (Facebook-commissioned online study of 15,003 people ages 18+ across US, GB, DE, KR, BR), Q4 2019
3.2 Prepare for geographic emergence | Regional

Messages for consideration

- Take a break after stressful times
- Reconnect with loved ones
- Safety and responsibility with credible sources
- Revive state / region / country
Engage Your National and Global Audience

Reach a broad audience nationally or internationally

ACTIVATION TOOLS
Reach and Frequency | Interest Based Targeting (frequent travellers)
Messenger

Send travelers into a Messenger conversation about travel guidance and rules for your region or country. People surveyed say messaging is the easiest, most convenient way to contact a business.

Ideas for Chat Bots

- **Inspire Visitation through Chat:** Leverage if then statements to prompt perspective travellers to different cities, states, or local events
- **Audience Insights:** Collect Insights on perspective travellers
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Recognize initial activity from key traveller personas that are likely to travel early

**VISITORS**
Separated from loved ones, family; expats

**DEAL SEEKERS**
Missing travel but hit by COVID economic impacts; generally price motivated; adventurous

**BUCKET LISTERS**
Realized dream trips are now or never; pent up demand from travel restrictions;

**RESCHEDULES**
Replacing cancelled trips; booking for rescheduled events
Visitors

- Empathic messaging
- Safety messaging
- Long-term in-country stay options/destinations
3.3 Tailor your creative

Deal seekers

- Proximity; nearby value options
- Safety messaging
- Discounts and deals by travel operators
- Free Cancellations
Bucket listers

- Dream-trip messaging
- “Without the crowds” messaging
- Safety messaging
- Free cancellations; flexible booking by travel operators
3.3 Tailor your creative

Reschedulers

- Dream-trip messaging
- Safety messaging
- Local destinations/ alternatives
Creative best practices for brand building

- Build for mobile framing
- Highlight the brand early (in the first 2-3 seconds) and often (including in the thumbnail)
- Plan for sound-off
- Showcase your core product or service for most of the video

Source: 1. MetrixLab EMEA Creative Research 2017 2. PockeTVC 3. Accounting for Every Impression that Creates Value
Planning for recovery

Key takeaways

Focus on brand and message

Plan for geographic emergence

Tailor your creative
Thank you