

# MARKETING CAMPAIGNS DURING THE PANDEMIC



Module  
III



Course  
Digital  
Marketing  
for  
Orange  
Economy



Topic 6  
Social Media



Lesson 1  
Social Media  
Marketing

## Activity

- **Short Description:** In order to analyze and look at digital marketing and how the concept of campaigns changed during the coronavirus pandemic, students must find campaigns and ads from this period and show some of the most interesting ones.
- **Methodology:** Research-based learning
- **Duration:** 30 min
- **Difficulty (high - medium - low):** Medium
- **Individual / Team:** Team (2 to 4 members)
- **Classroom / House:** Classroom
- **What do we need for this activity?**
  - Hardware: Laptop, tablet or mobile phone
  - Software: No need for specific software
  - Other resources: /



- **Text description:**

2020 was a year of change. The way of living, working, socializing has completely taken on a different form. As a result, companies were forced to adapt their business and communication with consumers to this new way of living. Some companies have been very successful in this, and some have not.

Students have to find online, and offline campaigns and ads created by companies during the coronavirus pandemic. They need to find both good and bad examples and analyze them through one presentation.

### **Instructions**

As the way of communicating with consumers and the buying process itself has changed a lot, students can choose the segment to look for examples.

That can be:

- Trends
- Examples of the effects of coronaviruses in various industries in the field of marketing
- Brand campaigns
- Adapting brands and their communication to the new one the crisis in consumption

What are the steps that you need to follow to finish this activity?

1. First, you need to choose one of the segments from the list above.
2. Chose a web browser, and searching according to the segment you selected in the previous step.





3. When you have finished searching the Internet, you need to make a presentation, which will last 5 minutes, in which you will show the examples you have found and analyze them.
4. Present a presentation.
5. Discuss examples with other students, comment on why one campaign is better than another.

### Expected outcomes

- Students will be aware of how much change has taken place in business. They will learn the importance of adapting companies' communication with consumers depending on the situation.

### This activity can be used in other (module, course, topic, lesson):

- Also in this course, T3. Display Digital Advertising, in the Lesson 2: Ads.

**DIGICOMP (Competences developed):** *Interacting through digital technologies, Sharing through digital technologies, Developing digital content, Creatively using digital technologies*

**ENTRECOMP (Competences developed):** *Creativity, Taking the initiative, Planning and management, Learning through experience*



## ANNEX:

<b>DIGCOMP</b>	<b>ENTRECOMP</b>
<p><b>1. INFORMATION AND DATA LITERACY</b></p> <p>1.1 Browsing, searching and filtering data, information and digital content</p> <p>1.2 Evaluating data, information and digital content</p> <p>1.3 Managing data, information and digital content</p>	<p><b>1. IDEAS AND OPPORTUNITIES</b></p> <p>1.1 Spotting opportunities</p> <p>1.2 Creativity</p> <p>1.3 Vision</p> <p>1.4 Valuing ideas</p> <p>1.5 Ethical and sustainable thinking</p>
<p><b>2. COMMUNICATION AND COLLABORATION</b></p> <p>2.1 Interacting through digital technologies</p> <p>2.2 Sharing through digital technologies</p> <p>2.3 Engaging in citizenship through digital technologies</p> <p>2.4 Collaborating through digital technologies</p> <p>2.5 Netiquette</p> <p>2.6 Managing digital identity</p>	<p><b>2. RESOURCES</b></p> <p>2.1 Self- awareness and self- efficacy</p> <p>2.2 Motivation and perseverance</p> <p>2.3 Mobilizing resources</p> <p>2.4 Financial and economic literacy</p> <p>2.5. Mobilizing others</p>



<p style="text-align: center;"><b>3. DIGITAL CONTENT CREATION</b></p> <p>3.1 Developing digital content</p> <p>3.2 Integrating and re-elaborating digital content</p> <p>3.3 Copyright and licences</p> <p>3.4 Programming</p>	<p style="text-align: center;"><b>3. INTO ACTION</b></p> <p>3.1 Taking the initiative</p> <p>3.2 Planning and management</p> <p>3.3 Coping with uncertainty, ambiguity and risk</p> <p>3.4 Working with others</p> <p>3.5. Learning through experience</p>
<p style="text-align: center;"><b>4. SAFETY</b></p> <p>4.1 Protecting devices</p> <p>4.2 Protecting personal data and privacy</p> <p>4.3 Protecting health and well-being</p> <p>4.4 Protecting the environment</p>	
<p style="text-align: center;"><b>5. PROBLEM SOLVING</b></p> <p>5.1 Solving technical problems</p> <p>5.2 Identifying needs and technological responses</p> <p>5.3 Creatively using digital technologies</p> <p>5.4 Identifying digital competence gaps</p>	

