



**Content
Quality**

CONTENT THROUGH COVID

By LEEDers INC

Inspiring stories of
how businesses
adapted to survive
and thrive during
the COVID-19
pandemic

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Introduction

Companies who powered through Covid

2020 brought the Covid pandemic, and also a burden on thousands of businesses large and small. Adaptability became the name of the game as the market of supply and demands shifted nearly overnight...

Though there was a collective struggle among businesses to continue through the pandemic, a select number of companies successfully shifted their tactics and techniques in regards to how they utilized content.



**The Automobile
Association**



Truff sauces



Guinness Brewery

#StoriesWorthSharing

NoCo Nosh Food Delivery

Headspace

Bonzai International Inc

AA

Automobile Association



"Love that Feeling?"

Automobile Association

Basingstoke, United Kingdom

The Automobile Association began in 1905 and is now the UK's largest motoring organization.

Since its start in 1905, the AA has expanded and become the biggest Automobile company in the world. First they were a group of men who wanted to warn men about speed traps. Now, they have a mobile app that millions use for speedy roadside service. They have come a long way and have adapted greatly. Although they were already an established company before the pandemic, they still had to keep people involved in their company and continue to generate revenue. **In July 2020, they put out a unique commercial that ended up being very successful.** They went away from the COVID commercials that followed the same sad narrative and instead they aired a commercial about how COVID restrictions were easing. They came up with **"Love that Feeling?"** which both relates to the relief of less COVID restrictions but also the feeling of driving in the summer, which people could now do.

"74% increase in positive client engagement"

As a car company garnering media attention, their success was obvious. The campaign was extremely unique and gave people a different perspective of the pandemic and what it would feel like to be free. People enjoyed that positivity, and it shed light on how changing content in a unique way really speaks to consumers.



Love that Feeling?

July 2020



In July 2020, Tukker the dog became a star. The animated dog is compelling because although not real, it really does show a sense of freedom with his fake hair blowing in the wind. The AA also went as far as making Tukker a bio on their website, exemplifying how much they embrace their new mascot. Also, just having a fake dog in the commercial shows how they are respecting COVID precautions as well.

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"The Sauce we wanted didn't exist"

Truff Hot Sauce

LOS ANGELOS, CALIFORNIA

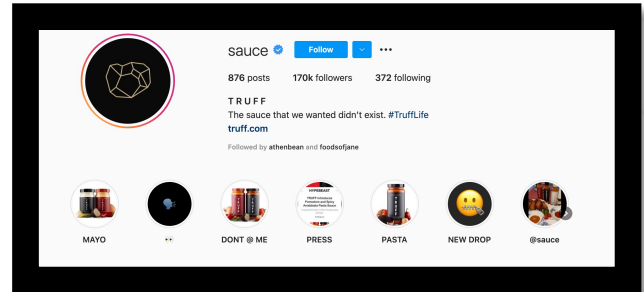
Truff Hot Sauce, a luxury hot sauce brand launched out of L.A. in 2017

Started by Nick Ajluni and Nick Guillen, this brand began as simply an Instagram account for foodies. Now, almost four years later, Truff has found success all the way to a spot on "Oprah's Favorite Things" List, and it's all thanks to their dedication to digital content



While several companies struggled through the pandemic, Truff was able to forge their way to major success.

As online grocery shopping became the new and preferred way of shopping, Truff saw this as a grand opportunity for expansion. To maintain their luxury branding, they started selling online through high end grocery stores, like Whole Foods. It is apparent that throughout the numbing and depressing lockdown that humanity would do anything to feel something, resulting in a 400% growth in sales for Truff's hot sauces as reported by Forbes magazine.



"As a digitally native brand, Truff is able to build and leverage direct relationships with its customers"

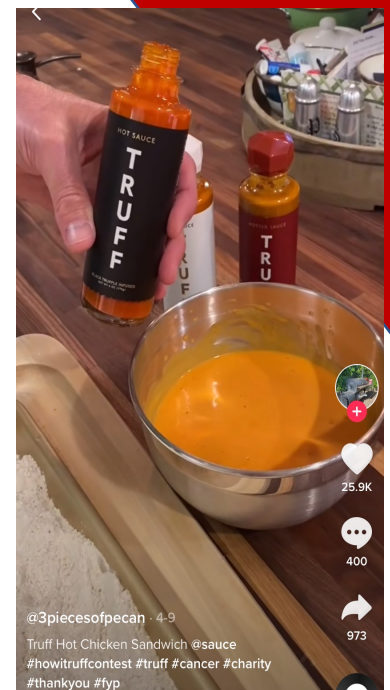
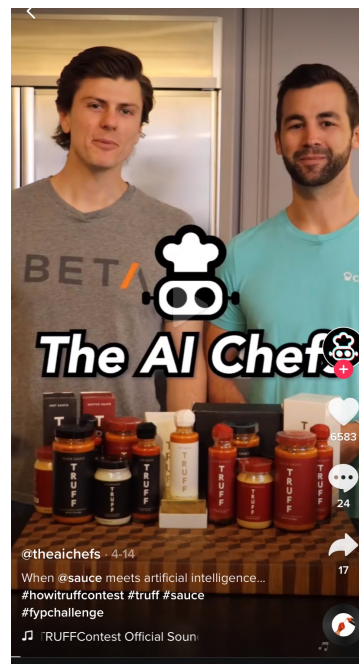
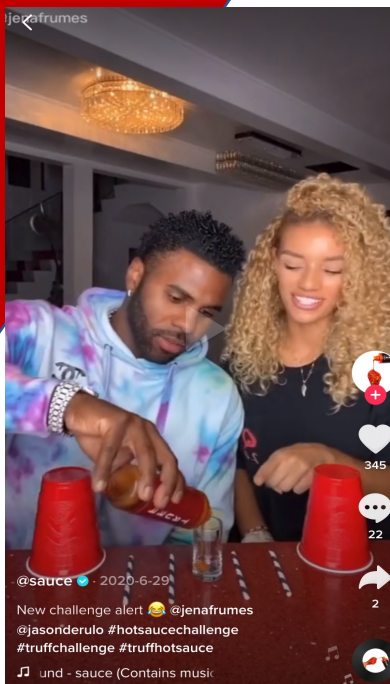
- Good Company

Truff prides themselves on keeping up with current trends on social media...

What helps Truff rise to the top is their understanding that not all social media platforms are created equal, and therefore they have had to adjust their content accordingly. They consider the unique aesthetic, tone, and trends of several popular platforms. Their ability to adapt to the different styles and techniques to find them success and gain a large customer following. For example, Instagram is a platform of curated aesthetics. Truff ensures ensures their posts are polished and professionally edited content on Instagram, and other media platforms gaining them high publicity.

#HowITruffContest

Launched in early 2021, Truff launched a challenge on Tiktok to promote customer purchasing and engagement.



For a chance to win \$10,000, Tiktok users were challenged by Truff to make of video of them creating a unique and tasty recipe featuring one of their several products. This is a prime example of Truff's ability to adapt to different platforms in order to gain the most publicity. Tiktok rose to the top of the app store throughout quarantine, and Truff was wise to use this as an opportunity to take advantage of the potential clients that are reached solely through this platform. More importantly, Truff curated their ads through Tiktok to fit in with the trends and tone of the platform.

GUINNESS®



“Good things
come to those who
wait”

GUINNESS BREWERY

DUBLIN, IRELAND



Guinness Brewery is an Irish beer manufacturer launched 260 years ago by its founder, Arthur Guinness.

Guinness began as a simple Irish brewery but has since grown into a multi-national beer manufacturer. In light of the pandemic, it was obvious no one would be meeting up with their friends for a pint any time soon. So, to cope with this change, Guinness decided to lean into the idea of their customers staying home.



The calming and reassuring tone of voice – combined with the galvanizing message around unity, resilience and human spirit – helped viewers find respite from their own difficulties. This message set the tone for their commitment to their customers and communities around the world.



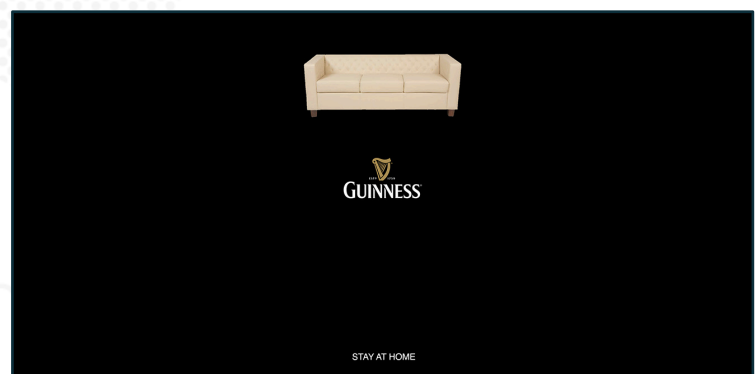
To spread their new message centering around sharing a pint from home rather than at the bars, they created their own "Don't worry, we'll march again" campaign.

One of the most impactful messages included in this advertisement was: **"We're all Irish on St. Patrick's Day, but let's not forget that we're all human everyday."**

Being able to connect to their customers not only because of a holiday, but also through the idea that we're in this struggle together, gave this message an especially strong nature. So, despite the bleak subject matter, the video was still thoroughly enjoyed.

"WE HAD TO MOVE VERY QUICKLY IN TERMS OF CHANGING OUR CONTENT, UNDERLINING THE IMPORTANCE OF STAYING HOME AND STAYING SAFE, WHILE ALSO REMINDING PEOPLE THAT THERE WILL COME A TIME WHEN BARS REOPEN, AND WE CAN ALL SAFELY SOCIALIZE AGAIN."

-Guinness Marketing Team



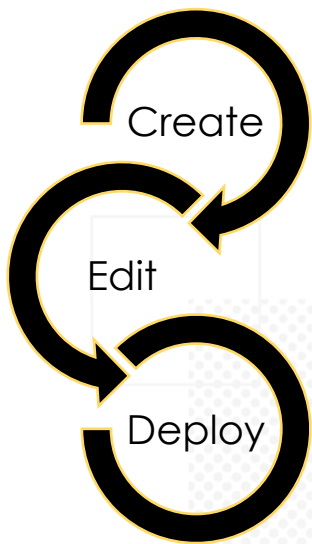
GUINNESS GIVES

\$1,000,000

In order to emphasize their commitment to the community around their brand, Guinness decided to start its very own charitable campaign. Through the newly established “**Guinness Gives Back**” campaign, they pledged to donate one million dollars to communities in which they say: “**We all work, live, and celebrate.**” This charitable commitment only served to further enforce a message of commitment and community to their customers.



However, this isn't the most impressive part of their campaign to give back. When it came to the creation, editing, and deployment of the “**We'll March Again**” ad, Guinness did all of these in less than 48 hours. This kind of response is almost unheard of, but it is especially impressive keeping in mind the success and response Guinness received due to their efforts.



So, because of their lightning-fast response time, Guinness found great success with the ad campaign. In fact, According to Unruly.com, it was given an overall **EQ score of 6.8**, which is much higher than that of the average advertisement. In conjunction, it was also placed in the **top 2%** of all CPG ads tested, as well as being the highest of any alcohol or spirits tested. However, the success didn't stop just there. In an advertisement analysis completed by Cubery, they found Guinness's COVID-19 ad campaign to be one of the highest scoring of all time. It was given higher than average marks in captivating, connecting, and compelling audiences it was shown to, giving it an overall score of 80. This score is **23** marks higher than the average advertisement Cubery analyzed.

23 Higher



48 Hours



**TOP
2%** ↑

#StoriesWorthSharing

Every month ContentQuality brings you [#StoriesWorthSharing](#), a round-up of the most inspiring stories we share with our clients, suppliers and followers. In researching this Ebook, we came across many examples of how businesses adapted to survive the restrictions imposed by the pandemic and our favourites are summarised below.



NoCo Nosh is a food delivery service launched in response to the pandemic to help stimulate local restaurant and food service businesses.

Nosh is privately owned but locally subsidized on the basis they charge considerably less than Deliveroo or UberEats for delivery to enable restaurants to retain more of their of their profits and stay afloat.



Headspace is an online resource for adults to reduce stress that provides recorded videos, animations and guided stories for their users to meditate and relax to.

Headspace originally started in 2010, but skyrocketed during the beginning of the pandemic, growing from 0.4 million users in 2017 users to 2 million users in 2020 and increased their worth 5 times.



Banzai International specializes in helping clients with event management. With Covid-19 making the majority of events impossible CEO Joe Davy immediately recognised survival meant going virtual.

He quickly contacted High Attendance, a firm already established in virtual events, and after only 72 hours, Banzai acquired them and were able to not only survive but offer new services to attract new clients like Google and Hitachi.

Thank you for reading this ebook, we hope that you found it helpful and please feel free to share with anyone else you think might like it. At Content Quality the heart of what we do is helping clients find new and innovative ways to interact and engage with their audiences. If this Ebook has given you any ideas requiring content writing, translation or subtitling please don't hesitate to reach out.

Charlie McGhee, CEO

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