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meredith

# STAY IN STEP WITH *shifting consumer behaviors*

Below is a selection of insights that our editors and analysts are tracking based on the real-time engagement of over **190 million** consumers across our portfolio of brands. We hope they help you better understand and connect with consumers.

## ...Entertain Me...

March is already the **biggest month ever for video consumption** on Meredith-owned properties and PEOPLE is pacing to have its highest month for O&O views since 2018. The PEOPLE team has created 1,000+ pieces of COVID-related content driving 1M+ sessions each day. However, **people also want a break from the coverage...**

### People

**On weekends,** engagement on PEOPLE.com centers around **entertainment news** and **uplifting stories**

### Entertainment

EW has seen 'binge' related content surge **+378%** and has introduced a daily Instagram Live quarantine show featuring editor recommendations

**+378%**  
**SURGE**

▶ TWO OF THE TOP THREE VIDEOS FOR MARCH

**PeopleTV**

[People Now on PeopleTV!](#)

**TRAVEL+  
LEISURE**

[Stuck at home? These 12 famous museums offer virtual tours you can take on your couch](#)

**TRAVEL+  
LEISURE**

Space & astronomy-related content on T+L saw a surge with videos like: [You Can Watch This Week's Meteor Shower From a Glass 'Sky Slide' Above LA](#)

## Singularly Food Focused

We have seen over **40% WoW** growth in sessions across our food-focused brands.

**+40%  
GROWTH**



As expected, 'pantry-friendly' and 'stocking up' are very popular – **canned chicken is up +179%, SPAM is up +70%, beans are up +97%** and many more...

Recipe views classified as '**cooking for one**' are up **+472% YoY** and '**cooking for two**' are up **+15% YoY**.

**SO WHAT?** Brands seeking to **engage with smaller-sized households** should focus on providing **easy meal solutions with minimal steps, ingredients and clean-up** – and lean-in to cooking methods such as air fryers, microwaves and baking.



## Immunity Matters

Consumers are paying close attention to steps they can take to boost



their bodies' immunity:

> **Health.com** views centered on 'immunity' are up

**+358%** MoM

> **EatingWell.com** views related to 'immunity' surged

**+554%** MoM

> **SHAPE.com** views centered on 'immunity' and **activities** related to 'yoga', 'strength workouts', 'laughter' and 'meditation' are up

**+387%** MoM



**SO WHAT?** Marketers should highlight products containing immunity boosting ingredients (e.g., ginger, spinach), herbs (e.g., ginseng), probiotics and vitamins (e.g., vitamin D). Also, help consumers find ease and break away from their day with communications centered on self-care, relaxation and, when appropriate, humor.

## Trying on a New State of Casual



Working from home has women embracing casual, comfortable clothing, but they're not just sticking with their own wardrobe. **They're looking for information regarding the latest styles.**

Views of **InStyle** articles on **fashion (+260% WoW)** and **shoes (+95% WoW)** are up as consumers look for the latest styles for jeans, leggings and loungewear.



**SO WHAT?** As video conferencing becomes the new norm, it's likely that many parents are shifting from manager to mom mode multiple times throughout the day. Provide her with comfortable but polished looks that allow her to play double duty.

## Finding Their Voice

Heightened convenience has more households taking advantage of their voice assistants and smart speakers.

Sessions with **Meredith Voice Skills** centered on health, entertainment and cooking topics are up **38% MoM**.

**+38%**  
MoM

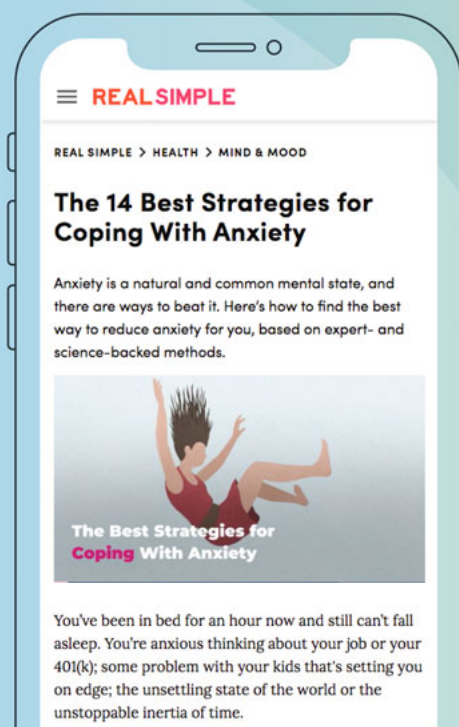
**SO WHAT?** Partner with companies to get your brand integrated into these experiences that reach both busy families and single-person households.



## Anxiously Adapting to Their New Normal

Concerns about health, financial and relationship wellness have more people seeking ways to ease their states of mind. Views on Real Simple centered on identifying and managing anxiety **surged +618% MoM** with top trending articles including:

- [The 14 Best Strategies for Coping with Anxiety](#)



Whatever the issue, you can't get it out of your head, but replaying the problem and trying to cope with the anxiety then and there doesn't work. Then you start fretting about not sleeping, "I'll be a wreck tomorrow," "I can't sleep now." But that doesn't help.

**+618%**  
MoM

- [8 Apps for Anxiety and Depression That Can Help You Manage Your Mood](#)
- [A Quick, Cheap, and Effective Way to Fight Symptoms of Depression and Anxiety](#)

**SO WHAT?** Highlight ways to minimize anxiety, be positive and focus on compassion and fun—from podcasts and streaming rom-com entertainment, to step-by-step videos centered on learning new skills.

## ...Just Launched!...

Our editorial teams are responding quickly to consumers' appetite for informative and interactive Instagram experiences with programs like:

**TRAVEL+  
LEISURE**

The **"World from a Window"** campaign invites consumers to post pics from their window while they responsibly practice social distancing.

**martha  
stewart**

**"Homeschooled"** features daily lessons taught by Martha or an editor on things like DIY projects and cooking skills.



**HELLO  
GIGGLES**

**"HG at Home"** provides mini workshops and tutorials on everything from breathwork to cocktail making.

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