



Pandemic Limits Fastest Growing Brands for 2021

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Morning Consult recently released its report for the fastest growing brands of 2021 and the bottom line is the pandemic had an obvious effect on that growth. Of the 1,159 brands analyzed for the report, their average growth or purchasing consideration by consumers was just 0.33%.

The pandemic's effect was even more evident by the top ranking of Moderna among Gen Xers and Baby Boomers and seventh among Millennials, who also placed Pfizer 18th. Interestingly, neither of the pharmaceutical companies was in Gen Zers' top 20 list.

The top five among all adults were an intriguing mix, with Paramount+ first, followed by Moderna, HBOMax, Coinbase and TikTok.

Top Five Fastest Growing Brands, by Generation, October 2021

Gen Z	Millennials	Gen X	Boomers
Paramount+	Paramount+	Moderna	Moderna
Instacart	Reddit	Paramount+	Reddit
HBO Films	TikTok	IcyHot	HBOMax
Wendy's	Afterpay	TikTok	Tylenol
Google Maps	Pep Boys	YouTube Shorts	20th Century Studios

Morning Consult, November 2021

The Morning Consult report also highlighted several trends likely to accelerate during 2022 and beyond.

- Cryptocurrencies and exchange platforms moved more into the mainstream financial world, as indicated by Coinbase's #4 position among all adults. Unsurprisingly, Millennials and Gen Xers were the most responsible for Coinbase's growth, with approximately 25% and 19%, respectively, saying they would consider purchasing from Coinbase.
- Another new financial trend during 2021 was "buy now, pay later" (BNPL). With their enormous buying power and growing families, Millennials found this payment option very useful. Afterpay experienced an almost 8-point increase from 2020 and Affirm's purchasing consideration increased 6.5 points.
- The dominance of Paramount+ in the rankings was attributed to its evolution from CBS All Access during March 2021 and its enormous selection of films, TV shows, live sports and news, which most other streaming services haven't yet matched.
- With the significant changes to the restaurant industry, it wasn't easy to establish a strong brand relationship with consumers, but Gen Zers were attracted to the new campaigns of Wendy's, McDonald's and Chipotle Mexican Grill, and even Subway experienced a revitalized brand awareness among these youngest adults.



You're Not Alone

The entire B2B sales process for virtually every industry, including media, was already changing significantly before the pandemic, but it has presented many challenges for sales professionals – and probably you.

In The Center for Sales Strategy's Media Sales Report 2021, based on an October 2021 survey of TV, radio, digital, newspaper and cable TV account executives, you'll undoubtedly find two primary findings familiar:

- A majority (55%) said scheduling appointments with prospects is more difficult.
- Almost all (95%) had to contact a prospect two to nine times before an appointment was scheduled.

Of six possible channels to use to contact prospects for appointments, email and phone calls were dominant.

Channels Account Executives Use to Set Prospect Appointments, October 2021

Channel	Most of the Time	Sometimes	Never/Rarely
Email	65%	32%	2%
Phone calls	60%	32%	8%
LinkedIn	18%	49%	34%
Other social media	9%	46%	45%
Texts	8%	44%	47%
1:1 personalized video message	0%	8%	92%

The Center for Sales Strategy, November 2021

When asked how they spend their time during a typical week, the surveyed AEs revealed many of the time management issues that continue to plague the sales process. One-third of them said they must allocate as much as 20% of their weekly time to paperwork and 39% are spending as much as 10% in discovery meetings.



Sales managers are just as challenged, as a third use 10% of their weekly time to write reports and 29% are spending as much as 20% of their time in internal meetings.

A contradiction also appears in the survey results. One-third of sales managers are coaching as much as 20% of the time, but 38% of account executives are only spending 0% to 5% in sales training.

The majority (60%) of the account executives weren't impressed with their company's marketing plans to generate leads and promote thought leadership: "Sorry, but not nearly enough" 37% and "No. They need to" 23%.

The issue may be sales team still rely too much on collateral materials, although most said they were satisfied with the materials provided. Video content is the present and the future, however, and 60% of sales managers said they had produced two or fewer video case studies.

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Cruise Industry 2021 Profiler – More and more cruise ships are setting sail and TV remains one of the best brand-building ad media to reach older consumers with travel dollars.

Restaurants: A Menu of Challenges – The December 2021 Special Report reveals many restaurants still struggle, but there are new opportunities as the industry evolves.



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