



# Hygienic Marketing

## Brisa response to COVID

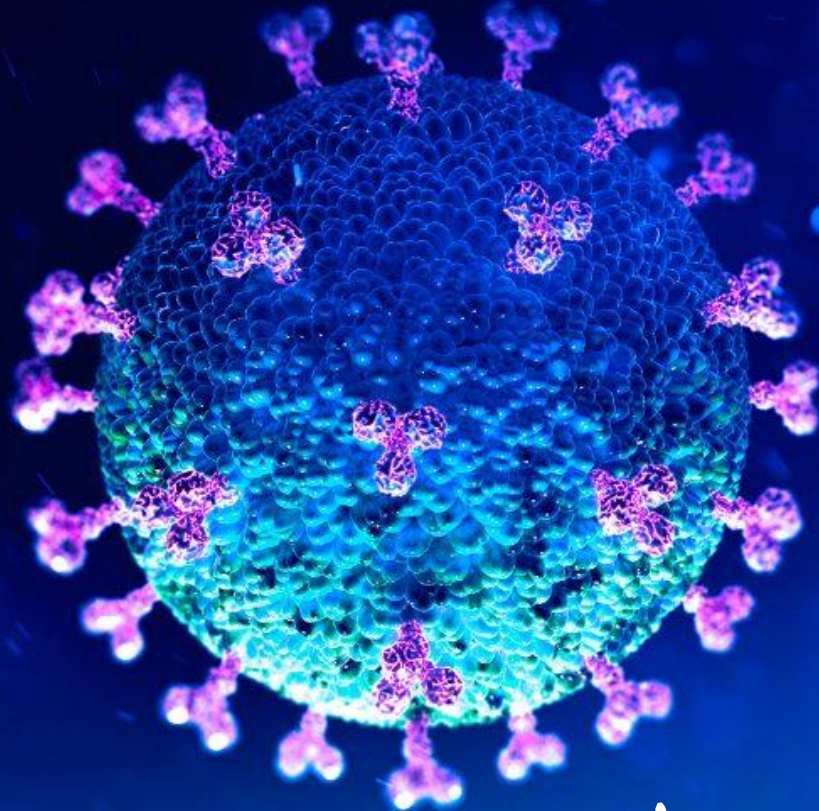
**Marta Sanchez**

ASECAP Marketing & Communication Webinar

21.04.2021



In 2020 our lives changed..



...and so did marketing

# 2020 Main Marketing Trends

Digital Acceleration

Moment Marketing & Agile

Trusted Brands



Hygienic Marketing (new!)

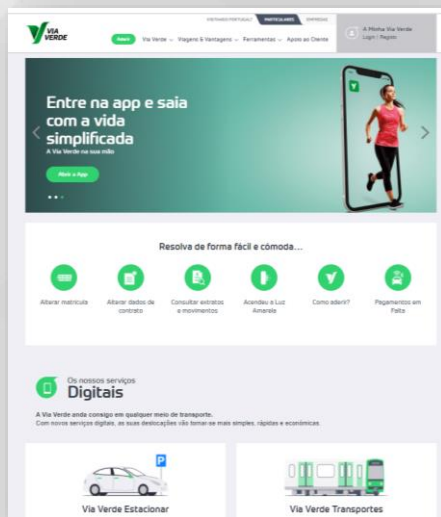




# 2020 Main Marketing Trends

## #1. Digital Acceleration

### WEBSITE



4.7M users  
+20%

### APP



2 MILLIONS  
+33%

### PAID MEDIA



50% DIGITAL MEDIA  
vs. 30%

Lockdowns meant much higher digital engagement

# 2020 Main Marketing Trends

## #2. Moment Marketing & Agile

From on-street parking campaign...



Estacionar

**PARE  
NA RUA  
PAGUE  
NA APP**

Estacione em Lisboa  
sem pré-carregamentos  
ou identificador.

FAÇA O  
DOWNLOAD APP

1.º Estacionamento\*  
\*até 24/02. Exclui passes.

**GRÁTIS**

VIA VERDE

...to self care campaign.



**MOBILIDADE  
SEM SAIR DO LUGAR**

Aceda online e trate de todos  
os assuntos da sua Via Verde

VIA VERDE

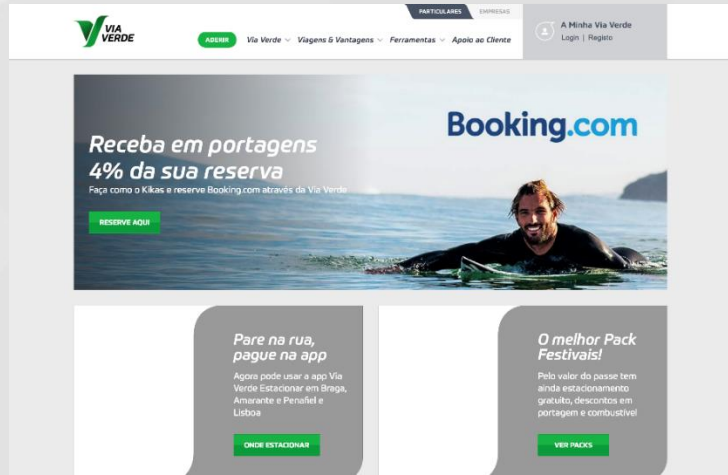
> SAIBA MAIS EM VIAVERDE.PT

Planned marketing actions had suddenly to be changed

# 2020 Main Marketing Trends

## #2. Moment Marketing & Agile

From travelling campaign...



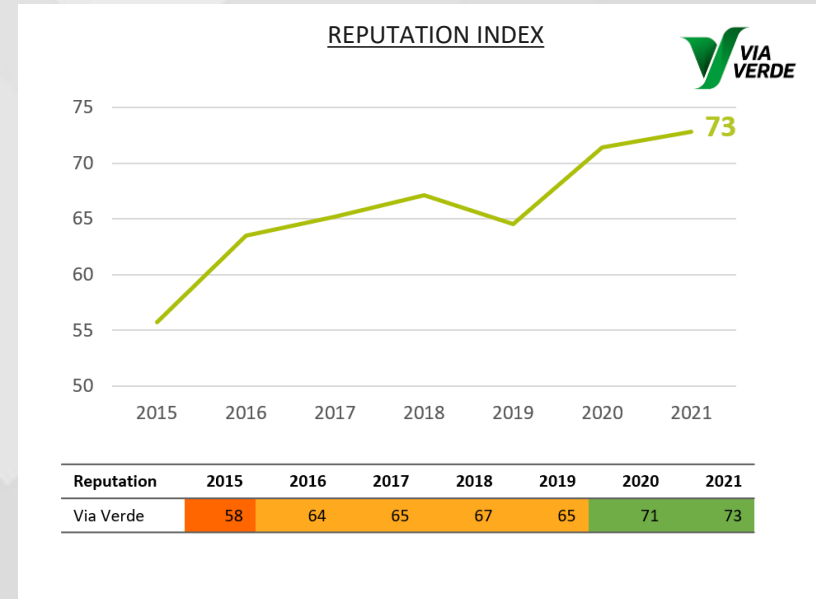
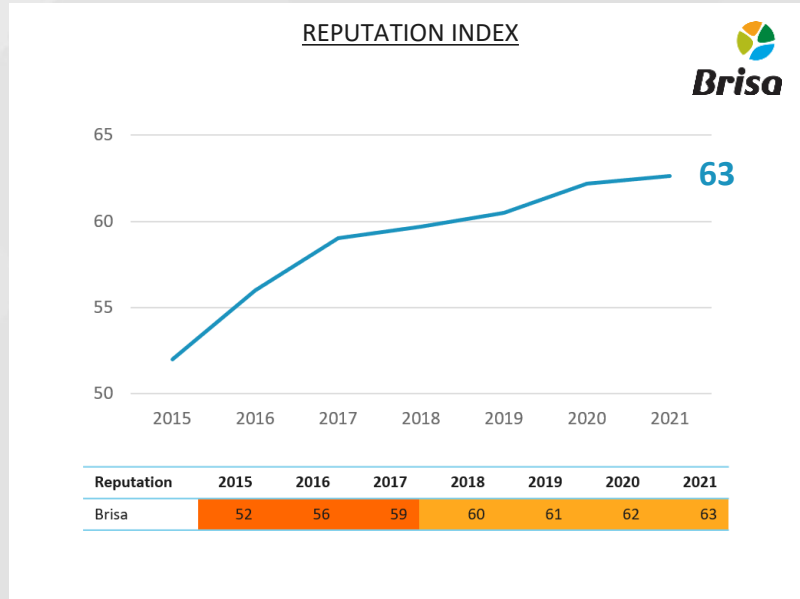
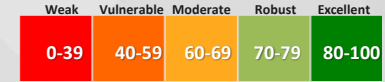
...to stay-at-home ETC promotion.



Planned marketing actions had suddenly to be changed

# 2020 Main Marketing Trends

## #3. Trusted Brands Relevance



Under uncertainty, people relied on trusted brands

# 2020 Main Marketing Trends

## #4. Hygienic marketing, a new dimension



Clean & Safe has become a main attribute for any service with customer interaction.





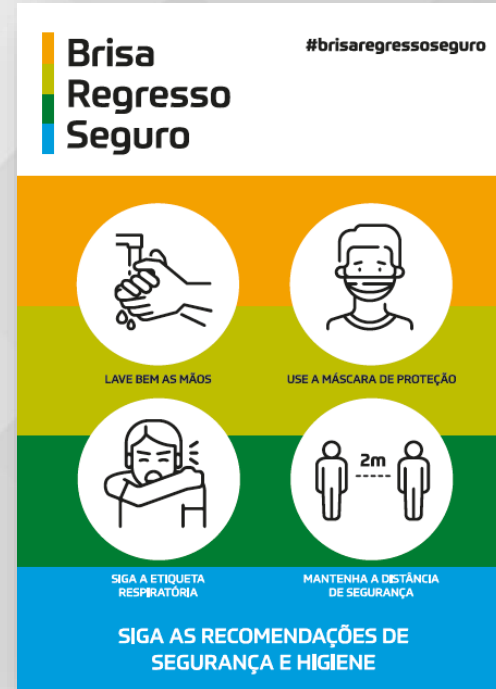
# Brisa response to COVID

Keep operations running



50% of the employees  
had to be on the front line

People first, Clean & Safe



50% went to remote work but  
some remain at HQ

# Brisa response to COVID

Adapt business operations with direct customer interaction



ROADSIDE ASSISTANCE



REPAIR & MAINTENANCE

People first, Clean & Safe

# Brisa response to COVID

Adapt business operations with direct customer interaction



SERVICE AREAS



VIA VERDE (ETC) STORES

People first, Clean & Safe



# Brisa response to COVID

High quality digital channels focus on client service



**VIA VERDE**

**ENTRE NO SITE  
E SAIA COM A VIDA  
SIMPLIFICADA**

- > Adesão à Via Verde
- > Alteração de dados
- > Solução “luz amarela”

**REGISTE-SE EM  
A MINHA VIA VERDE**

WEBSITE



**VIA VERDE**

**ENTRE NA NOVA APP  
E SAIA COM A VIDA  
SIMPLIFICADA**

Gestão de Conta <  
Acesso a múltiplos serviços <

**DOWNLOAD**

APP

People first, Clean & Safe



## Brisa response to COVID

Major national campaign targeting external & internal audience



Thank you to everyone who for  
our safety and health kept  
working.

Stay close to stakeholders in emotional times



**Thanks & be safe!**