



MICROSOFT ADVERTISING

Consumer trends in Electronics and Office categories during COVID-19 (AU)

Microsoft Advertising. Intelligent connections.



Summary of findings

Companies introduced work from home due to COVID-19 pandemics in March. As a result people were required to work from the confinements of their homes for a foreseeable future. This has driven a sharp uplift in demand for home office equipment and accessories.



Weekly office furniture searches and clicks have gained significant momentum when compared to start of this year



A sharp increase in “ergonomic/adjustable” office furniture related clicks highlight people’s concern about long term wellbeing

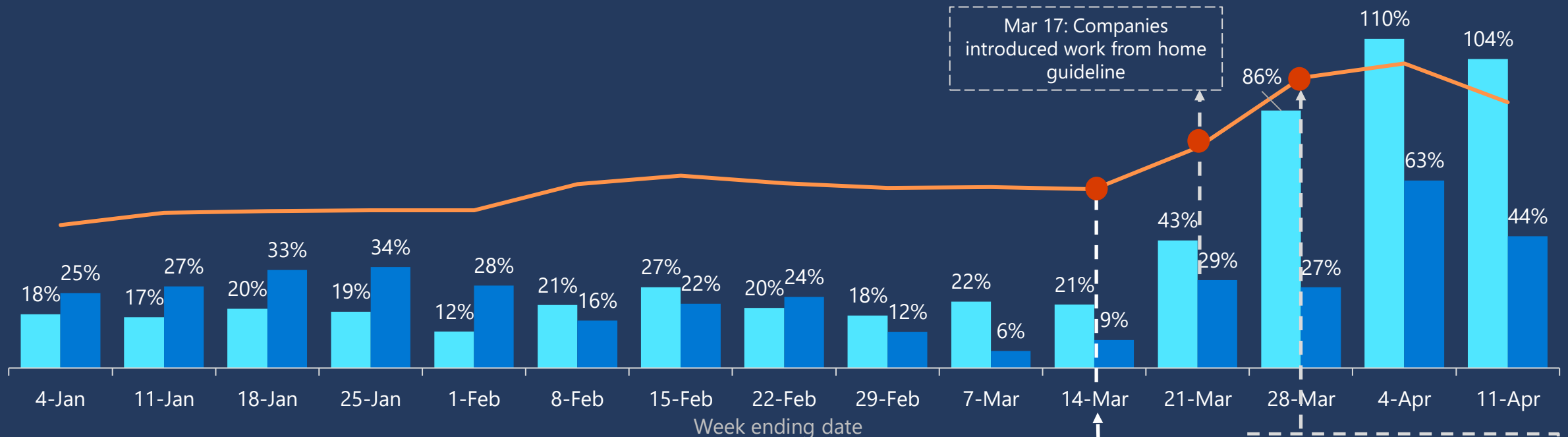


This is a high research category where 1 in 5 search terms had a signal like “best”, “compare”, and “reviews”

Work from home has driven strong surges in search and click volume across Electronics & Office Categories

Electronics & office search trends

Search Vol. YoY Clicks YoY Search vol.(indexed)



Mar 17: Companies introduced work from home guideline

Mar 11
Declared Covid-19 as a pandemic

Mar 23: Non-essential business shut down

+91% searches increase across combined Electronics & Office category*



+231%

Office

- Office Furniture
- Software & Stationary
- Printers & Scanners



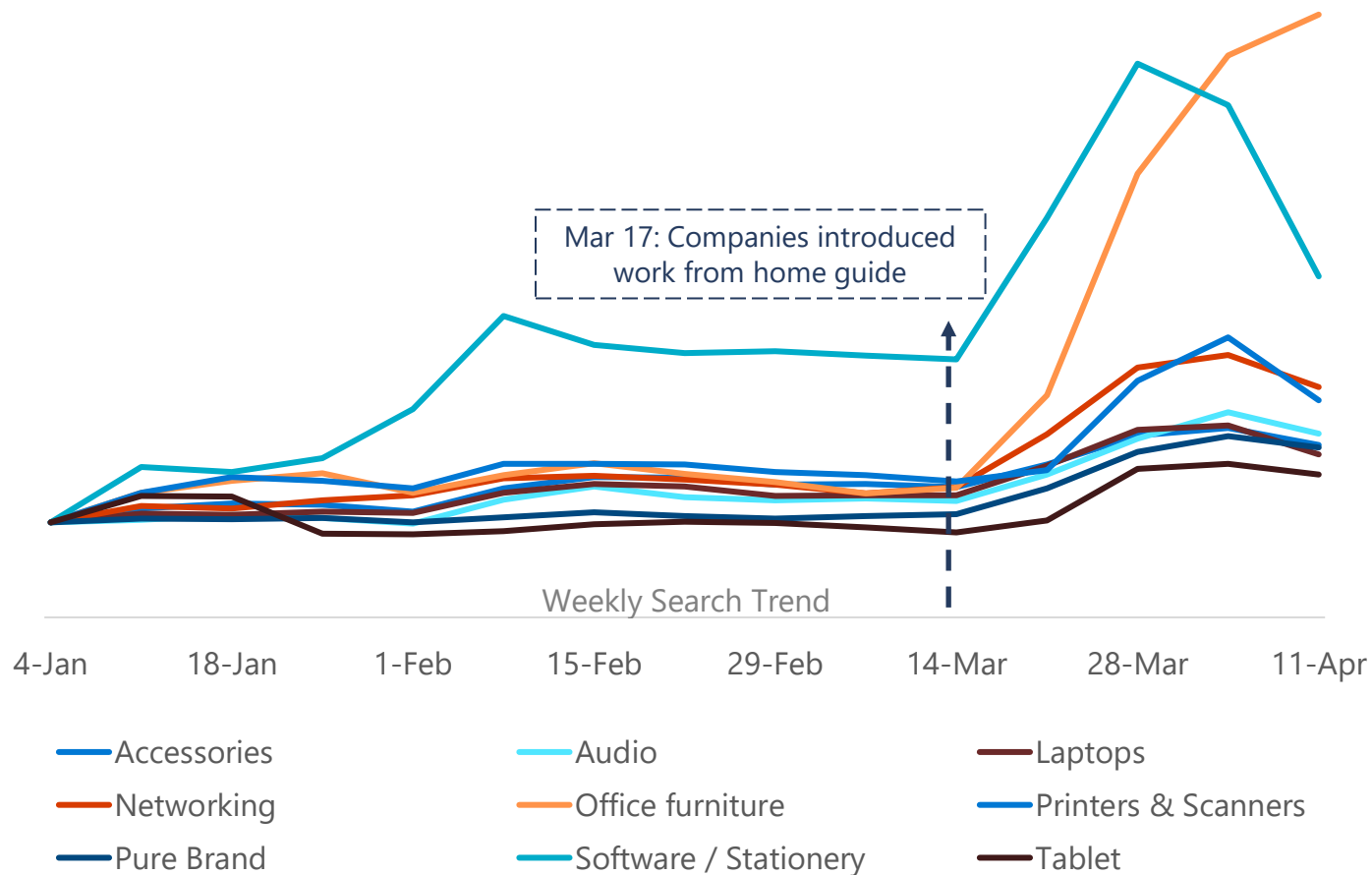
+105%

Electronics

- Headphone & Speakers
- Laptop & Tablets
- Networking
- Accessories



Working from home caused a considerable spike in office furniture, software and stationary searches



Queries with highest uplift *(compared to Jan)*

scientific calculator **+651%**

jb hi fi online **+481%**

Powerpoint **+460%**

harvey norman computers **+409%**

officeworks australia **+399%**

microsoft office 365 **+338%**

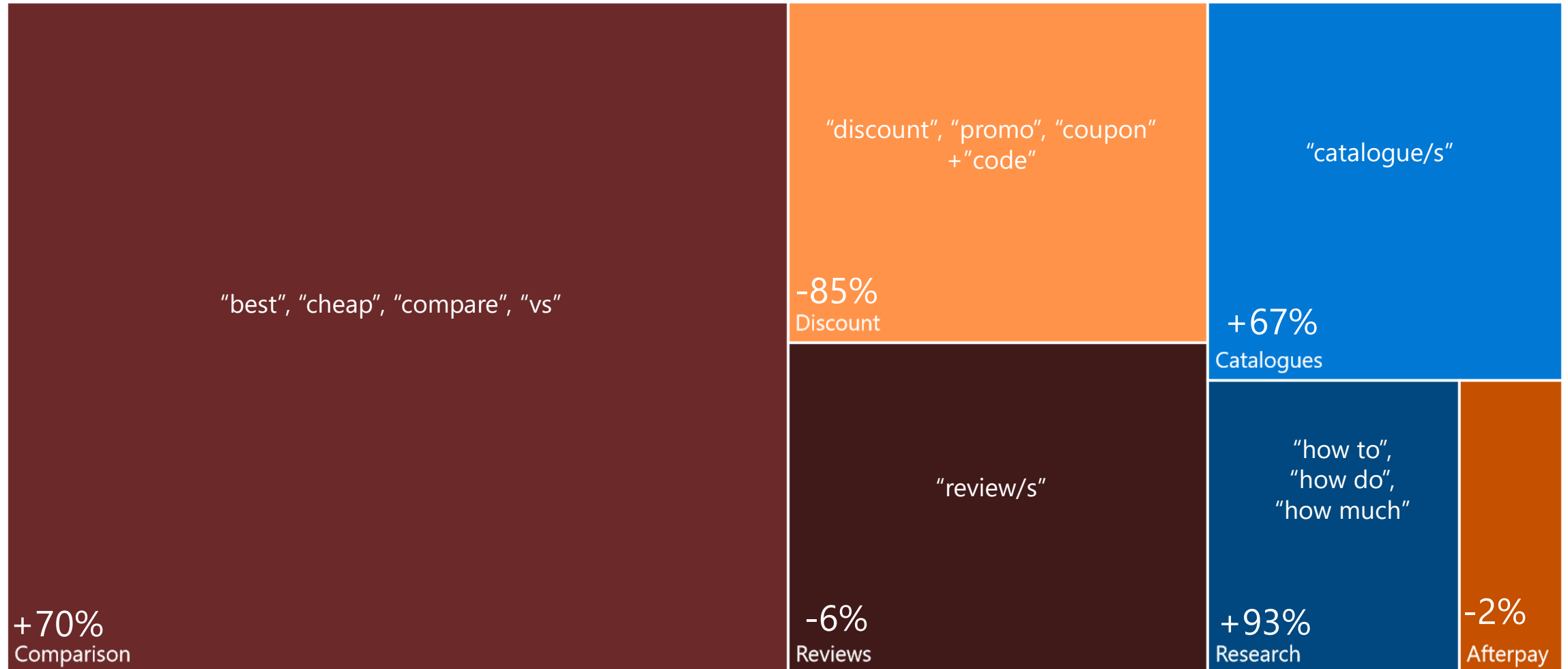
officeworks online **+314%**

Logitech **+278%**

good guys online **+267%**

harvey norman online **+246%**

25% of the queries in this category contain one of the below signals...indicating this is a high research category

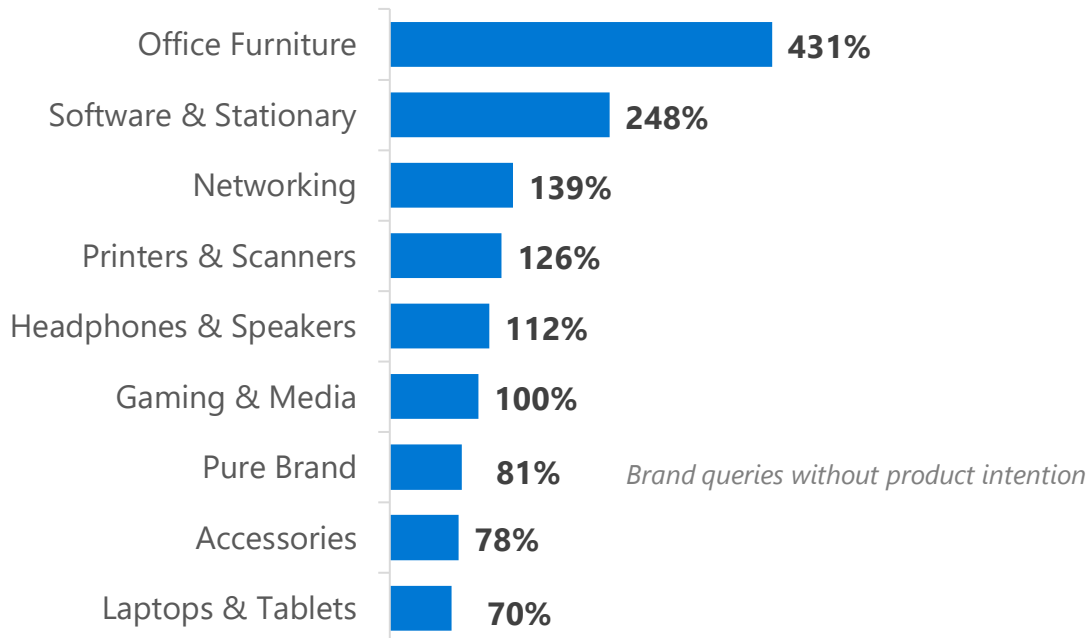


2020 Search Volume and Jan vs Apr uplift(%)

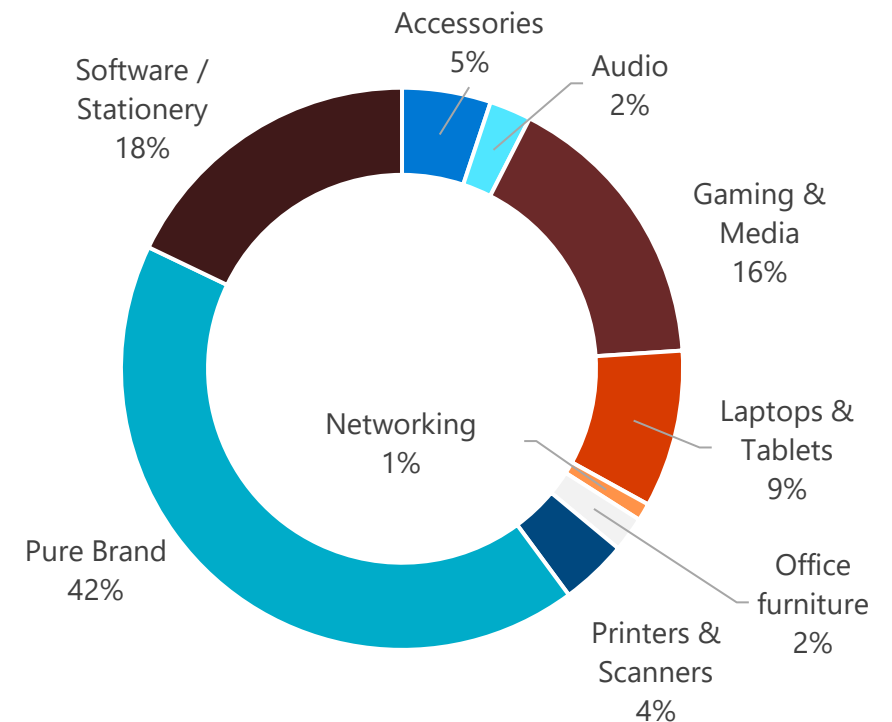
Microsoft Internal Data | Electronics & Office | | Jan vs. Apr 2020 (1st two weeks) | search volume

Strong spike across **Electronics & Office** categories indicate people's need to have appropriate office equipment & accessories

Sub-category search growth compared to Jan

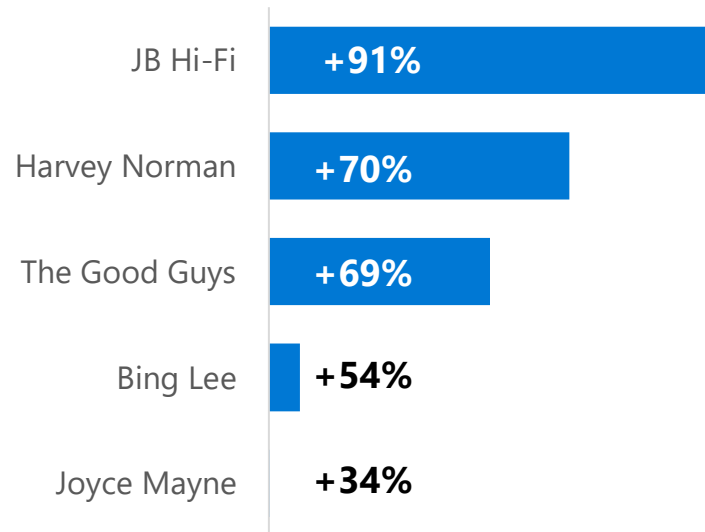


Sub-category split (March-April search volume)



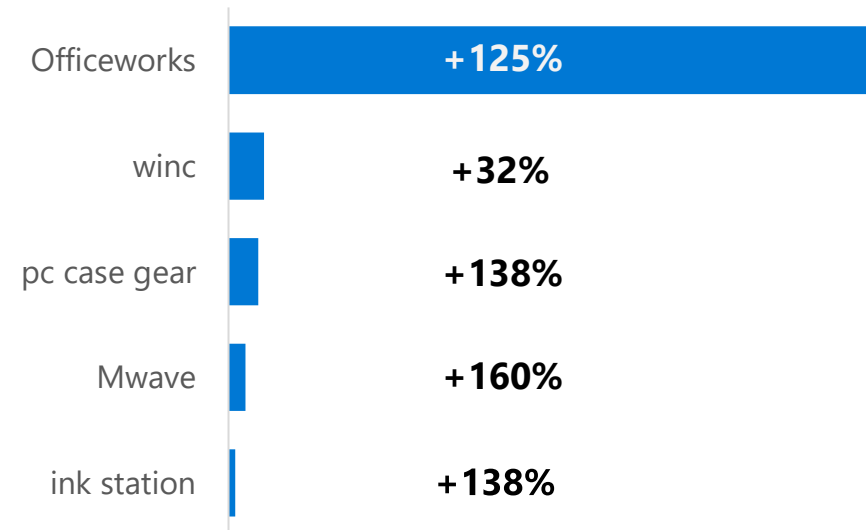
We have seen a strong demand for brands across key retailers

General Consumer Electronic Retailers



Top Brands (by search volume)
Uplift = Jan vs Apr search volume uplift

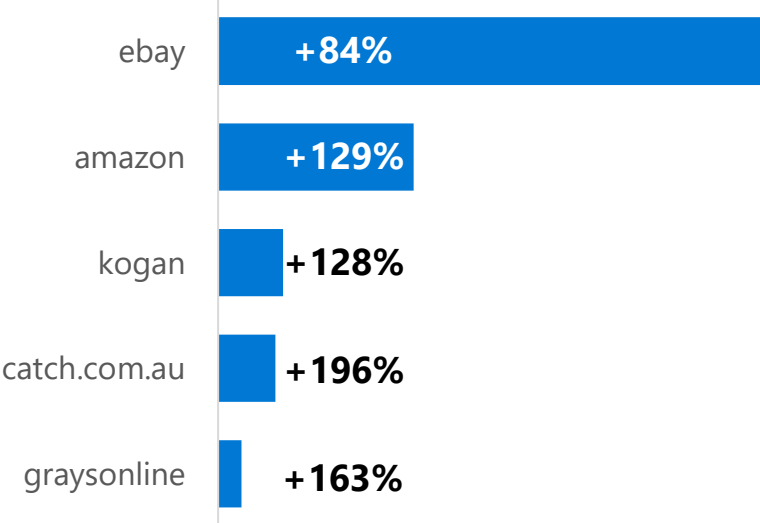
Niche Retailers



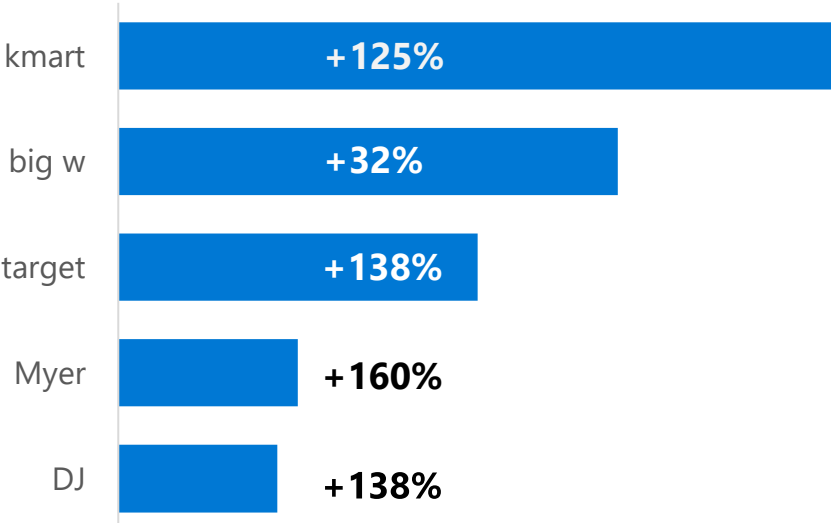
Top Brands (by search volume)
Uplift = Jan vs Apr search volume uplift

Online marketplace and department stores have witnessed substantial growth in consumer demand

Online Marketplaces



Department Stores

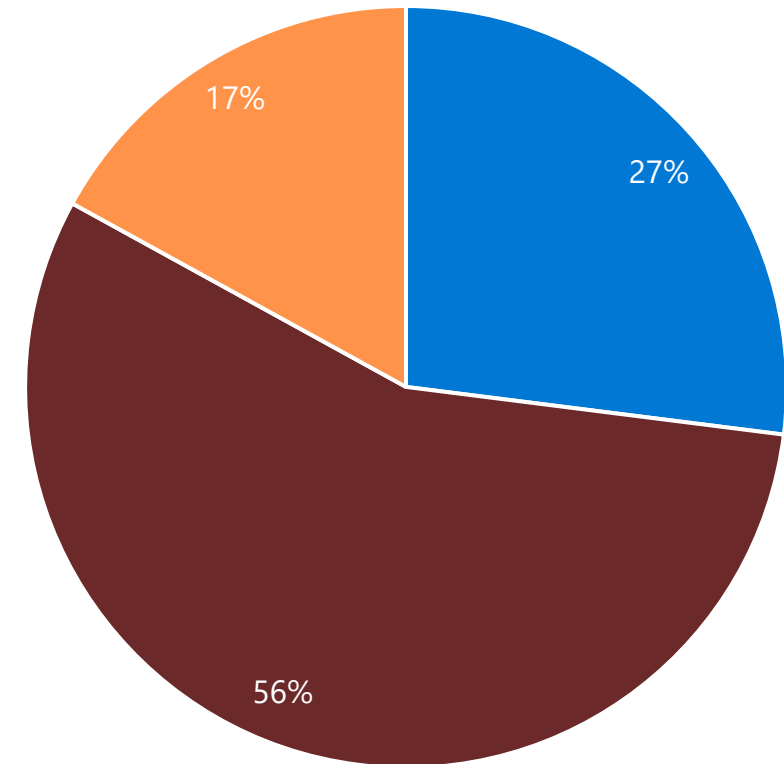


Top Brands (by search volume)
Uplift = Jan vs Apr search volume uplift

Top Brands (by search volume)
Uplift = Jan vs Apr search volume uplift

Office furniture

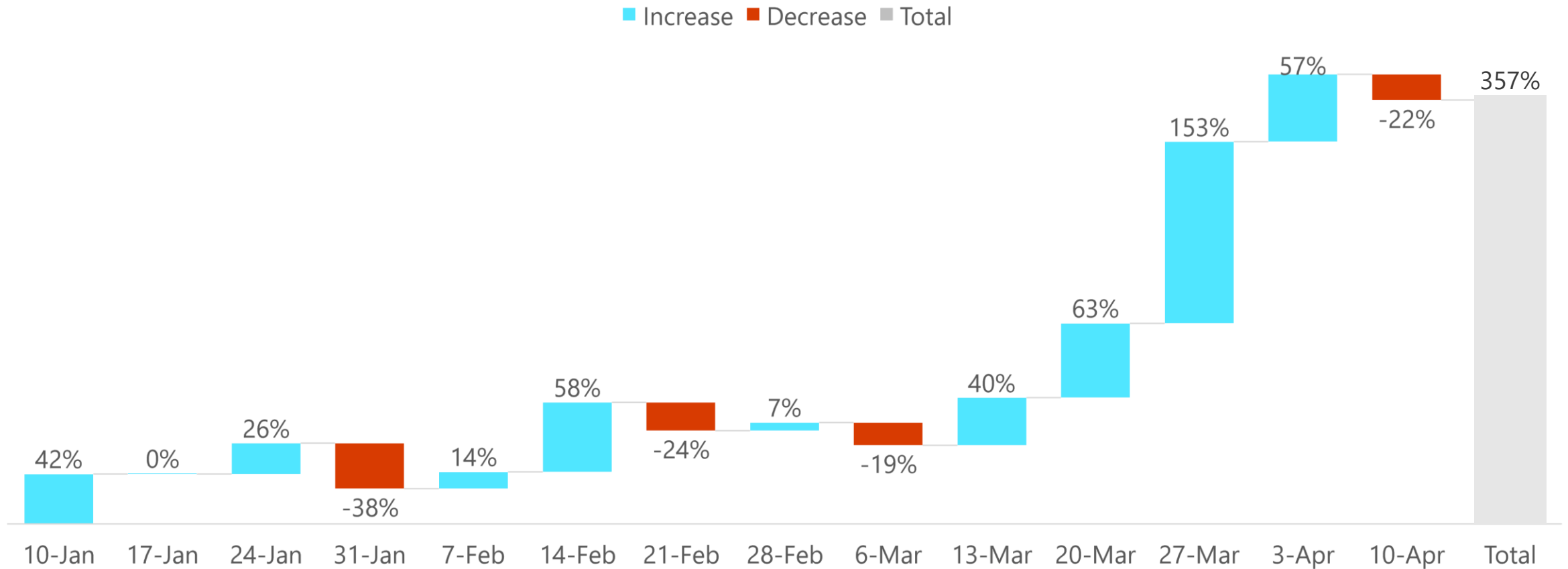
When working from home, desks seems to be a higher priority item for Microsoft Audience



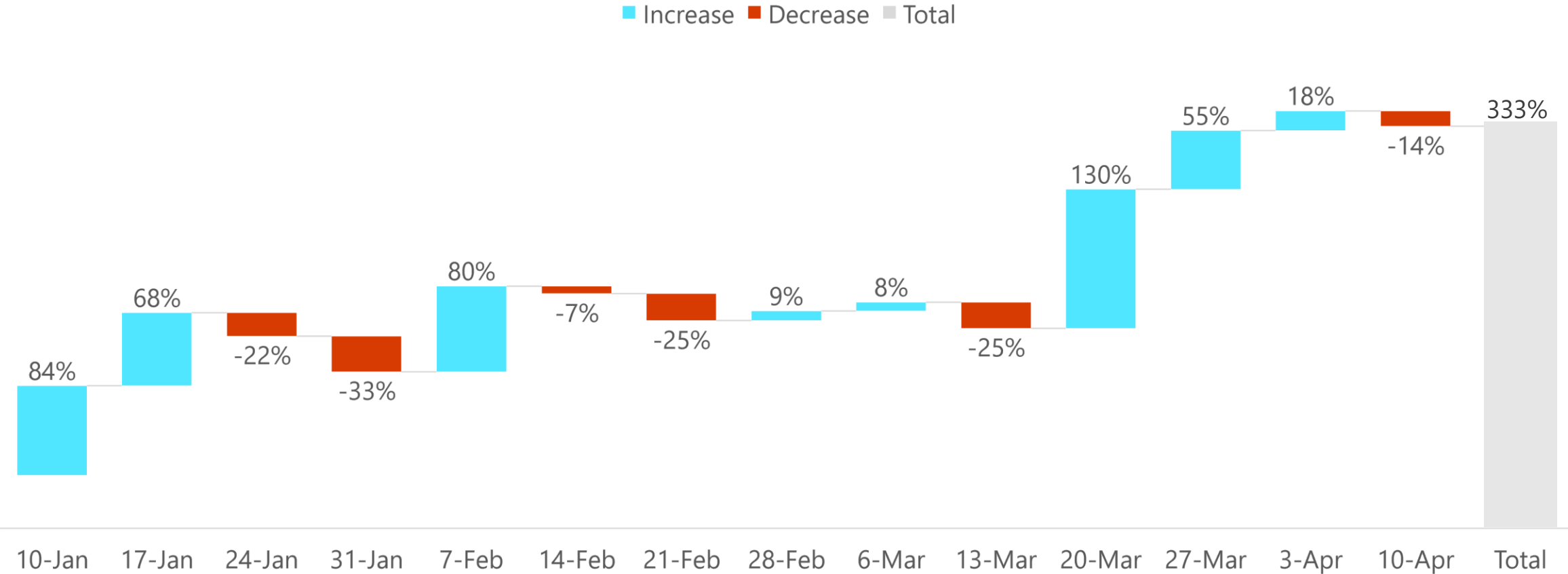
Search volume %

■ Chairs ■ Desk ■ Others

A sharp increase in “ergonomic” related clicks uncover people’s concern about long term wellbeing...



...a similar increase in “adjustable desks” related clicks confirms people are taking their wellbeing seriously



Key Takeaways

1. As consumers shift towards online, businesses have a huge **opportunity to connect their customers with the right product** and provide a great customer experience.
2. **Defend your brand entity** and be a part of the user journey as they find ways to adjust to this new world.
3. **Take advantage of your search campaigns** to understand your customers better and plan your next steps.
4. Connect your customers with the right products on the **first click**.



Microsoft Advertising. Intelligent connections.

advertising.microsoft.com

Top Generics – Electronics

Laptops & Tablets

Student discount laptop
Best laptop
Desktop
laptop
gaming pc

Software & Stationary

Office 365
Powerpoint
Microsoft word
Microsoft 365
Microsoft office

Printers & Scanners

Printer
Printers
3d printer

Audio

Headphones
Speakers
Bluetooth headphones
Speaker
Headset

Accessories

Keyboard
Monitor
Usb
Monitors
Web camera

Top Brand Terms – Electronics

Laptops & Tablets

HP
Dell
Microsoft
Apple
Lenovo

Software & Stationary

Microsoft
HP(cartridges)
Epson(cartridges)
Canon(cartridges)
Brother(cartridges)

Printers & Scanners

Epson
Hp
Canon
Brother
samsung

Audio

Bose
Beats
Sony
Jbl
jabra

Accessories

Microsoft
Sony(*gaming accessories*)
HP
Logitech
Razer(*gaming accessories*)

Top Generics – Office furniture

Generic

Office furniture
Home office furniture
Office furniture australia

Desks

Home office desk/s
Desk/s
Office desk/s
Computer desk
Student desk

Chairs

Office chair/s
Desk chair/s
Office chairs australia
Office chairs for sale
Computer chair

Ergonomic

Ergonomic chair/s
Ergonomic office chair/s
ergonomic office
Best ergonomic chair
Ergonomic desk

Adjustable

Stand up desk
Sit stand desk
Adjustable standing desk
Adjustable desk
Height adjustable desk

Top Brand Terms – Office furniture

Generic

Harvey norman Office furniture

Home office furniture

Office furniture australia

Desks

Ikea desk

Officeworks desk

Kmart desks

Big w desk

Target desk

Chairs

Officeworks chair/s

Harvey Norman office chair

Ikea office chairs

Kmart office chair

Big w office chairs

Ergonomic

Officeworks ergonomic chair/s

Ergonomic chair officeworks

Ergonomic chairs officeworks

Adjustable

Varidesk

Varidesk australia

Ikea sit stand desk

Officeworks sit stand desk

Ikea stand up desk