MICROSOFT ADVERTISING

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

Companies introduced work-from-home policies due to the COVID-19 pandemic in March. As a result, people were required to work from the confinements of their homes for the 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 the 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 volume (vol.) year over year (YoY)
- Clicks YoY
- Search vol. (indexed)

March 11: Declared COVID-19 as a pandemic
March 17: Companies introduced work from home guideline
March 23: Non-essential businesses shut down
+91% searches increase across combined Electronics & Office category*

- Office
  - office furniture
  - software & stationary
  - printers & scanners

- Electronics
  - headphones & speakers
  - laptops & tablets
  - networking
  - accessories

*This is for all up electronics & office category | For work-from-home during covid-19 analysis, we have focused only on home office related queries
Working from home caused a considerable spike in “office furniture,” “software” and “stationary” searches.

Queries with highest uplift (compared to January):
- 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%

Microsoft internal data | Electronics & Office | Jan - Apr 2020 (1st two weeks) compared to 2019 | search volume | Top 200 queries

Mar 17: Companies introduced work from home guide
25% of the queries in this category contain one of the below signals, indicating this is a high research category.

2020 Search volume and January vs April uplift(%)
Strong spike across **Electronics & Office** categories indicate people’s need to have appropriate office equipment and accessories.

### Sub-category search growth compared to January

<table>
<thead>
<tr>
<th>Category</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Furniture</td>
<td>431%</td>
</tr>
<tr>
<td>Software &amp; Stationary</td>
<td>248%</td>
</tr>
<tr>
<td>Networking</td>
<td>139%</td>
</tr>
<tr>
<td>Printers &amp; Scanners</td>
<td>126%</td>
</tr>
<tr>
<td>Headphones &amp; Speakers</td>
<td>112%</td>
</tr>
<tr>
<td>Gaming &amp; Media</td>
<td>100%</td>
</tr>
<tr>
<td>Pure Brand</td>
<td>81%</td>
</tr>
<tr>
<td>Accessories</td>
<td>78%</td>
</tr>
<tr>
<td>Laptops &amp; Tablets</td>
<td>70%</td>
</tr>
</tbody>
</table>

*Brand queries without product intention*

### Sub-category split (March-April search volume)

- **Software / stationery**: 18%
- **Gaming & Media**: 16%
- **Laptops & Tablets**: 9%
- **Printers & Scanners**: 2%
- **Office furniture**: 4%
- **Accessories**: 5%
- **Audio**: 2%
- **Pure brand**: 42%
- **Networking**: 1%

Microsoft Internal Data | Electronics & Office | Jan vs. Apr 2020 (1st two weeks) | search volume
We have seen a strong demand for brands across key retailers

General Consumer Electronics retailers

- JB Hi-Fi: +91%
- Harvey Norman: +70%
- The Good Guys: +69%
- Bing Lee: +54%
- Joyce Mayne: +34%

Niche retailers

- Officeworks: +125%
- winc: +32%
- pc case gear: +138%
- Mwave: +160%
- ink station: +138%

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

Microsoft Internal Data | Electronics & Office | Jan vs. Apr 2020 (1st two weeks) | search volume
Online marketplace and department stores have witnessed substantial growth in consumer demand.

**Online Marketplaces**
- ebay: +84%
- amazon: +129%
- kogan: +128%
- catch.com.au: +196%
- graysonline: +163%

**Department Stores**
- kmart: +125%
- big w: +32%
- target: +138%
- myer: +160%
- dJ: +138%

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

Microsoft Internal Data | Electronics & Office | Jan vs Apr 2020 (1st two weeks) | search volume
Office Furniture
When working from home, desks seems to be a higher priority item for the Microsoft audience
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

Microsoft internal data | Electronics & Office | Jan - Apr 2020 | WoW click uplift
Queries with “online” saw a sharp uplift since March

Queries containing "online"

Microsoft internal data | see appendix for more terms
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**.
Strategies and recommendations

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

**Adjustable**
- varidesk
- varidesk australia
- ikea sit stand desk
- officeworks sit stand desk
- ikea stand up desk