**Supplementary Table S1: COVID-19 Coding Protocol(1)**

|  |  |
| --- | --- |
| **Coding** | **Definition** |
| Appropriating frontline workers | Frequency with which companies sought to link their products with the work of health professionals, emergency services and other front-line workers during the pandemic |
| Combatting the pandemic via promotions | As governments started to impose lockdown restrictions, food manufacturers and retailers faced unprecedented challenges –therefore ‘combatting the pandemic’ included:   * Linking increased consumption of food with a sense of civic duty e.g. supporting affected farmers or other workers * COVID-19 inspired adaptations to marketing campaigns e.g. invoking patriotic duty by encouraging consumers to do their part * Waiving delivery fees * Making use of staying at home orders and good hygiene practices |
| Selling social distancing | Companies have sought to leverage opportunities associated with the distinctive social and economic context of the pandemic, with product promotions exploiting a focus on:   * social distancing * utilising face masks as advertising space * inserting brand images into online video communication platforms |
| Accelerating digitalisation | Companies used the changing social and economic context of lockdown to drive strategic changes in the marketing, promotion and distribution of their products via digital means   * Marketing efforts are made across digital, social and TV platforms for instance popular social media platforms such as ‘TikTok’ or popular games such as Nintendo®’s ‘Animal Crossing’. |

**Supplementary Table S2: Content analysis of predominant marketing strategies used in Instagram posts from 2019**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Account name (Instagram handle)** | **Region** | **Top 3 most used marketing strategies** | | | **Marketing strategies (N=15), n** | **Informational posts, n (%)** | **Original posts, n (%)** | **Health claims, n (%)** |
| 1 (n) | 2 (n) | 3 (n) |
| Uber Eats (@ubereats\_aus) | AU | Product imagery (unbranded) (10) | Celebrities (4) | Sponsorships/partnerships AND  Links (2) | 4 | 10 (100%) | 10 (100%) | 0 |
| Deliveroo (@deliveroo\_au) | AU | Sponsorships/partnerships\* (19) | Links\* (19) | Product imagery (unbranded) (17) | 9 | 25 (100%) | 16 (64%) | 2 (8.0%) |
| Menulog (@menulog) | AU | Branding elements (6) | Sponsorships/partnerships (5) | Product imagery (unbranded) (4) | 10 | 7 (77.8%) | 8 (88.9%) | 0 |
| Grubhub (@grubhub) | US | Product imagery (unbranded) (29) | Branding elements\*\* (8) | Engagement\*\* (8) | 5 | 37 (100%) | 27 (73.0%) | 0 |
| DoorDash (@doordash) | US | Links (25) | Engagement (18) | Sponsorships/partnerships AND  Product imagery (unbranded) (15) | 10 | 29 (87.9%) | 28 (84.9%) | 0 |
| Just Eat (@justeatuk) | UK | Image with no clear marketing strategy\* (12) | Product imagery (unbranded)\* (12) | N/A | 2 | 12 (100%) | 12 (100%) | 0 |
| Deliveroo (@deliveroo) | UK | Links (62) | Product imagery (unbranded) (50) | Branding elements (18) | 11 | 67 (97.1%) | 25 (36.2%) | 1 (1.4%) |

\*Equal first, \*\*Equal second

**Supplementary Table S3: Content analysis of predominant marketing strategies used in Instagram posts from 2020**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Account name (Instagram handle)** | **Region** | **Top 3 most used marketing strategies** | | | **Marketing strategies**  **(N=15), n** | **Informational posts, n (%)** | **Original posts, n (%)** | **Health claims, n (%)** |
| 1 (n) | 2 (n) | 3 (n) |
| Uber Eats (@ubereats\_aus) | AU | Sponsorships/partnerships (15) | Links (14) | Branding elements (11) | 8 | 12 (75%) | 16 (100%) | 0 |
| Deliveroo (@deliveroo\_au) | AU | Branding elements (14) | Links (11) | Sponsorships/  partnerships (10) | 10 | 19 (100%) | 19 (100%) | 1 (5.3%) |
| Menulog (@menulog) | AU | Branding elements (31) | Sponsorships/partnerships (24) | Videos/GIFs/boomerangs (19) | 12 | 11 (34.4%) | 32 (100%) | 0 |
| Grubhub (@grubhub) | US | Links (44) | Product imagery (unbranded) (40) | Special price promotions (32) | 8 | 38 (84.4%) | 15(33.3%) | 0 |
| DoorDash (@doordash) | US | Branding elements\* (11) | Corporate social responsibility\* (11) | Links (9) | 8 | 18 (100%) | 15(83.3%) | 0 |
| Uber Eats (@ubereats) | US | Branding elements (30) | Links\*\* (28) | Engagement\*\* (28) | 11 | 40 (97.6%) | 30 (73.2%) | 0 |
| Just Eat (@justeatuk) | UK | Corporate social responsibility (19) | Videos/GIFs/boomerangs (18) | Branding elements (14) | 11 | 3 (9.1%) | 30 (90.9%) | 0 |
| Uber Eats (@ubereats\_uk) | UK | Image with no clear marketing strategy (8) | Product imagery (unbranded)\*\* (3) | Links\*\* (3) | 5 | 6 (60%) | 9 (90%) | 0 |
| Deliveroo (@deliveroo) | UK | Links (125) | Product imagery (unbranded) (106) | Branding elements (58) | 13 | 122 (70.9%) | 160 (93%) | 0 |

\*Equal first, \*\*Equal second

**Supplementary Table S4: Reference to COVID-19 in Instagram posts from 2020**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Account name (Instagram handle)** | **Region** | **COVID-19 related posts during study period** | **Total posts during study period** | **Percentage of posts referring to COVID-19** |
| Uber Eats  (@ubereats\_aus) | AUS | 2 | 16 | 12.5% |
| Deliveroo  (@deliveroo\_au) | AUS | 14 | 19 | 73.7% |
| Menulog  (@menulog) | AUS | 8 | 32 | 25.0% |
| Grubhub  (@grubhub) | USA | 15 | 45 | 33.3% |
| DoorDash  (@doordash) | USA | 6 | 18 | 33.3% |
| Uber Eats  (@ubereats) | USA | 20 | 41 | 48.8% |
| Just Eat  (@justeatuk) | UK | 21 | 33 | 63.6% |
| Uber Eats  (@ubereats\_uk) | UK | 2 | 10 | 20.0% |
| Deliveroo  (@deliveroo) | UK | 35 | 172 | 20.3% |

**Supplementary Table S5: COVID-19 Marketing Strategies – Case Studies**

|  |  |  |
| --- | --- | --- |
| Note: all images are publicly available on the relevant Instagram account via the URL. | | |
| **Strategy** | **Image 1** | **Image 2** |
| Combatting the pandemic | Graphical user interface  Description automatically generated  https://www.instagram.com/p/B\_TEId2nRTY/ | Graphical user interface, text, application, chat or text message  Description automatically generatedhttps://www.instagram.com/p/B9-HikxHDnf/ |
| Selling social distancing | Graphical user interface, text  Description automatically generated  https://www.instagram.com/p/B\_Rfdg-Cg1J/ |  |
| Appropriating frontline workers | Graphical user interface, text, application  Description automatically generated  https://www.instagram.com/p/B\_iC7OpnaaV/ | Graphical user interface, application  Description automatically generated  https://www.instagram.com/p/CAE2JSQg7kT/ |
| Accelerating digitalisation | Graphical user interface, application, Teams  Description automatically generated  https://www.instagram.com/p/B\_QOXI7Hmq0/ | Graphical user interface, application  Description automatically generated  https://www.instagram.com/p/B\_FALXYAn2k/ |

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**Supplementary Table S6: Proportion of Instagram posts with food items and >50% discretionary food items**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | **2019** | | **2020** | |
| **Account name (Instagram handle)** | **Region** | **Posts with at least one food item, n (%)** | **Posts displaying >50% discretionary food items, n (%)** | **Posts with at least one food item, n (%)** | **Posts displaying >50% discretionary food items, n (%)** |
| Uber Eats (@ubereats\_aus) | AUS | 10 (100) | 8 (80) | 11 (69) | 7 (64) |
| Deliveroo (@deliveroo\_au) | AUS | 23 (92) | 12 (52) | 11 (58) | 11 (100) |
| Menulog (@menulog) | AUS | 6 (67) | 5 (83) | 14 (44) | 12 (86) |
| Grubhub (@grubhub) | USA | 30 (81) | 26 (87) | 38 (84) | 28 (74) |
| DoorDash (@doordash) | USA | 15 (45) | 8 (53) | 8 (44) | 3 (38) |
| Uber Eats (@ubereats) | USA | N/A | N/A | 12 (29) | 10 (83) |
| Just Eat (@justeatuk) | UK | 12 (100) | 1 (8) | 6 (18) | 4 (67) |
| Uber Eats (@ubereats\_uk) | UK | N/A | N/A | 3 (30) | 2 (67) |
| Deliveroo (@deliveroo) | UK | 63 (91) | 40 (63) | 121 (70) | 77 (64) |
| **TOTAL** | | **159 (82)** | **100 (63)** | **224 (58)** | **154 (69)** |