

# The Executive Roundtable: Mark Naples, WIT Strategy | Best Practices in Marketing, Communication and Leadership

**AUDIO** |

**eMarketer Editors**

Mark Naples, founder and managing partner of public relations firm WIT Strategy, joins eMarketer co-founder and Insider Intelligence chief evangelist Geoff Ramsey to discuss communications and leadership strategies during the pandemic. They focus on the need to provide value in marketing communications, the importance of empathy and opportunities across the digital marketing ecosystem.

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### US Consumers' Attitudes on Brand Communications During the Coronavirus Pandemic, March 2020

% of respondents

**Pleased to hear about brands taking actions like making  
donations of goods and services**

56%

**It is reassuring to hear from brands I know and trust**

43%

**Want to hear what brands are doing in response to the pandemic**

40%

**Do not want to hear from brands at this time**

15%

Note: ages 18+

Source: American Association of Advertising Agencies (4A's) as cited in  
company blog, March 20, 2020

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