

What Consumers Expect From Brands During the Coronavirus

AUDIO |

eMarketer Editors

eMarketer principal analyst Nicole Perrin looks at what consumers expect to see from brands during the pandemic. She then discusses Google now allowing COVID-19 ads to run on its platforms, the T-Mobile and Sprint merger being finalized and how radio has been performing recently.

Ad Content Types US Marketers Believe Should vs. Should Not Appear Near Coronavirus Content, March 2020

% of respondents

| Should appear | | Should not appear | |
|-------------------------|-----|---------------------------|-----|
| Health & pharmaceutical | 55% | Travel | 54% |
| Government | 47% | Food & beverage | 37% |
| Not-for-profit | 35% | Banking/finance/insurance | 34% |
| Tech/telecom | 29% | Automotive | 32% |
| | | Retail | 31% |

Source: Integral Ad Science (IAS), "Coronavirus Ad Adjacency Considerations: A Marketer Study," March 26, 2020

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