

# Around the World with ... Standout Brands of 2020: Collaborations and brand goodwill

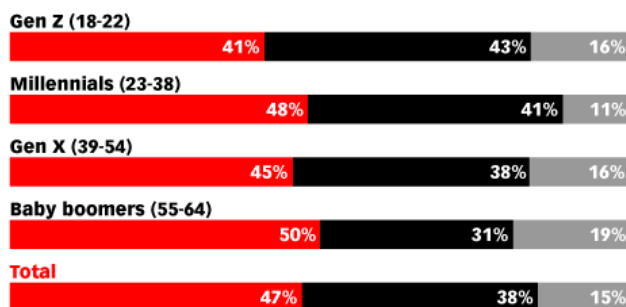
## **AUDIO** |

### **Bill Fisher, Karin von Abrams and Paul Briggs**

eMarketer senior analyst Bill Fisher hosts principal analyst Karin von Abrams, senior analyst Paul Briggs, and research analyst at Insider Intelligence Matteo Ceurvels to discuss which brands stood out in 2020. What were the most memorable collaborations, how did companies build brand goodwill for the future, and what were some not-so-great examples?

**Attitudes Toward Companies/Brands' "We're in This Together" Messaging During the Coronavirus Pandemic According to US Internet Users, by Generation, May 11-22, 2020**

% of respondents in each group



- It shows that they genuinely care about the community
- It's a way to seem like they care, but it's more about their profit/sales
- Not sure

Note: n=1,526; numbers may not add up to 100% due to rounding  
Source: ThinkNow Research, "Corporate Social Responsibility Report Brief," June 8, 2020

256091

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

The third-party cookie is going away, the pandemic is disrupting behavior, and privacy is now an expectation. That's why [Neustar](#) launched [Fabricketm](#) - to give brands, publishers, and platforms sustainable options to future-proof their marketing. Fabricketm combines powerful Identity-based solutions with trusted industry partnerships to solve today's challenges.