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Marketers Worry About Ads Near COVID-19 Content, but Consumers Are Less Fazed

ARTICLE

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As the coronavirus pandemic persists in the US, marketers are wary about the ads that could appear next to any COVID-19-related content.

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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Not surprisingly, a large share (54%) of US marketers surveyed by Integral Ad Science (IAS), said that ad content centering around travel shouldn't be near coronavirus content, nor should food and beverage or automotive. But, 55% of respondents agreed that health and pharmaceutical ads were OK.

Marketers may be overreacting though—consumers aren't as uneasy about seeing brands running ads adjacent to coronavirus content as they think. In a recent survey from IAS, more than three-quarters of US internet users surveyed said their attitudes toward brands doing this remain unchanged.

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