

Effective, and Noneffective, Ads During the Coronavirus Outbreak

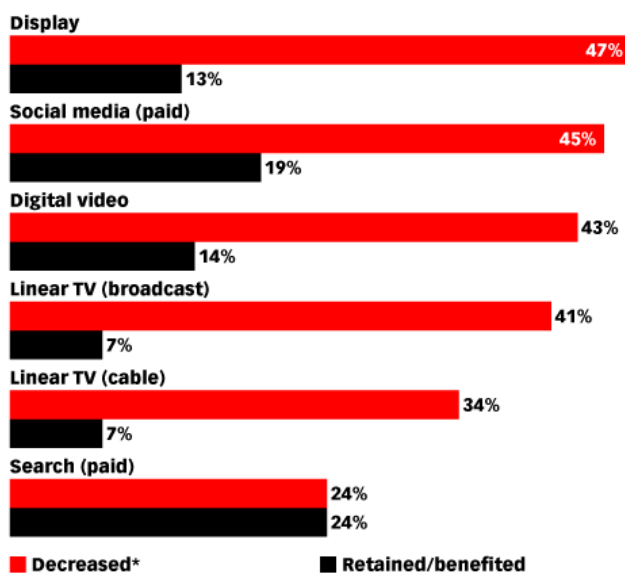
AUDIO |

eMarketer Editors

eMarketer principal analysts Andrew Lipsman and Nicole Perrin discuss what consumers expect, and don't expect, from advertisements during the pandemic and some examples. They then talk about the Amazon and Instacart protest implications, the United Nation's call to creatives and how bad the retail store closures picture could look this year.

Media that US Agency and Marketing Professionals Have Decreased* Budget from vs. Media that Retained/Benefited from Budget Reallocation due to the Coronavirus, March 2020

% of respondents



Note: respondents who said the coronavirus impacted recent/ongoing advertising efforts; *paused/canceled/pulled budget
Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report," March 26, 2020

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