

More US Agencies and Brand Marketers Are Putting Their Campaigns on Hold

ARTICLE |

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As a result of the coronavirus pandemic, more US agencies and brand marketers are either holding back launching ad campaigns, or just pulling them altogether.

How Has the Coronavirus Pandemic Affected US Agencies and Brand Marketers' Advertising Efforts?

% of respondents, March & April 2020

	Wave 1 (March 17-20)	Wave 2 (April 1-4)	Percentage point change
Held back a campaign from launching until later in the year	49%	64%	15%
Stopped or pulled a campaign mid-flight	45%	50%	5%
Adjusted media type usage or shifted budget among media types	48%	49%	1%
Canceled a campaign completely (pre-launch)	34%	44%	10%
Paused all new advertising efforts until later in the year	38%	35%	-3%
Launched a new campaign that we hadn't previously scheduled	-	24%	-

Note: wave 1 n=201; wave 2 n=152

Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report: Wave 2," April 13, 2020

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According to data from Advertiser Perceptions—which fielded responses during two separate periods—64% of US agencies and brand marketers surveyed during the first week of April said they've

postponed a campaign for a later time. That's a 15% increase compared with those surveyed in the first wave, during the third week of March. As uncertainty over the pandemic continues, more marketers will likely continue on this path, either reconsidering when it'll be OK to run a campaign, or to scrap it.

Read More:

- [How Will the Coronavirus Change the Facebook and Google Duopoly?](#)
- [How the Coronavirus Will Change Our US Digital Video Ad Spending Forecast](#)
- [Media Buyers Get More Pessimistic About Future Spending](#)

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