

The Ad Platform: Messaging to Consumers in a COVID-19 Reality

AUDIO |

eMarketer Editors

The research is clear: Consumers still want to hear from brands, even during the coronavirus pandemic. Ryan Fleisch, head of product marketing at Adobe Advertising Cloud, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss some of Adobe's recent research on consumer attitudes about brand messaging, how and where advertisers can reach them, and more.

**How Much US Adults Want to Hear From Brands
During the Coronavirus Pandemic, by Industry,
March 2020**

% of respondents in each group

	Hear less	Hear the same	Hear more
Grocery stores	11%	45%	39%
Healthcare/pharmaceuticals	13%	46%	37%
Household goods	15%	48%	33%
Food & drink	16%	49%	30%
Retailers	19%	49%	27%
Financial services	19%	50%	26%
Charities	19%	53%	22%
Bars and restaurants	22%	48%	24%
Entertainment	24%	48%	24%
Social media	27%	48%	21%
Gym and fitness	27%	48%	19%
Automotive	27%	52%	14%
Fashion and beauty	32%	47%	15%

Note: ages 18+; only relevant responses shown

Source: Opinion, "US Brand Marketing in a Crisis: Why Now Is Not the Time for Silence", March 27, 2020

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