

The Executive Roundtable: Bob Liodice, ANA | How the Pandemic Is Reshaping the Advertising Industry

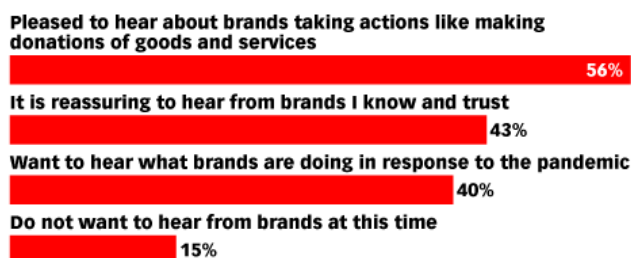
AUDIO |

eMarketer Editors

Bob Liodice, president and CEO of the Association of National Advertisers, joins eMarketer co-founder and Insider Intelligence chief evangelist Geoff Ramsey in a conversation about how the pandemic is affecting the ANA: How has it pivoted? How does the business fallout from the pandemic compare with previous economic downturns? What is the ANA's outlook for ad spending in 2020 and 2021?

US Consumers' Attitudes on Brand Communications During the Coronavirus Pandemic, March 2020

% of respondents



Note: ages 18+

Source: American Association of Advertising Agencies (4A's) as cited in company blog, March 20, 2020

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