

Placing Ads Next to Coronavirus Coverage and How Advertisers Feel About Advertising

AUDIO |

eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom and principal analyst Nicole Perrin at Insider Intelligence discuss how advertisers are navigating placing ads next to coronavirus coverage and how they feel the advertising industry is shaping up this year. They then talk about theSkimm launching a digital membership model, The New York Times halting third-party ads data and why winning top of search might not matter.

What Do US Adults Think of Brands Incorporating Coronavirus Messaging into Their Advertising?

% of respondents, April 2020

Gives me positive feelings towards the brand

██████████ 12%

Gives me positive feelings toward the brand, but only if it's tasteful

████████████████████ 29%

Doesn't change my feelings toward the brand

██ 34%

Gives me negative feelings toward the brand

██████████ 15%

Don't know

██████████ 10%

Note: ages 18+

Source: FreeWheel, "TV Advertising: The Right Moves, Right Now.," April 28, 2020

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