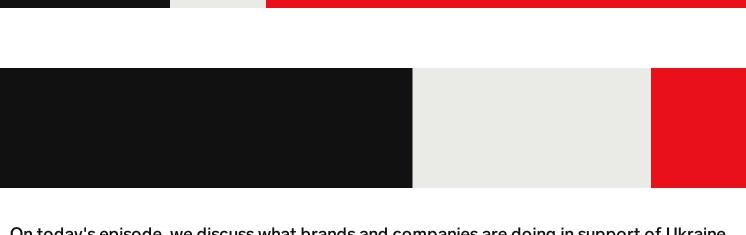
## How marketers are dealing with the Russia-Ukraine conflict

**Audio** 



On today's episode, we discuss what brands and companies are doing in support of Ukraine, what they should be considering from a brand safety perspective, and what's going to be most important to consumers. Tune in to the discussion with our analyst Dave Frankland.

## Consumer Actions/Attitudes Toward Social Values of Brands/Retailers Among US Adults, March 2021

% of respondents

78% made a purchase decision based on values in the past year

55% are much more likely to purchase from a company that shares their values

53% of consumers would pay more for a product that supports their social values

Note: ages 18+

Source: SurveyMonkey, "How social values influence consumer purchase behavior and brand performance" as cited on company website, June 4, 2021

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