

'Disastertising' for a New Normal

AUDIO |

eMarketer Editors

eMarketer principal analysts Andrew Lipsman and Nicole Perrin discuss the current wave of pandemic-driven ads and what the next wave might look like. They then talk about how programmatic is faring, Google's plans to cut its marketing budget in half and how much leeway are customers willing to give retailers on delivery during this time?

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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