

# Brand Mentality™ and the future-forward marketing revolution

Audio



Sightly's chief revenue officer and general manager Adam Katz, Walton Issacson's managing director of digital Albert Thompson, and eMarketer principal analyst at Insider Intelligence Nicole Perrin discuss how Kobe Bryant's Mamba Mentality legacy and the rapid shift in opinions during the pandemic inspired one marketing and media technology company to develop a new platform looking to transform marketing.

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## What Are the Most Important Things a Media Brand Can Do to Assist US Agencies and Brand Marketers in Their Ad Spending Decisions in Light of the Coronavirus Pandemic?

% of respondents, April 2020

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**Be flexible—work with us in terms of commitments, budgeting, campaign timing and pricing**

64%

**Be proactive in bringing us creative ideas and ad solutions to manage current crisis**

40%

**Provide ongoing data/insights that help us optimize our approach**

36%

**Be transparent and timely with communication**

35%

**Offer incentives for spending continuity (e.g., price breaks, future bonuses)**

34%

**Offer reach/frequency guarantees and make-goods**

24%

**Maintain strong brand safety controls**

22%

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Note: n=152; numbers may not add up to 100% due to rounding

Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report: Wave 2," April 13, 2020

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Sightly is a media/marketing technology company specializing in video advertising and analytics. Its new Brand Mentality™ platform combines emotional and social intelligence with Anticipation Software™ to help brands and agencies respond moment to moment with true future-forward marketing across YouTube, TikTok, CTV, livestream video and more. [Learn how.](#)