



Coronavirus Effect on Advertising Report

A new series of studies based on the effect of the Coronavirus on ad spending



Have Confidence in Every
Business Decision You Make

TODAY'S HOSTS



Justin Fromm
EVP Business Intelligence

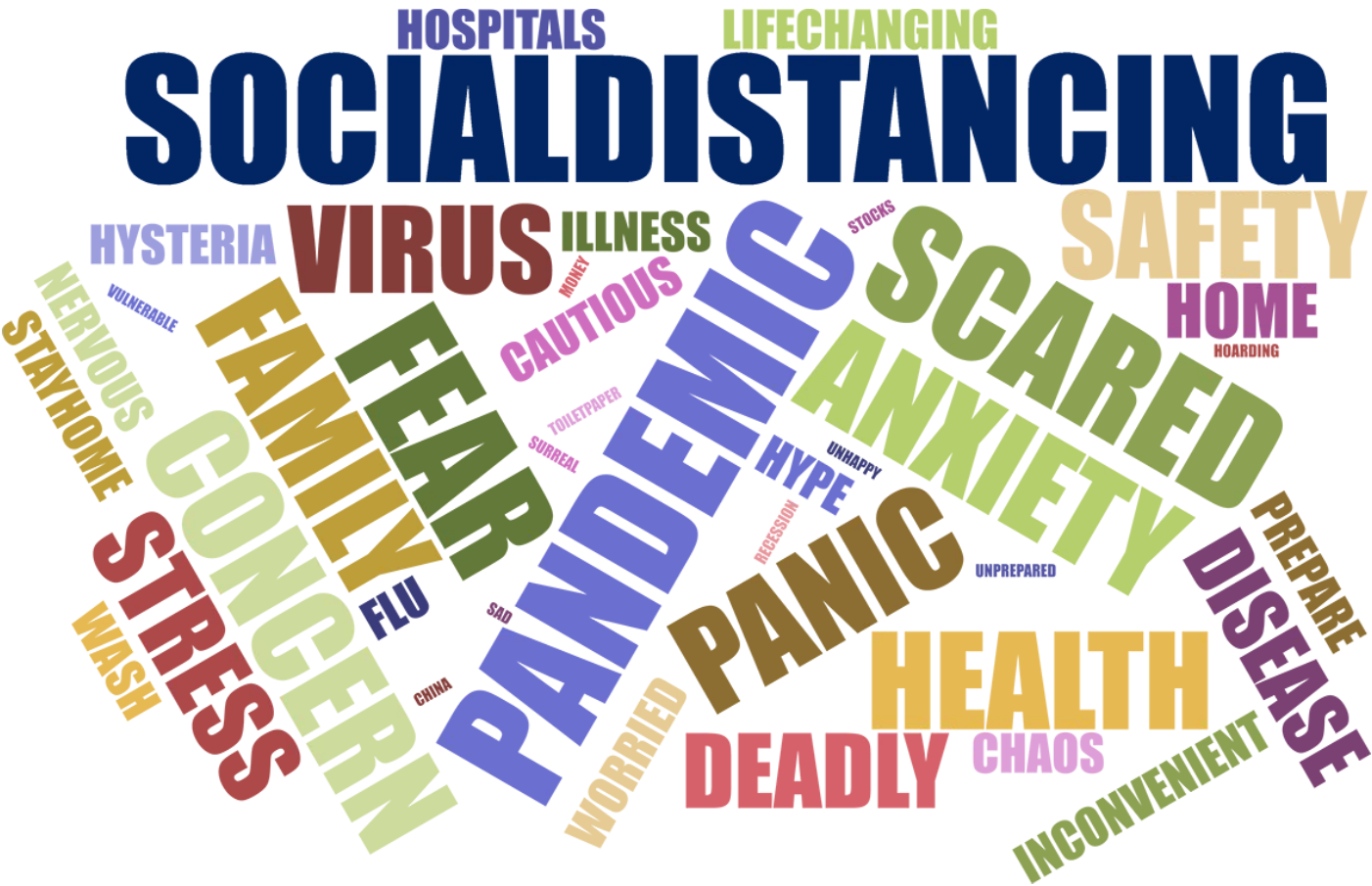


Sarah Bolton
EVP Business Intelligence



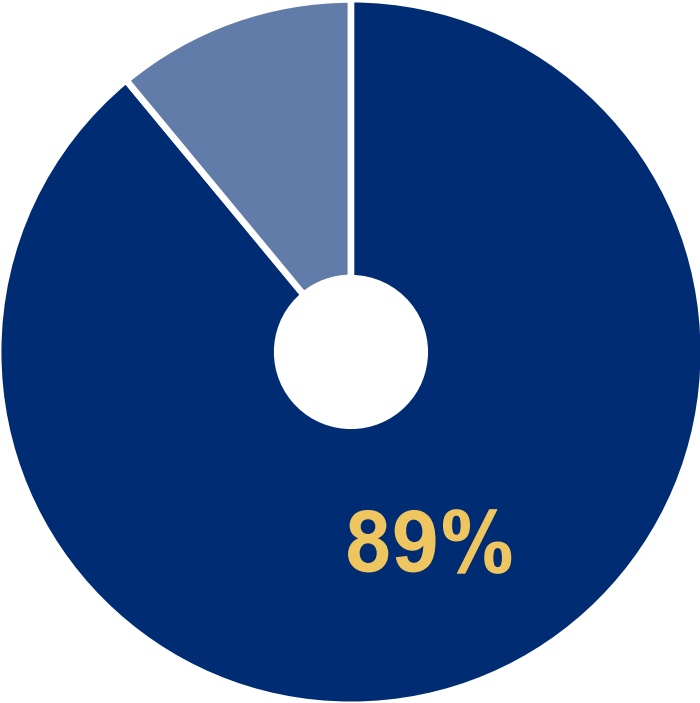
Lauren Fisher
VP Business Intelligence

What Word or Words Come to Mind When You Think About the Coronavirus As It Affects Your PERSONAL Life?



Q4a. Thinking about your personal life, when you hear the words Covid-19 or Coronavirus, what are the one or two words that immediately come to mind?
(Please write in one to two words below.)Base: Total Respondents

NEARLY 9-IN-10
ADVERTISERS TOOK ACTION
WITH THEIR AD BUDGETS



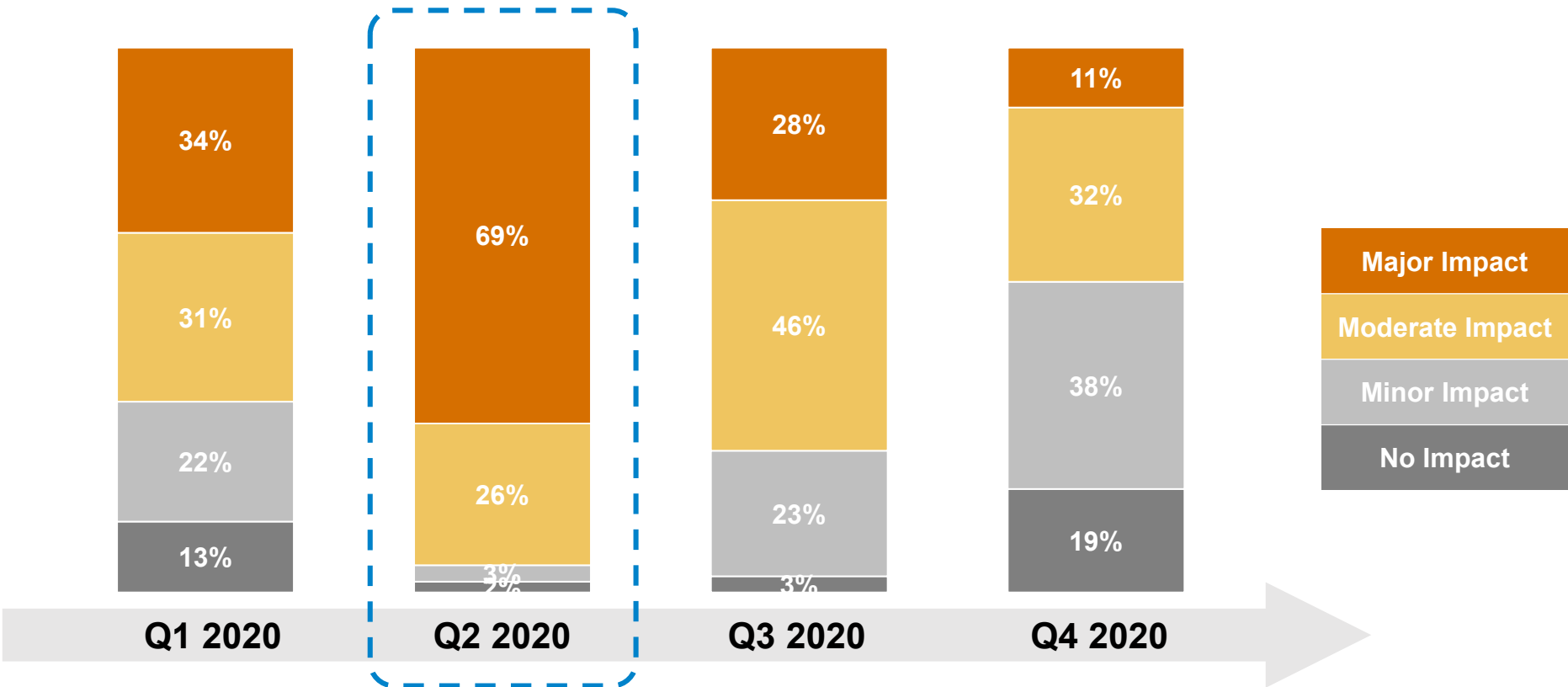
Coronavirus has impacted
advertising efforts

HOW has Coronavirus has impacted advertising efforts?

Held back a campaign from launching until later in the year	49%
Adjusted media type usage or shifted budget among media types	48%
Stopped or pulled a campaign mid-flight	45%
Paused all new advertising efforts until later in the year	38%
Cancelled a campaign completely (pre-launch)	34%

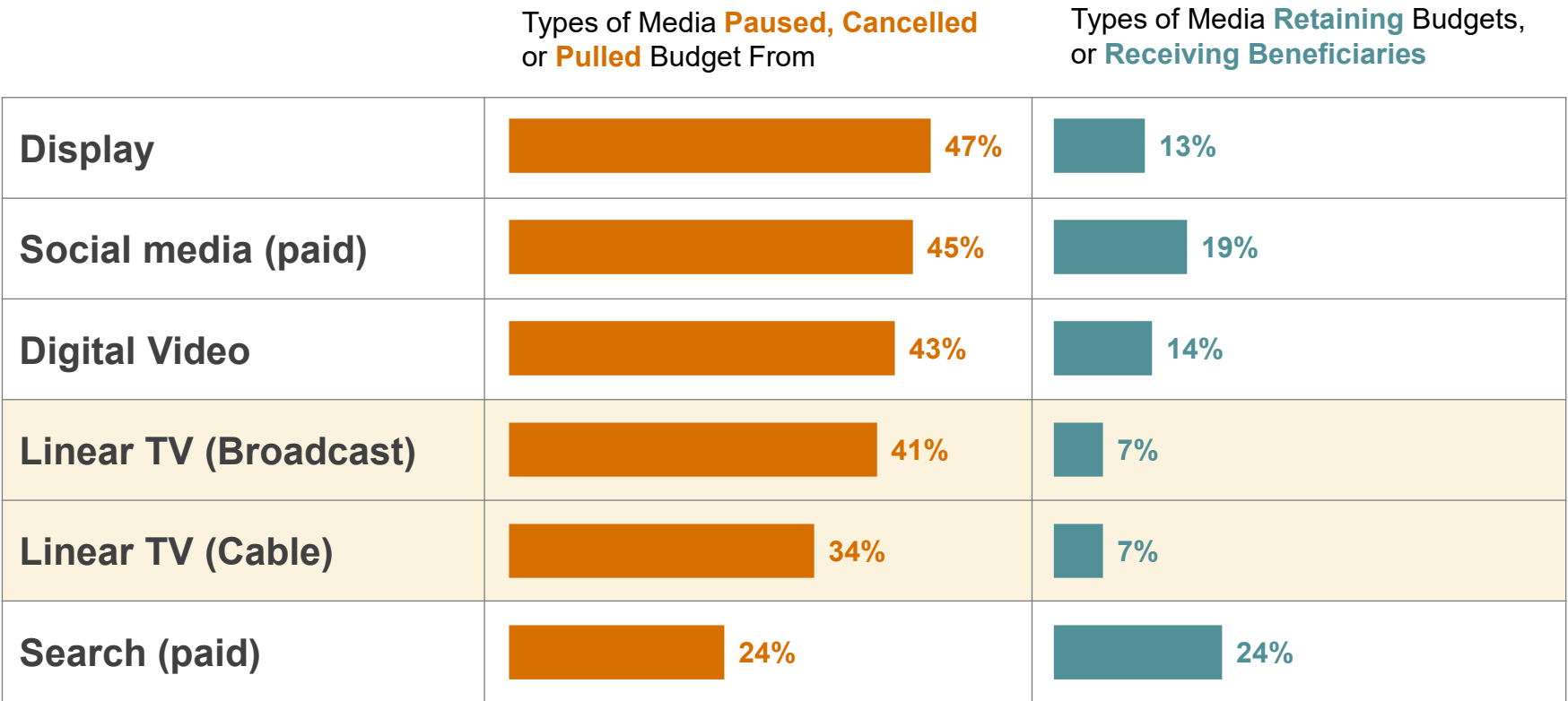
While advertisers expect the largest impact to be concentrated in Q2, 68% expect Covid-19 to result in reduced ad spend into 2021

Impact of Decreased Ad Spend by Quarter in 2020



Q19. Thinking about your 2020 decrease in ad spending as a result of the Coronavirus (Covid-19) outbreak, which quarters do you anticipate will be impacted most? Base: Decreasing Ad Spending in light of Coronavirus

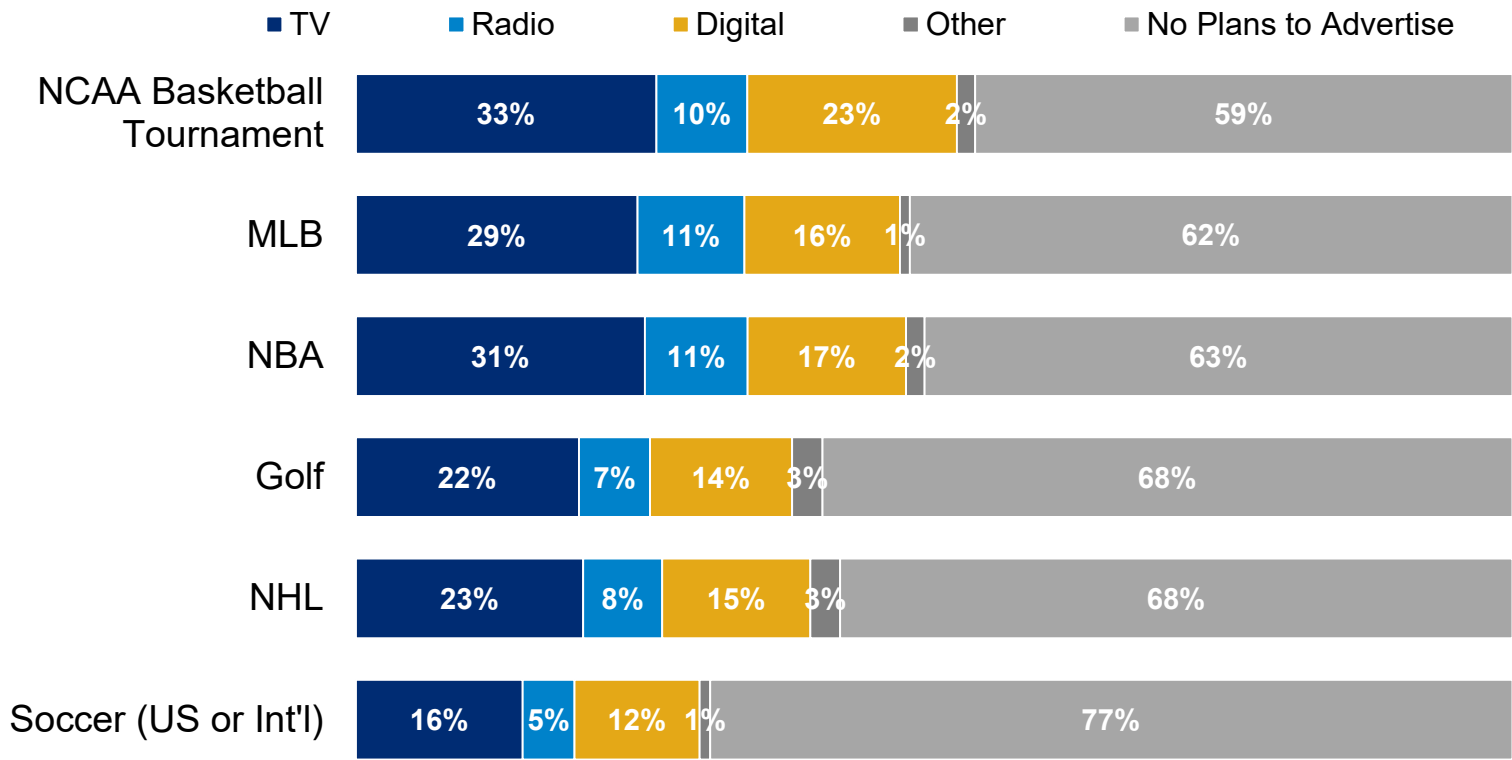
Quick-to-activate digital ad channels and linear TV are hit the hardest.



Q13a. You mentioned pausing/cancelling a campaign or shifting/adjusting media type usage/budgeting due to the Coronavirus (Covid-19) outbreak. Which media types did you pause, cancel or pull budget from?
Q13b. And which media types, if any, retained their budgets/usage or were the beneficiaries of any budgeting reallocation due to the Coronavirus (Covid-19) outbreak?
Base: Coronavirus has impacted recent/ongoing advertising efforts

Cancelled sporting events accounted for a good chunk of budget cuts

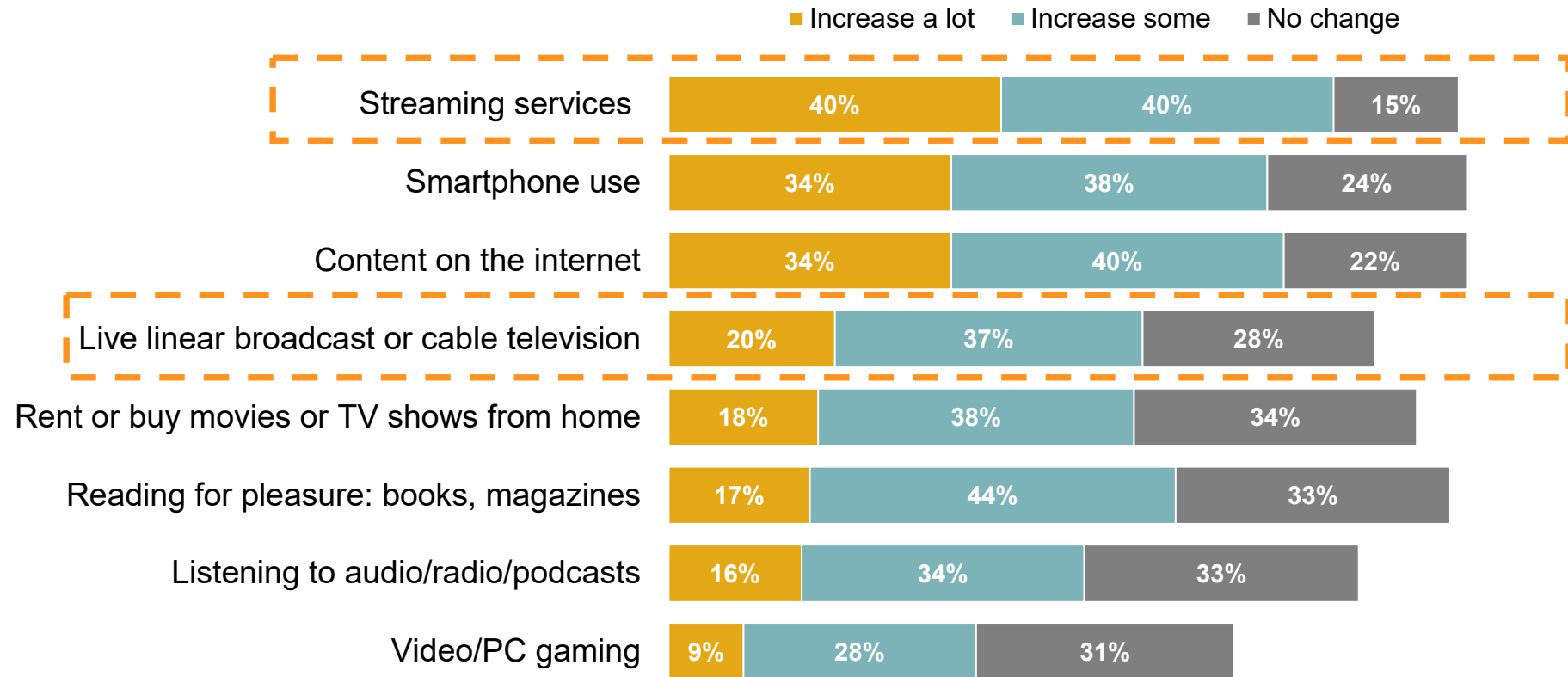
Sports Planning to Advertise With in Coming Weeks



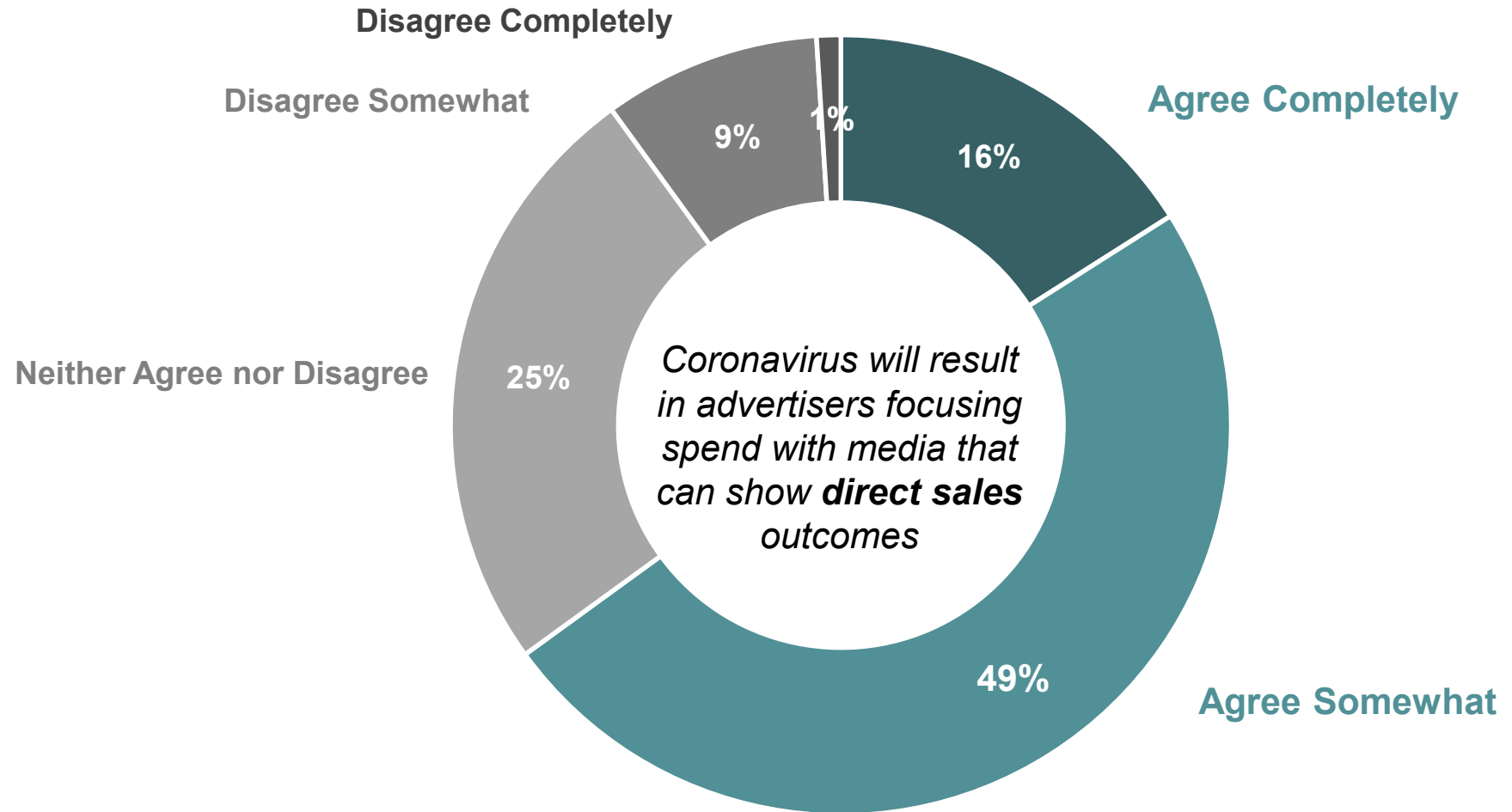
Q15b. Which of the following sports were you planning on advertising with in the coming weeks?
Base: Total Respondents

Dramatic changes in media consumption habits further accelerate the shift to over-the-top (OTT) and connected TV (CTV) viewing

Change in Personal Consumption of Media/Entertainment due to Coronavirus (Covid-19) Outbreak
(Sorted by Increase a lot)



Performance media will get more of a focus





Ad buyers may see extra competition for eyeballs and wallet-share during this time of crisis.

That's why keeping campaigns running is **all the more critical.**

VERTICALS

"OUT-AND-ABOUT"



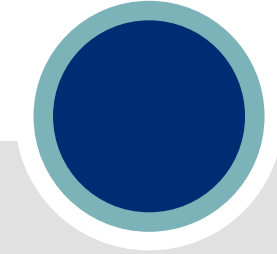
Apparel/Fashion
Auto
Luxury Goods
Media/Entertainment: Arts & Rec.
Restaurants
Retail – brick & mortar
Travel & tourism

"HUNKER-DOWN-AT-HOME"



Alcoholic Beverages
CPG – Food/Household Products
Gaming
Health
Pharma & Remedies (OTC and DTC)
Retail – online
Telecommunications

ALL OTHER



Baby, Child or Parenthood-related	Fitness/Wellness
B2B	Gaming
CE & Tech	Home & appliance
Cosmetics/Toiletries.	Mobile app services
CPG - other	Pets
Education/Govt.	Politics/Public services
Energy	Real-estate
Financial Services	Technology
	Toys & Hobbies

KEY TAKEAWAYS

1. Ad budgets aren't all being slashed. Most are being paused or shifted
2. Linear TV hit hard early, but momentum on its side
3. Tailwinds for CTV and OTT
4. Another win for performance media, but branding during a downturn remains important
5. Verticals catering to “out-and-about” consumers are severely threatened; “hunker-down-at-home” verticals are advantaged
6. Opportunities: Agility and Partnerships

What Word or Words Come to Mind When You Think About the Coronavirus As It Affects Your BUSINESS Life?



Q4b. Thinking about your business life, when you hear the words Covid-19 or Coronavirus, what are the one or two words that immediately come to mind? (Please write in one to two words below.) Base: Total Respondents

COMING SOON

To be included in upcoming wave(s) of the study:

1. Updated spend outlooks (H2-2020) - and shifts among media/campaign types
2. Additional insight/analysis by vertical groupings
3. Perspective on shifts in focus between awareness/upper funnel vs mid- vs. DR/lower funnel efforts
4. Update on advertisers' creative pivots: strategies and tactics
5. How are advertisers balancing paid, owned, earned media during this time
6. More specifics/depth on how media sellers can partner with advertisers to help them navigate this time: from consultative guidance to new ad products



Our Ad Pros Community represents the brands and agencies that are spending the most on advertising and marketing in the U.S. We continuously update, supplement, and refine the community based on movement in the market.

METHODOLOGY & RESPONDENT PROFILE

- INTERVIEWS CONDUCTED: 203
- SURVEY FIELDED: March 17 – 20, 2020
- EXPRESSING OPINIONS FROM: **33% MARKETER** **67% AGENCY**
- **SAMPLE:** Marketer and agency contacts from The Advertiser Perceptions Ad Pros proprietary community
- **QUALIFICATION:** 100% involved in media brand selection decisions
- Incentives include cash and information



THANK YOU

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