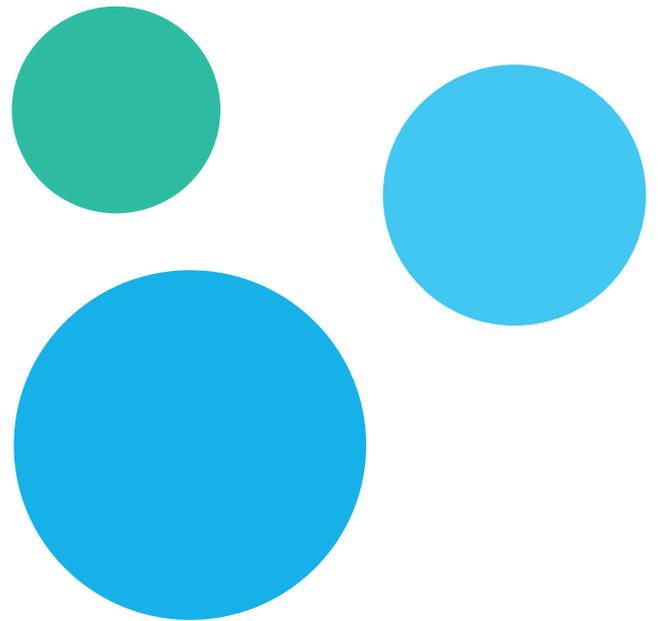


Covid-19 marketing and ad spending impact .



In late March 2020 a survey was done for **237** brand, and most of the other statistics quoted also relate to that time

- **69%** of brand expect they will decrease ad spend in 2020 .

- **65%** of respondent noticed a decrease in revenue during march (they were already reporting a noticeable decline in revenue) .

- **74%** of brands served are posting less on their company social accounts at present

- slowed posting .
- overall drop for social media use
- posting less frequently

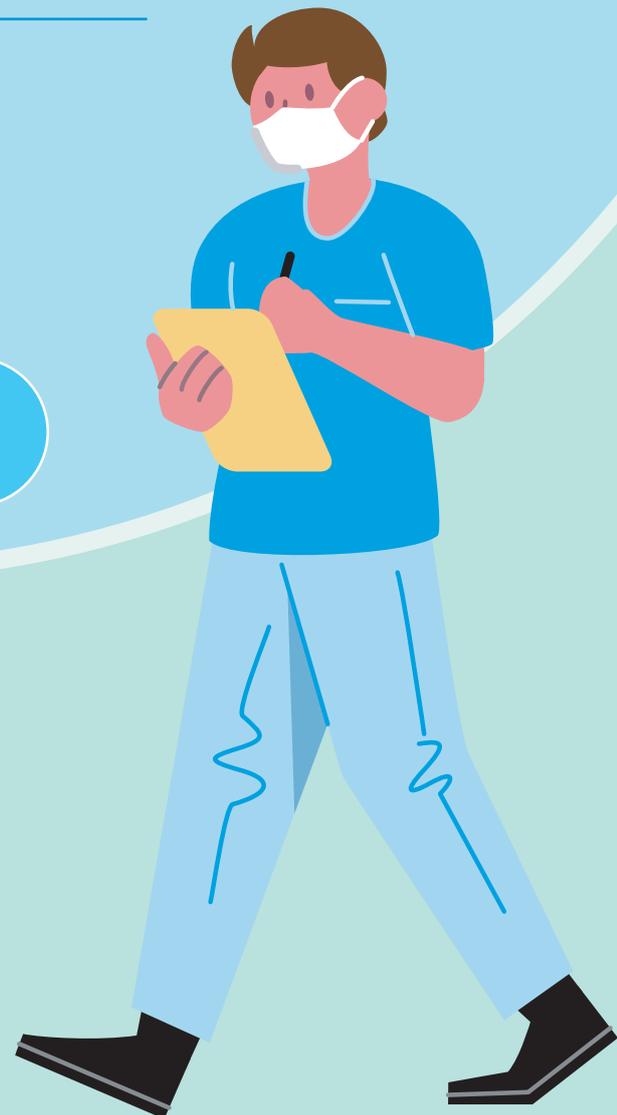


- **34%** of respondent have shifted social time from Instagram to twitter , because of the news-focus .

- **38 %** of respondent believe they may have to lay off workers due to Covid-19 (this survey was taken before the situation become so critical)

- **76%** of Italian companies report the emergency deriving from the spread of covid-19 has had immediate negative impacts.

(one of the earliest nations to suffer the covid-19 was italiy, with rapidly spreading virus, and higher death average.)



- **73%** of small business experience a significant decreases in domestic demand .

- **1** out of **4** companies declares that it will increase marketing activities .
- **1** out of **4** companies are set to increase their marketing activities and **41%** intend to make use of the presence in the media .

More than **40%** percent of brands reporting rising sales of product essential product .

56% of brands say they are experiencing logistics delays with their supply chain .

52% increase in ad spend by news sector



65% decrease in ad spend
by travel sector .
(the travel industry expect-
ed to lose 820\$ billion)

218% increase in use
of the Instacart
grocery delivery app .

45% of consumers intend
to spend more on home
cleaning products .

16% of consumers claims
that they will spend more
on videogames as a
result of the pandemic.

Ad spend:

hobbies and interests **31%** .

Tec and computing **14%** .

Education **13%** .



34% of advertisers claim they have canceled their campaign (pre-lunch), **45%** stopped in the (mid-fight) and **38%** have paused all the advertising efforts until later of the year .

Overall:

- **89%** have taken some action with their ad budgets .
- Instagram has seen a **14%** drop in engagement by followers .
- **20%** increase in Italian YouTube watching in February.
- **50%** increase in Facebook messaging in the hardest hit countries

