

Covid-19 response

Survey Results

6th April 2020



About this research



Target

Senior marketers among WFA [membership](#)



Sample size

32 companies representing 10 industry sectors
Representing approximately \$US57billion in annual media & marketing spend



Data collection

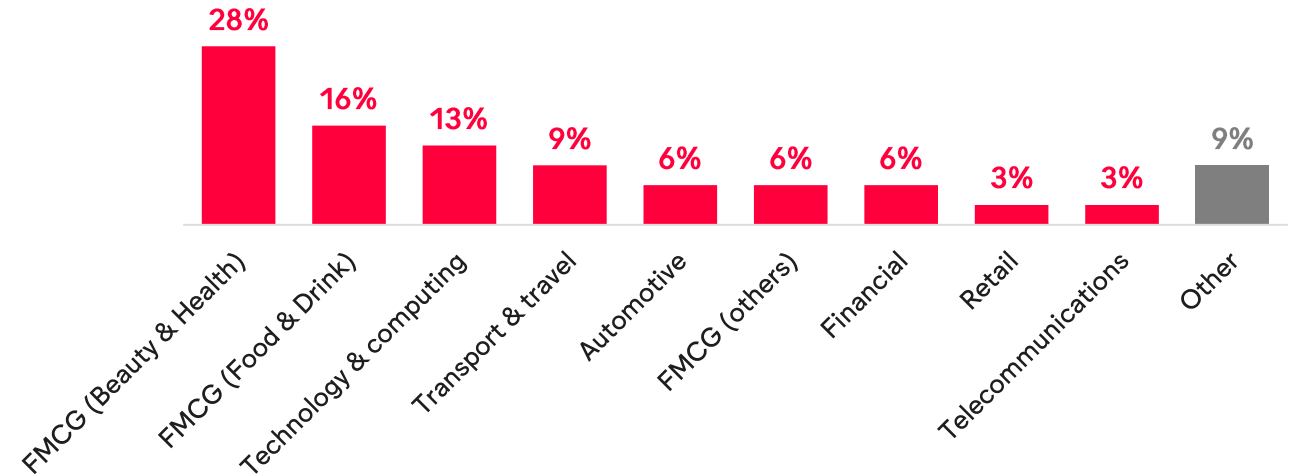
Online surveys



Period

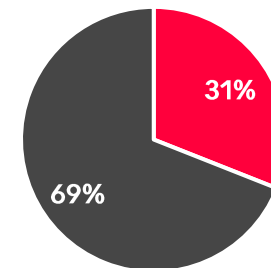
March 25th - 30th 2020

Respondents by sector

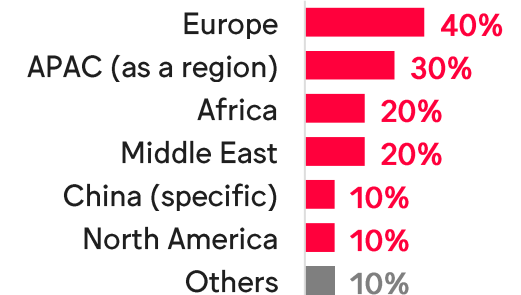


By remit

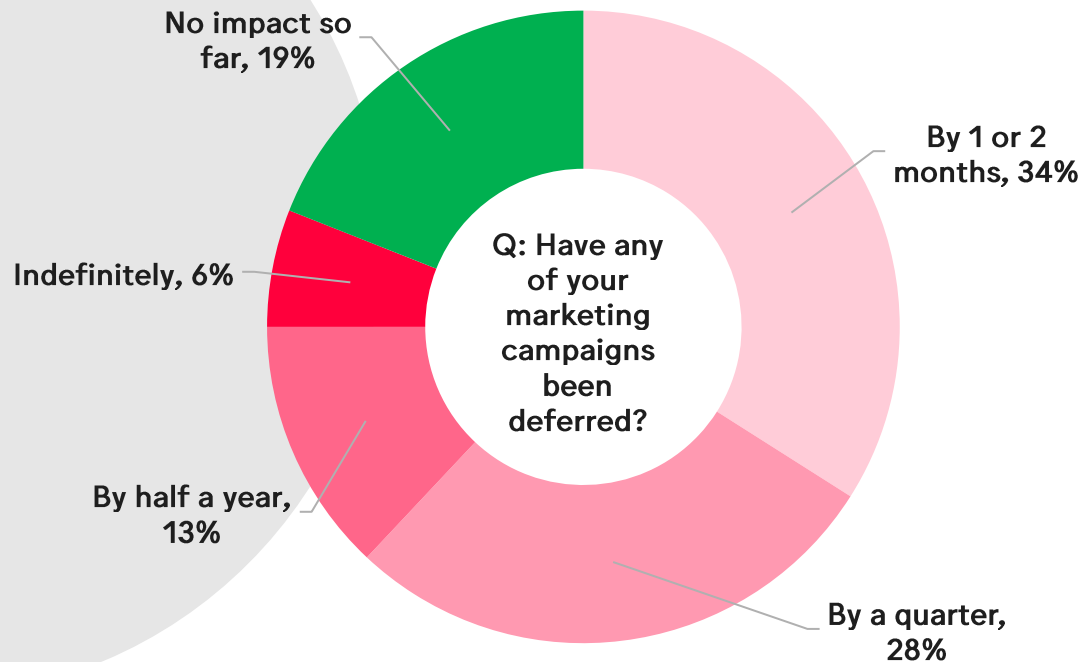
■ Regional ■ Global



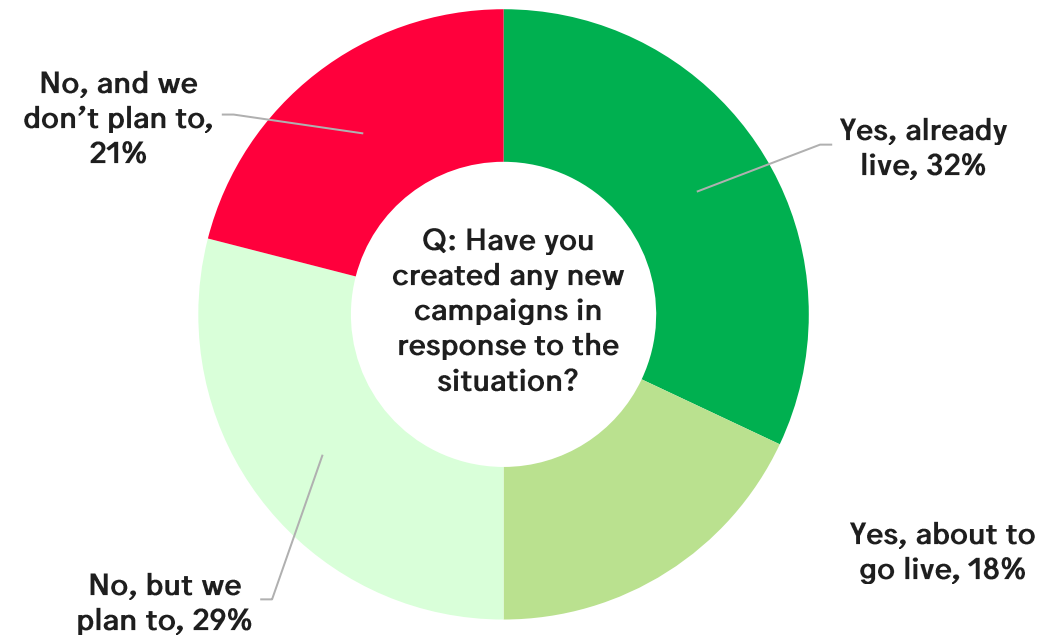
By regions



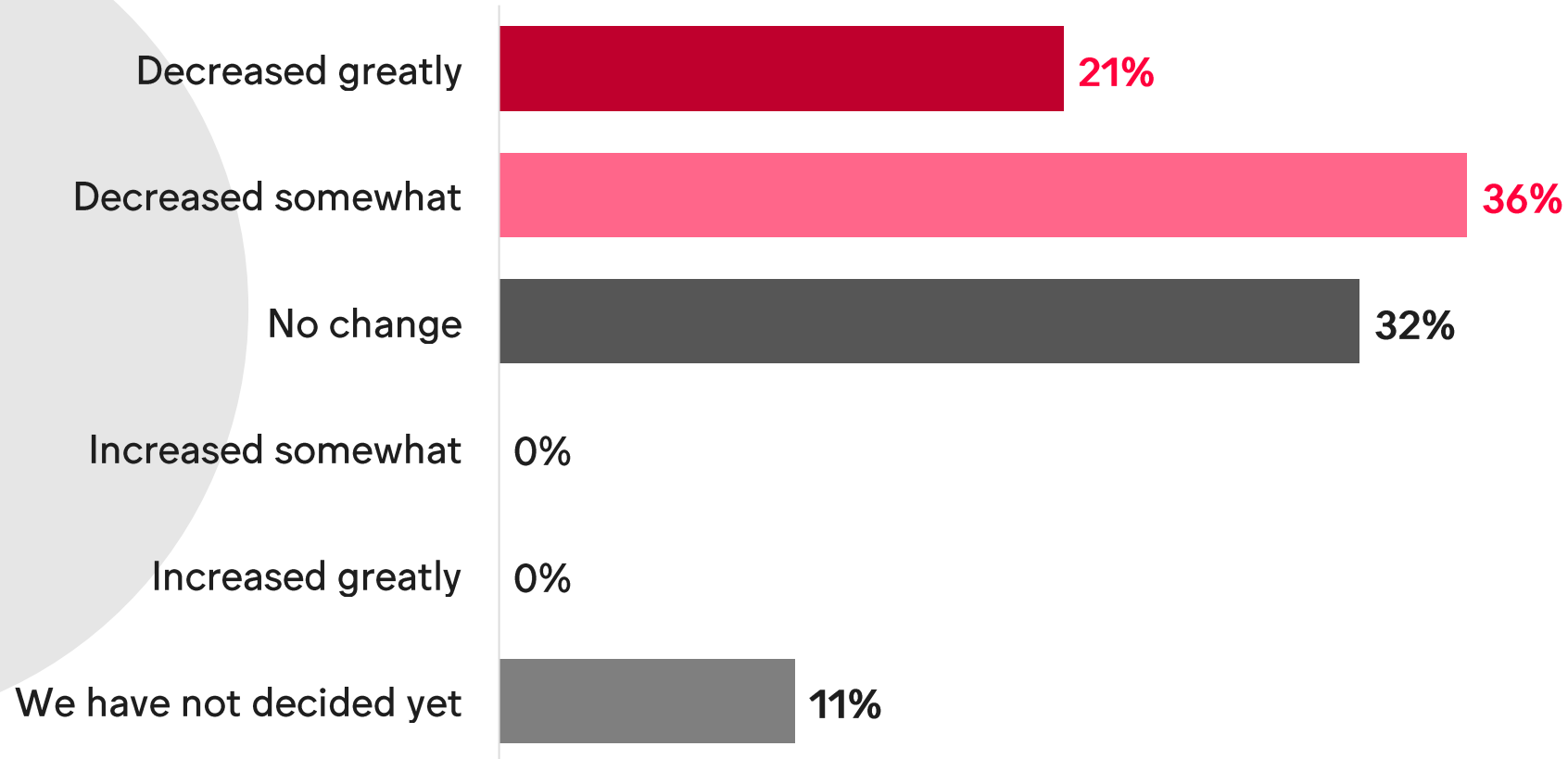
81% have deferred campaigns...



But 79% creating new ones...

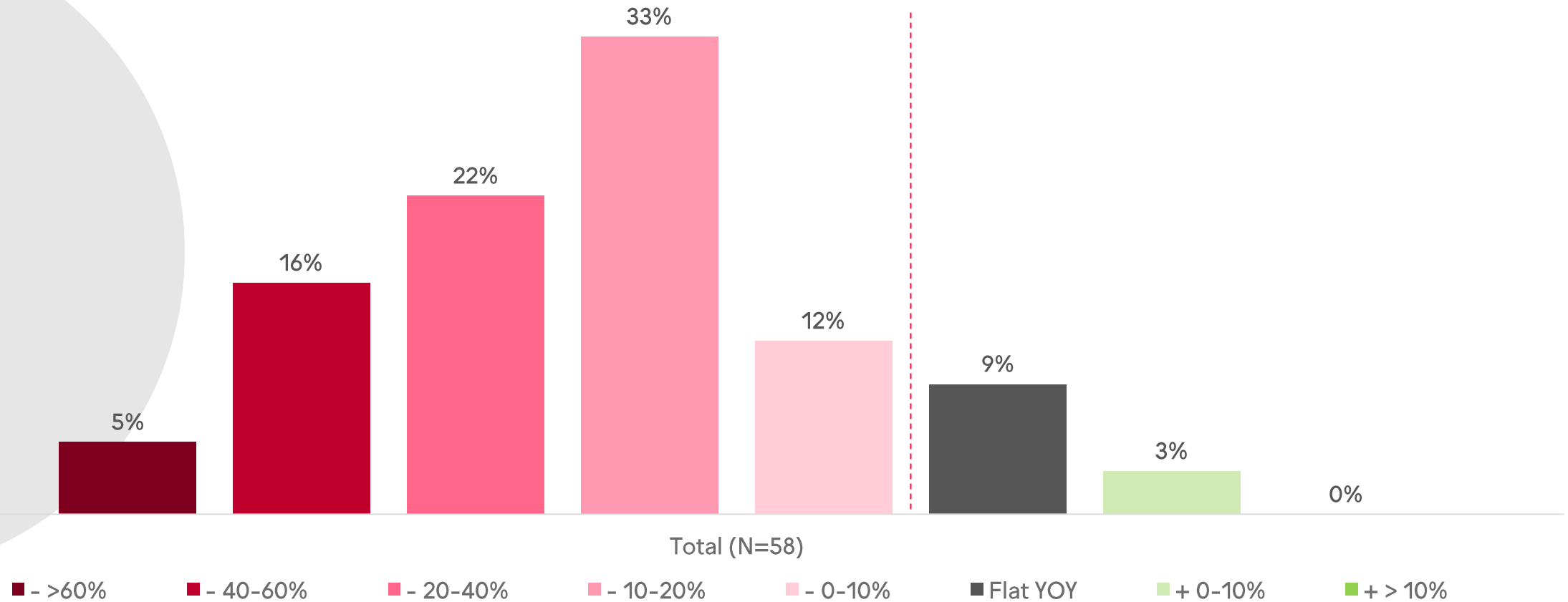


~60% with reduced overall annual marketing budgets



Q Looking at your **media and marketing budgets as a whole**, how have these been impacted?
Source: WFA Survey on Brands' response to Covid-19 Crisis, *March 25-30 2020*; Base: 32 companies

Average* media investment -23% in first half of 2020



Q: How do you see your **media investment** netting out **across the first half of this year?**

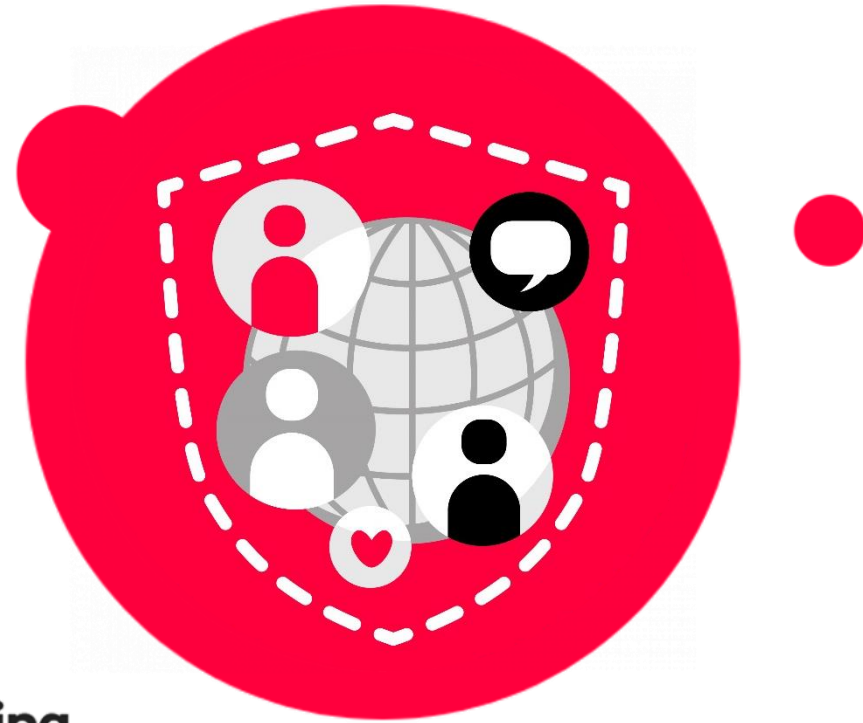
*Note: approximate weighted average from a different source: WFA/Ebiquity Crisis Clinic Webinar. March 31 2020; Base: 58 participants from the WFA [membership](#)

COVID Compendium for Global Marketers

What actions are brands taking around the world?

In response to the Covid19 outbreak we wanted to provide an [open-source](#) resource for brand owners and the wider marketing industry: a compendium of brand actions around the world.

Much has already been written about changing models, but we have tried to focus on the most useful examples that affect our industry. That means actions by marketers relating to marketing.



GO TO INITIATIVES ABOUT:

People

Promotion

Product

Price

Place

Partners