

**ebiquity**

# **Covid-19 & Media**

Ebiquity Client Survey Results

## Executive Summary

- › We surveyed **44 brands between 19-31 March 2020** regarding **Covid-19** and its impact on their media investment plans
- › Together they control over **\$15b in media spend and generate ~\$200b in sales**, representing a variety of industries
- › **2/3rds of brands have already reassessed their Media budgets** for the year ahead
- › **80% are planning to reduce their media budget** for the rest of the year; **more than half expect to cut spend by >20%**
- › Media spending plans for **FMCG and Food & Beverage brands are less affected** than other sectors
- › **Brands are planning to reduce offline budgets more than online**, however we did not ask about contractual commitments and ability to make cuts
- › **Three quarters of brands are expecting either zero revenue growth or revenue declines for the year ahead**

# Detailed Survey Results

2/3rds of brands have changed their budgets for the year ahead

**In light of recent events, have your budgets changed for the year ahead?**

<b>Yes</b>	<b>66% [22]</b>
<b>No or Not yet</b>	<b>34% [11]</b>

Similarly, a Marketing Week surveyed of ~900 UK brands found that:

- › **55%** are delaying or reviewing campaigns
- › **60%** are delaying or reviewing their budget commitments

A recent WFA poll of 32 global brands also points to similar results

## COVID-19 & MEDIA: EBIQUITY SURVEY

IAB's survey points to the fact that there remains a significant degree of uncertainty for the rest of the year

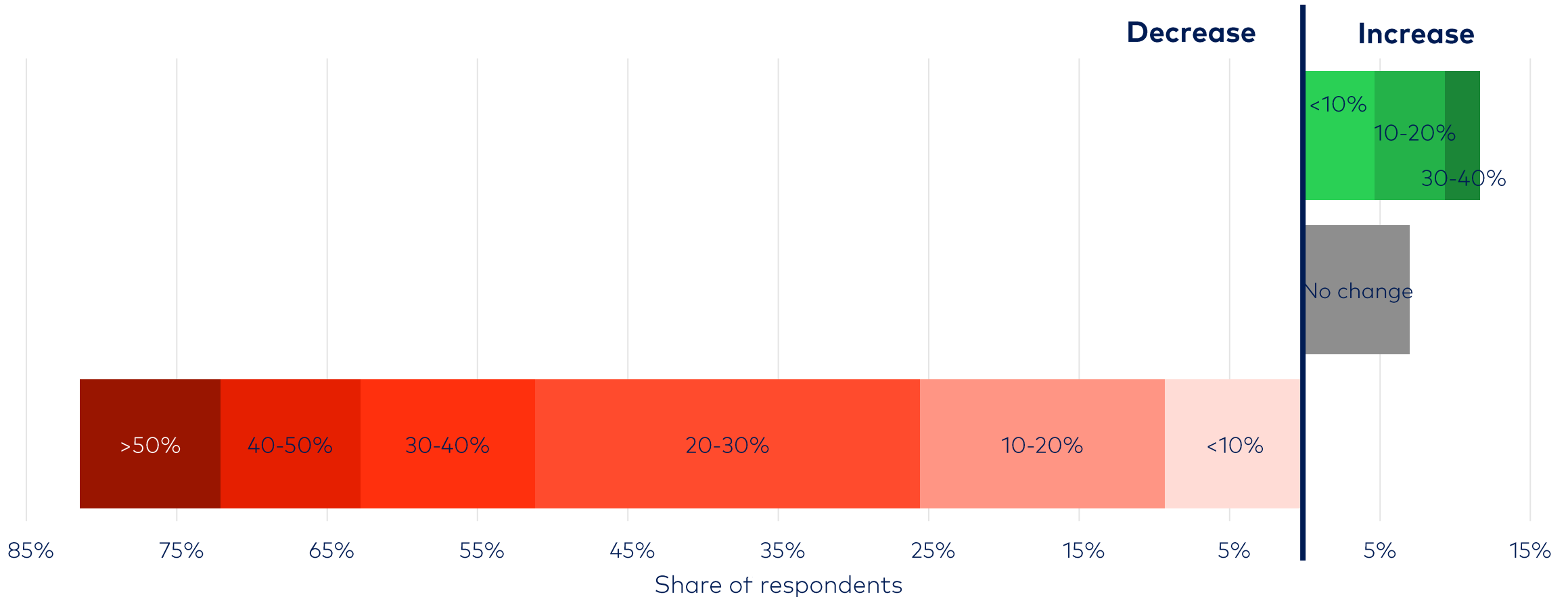
### % Buyers making Ad Spend Changes in 2H

Yes	25%
No	8%
Still to be determined	67%

## COVID-19 & MEDIA: EBIQUITY SURVEY

Around 80% of brands are planning to reduce their media budget for the rest of the year; more than half expect to cut spend by >20%

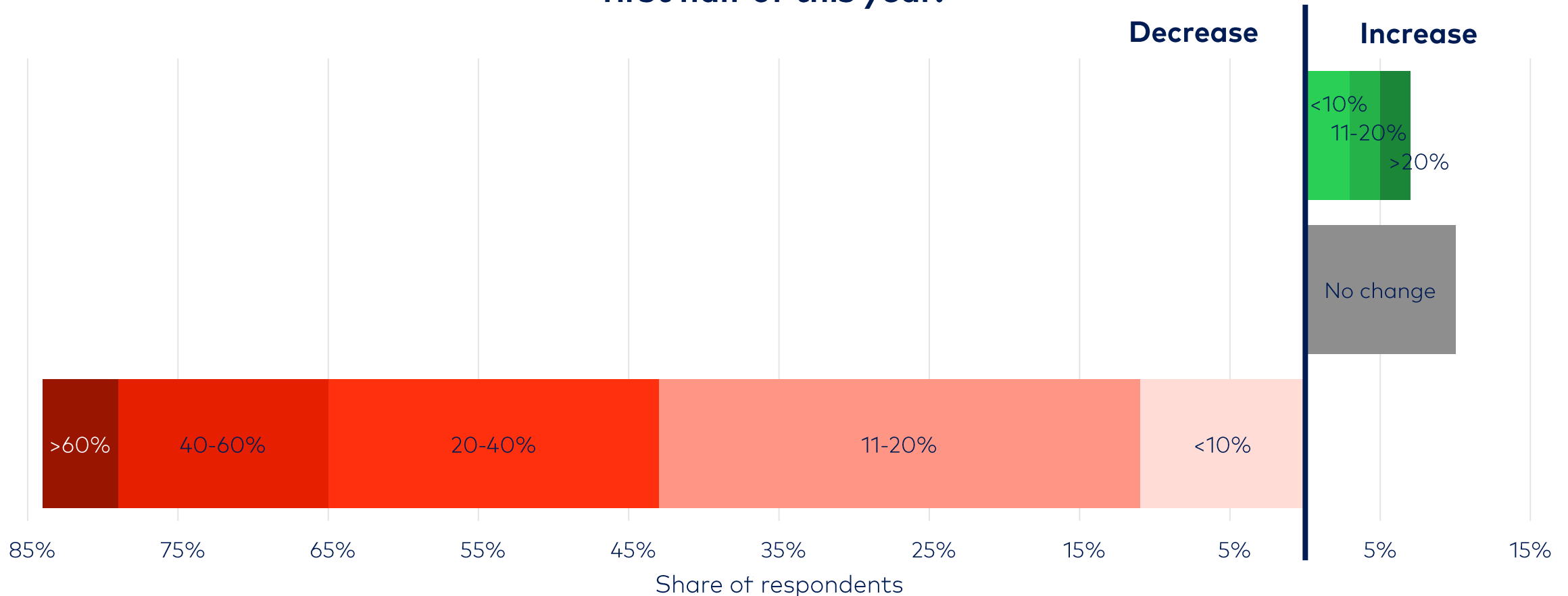
### How do you expect your media budgets will change for the rest of the year?



## COVID-19 & MEDIA: EBIQUITY SURVEY

A recent WFA poll also suggested close to 85% of brands are planning to reduce spend in the first half of the year

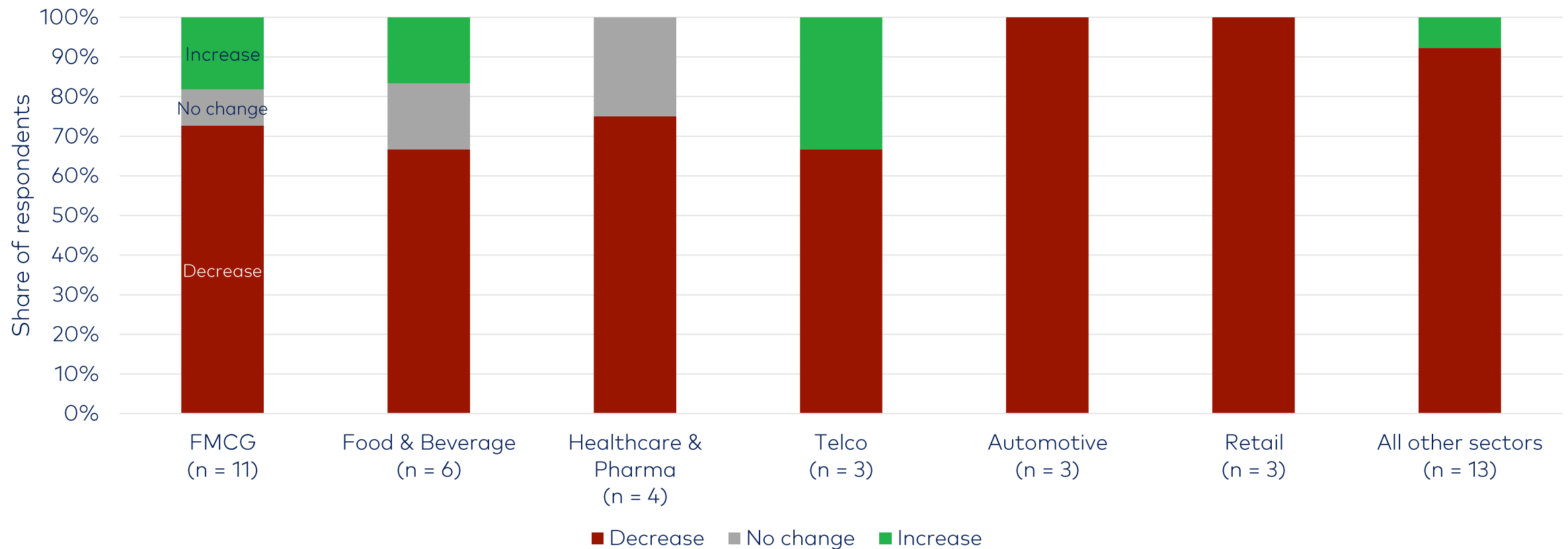
### How do you see your media investment netting out across the first half of this year?



## COVID-19 & MEDIA: EBIQUITY SURVEY

FMCG and Food & Beverage brands potentially cutting budgets by less than other sectors

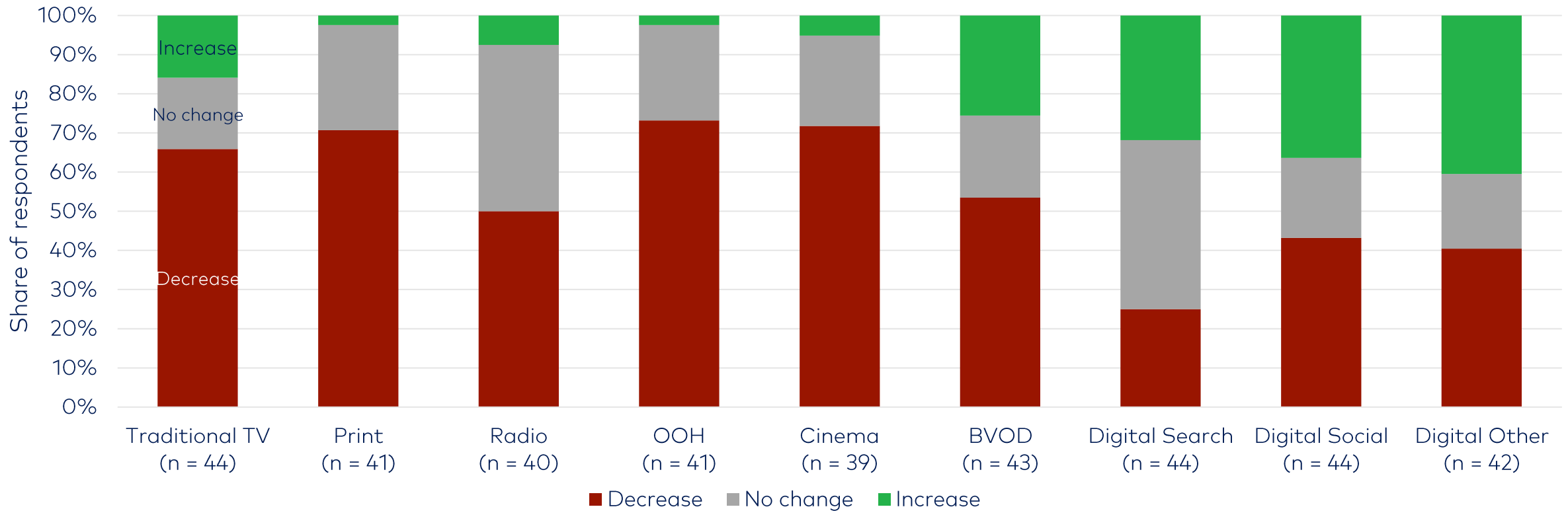
### How do you expect your media budgets will change for the rest of the year?





Brands are expecting to reduce offline budgets more than online

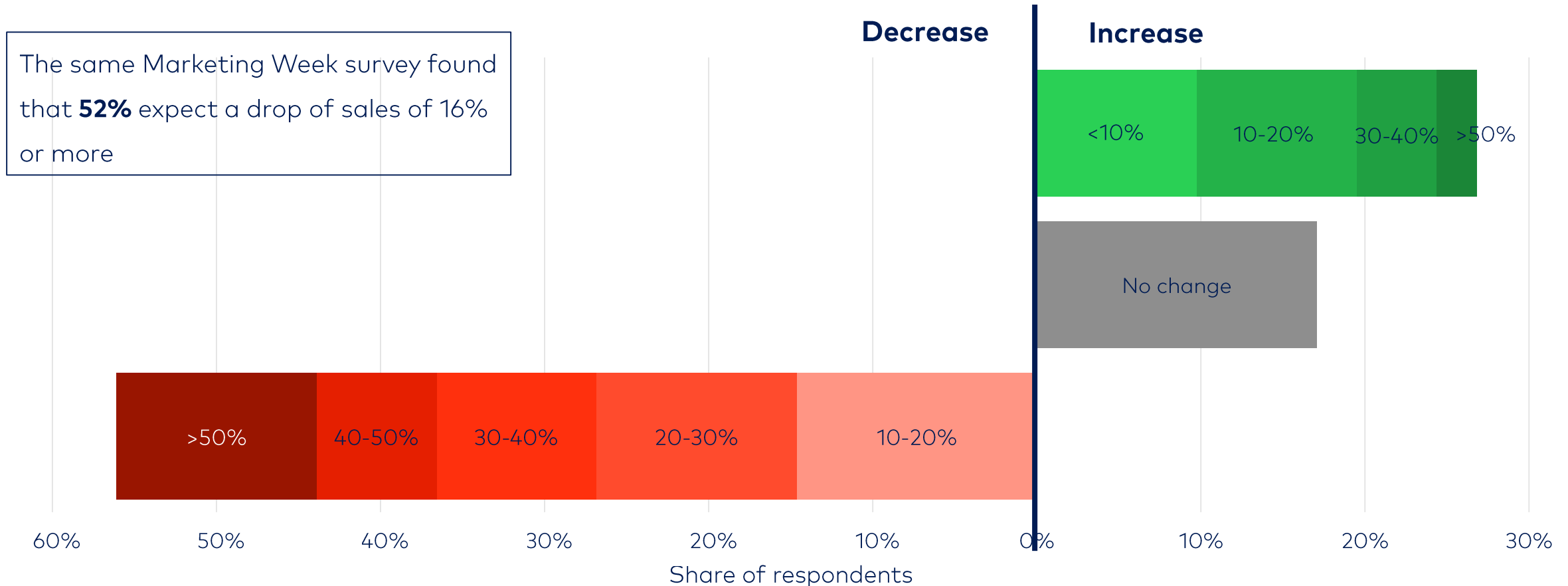
### How do you expect your media budgets will change for the rest of the year?



## COVID-19 & MEDIA: EBIQUITY SURVEY

Almost three quarters of brands are expecting either revenue declines or zero growth for the year ahead

### What impact do you expect Covid-19 will have on sales?

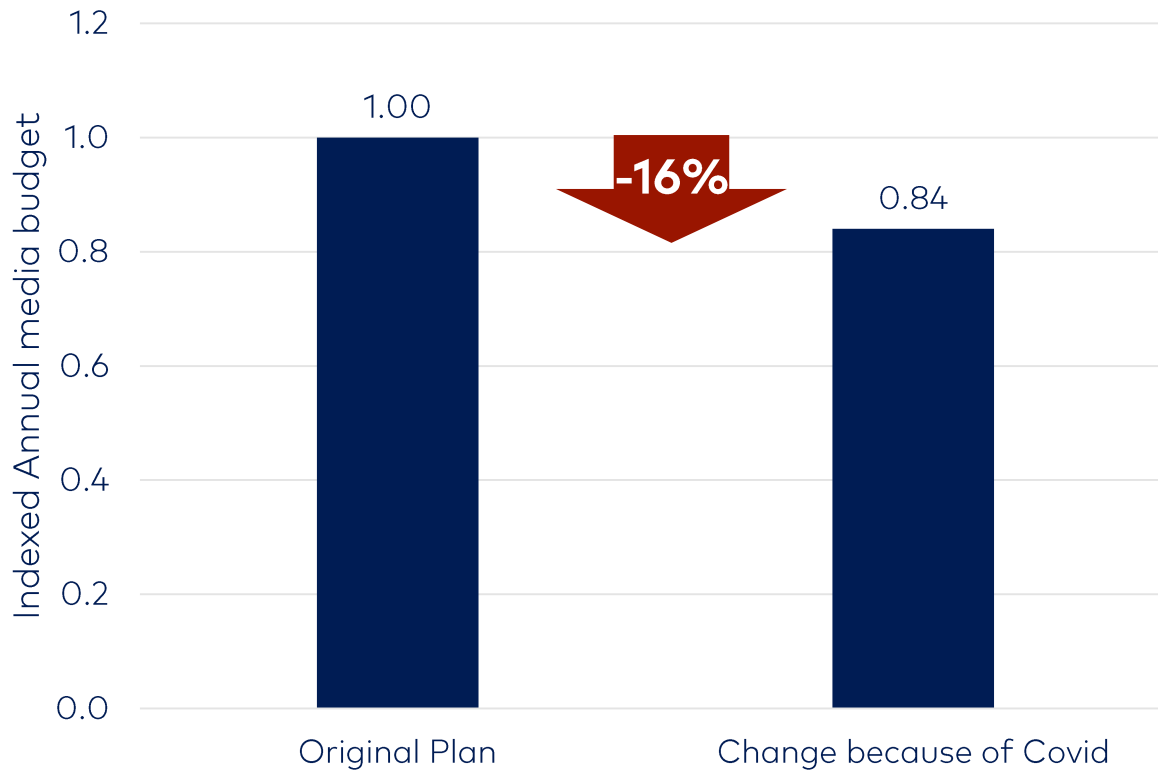


# Additional Analysis

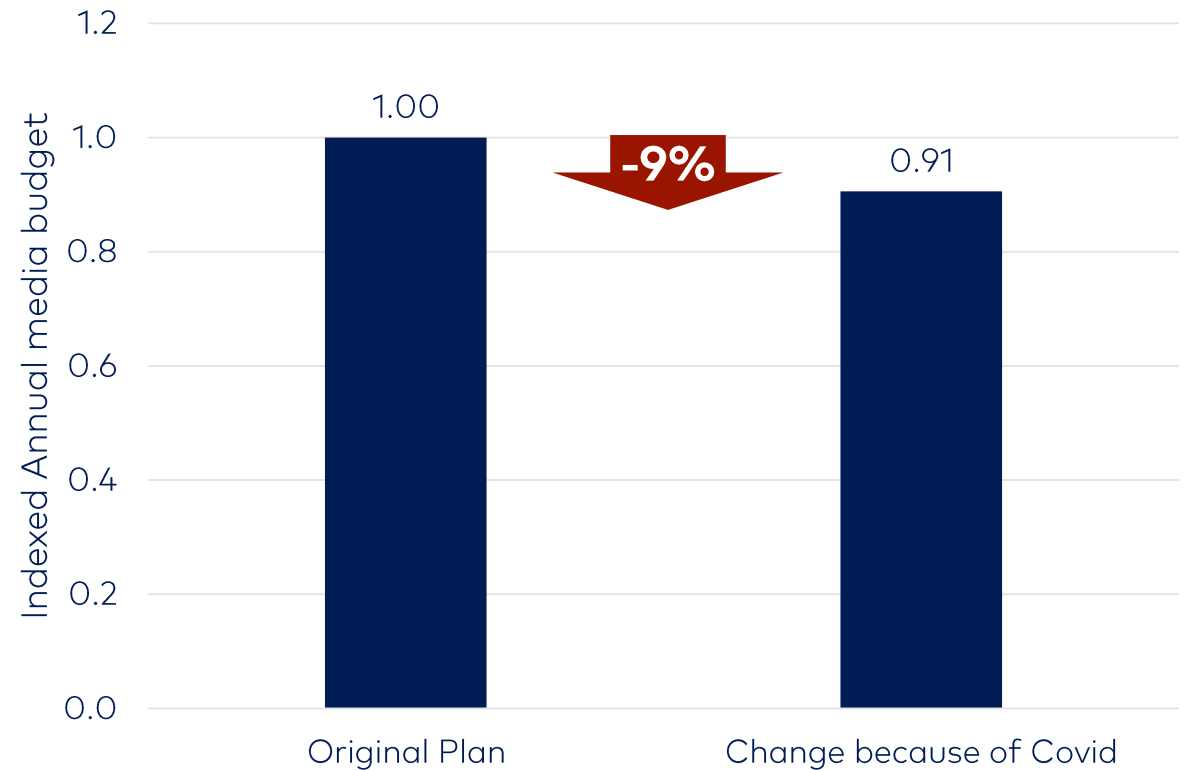
## COVID-19 & MEDIA: EBIQUITY SURVEY

On a weighted basis, brands expect media budgets to decline by ~16% and expect revenue will decline by ~9%

**Estimated change in media spend  
due to Covid** (Indexed, weighted)



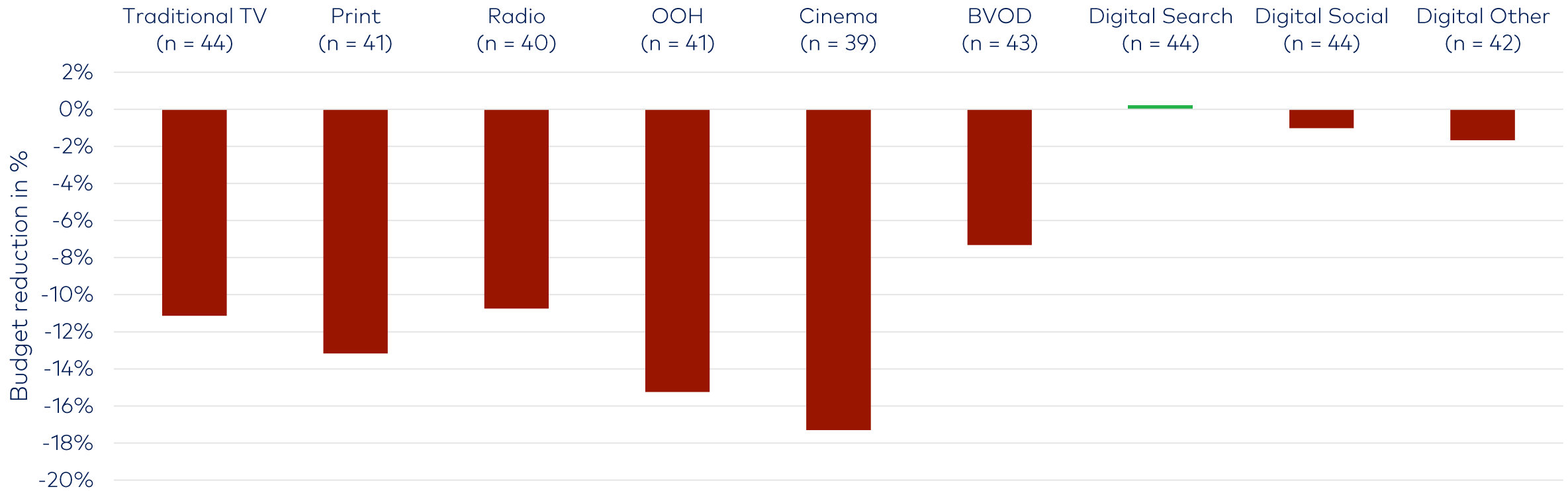
**Estimated change in revenue  
due to Covid** (Indexed, weighted)



## COVID-19 & MEDIA: EBIQUITY SURVEY

On a weighted basis, planned budget cuts in offline channels range from 10-17%, while in digital channels planned reductions are largely under -2%

### How do you expect your media budgets will change for the rest of the year? (weighted by spend)

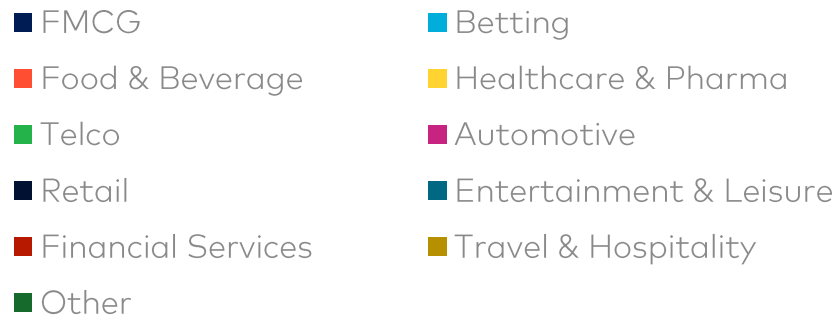
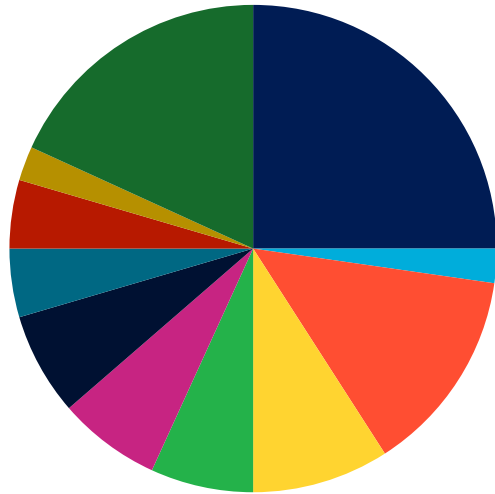


# About Our Survey

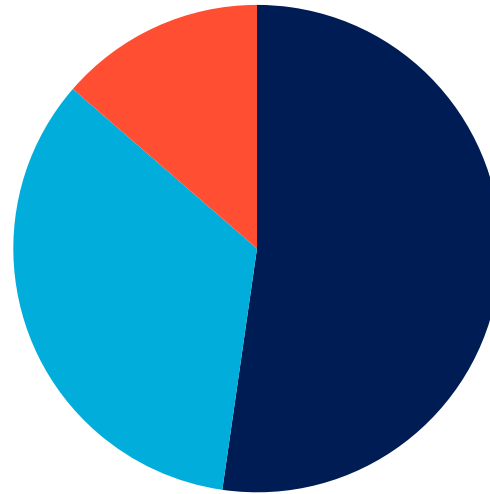
## COVID-19 & MEDIA: EBIQUITY SURVEY

### About our survey – profile of respondents

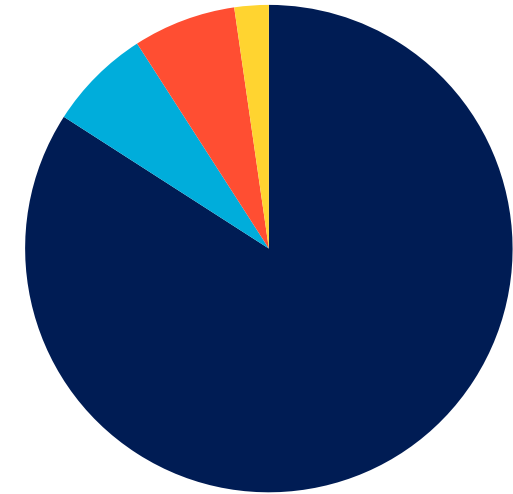
#### Sector Mix



#### Geographic Responsibility



#### Company Type

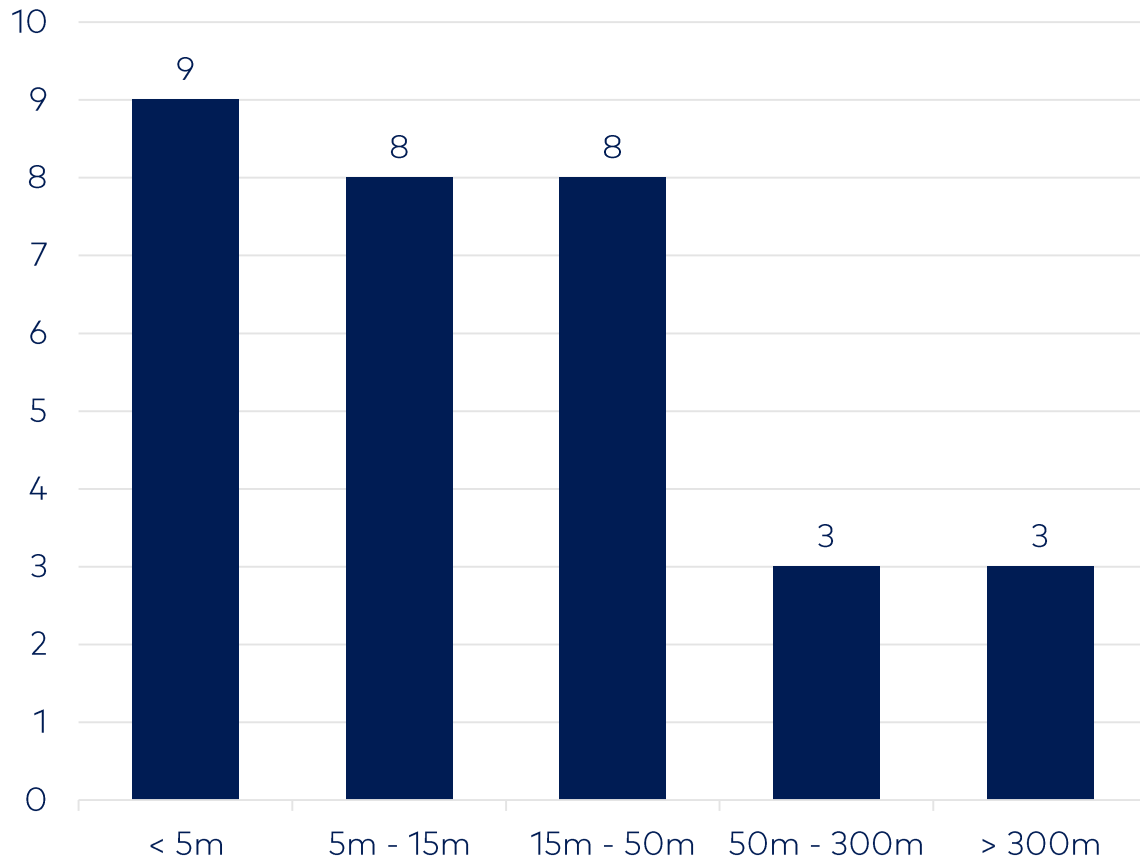


Note: only brands with visibility over their budgets answered all questions to maintain survey quality

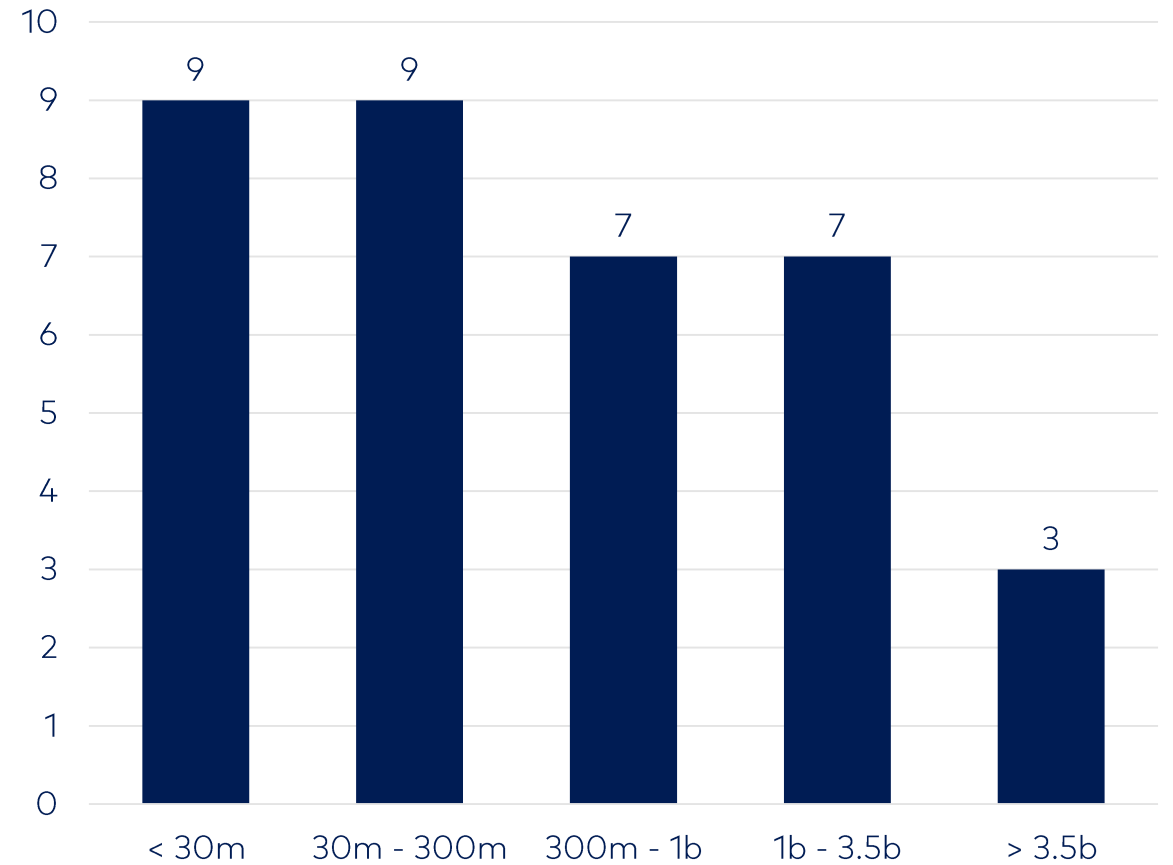
## COVID-19 & MEDIA: EBIQUITY SURVEY

### About our survey – profile of respondents

#### Respondent count by media spend in USD



#### Respondent count by turnover in USD







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Our focus is on helping brands make better informed marketing investment decisions



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