



Corona Effect on Swedish Brands

survey 2

– a survey by The Association of Swedish Advertisers

April 21 – May 1st 2020

Sveriges
Annonörer

Survey 2

Type of survey:

Online survey with "multiple choice" questions

Survey period:

April 21 – May 1st 2020

Number of participants:

56

Participants:

Members of The Association of Swedish Advertisers

To what extent has your company been affected by the corona crisis?

30%

Answered
to a very
large extent

38%

Answered
to a large
extent

29%

Answered
to a small
extent

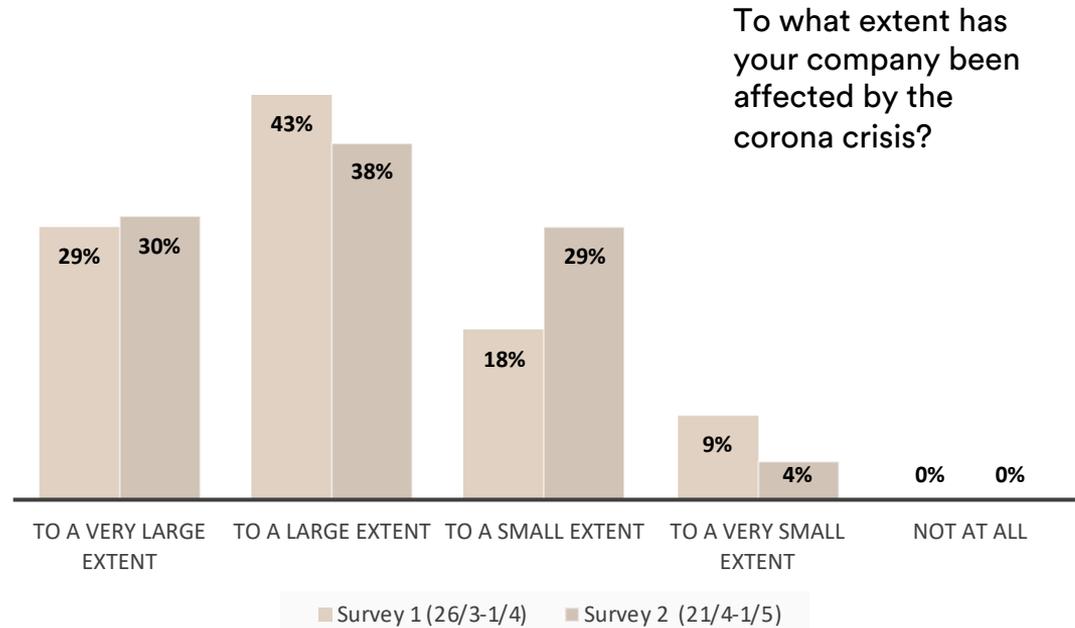
4%

Answered
to a very
small extent

0%

Have **not**
been affected
at all

Answer compared to survey 1



In what way do you think the corona pandemic will affect your business, results and economic forecast?

48%

Say it will
have a
**large negative
impact**

38%

Say it will
have a
**small negative
impact**

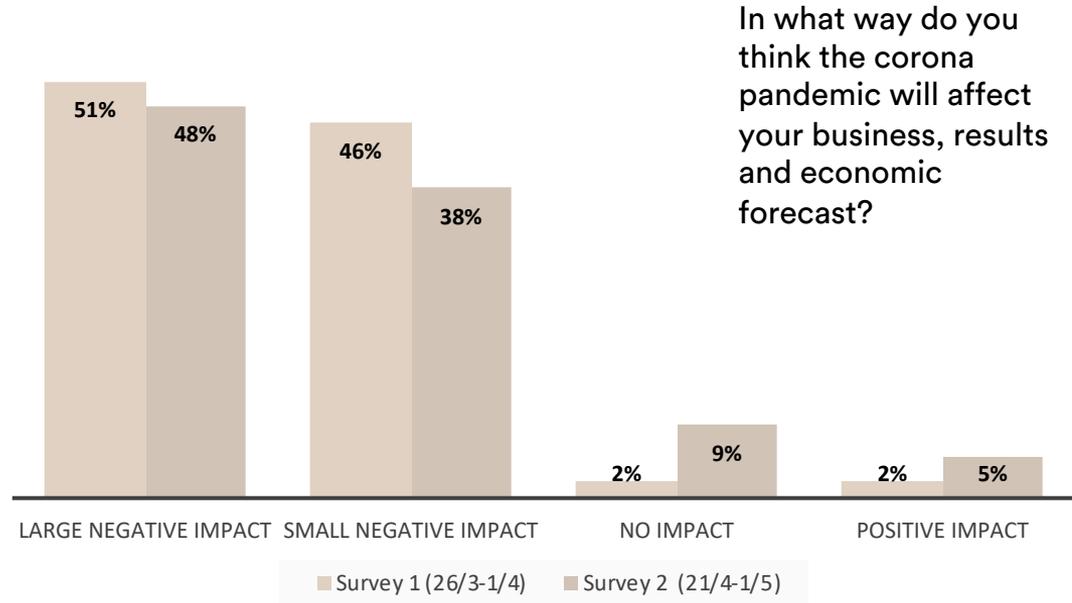
9%

Say it will
have
no impact

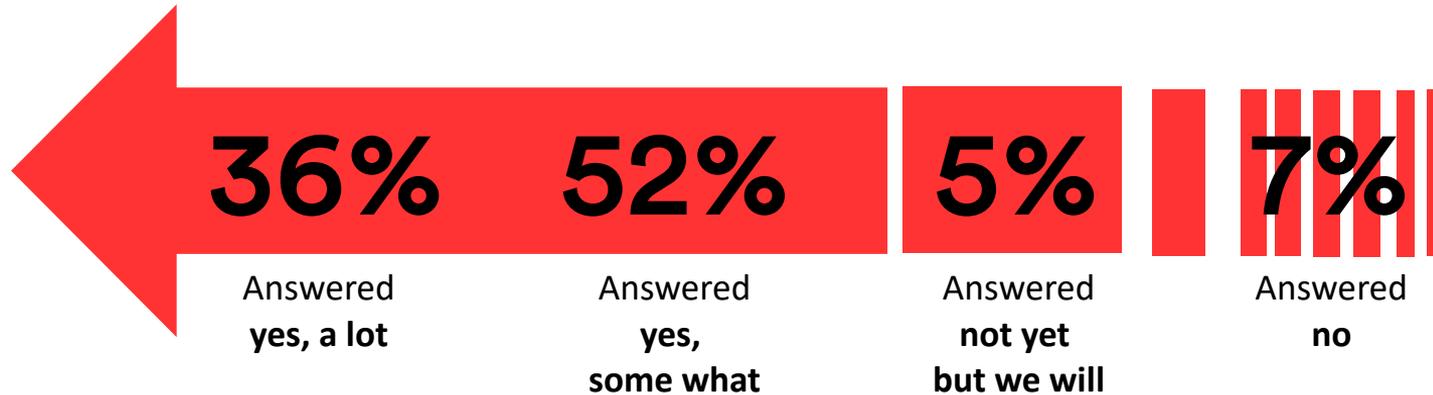
5%

Say it will
have a
**positive
impact**

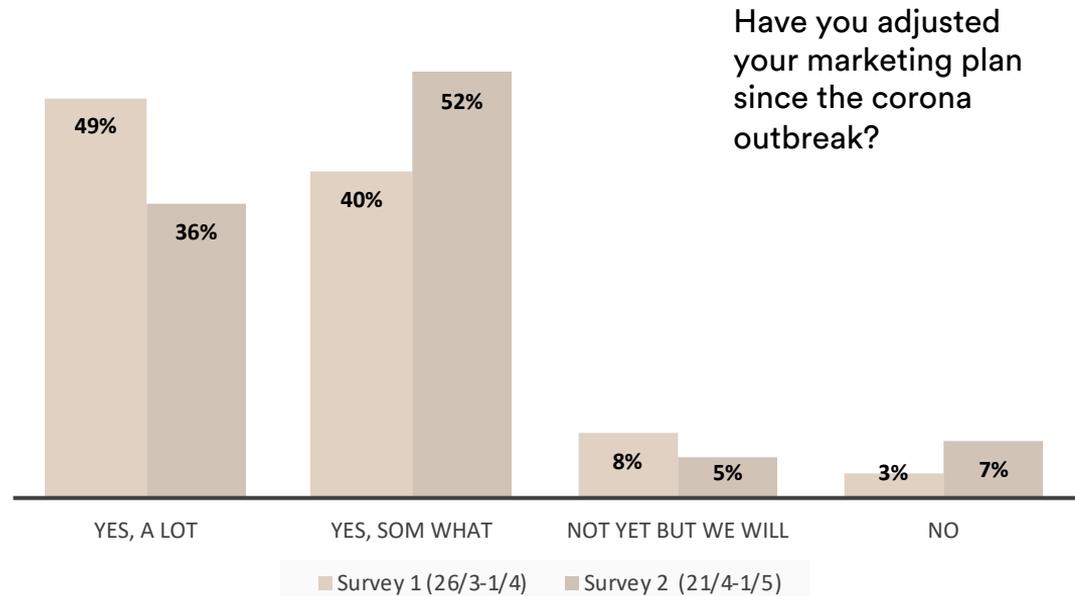
Answer compared to survey 1



Have you adjusted your marketing plan since the corona outbreak?



Answer compared to survey 1



Have you cut down on your marketing investments?

27%

Answered
yes, a lot

38%

Answered
yes,
some what

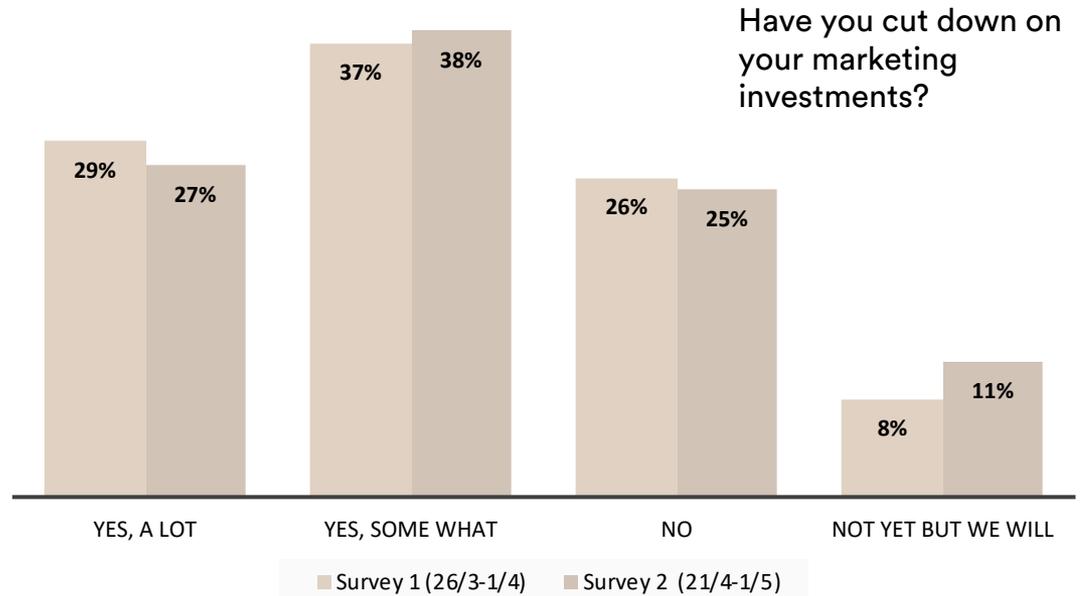
25%

Answered
no

11%

Answered
not yet
but we will

Answer compared to survey 1



If you have cut down on marketing investments – on what have you cut down?

34%

Media

23%

Production

22%

Agency payments

14%

Other

7%

Tech platforms

If you have cut down on media
– on what have you cut down?

21%

Print

17%

Outdoor

12%

Online banners

10%

TV

10%

Social media

10%

Online video

10%

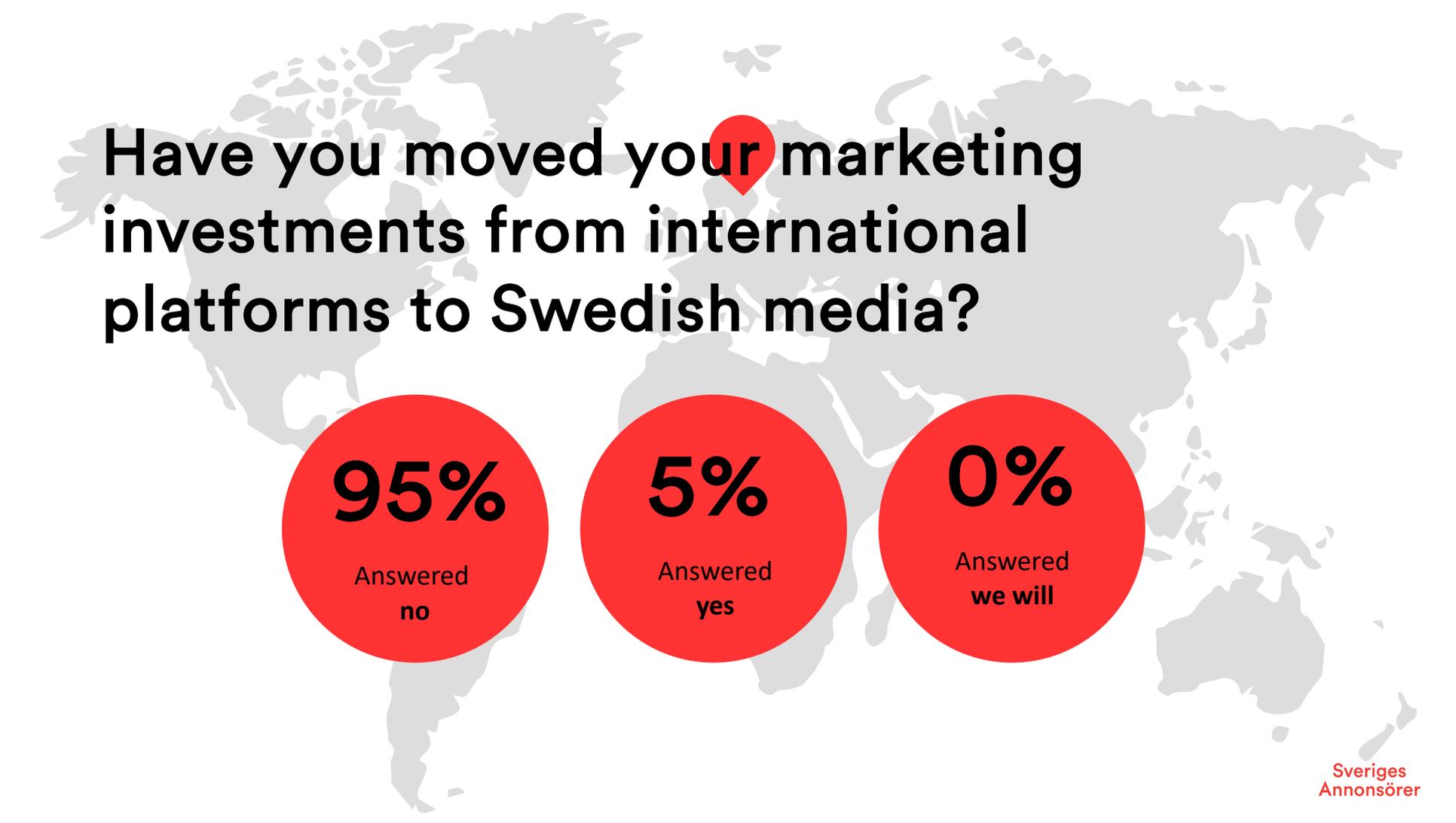
Movie

7%

Search

4%

Email



Have you moved your marketing investments from international platforms to Swedish media?

95%

Answered
no

5%

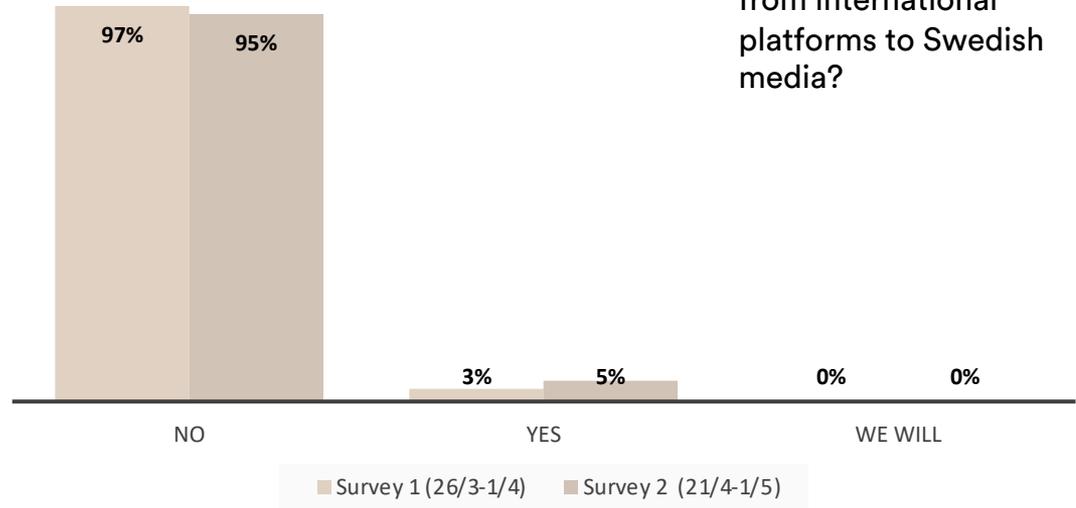
Answered
yes

0%

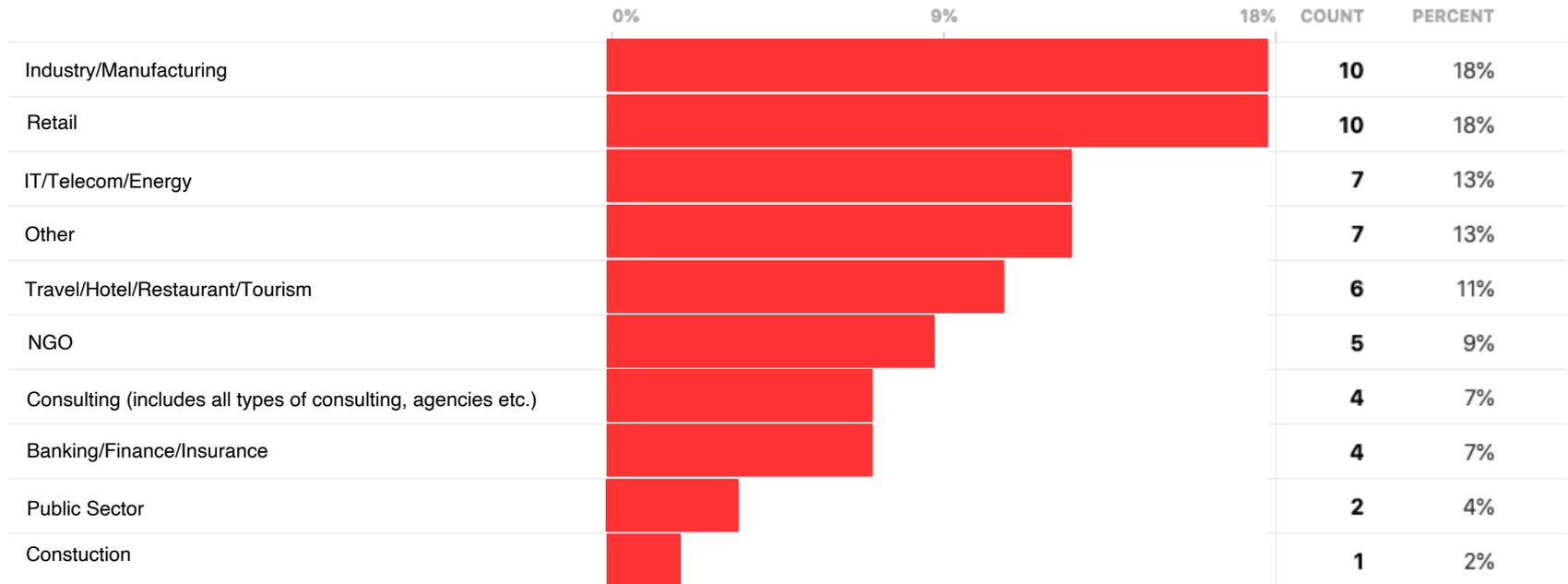
Answered
we will

Answer compared to survey 1

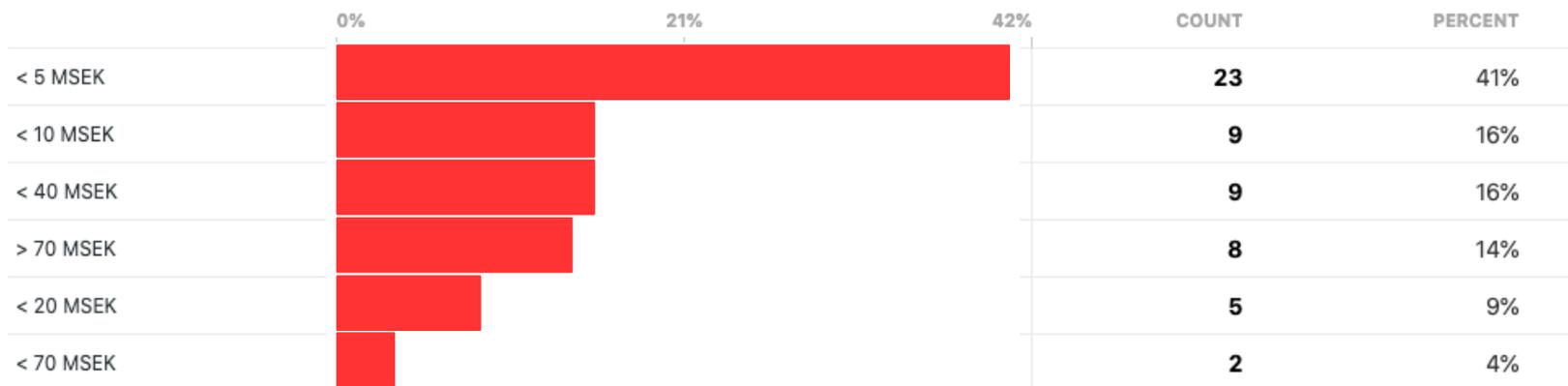
Have you moved your marketing investments from international platforms to Swedish media?



Which sector do you belong to?



How large is your marketing budget?



If you have questions about the survey
please contact us via email:
info@annons.se

