

A detailed, close-up, green-tinted electron micrograph of a coronavirus particle. The image shows the characteristic surface of the virus, covered in numerous spike proteins that protrude from the outer envelope. The spikes vary in length and are arranged in a somewhat regular pattern. The overall appearance is that of a spherical, textured structure with many small, rounded protrusions.

Corona Effect on Swedish Brands

– a survey by The Association of Swedish Advertisers

March 26 – April 1st 2020

Sveriges
Annonörer

Survey 1

Type of survey:

Online survey with "multiple choice" questions

Survey period:

March 26 – April 1st 2020

Number of participants:

65

Participants:

Members of The Association of Swedish Advertisers

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

29%

Answered
to a very
large extent

43%

Answered
to a large
extent

18%

Answered
to a small
extent

9%

Answered
to a very
small extent

0%

Have not
been affected
at all

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

51%

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

46%

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

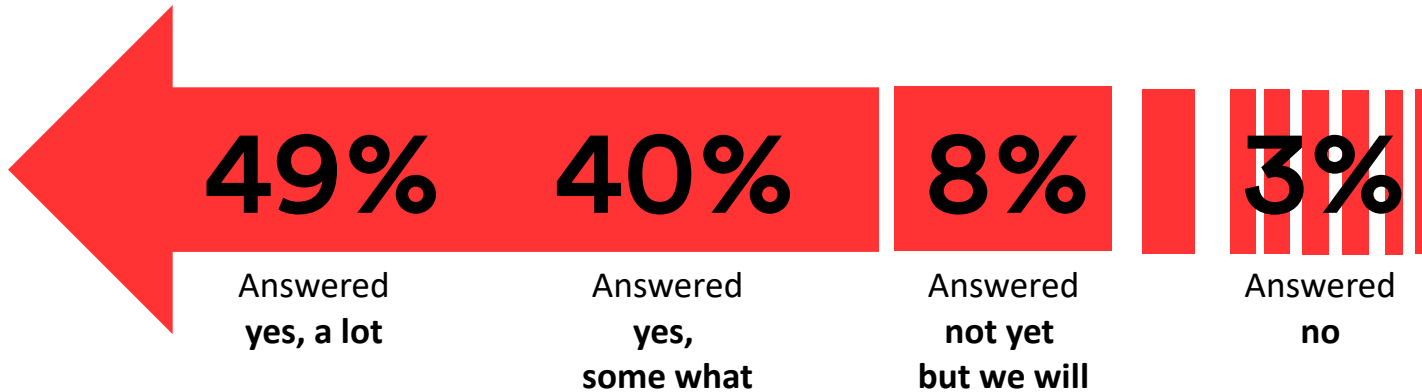
2%

Say it will
have
no impact

2%

Say it will
have a
**positive
impact**

Have you adjusted your marketing plan since the corona outbreak?



Have you cut down on your marketing investments?

29%

Answered
yes, a lot

37%

Answered
yes,
some what

26%

Answered
no

8%

Answered
not yet
but we will



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

97%

Answered
no

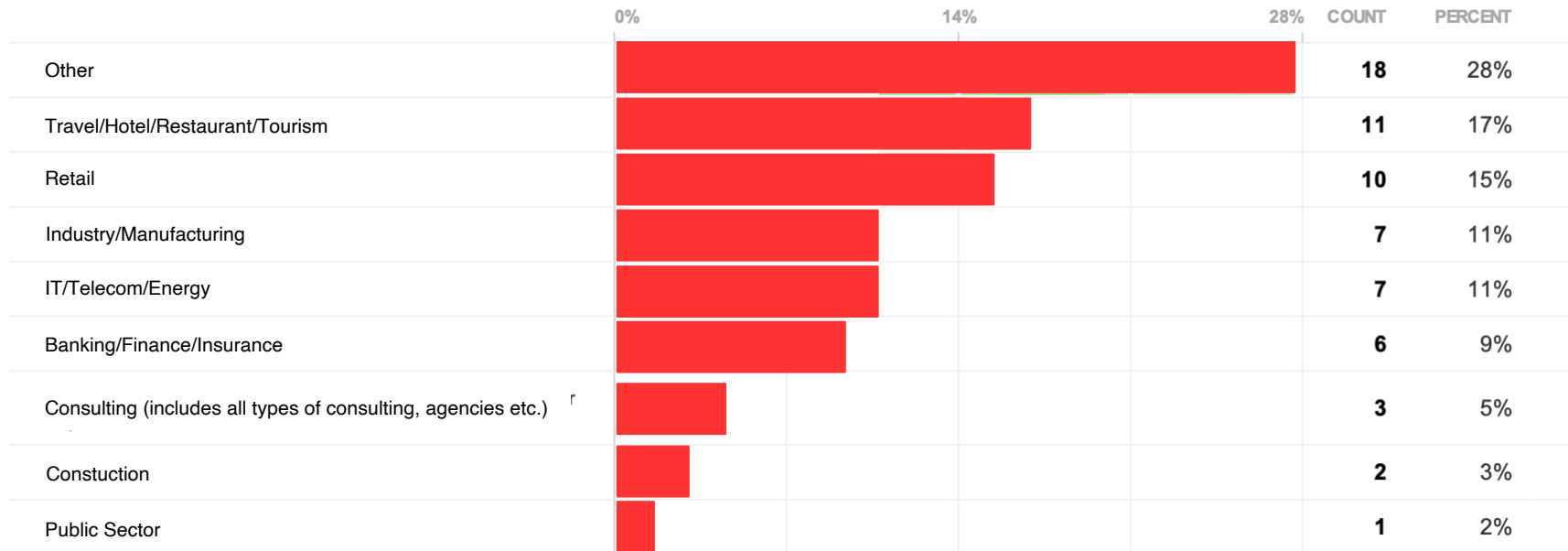
3%

Answered
yes

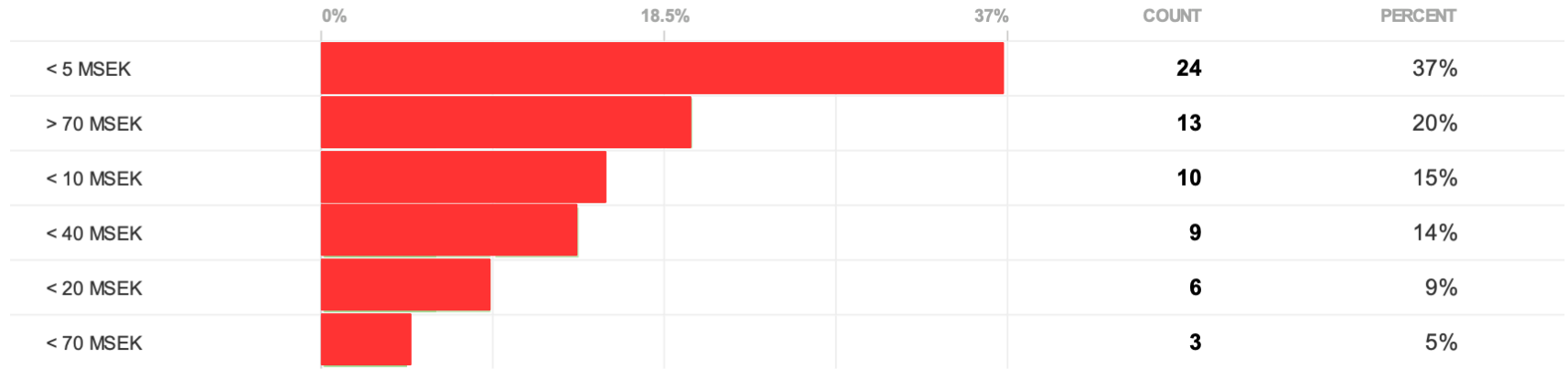
0%

Answered
we will

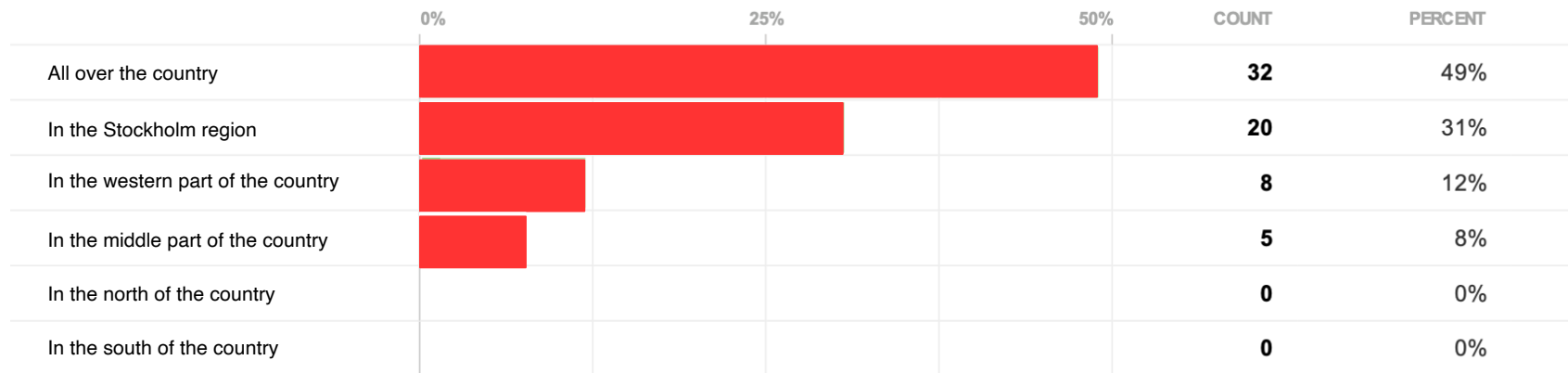
Which sector do you belong to?



How large is your marketing budget?



In which part of Sweden do you operate?



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

