



Corona Effect on Swedish Brands

survey 3

– a survey by The Association of Swedish Advertisers

June 8 – June 17 2020

Sveriges
Annonörer

Survey 3

Type of survey:

Online survey with "multiple choice" questions

Survey period:

June 8 – June 17 2020

Number of participants:

51

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

29%

Answered
to a large
extent

25%

Answered
to a small
extent

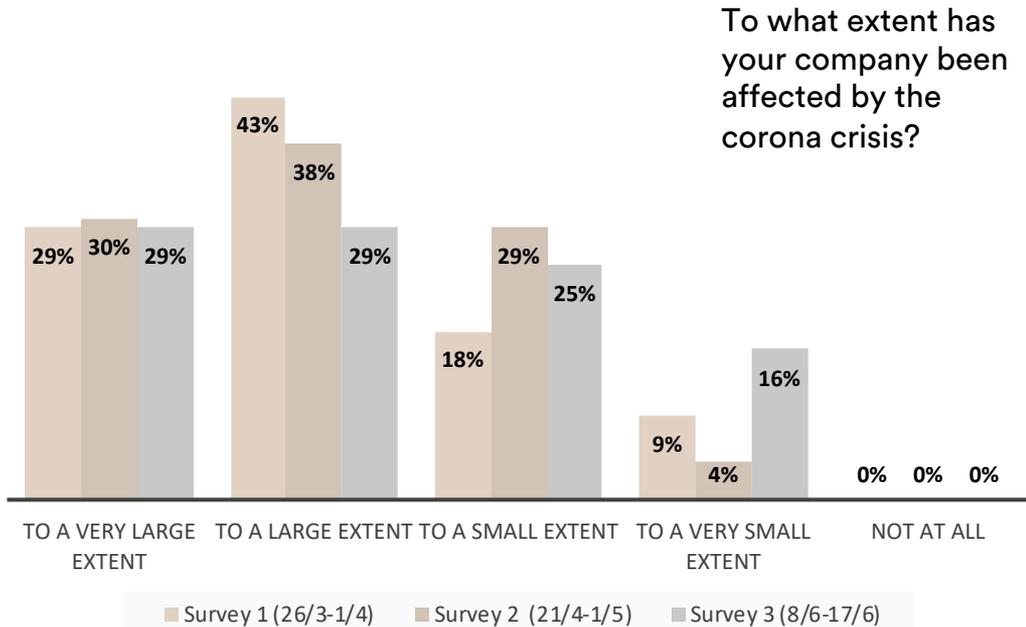
16%

Answered
to a very
small extent

0%

Have **not**
been affected
at all

Answer compared to survey 1 & 2



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

31%

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

39%

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

10%

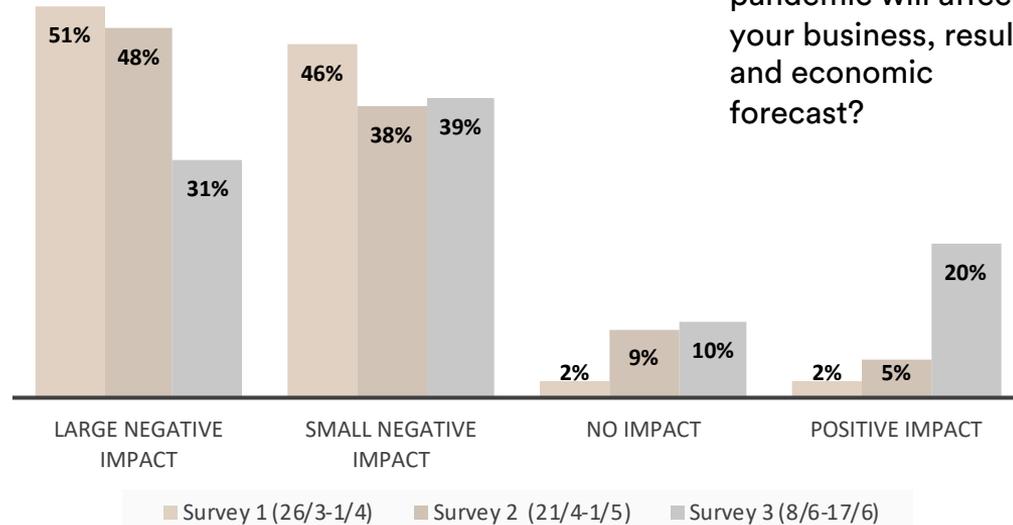
Say it will
have
no impact

20%

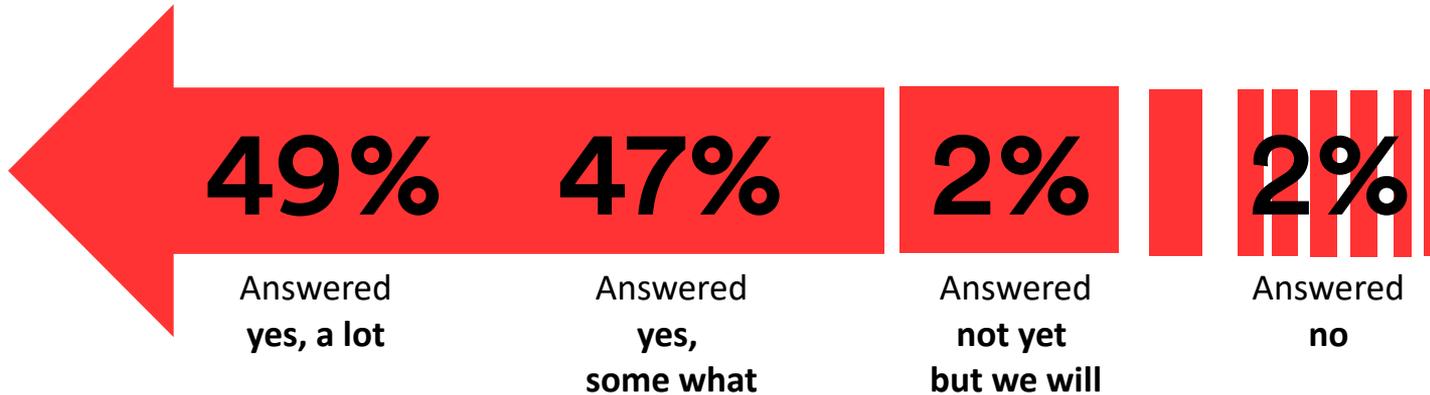
Say it will
have a
**positive
impact**

Answer compared to survey 1 & 2

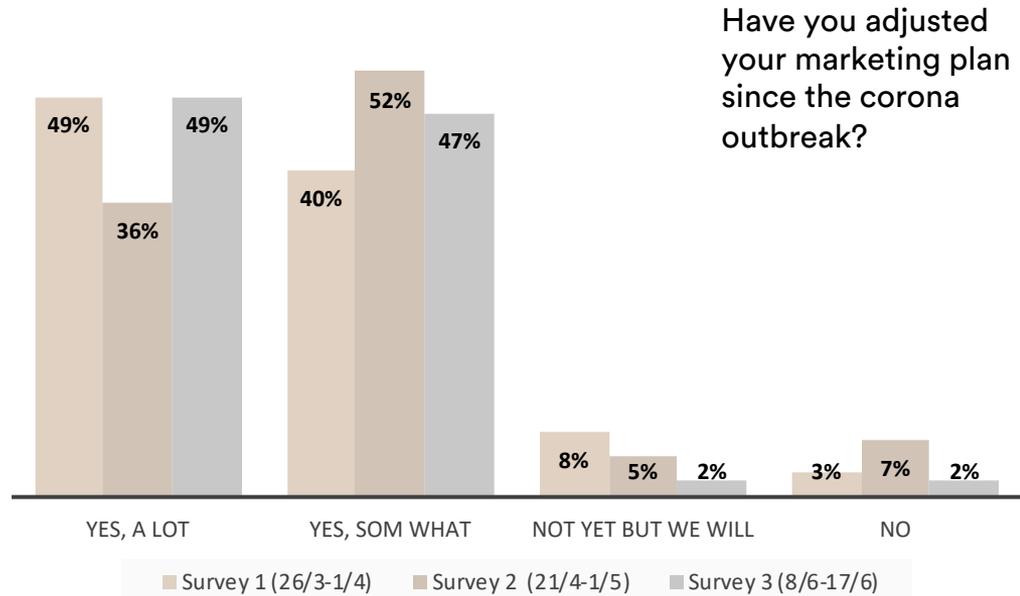
In what way do you think the corona pandemic will affect your business, results and economic forecast?



Have you adjusted your marketing plan since the corona outbreak?



Answer compared to survey 1 & 2



Have you cut down on your marketing investments?

20%

Answered
yes, a lot

45%

Answered
yes,
some what

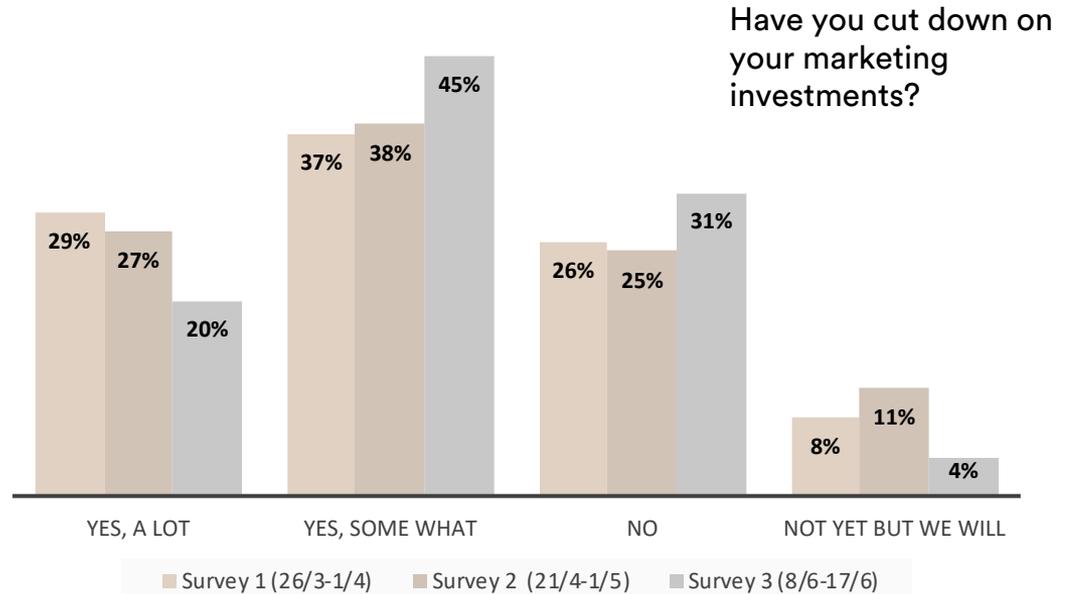
31%

Answered
no

4%

Answered
not yet
but we will

Answer compared to survey 1 & 2



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

37%

Media

27%

Production

21%

Agency payments

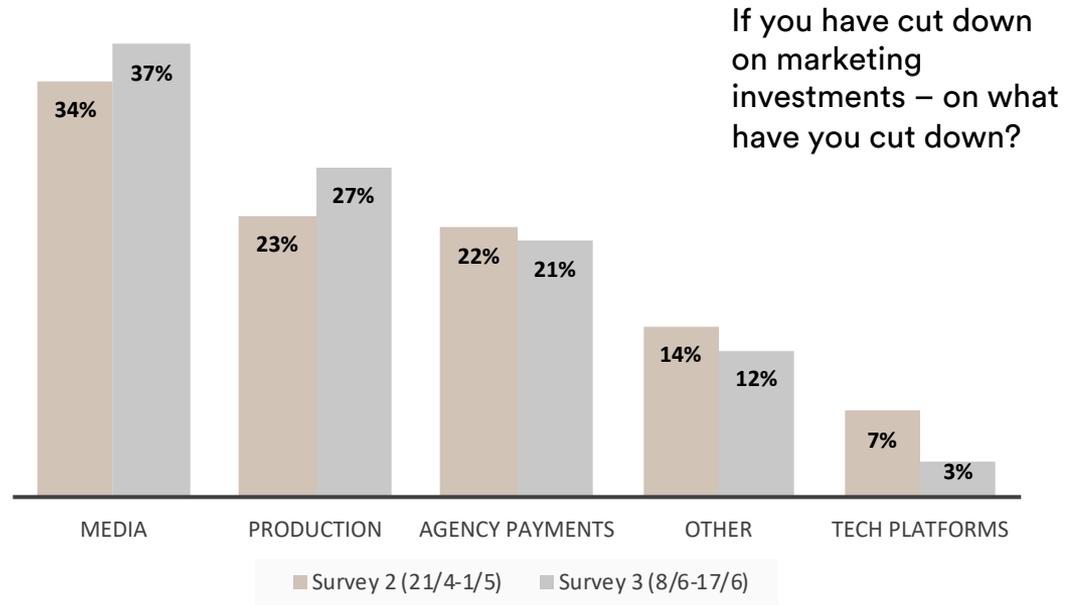
12%

Other

3%

Tech platforms

Answer compared to survey 2 (question was not featured in survey 1)



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

17%

Print

16%

Outdoor

14%

Online banners

12%

TV

9%

Social media

12%

Online video

15%

Movie

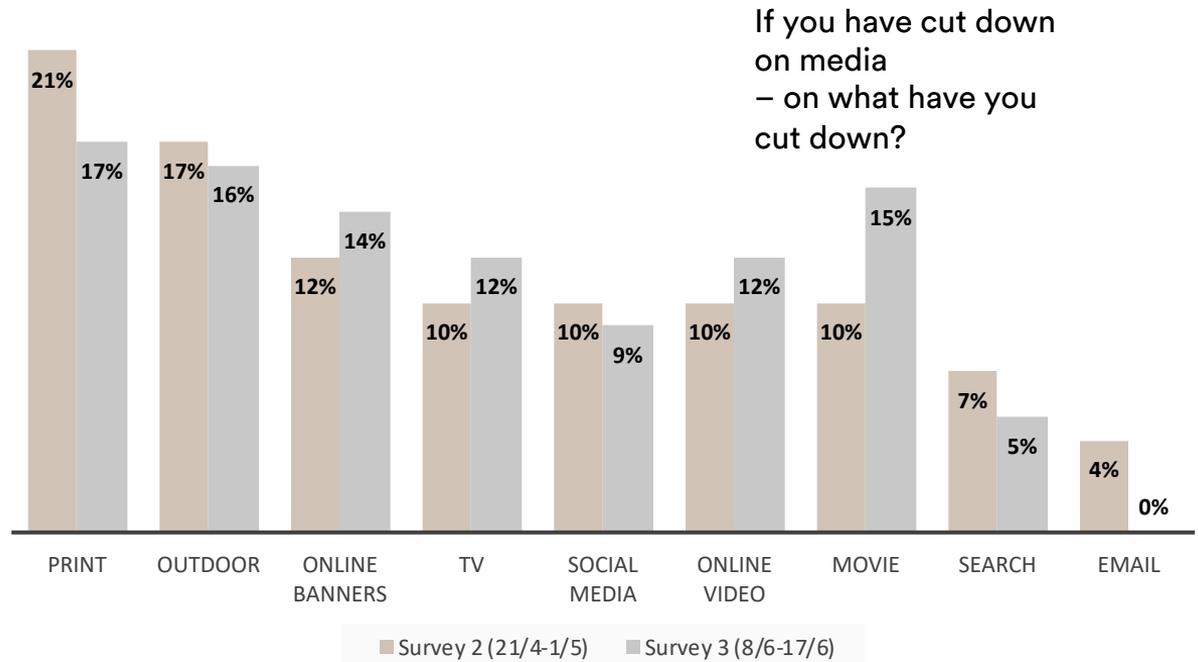
5%

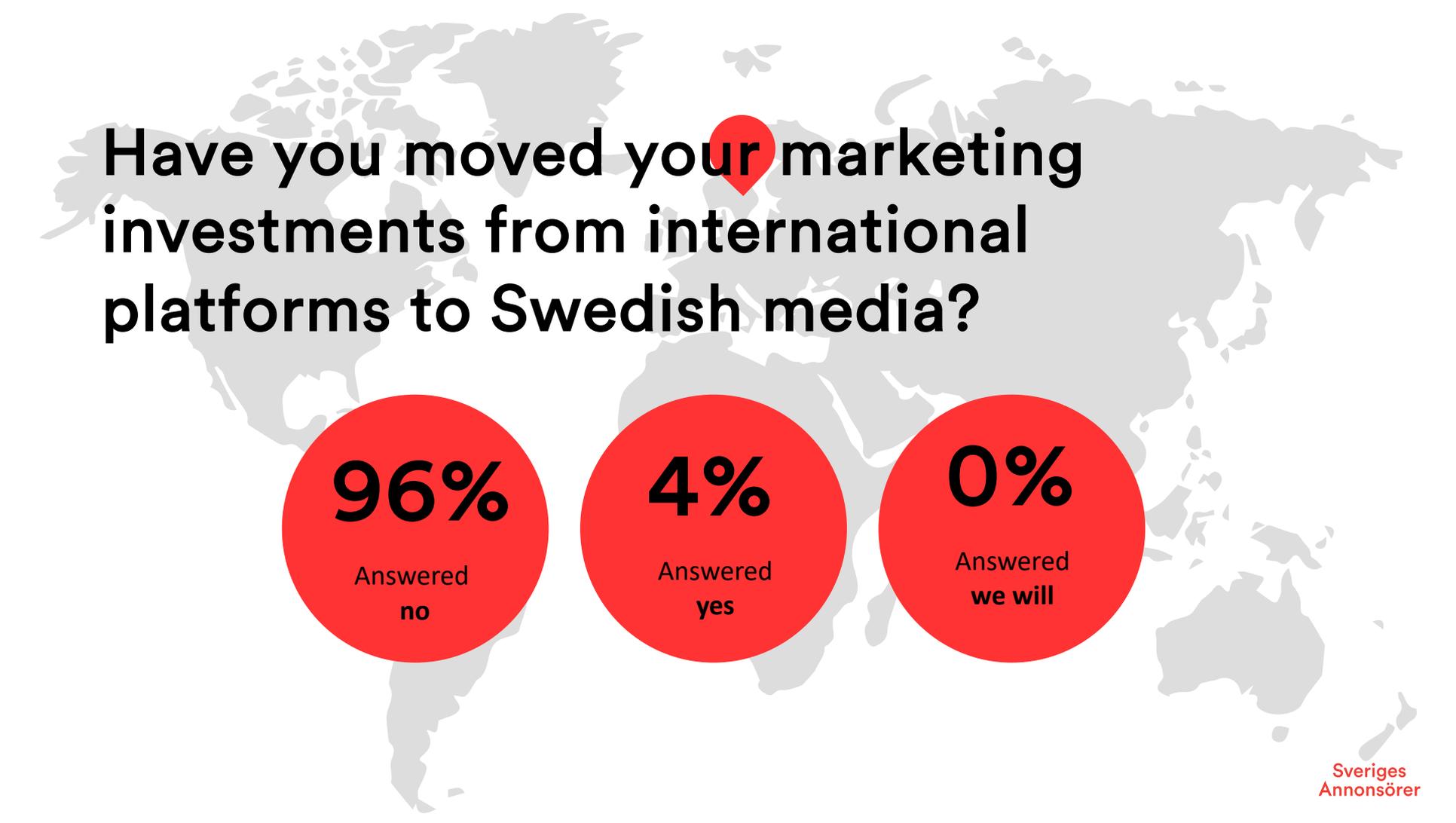
Search

0%

Email

Answer compared to survey 2 (question was not featured in survey 1)





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

96%

Answered
no

4%

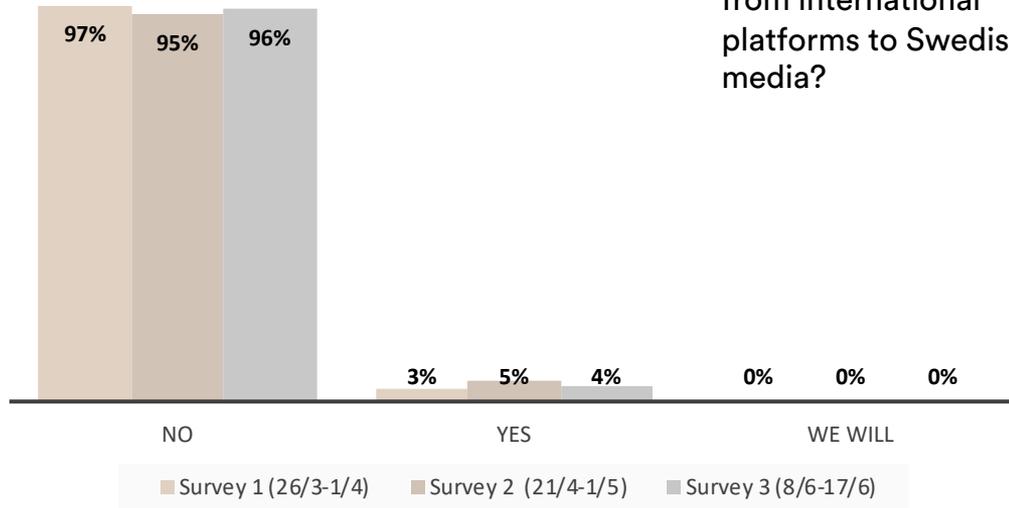
Answered
yes

0%

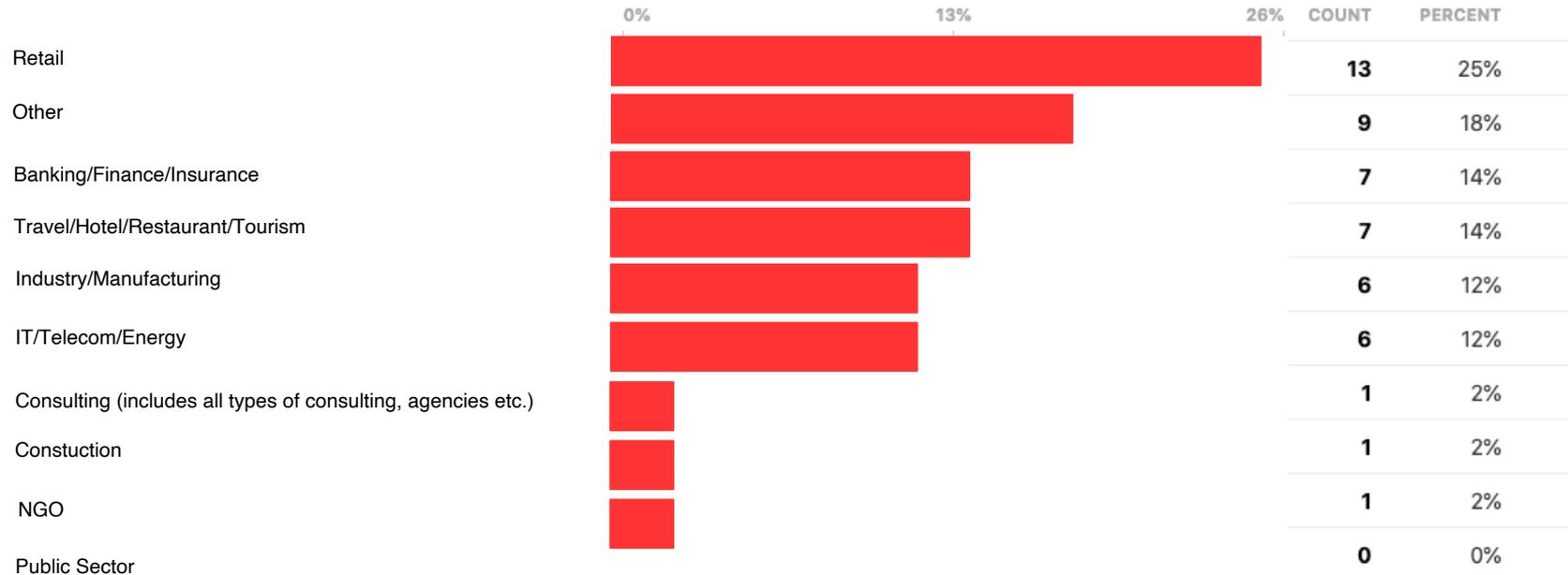
Answered
we will

Answer compared to survey 1 & 2

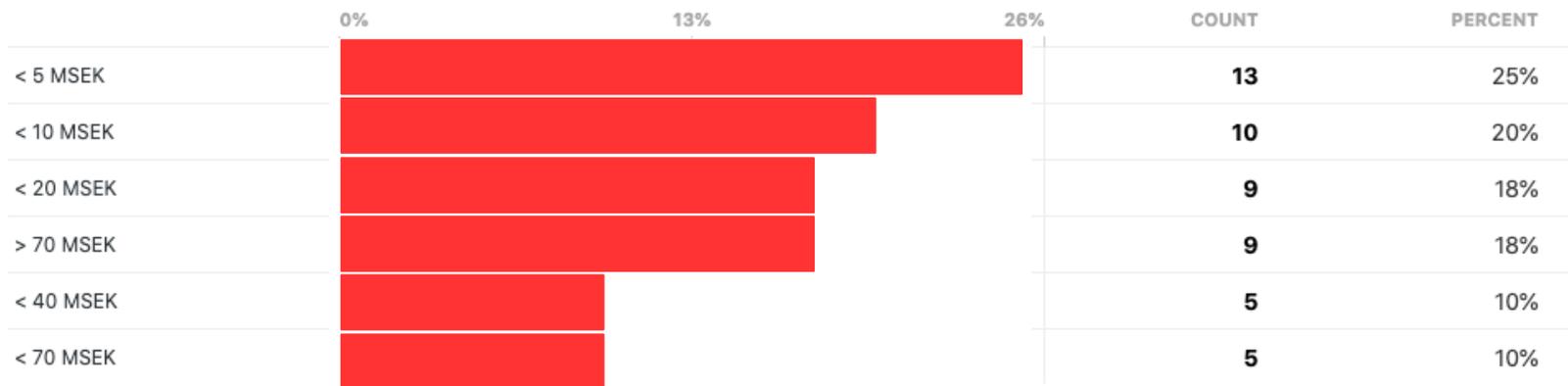
Have you moved your marketing investments from international platforms to Swedish media?



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

