

ARTICLE

Advertising During the COVID-19 Outbreak: What Audiences Want

by [Ayaz Nanji](#)
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Most people say brands should continue to advertise during the COVID-19 outbreak, but they also say marketers should change the content of their campaigns to address the situation, [according to](#) recent research from [Unruly](#).

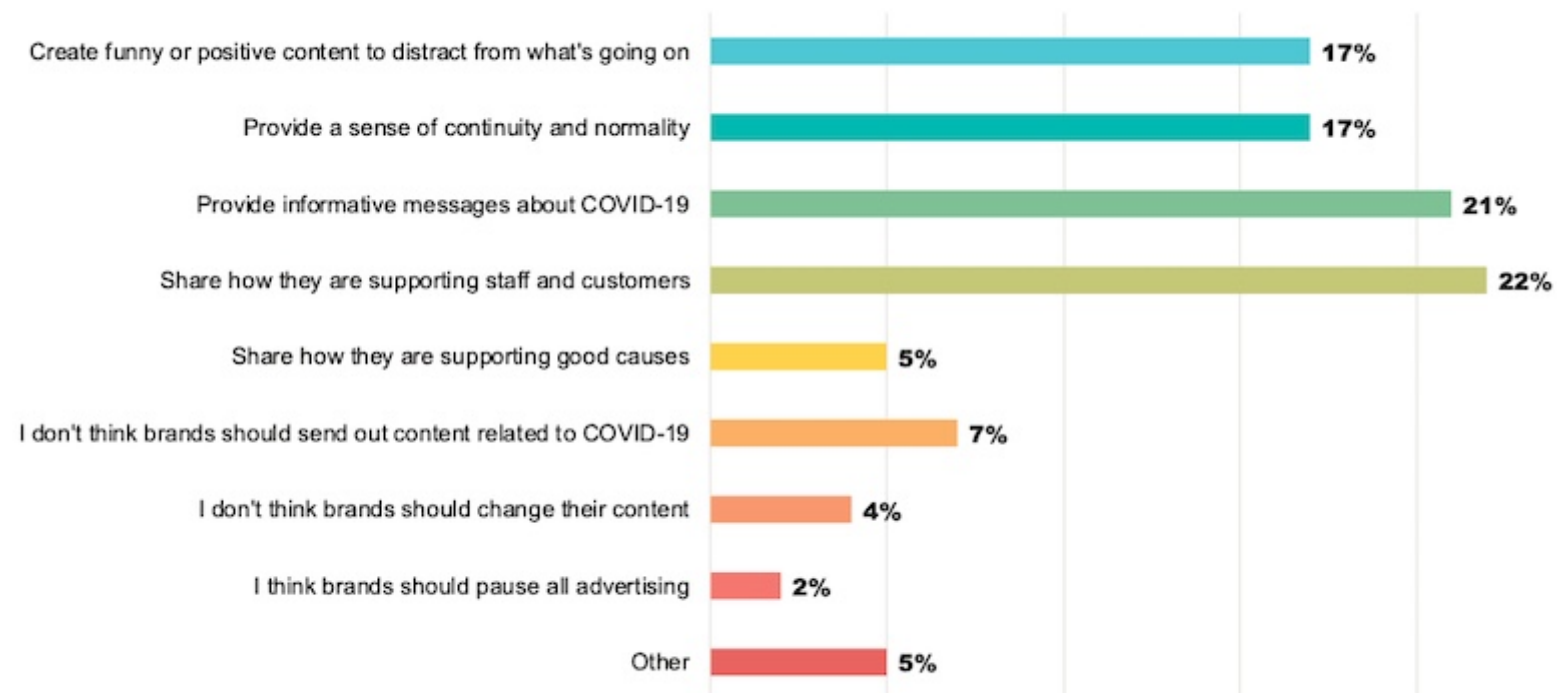
[The report](#) was based on data conducted in March 2020 among 489 consumers in the United States age 18 and older.

Only 2% of respondents say brands should pause advertising during the COVID-19 outbreak. However, 96% say brands should change their content to address the situation.

They want brands to deliver advertising that shows how companies are supporting their staff and customers (22% cite this as the best way to address the situation), provides informative messaging about COVID-19 (21%), creates a positive or funny distraction (17%), provides a sense of continuity and normality (17%), and highlights how they are supporting good causes (5%).

Some 7% of respondents say brands should not create messaging that specifically addresses COVID-19.

Q. What is the best way for brands to advertise during the outbreak?

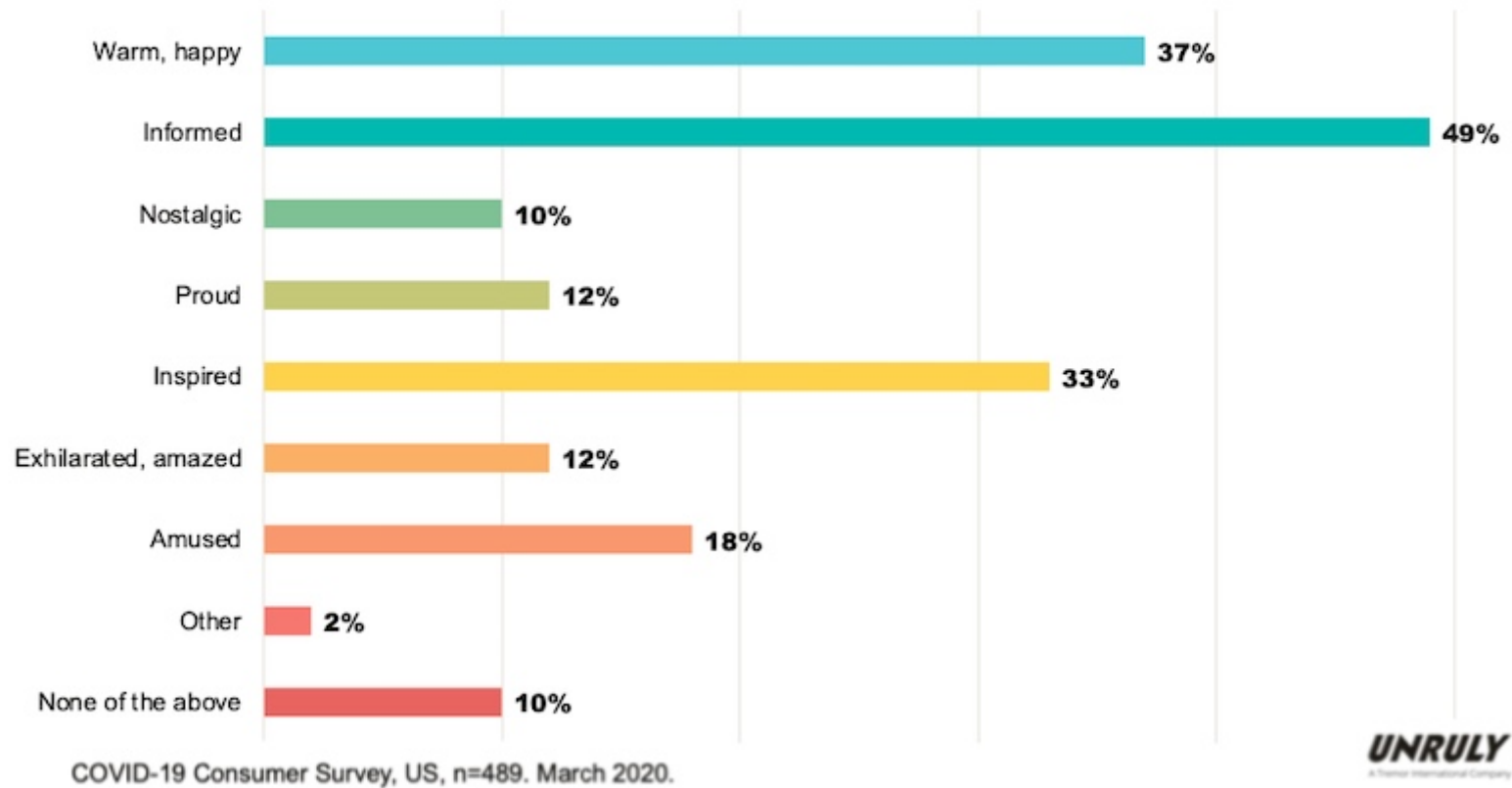


COVID-19 Consumer Survey, US, n=489. March 2020.

UNRULY
A BRAND EXPERIENCE COMPANY

Consumers say they mostly want to see advertising from brands during this time that makes them feel informed (49% cite), warm/happy (37%), and inspired (33%).

Q. How would you like adverts to make you feel right now?



About the research: [The report](#) was based on data conducted in March 2020 among 489 consumers in the United States age 18 and older.

ABOUT THE AUTHOR



Ayaz Nanji is a digital strategist and a co-founder of [ICW Media](#), a marketing agency specializing in content and social media services for tech firms. He is also a [research](#) writer for MarketingProfs. He has worked for Google/YouTube, the Travel Channel, AOL, and the New York Times.

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