SPECIAL STUDY

COVID-19 Marketing Survey

How marketers responded to the first shock

Brand and agency marketers described changes in demand, spending and team morale in the first months of the pandemic.

April 2020

Research by Setup®

Demand and marketing budgets shifted

Setup asked marketing leaders what they were experiencing in the second half of April 2020.

175+

Marketingleaderssurveyed

64%

Participants were Director level or above

60%

Brand marketers reported positive team morale

Positive demand was reported by a minority

About35% ofbrandrespondentsand25%ofagencyrespondents reported increased demand for their products or services.

Spending decisions differed

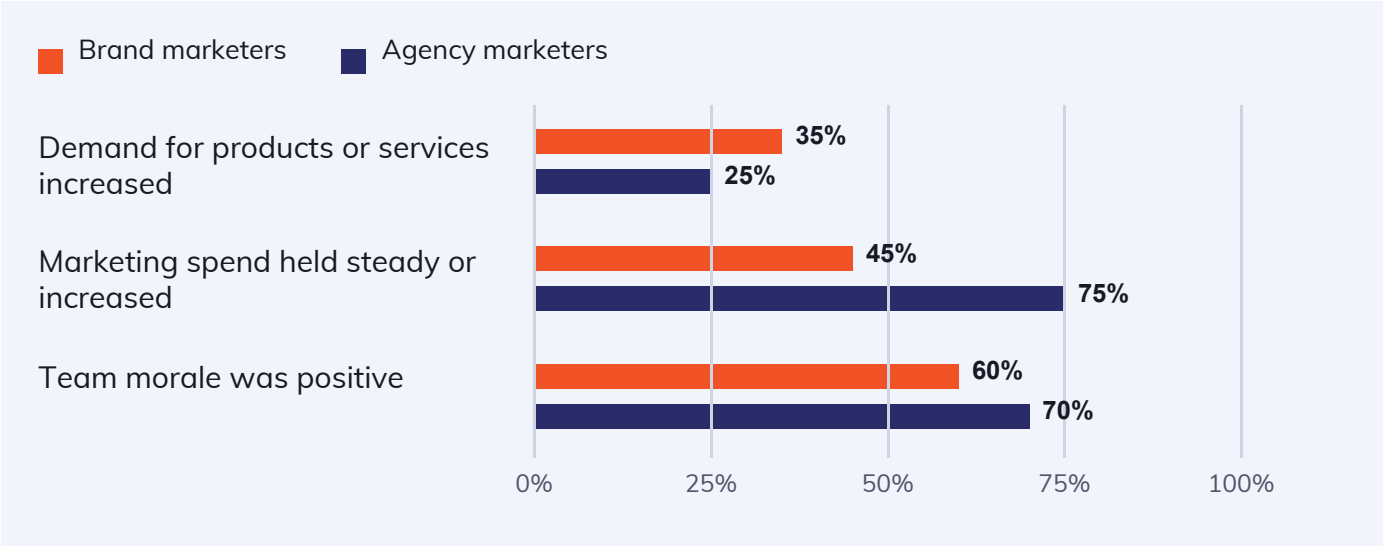
Thepublic summaryreportedthat about 45% of brand marketers and 75% of agency marketers maintained or increased marketing spending.

Team morale stayed positive for many

About 60% ofbrandmarketersand 70%of agency marketers reported positive team morale. The summary also describes a shift toward digital work.

Brand and agency responses differed on spending

Selected rounded shares from Setup's public April summary.



Source: Setup's public April 2020 one-page summary. Figures are approximate and come from three separate questions.

The largest difference in this snapshot was spending. Agency-side marketers were more likely to say they maintained or increased marketing investment.

About the April 2020 study

Setup conducted this special study to learn how marketing leaders were experiencing the pandemic.

175+

Marketing leaders participated

64%

Director level or above

Field dates	The last two weeks of April 2020.
Participants	Brand and agency marketers across sectors such as software, consumer goods, retail, hospitality, manufacturing, healthcare and nonprofits.
How to read	Percentages describe the respondents to the individual questions. This edition is based on Setup's publicly released summary.
Follow-up	Setup surveyed marketers again in August to examine changes over the summer.

Open Setup's public COVID-19 survey summaries ›