SPECIAL STUDY

COVID-19 Marketing Survey

Demand improved as teams adjusted

The follow-upstudycomparedthespringandsummerresponses on demand, marketing spending and team morale.

August 2020

Research by Setup®

Demand and spending improved by August

More respondentsreportedpositivedemandandhighermarketingspending.Positive team moraleremainedabovehalfoverall.

47%
Reported positive demand in August

33.1%
Reported increased marketing spendingin August

55.6%
Reported positiveteam moralein August

Demand was more positive

Positivedemandrosefrom32.9%inApril to 47.0% in August, a 14.1-percentage-point difference.

More respondents increased spend

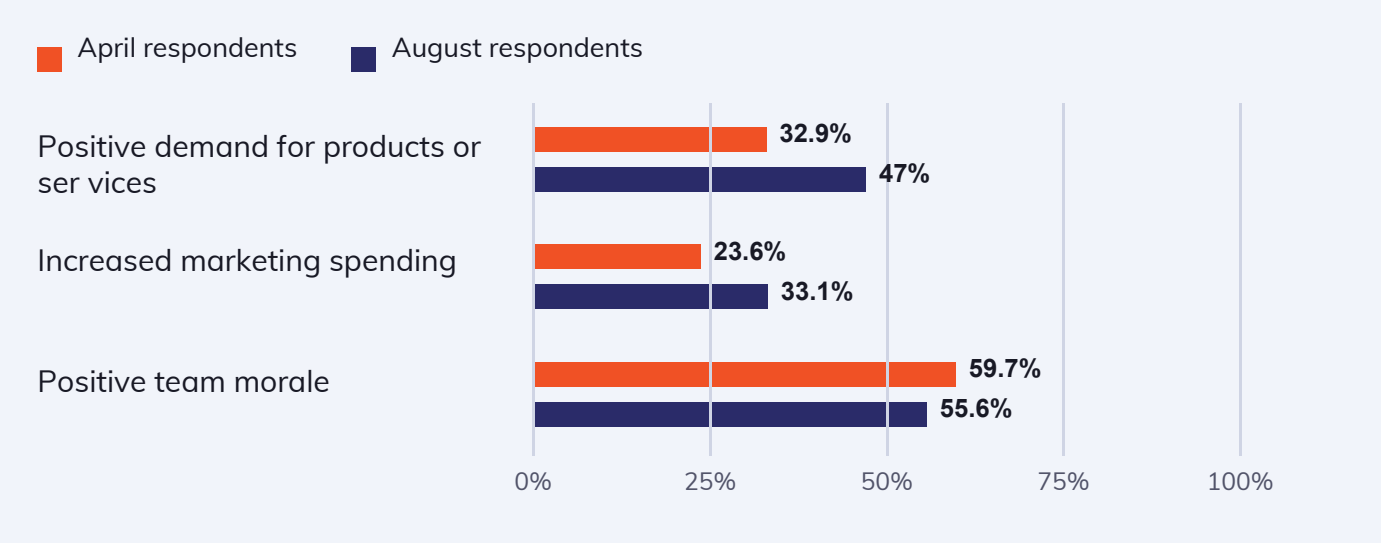
Thesharereportinganincreaseinmarketingspending went from 23.6% to 33.1%.

Team priorities evolved

Teammentalhealth, productivityand innovation were leading priorities. Nearly half of August respondents said marketing's role in their organization had increased.

Demand recovered faster than morale

Share of respondents to each question in the April and August waves.

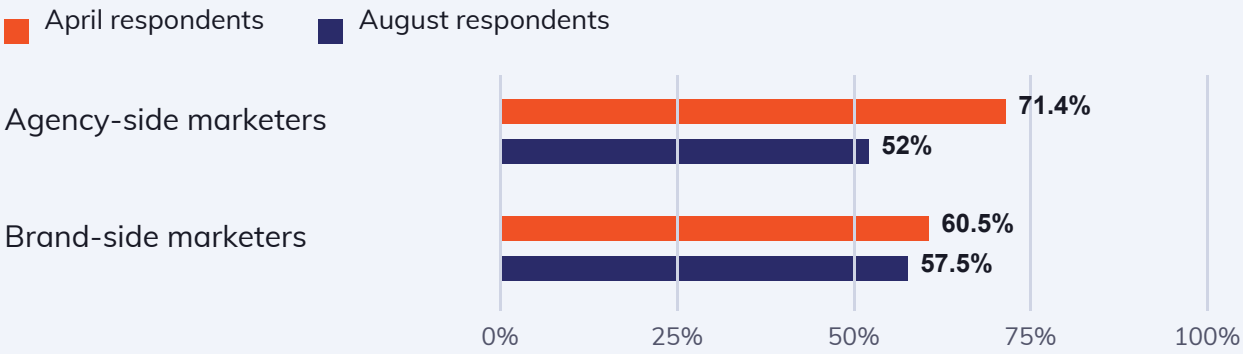


Source: Setup's August 2020 comparative full report. April and August reflect two survey waves. The figures are rounded as published.

Positive demand increased by 14.1 percentage points and reports of higher spending increased by 9.5. Positive team morale declined 4.1 points overall.

Agency-side morale shifted more

Share reporting positive team morale by wave and respondent group.



Source: Setup's August full report. Each bar uses the respondent group and wave indicated.

Positive morale was 19.4 percentage points lower among agency respondents in the August wave and 3.0 points lower among brand respondents. Mental health led the list of agency priorities. Brands put productivity first.

About the August 2020 study

Setup followedupwithmarketerstoseehowconditionsandprioritieshadchanged since April.

150+

Marketing leaders participated

67%

Director level or above

Field month	August 2020. The report compares this wave with the second half of April 2020.
Participants	The follow-up included both brand and agency marketers. Eighty-two percent of participating brands had more than 200 employees.
How to read	Comparisons describe the percentages reported for each wave. Sample composition and item response can affect the results.
Source scope	This archive edition summarizes the published August report and one-page findings.

Open Setup's public COVID-19 survey summaries ›

Open the original August full report ›