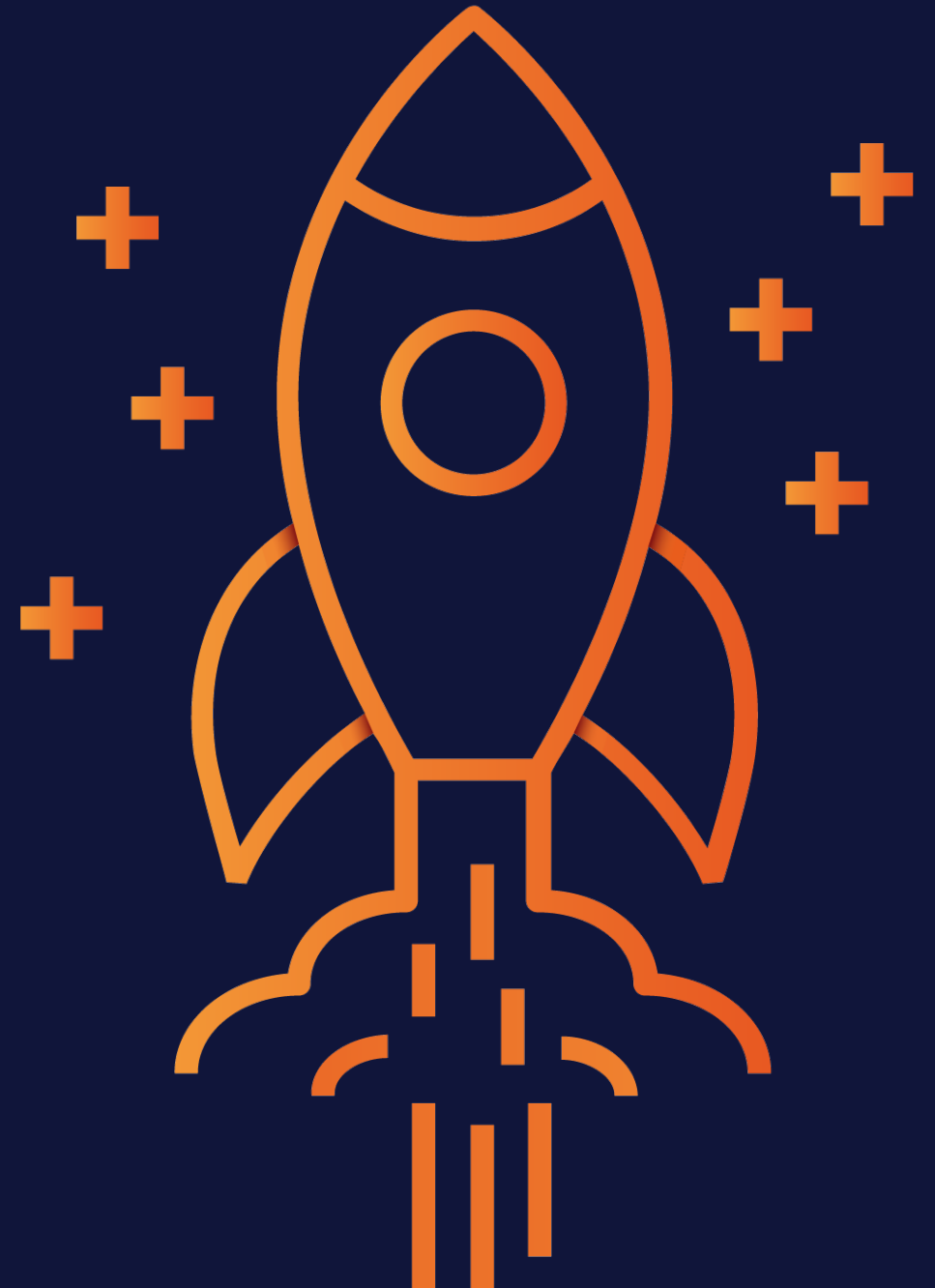


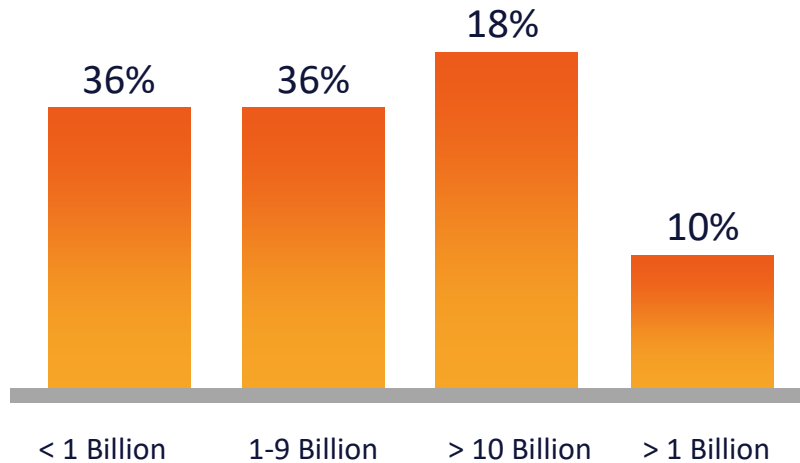
BrandMaker **Pulse** Survey COVID-19

Conducted May 2020

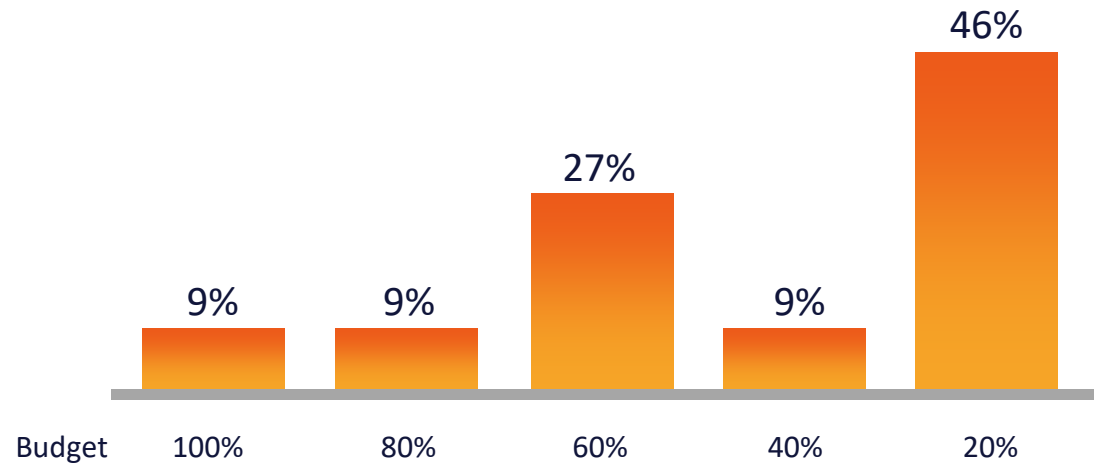


Basic Information

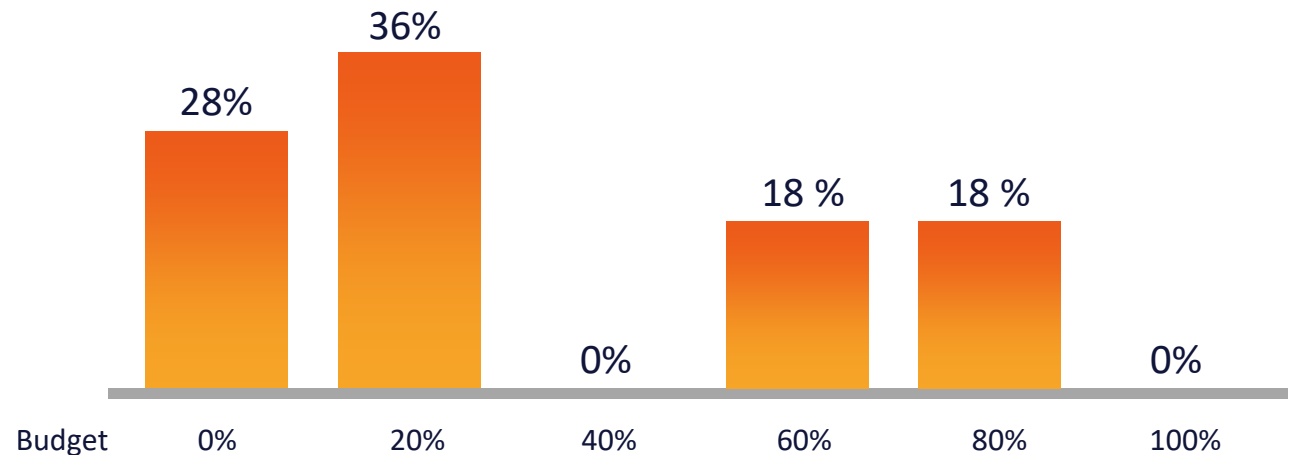
Revenue (\$Billions)



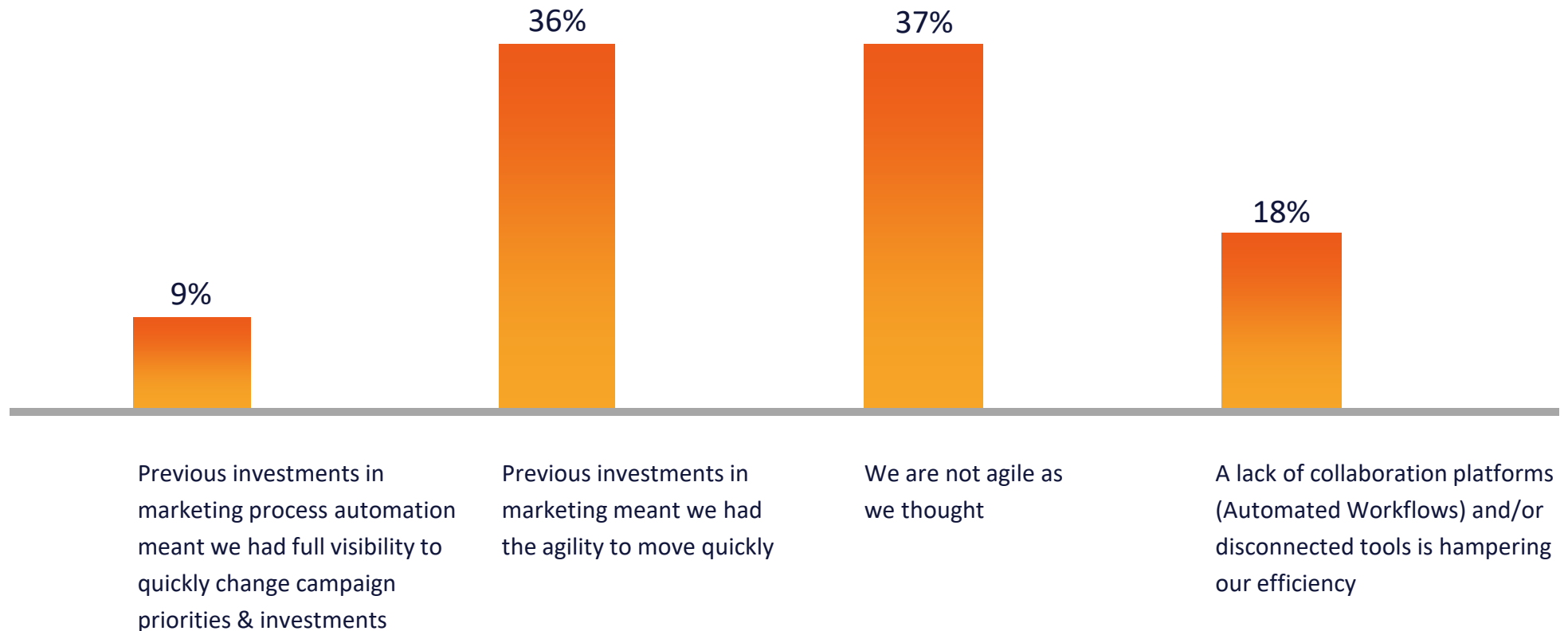
% of budget reallocated to online



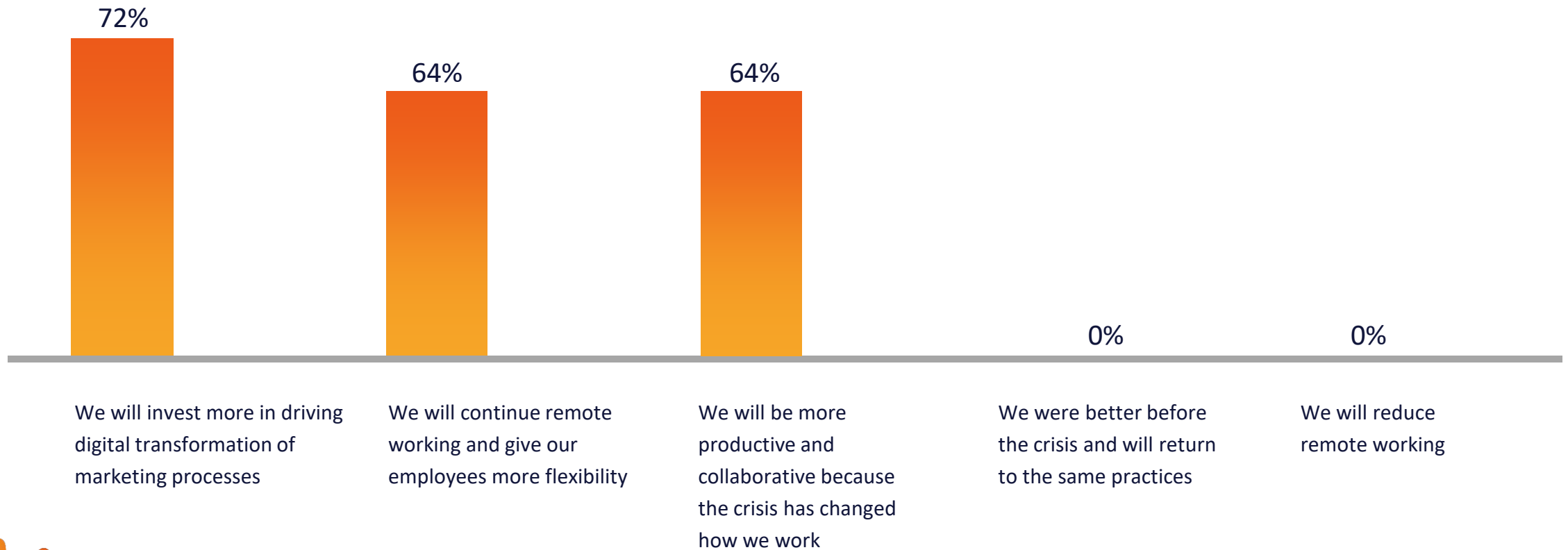
% of marketing budget cut as result of CV-19



As a result of the current market, which single statement best represents your organization?



As a direct result of the past three months, which two statements best represent your organization by 2021



Looking to the future, please choose three actions you believe are likely in your organization

