COVID-19 MARKET INTELLIGENCE REPORT
CURATED CONTENT, INSIGHTS AND ANALYSIS FOR B2B MARKETERS
DIGENNARO COMMUNICATIONS | November 20, 2020
As COVID-19 continues to surge -- and the U.S. death toll surpasses 250,000 -- a handful of states and cities are shutting down nonessential businesses, limiting public and private gatherings, and imposing stricter mask mandates. These efforts are critical in slowing down the rapid spread of the virus ahead of colder months and the holiday season as families look to gather. With no notable national direction to pandemic containment, the country continues to take a disjointed approach, which is putting more lives at stake. Meanwhile, the spread of the virus seems to be slowing across Europe, according to WHO.

New York City announced they were shutting down the entire public school system, a clear message that a second wave of coronavirus has arrived in the city. Media (and parents) reported on the frustration many working parents felt as they were left with just a few hours to make child-care arrangements.

We’re here to support your efforts in effectively communicating while being mindful of the shifting nature of these crises. This document provides analysis to help support your communications efforts. Sections for analysis include:

- **Press Highlights**
- **Media Insights & Analysis**
- **Industry Events**
- **Trade Organizations**
- **The Week Ahead**
PRESS HIGHLIGHTS

- Only 12% of top marketing positions are held by people of color, according to ANA study. Ad Age

- TikTok links up with Horizon Media in first U.S. agency partnership. Campaign US

- Advertisers are facing consumers' heightened sensitivity around privacy — with more than 70% of adults taking action to protect their digital and online privacy. Forbes

- The TV ad market is on the mend after getting hit by a broader pandemic ad slowdown. But with Covid-19 cases on the rise, some networks are cautious about the coming quarters, even with a big boost from political ads this quarter. CNBC
The Association of National Advertisers (ANA) released a new diversity report this week and coverage highlighted the marketing industry “remains plagued by a lack of diversity in top-level jobs,” according to Ad Age. Only 12% of CMO roles were filled by Black, Hispanic or Asian people, according to the study. While this has been a constant issue for the industry, businesses are under renewed scrutiny in light of racial tensions this past summer. Additional coverage highlighted that major advertisers have added more women to senior marketing roles.

On the heels of recent earnings from media companies, news stories have highlighted the TV ad market is on the mend with organizations moving cautiously as COVID-19 cases surge across the country. Organizations, including ABC, Disney, AMC and Comcast reported earnings that showed the TV ad market rebounding after a rough second quarter as brands pulled back spend. A record-breaking year for political ad spend will also give these businesses a much-needed boost but as the virus rages on, there could be an impact on ad spend once again.

And with Thanksgiving less than a week away, the holiday ad season is in full swing. A number of brands, from Sodastream, USPS and others released spots generating coverage across advertising and creative press. ‘Tis the season!
● Reuters is launching "Reuters Professional," a new business line that will include news, analysis and events for decision-makers. Axios

● Registration for CES 2021 opens December 1, 2020. CES

● This year’s Web Summit kicks off on December 2nd and will be completely virtual. The Web Summit
DoubleVerify announced it is launching a tool in January to help advertisers take a more nuanced approach to their brand suitability needs. The company said it is the first to offer a solution aligned with the brand safety floor and brand suitability framework set by the 4A’s Advertising Protection Bureau (APB) and the World Federation of Advertisers’ Global Alliance for Responsible Media. AdExchanger

The Advertising Research Foundation announced it is merging the Marketing Science Institute into the ARF. MediaPost
As we head into these final weeks of what’s been an incredibly challenging year, we’re all looking ahead. And while there are still a lot of uncertainties, reporters will be looking for perspective on what the New Year might hold. This is the time to share points of view on trends we might anticipate will take hold in 2021. Top of mind will be shopping and retail trends, the future of work, and what is in store for hard-hit industries such as travel and hospitality.

Reporters will also be looking at upcoming tech IPOs over the next few weeks. Tech platforms such as Airbnb, Doordash, and the consumer lending service Affirm, are on track to go public in December. While the IPO market came to a halt during the spread due to the COVID-19 outreach, it’s clearly bouncing back. For Airbnb, this IPO comes after a very challenging period in the company’s history.

We also anticipate next week will be a quiet one ahead of the Thanksgiving break. Wishing you all a happy and safe Thanksgiving!
BE SAFE & STAY HEALTHY!

Have questions or need help navigating the current COVID-19 environment? Contact MaryLiz Ghanem at maryliz.ghanem@digennaro-usa.com

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