Effective, and Noneffective, Ads During the Coronavirus Outbreak

**AUDIO**

**eMarketer Editors**

eMarketer principal analysts Andrew Lipsman and Nicole Perrin discuss what consumers expect, and don’t expect, from advertisements during the pandemic and some examples. They then talk about the Amazon and Instacart protest implications, the United Nation’s call to creatives and how bad the retail store closures picture could look this year.
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