

The Executive Roundtable: John Durham of Catalyst SF on the Value of Smart Marketing and Advertising Strategy

AUDIO |

Geoff Ramsey

John Durham, CEO and managing director of Catalyst SF, a brand strategy firm, joins eMarketer co-founder and Insider Intelligence chief evangelist Geoff Ramsey to discuss political marketing versus all other marketing, the best cities worldwide for business, and how his marketing and teaching careers compliment each other in his business and personal growth.

Coronavirus Impact: Change in Ad Budget/Resource Allocation According to Senior Marketers Worldwide, by Media, July 2020 & 2021

% change

	July 2020 (due to COVID-19)	Anticipated 2021
Digital video ads	32%	65%
Ads in social media Stories	29%	54%
Ads in social media newsfeeds	26%	52%
Digital display ads	21%	45%
Branded content shared by digital influencers	17%	48%
TV ads while streaming via smart TV	5%	46%
Ads in podcasts	-6%	36%
TV ads	-20%	20%
TV program sponsorship	-32%	9%
Radio ads	-35%	0%
Digital billboard/outdoor ads	-57%	8%
Newspaper ads	-65%	-47%
Magazine ads	-65%	-43%
Billboard/outdoor ads	-72%	-11%
Events sponsored by brands	-73%	-9%
Cinema ads	-84%	-32%

Source: Kantar Media, "Media Reactions 2020," Sep 23, 2020

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