

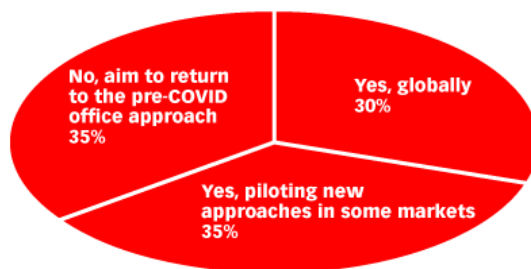
Senior Marketers Are Split on the Future of Offices

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As companies like Twitter and Microsoft announce long-term remote work policies, business leaders are grappling with what their return-to-office plan may look like.

Do Senior Marketers Worldwide Plan on Repurposing Their Office Spaces After the Coronavirus Pandemic?
% of respondents, June 2020



Note: n=39
Source: World Federation of Advertisers (WFA), "Crisis Response: Wave IV Survey Results," Oct 6, 2020

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In a June 2020 survey by the World Federation of Advertisers, senior marketers were asked whether they are considering repurposing their offices, i.e., for more collaborative tasks rather than daily work for all full-time employees. While 35% said they plan to return to the pre-pandemic office approach, 30% said they plan to repurpose their offices globally.

But not every respondent was sure if these changes are definite or sweeping, as 35% of senior marketers said they are piloting new approaches in some markets, stopping short of a full overhaul.

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