
10 Marketing Commandments in Times of Corona

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Feedback from Marketing Organizations & Service Providers across Europe



Feedback collected from EMC Marketing Member Associations across Europe and their own surveys and investigations on the effects and strategies during COVID19 pandemic crisis.



1. PROJECTS: Longer lasting projects being stalled – focus on short term as well as lighthouse (digitalization) projects.

2. CAMPAIGNS & ACTIVITIES: Major campaigns and activities being stalled as well. All activities with live communication (events) being postponed (mostly into 2nd half of 2020 or completely cancelled).

3. PRICING: currently no changes planned, midterm a reduction in prices in certain categories (e.g. fee structures in services) to be expected.



7. ORGANIZATION: Rethinking of the marketing organization in terms of structure, ways to work as well as required skillsets. Cross-functional teamwork and the implementation of (virtual) New Work concepts (in particular Home Office) being top of mind and expected to continue also after the COVID19-crisis.

8. PERSONNEL: restructurings and lay-offs to be expected if crisis and lock-downs due to COVID19 will not come to an end mid of April 2020 ... latest.



