

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.



9. ROLE OF MARKETING:

Marketing as the “Customers & Market Attorney” in many companies being asked to take the drivers seat for strategies in times of disruptive market changes.

10. EXPECTATION FOR THE FUTURE: a “Back-to-Normal” (hopefully) to be expected in a timeframe of 6 months and more.



