For the remainder of 2020, how would you characterize marketing budgets for your brands, or your clients' brands?

- Budgets are being reduced: 18%
- Budgets are shifting to other tactics: 29%
- Budgets are both being reduced and shifting to other tactics: 33%
- Budgets are neither being reduced nor shifting to other tactics: 20%

What changes to marketing budgets do you see in Q2 2020 for your brands, or your clients' brands?

- Significant reduction: 17%
- Slight reduction: 40%
- Budgets are staying the same: 39%
- Slight increase: 3%
What changes to marketing budgets do you see in Q3 & Q4 2020 for your brands, or your clients’ brands?

- Slight increase: 5%
- Significant reduction: 9%
- Slight reduction: 47%
- Budgets are staying the same: 38%
- Slight increase: 5%

In 2020, what level of planned market budget for new product / offer launches will now be allocated?

- Launches cancelled or indefinitely postponed: 8%
- Significant reduction in budget: 8%
- Slight reduction in budget: 25%
- Budgets are staying the same: 31%
- Slight increase in budget: 5%
- N/A (no planned launches in 2020): 24%