**Video Title:** How the advertising world is coping with COVID-19

**Video URL:** <https://www.youtube.com/watch?v=FQuFuedcmI0>

**Running Time/Source:** 4:37, Marketing Media Money/YouTube

**Close Caption Available:** Yes

This video discusses how Britain's advertising industry is adjusting to the spread of the coronavirus in its country. The recommendations promulgated by this industry have relevance for advertising agencies in other countries, especially that in the United States.

The advent of Covid-19 sent Britain into a recession. Some customers of advertising agencies, chiefly businesses, closed down altogether or continued to operate even though they were dealing with declining revenues. Many of those still operating cut back on their outlays for advertising which, in turn, lowered the revenues ad agencies had been receiving.

The hardest hit client industries were travel, cinemas, construction, entertainment, financial services, and education. Revenues for ad agencies which relied heavily on exporting their expertise overseas were severally compromised.

Britain's advertising agencies candidly admitted that they were caught off guard by the severity and effects of the coronavirus. Thus, their responses we're slow regarding how its operations would need to adjust. Some of the most common adjustments were the following.

1. Requesting help from the government.

2. Eliminating on-site shoots in order to reduce costs.

3. Furloughing of personnel.

4. Continuing to stay in touch with clients.

5. Informing clients that companies that do not reduce their advertising expenditures during a recession were more likely to emerge quicker and better from a recession than those that cut back on their advertising outlays.

Questions

1. What other aspects of ad agencies' clients operations should not be curtailed during a recession?

2. What should be the components of ad agencies' strategies for keeping in touch with clients during recessions? The following are recommended: