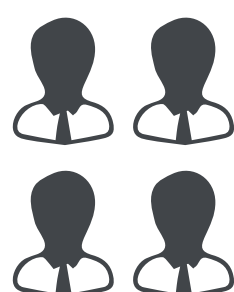


Branding and Marketing in the New Abnormal across Asia

What actions do marketers plan to take in the next six months?



61%

Better knowledge on consumer engagement channels



59%

Understand consumer preferences and behavior changes



43%

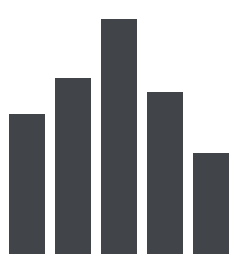
Explore opportunities to reposition brand values

What are the most important topics for marketers right now?



56%

Optimize Marketing ROI



50%

Drive Sales



40%

Brand Positioning

How has COVID-19 changed the way brands measure KPIs?



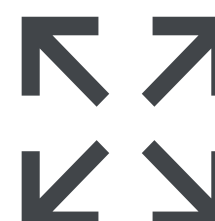
56%

see digital transformation as a vital KPI to achieve goals



53%

are focusing more on driving short term sales



37%

have shifted focus towards maximizing ROI