

COVID-19 IMPACT

COVID-19 IMPACT STUDY WITH FOCUS IN THE PORTUGUESE
MARKETING PROFESSIONALS



UNDERSTAND TO HELP

APPM - THE PORTUGUESE MARKETING PROFESSIONAL ASSOCIATION CREATED THIS STUDY TO **UNDERSTAND** THE MAIN CHALLENGES OF THE LOCAL MARKETING PROFESSIONALS **TO HELP** IN FINDING SOLUTIONS.



**DESTINED TO
MARKETING
PROFESSIONALS**



**FIND MAJOR
CHALLENGES**

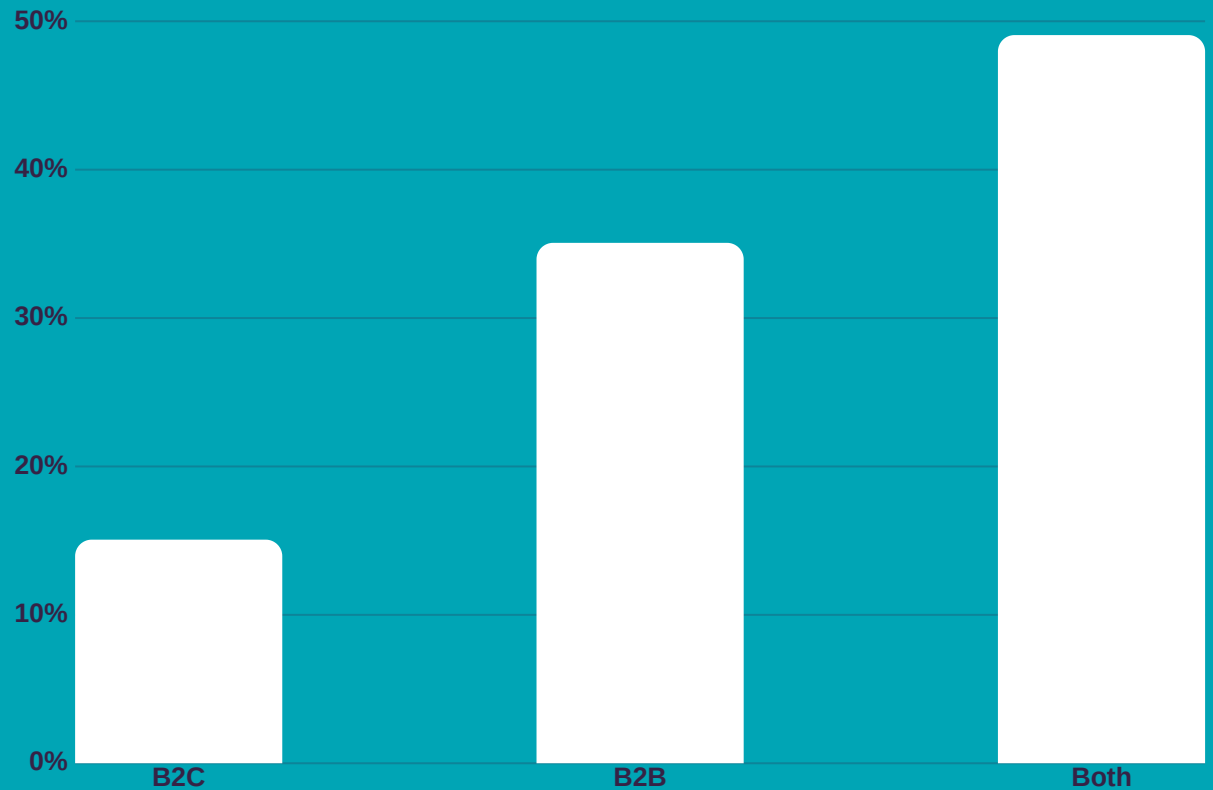


**IN DUE TIME
AFTER IMPACT**

MARKET FOCUS

1.

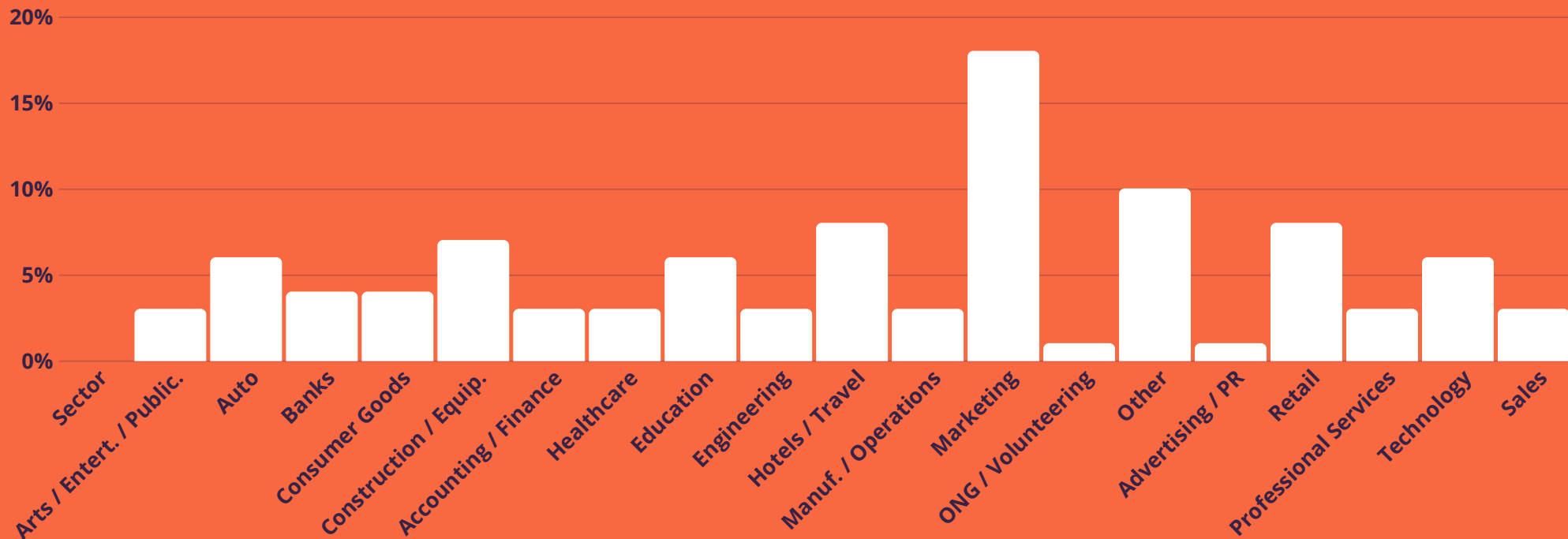
The marketing professionals who have answered to this inquiry have demonstrated a strong dependence on the corporate branch, and just a small portion aims to the end customer.



AFFECTED SECTORS

II.

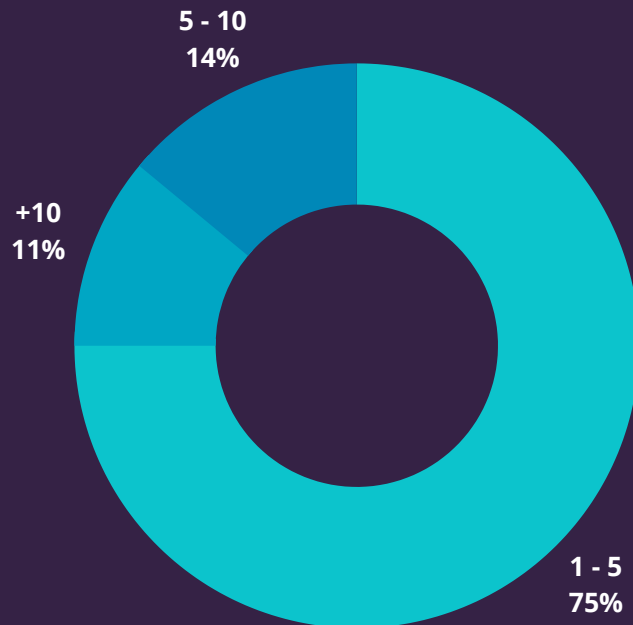
It has become apparent, which are the sectors that carried more weight in this study. The Marketing, Tourism, Auto, Education, Technology and Retail sectors are the ones with more significant expression in the results we're about to show.



NUMBERS PEOPLE

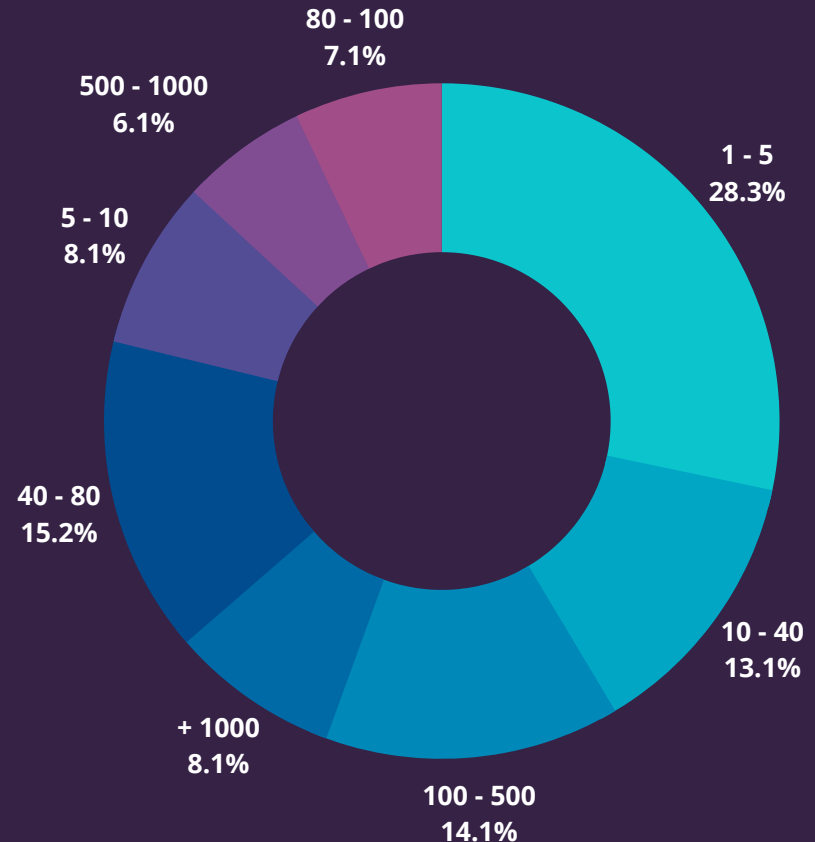
A brief analysis of the number of employees. Both from the marketing teams that responded to the study, and the number of total employees of the represented companies. It is thus clear that most companies have just a few employees on average.

MARKETING TEAM



III.

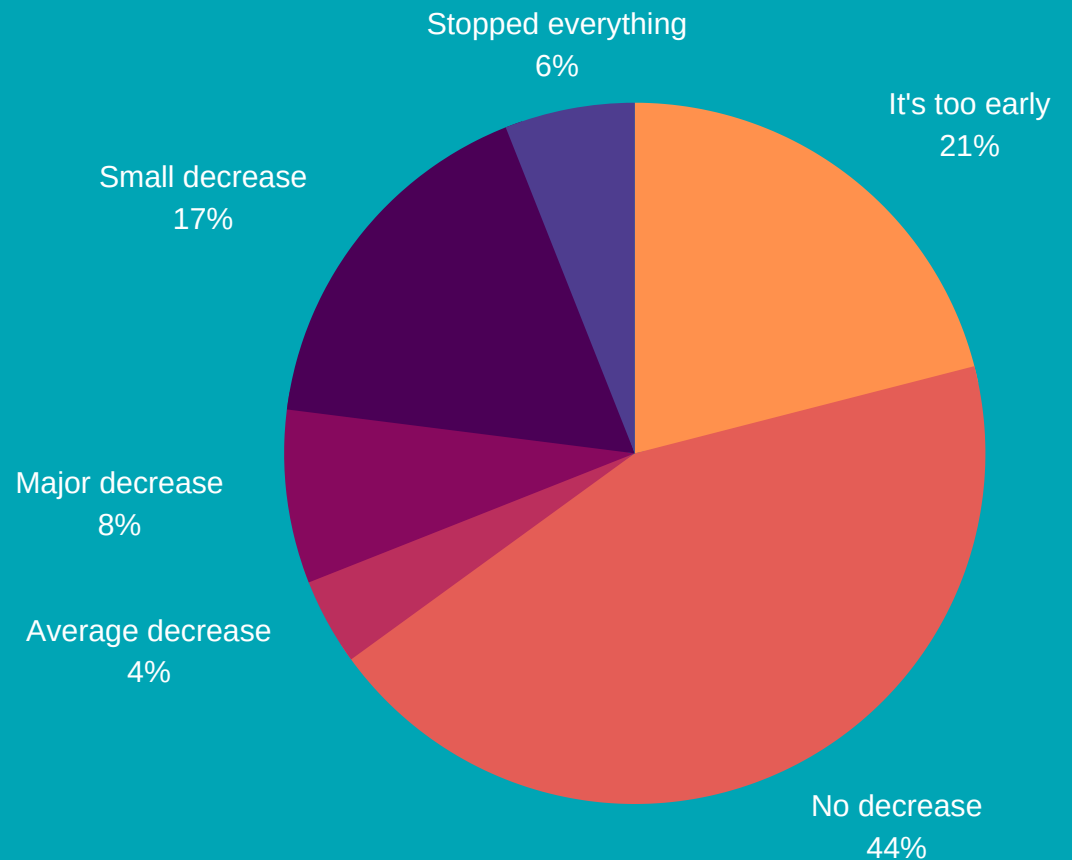
TOTAL EMPLOYEES PER COMPANY



COMMUNICATION CONTRACTION

IV.

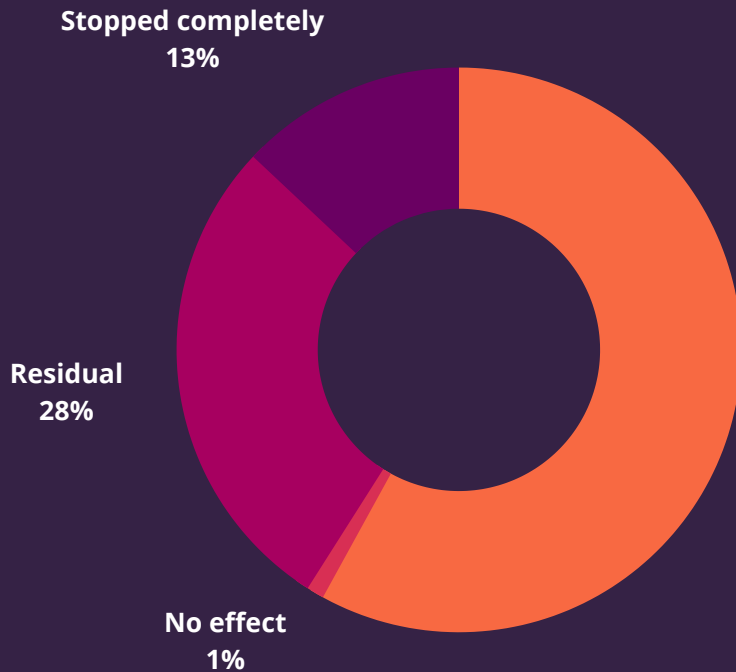
Only close to half stated that communication would not suffer a brand investment contraction. However, a third foresee a decrease and 6% claims that they've stopped all brand communication.



BUDGET IMPACT

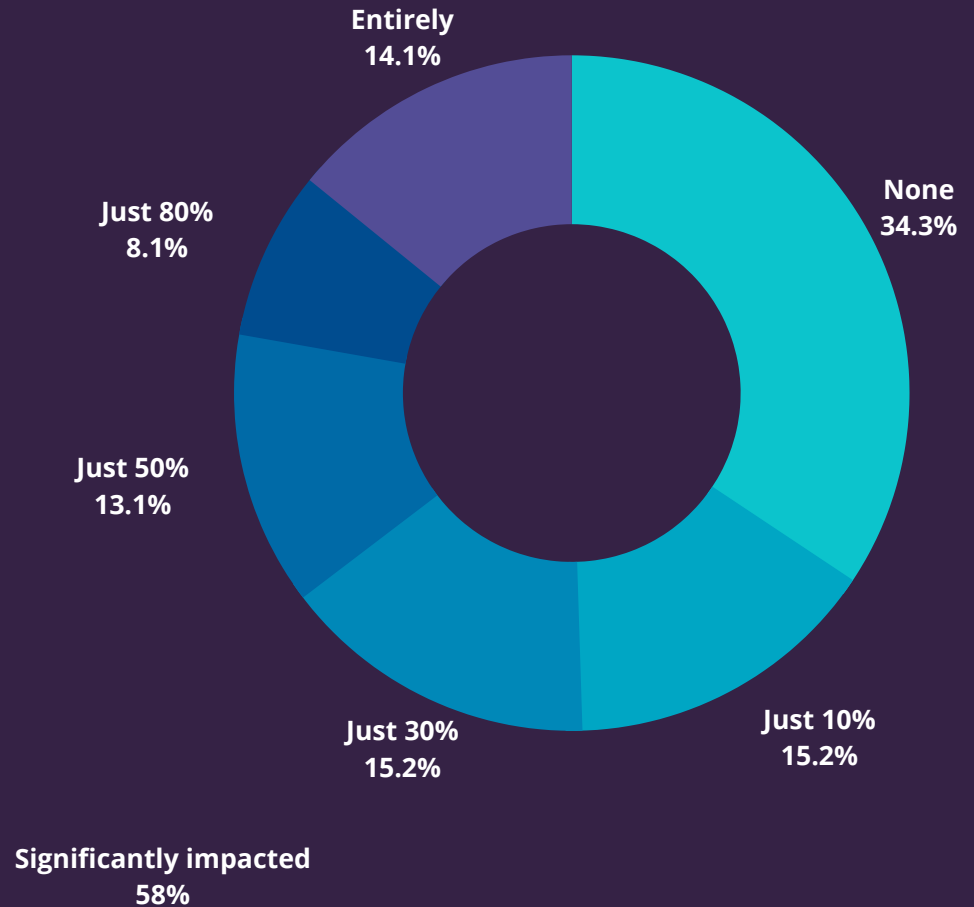
These results scenarios suggest that a significant percentage will have a marketing budget cut due to the present situation. The operational impact in companies may be the biggest concern. Only 1% haven't suffered any effect.

IMPACT IN COMPANY OPERATIONS

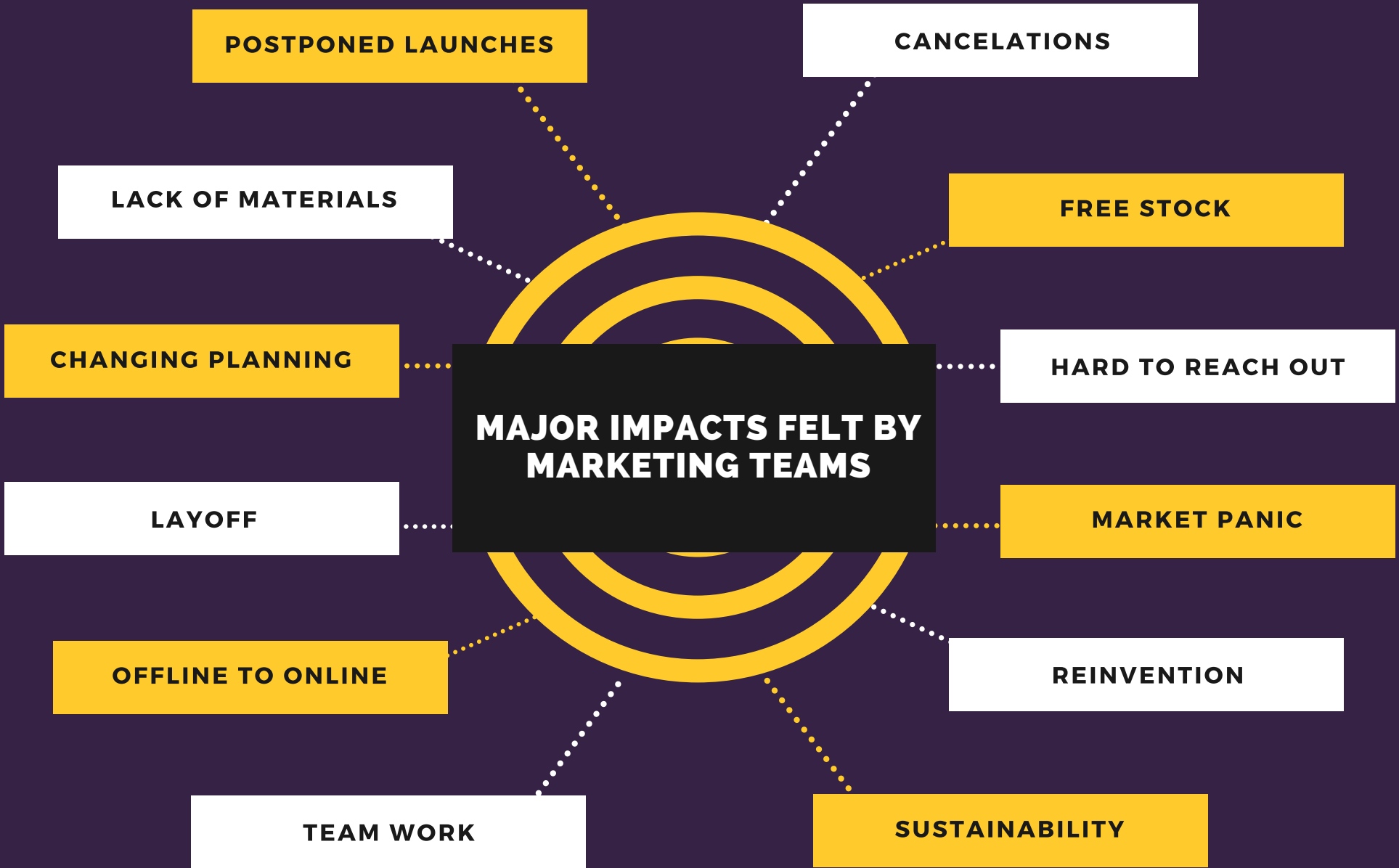


V.

MARKETING BUDGET ALREADY CUT



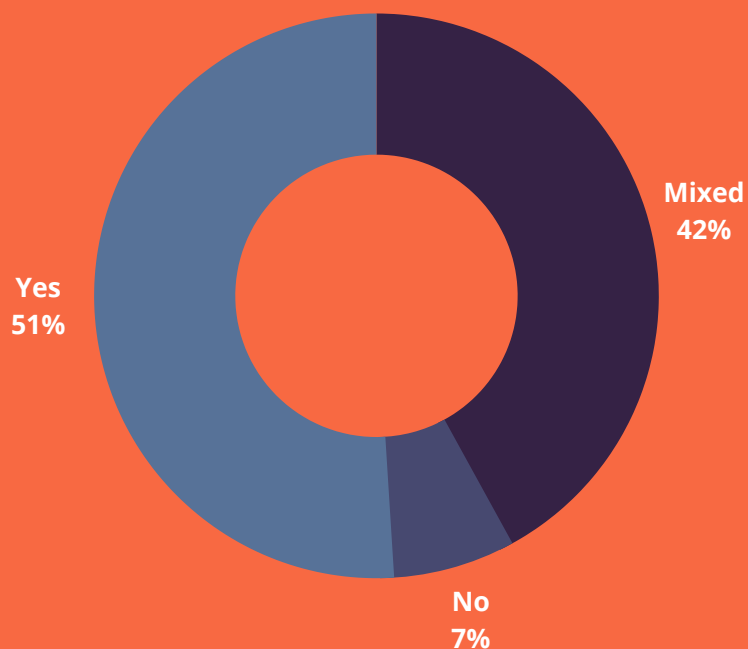
VI.



REMOTE WORK

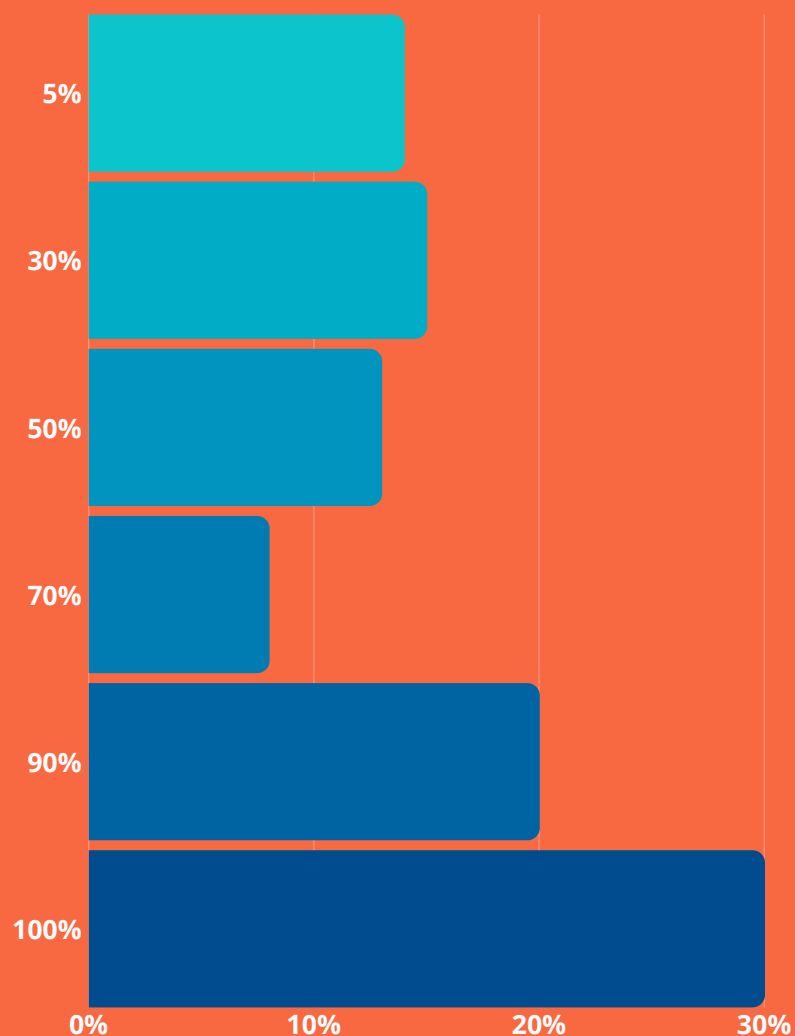
Como se poderá verificar, a grande maioria dos colaboradores já estão em trabalho remoto a boa notícia é que mais de metade das empresas inquiridas poderá manter a sua atividade de forma remota ou num formato misto.

CAN THE COMPANY OPERATE REMOTELY ?



VII.

HOW MANY EMPLOYEES IN REMOTE WORK TODAY





93%

**OF THE COMPANIES
CAN WORK
REMOTELY OR IN A
MIXED OPERATION**

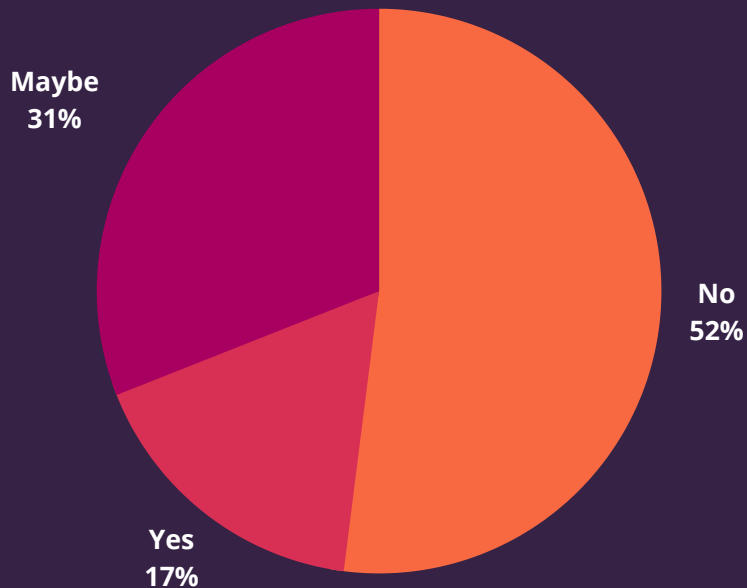
VIII.

SOCIAL-ECONOMIC IMPACT

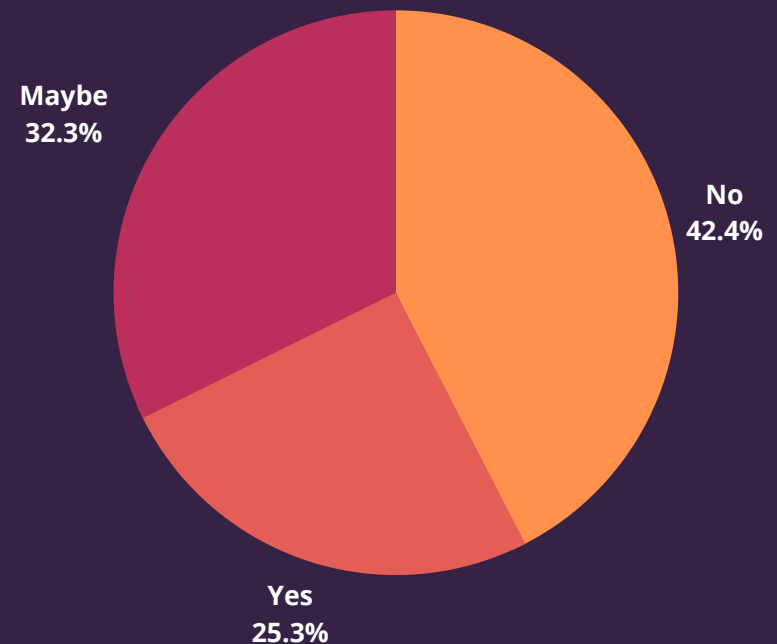
MARKETING PROFESSIONAL IMPACT

It's the most concerning scenario of all study. The vast majority considers that the companies will not have the proper conditions to keep paying salaries or taxes.

CAN THE COMPANY KEEP PAYING SALARIES AND TAXES IN MARCH AND/OR APRIL ?



LAYOFF ESTIMATE FOR MARKETING DEPARTMENT TEAMS



”

**“IF YOU DEFINE
THE PROBLEM
CORRECTLY, YOU
ALMOST HAVE THE
SOLUTION.”**

“

STEVE JOBS



NEEDED SOLUTIONS

IX.

These were the solutions chosen by marketing professionals as critical to their present work and for their brand's goals. More creative support to their campaigns, as a strong e-commerce component that can minimize this impact—always relying on new technological tools.



THE STUDY NEXT STEPS

With this new data, APPM - The Portuguese Marketing Professionals Association already launched workgroups and projects to support the marketing professionals in this global challenge with severe local impact at all levels.

More than 96% of the participants have stated that they would like to receive more information, best practices and solutions. It's already in the pipeline the launch of several forums to share with the community.

Additional national and international efforts are being made to help the market which is being affected severely by the collateral damage of the ongoing epidemic.

To know more, we suggest you follow APPM's site and other communication channels with special care.



TO ALL THE MARKETING PROFESSIONALS
THAT PARTICIPATED, APPM WOULD LIKE TO SAY...

THANK
YOU

WWW.APPM.PT

