

NEGATIVE IMPACT OF COVID CONTINUES TO IMPACT AD ACTIVITY IN APRIL 2020

The introduction of Ramadan ads was not able to offset the decline caused by the MCO. The month-on-month decline recorded was 32%. Amongst all media types reported ¹, only In-Store Media's spending increased (+15%).

SECTORS WHICH EXPERIENCED A MONTH-ON-MONTH INCREASE



PHARMACEUTICAL

RM10.2 mil



FOODSTUFF

RM9.4 mil

Driven by:



Desserts



Jams &
Spreads

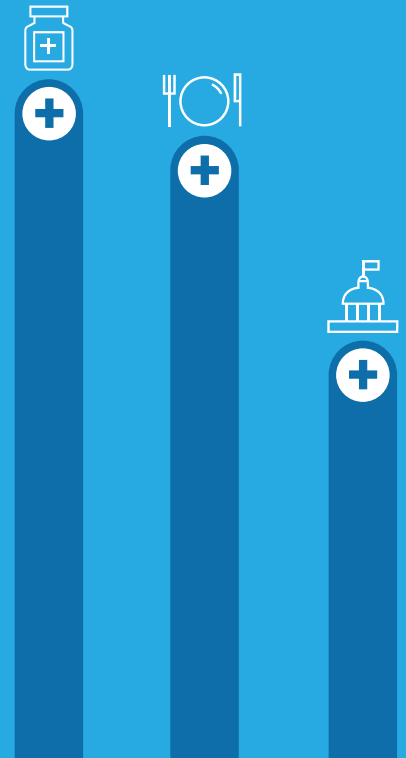


Fruits



GOVERNMENT

RM6.3 mil



KEY SECTORS WHICH REDUCED SPEND:



RETAIL

-RM30.2 mil



Other Retail/
E-commerce



Fast Food
Centres



Department
Stores



TOILETRIES

-RM20.8 mil



Women's
Face Care



Bath
Additives



COMMUNICATION

-RM16.1 mil



Phone &
Accessories



TRAVEL & TOURISM

-RM14.1 mil

Airlines spending
a **record low**.



EDUCATION & LEARNING

-RM10.6 mil

Drop mostly from
Universities.



AUTOMOTIVE

-RM8.5 mil

Decline seen across
all car categories.

¹ Adspend does not include Magazines and Cinema as most magazine titles were not delivered in April and cinemas remain temporarily closed. Newspaper titles which were not delivered at all in March 2020 or April 2020 were not included in this analysis.