

COVID-19'S IMPACT ON MARCH 2020 ADSPEND

The advertising landscape has been impacted by the COVID-19 outbreak, as many industries have different approaches to their advertising spend in this unprecedented time. Overall month-on-month adspend (February to March 2020) fell by 8%.

THESE ARE CATEGORIES WHICH DECLINED OVERALL.

TRAVEL & TOURISM

RM15.2 mil

Accommodation, Travel Agencies, Airlines and Tourism Authorities were affected by the travel restrictions.



Accommodation



Travel Agencies



Airlines



Tourism Authorities

FAST FOOD CENTRES

RM4.8 mil

All fast food centres who advertised in February spent lesser in March.



Fast Food centers



ENTERTAINMENT

RM2.1 mil

As MCO has significantly impacted out-of-home entertainments, this industry spent much less in March.



Gambling/
Lottery shops



Sports Centres



Cinema & Movie
Advertising

DESPITE THAT, FREE-TO-AIR TELEVISION EXPERIENCED AN INCREASE IN ADVERTISING (+9%), CONTRIBUTED BY THESE CATEGORIES.

LOCAL GOVERNMENT INSTITUTIONS

RM5.4 mil

Malaysian Communications and Multimedia Commission and Malaysia's Ministry of Health ramped up campaigns educating Malaysians on the outbreak.



Local Government
Institutions

COFFEE & TEA

RM3.6 mil

As more people work from home, beverage products that can be brewed at home increased their advertising activities.



Coffee & Tea



E-COMMERCE

RM2.8 mil

E-commerce players promoted their online sales.



E-Commerce