

Advertising in (a) Crisis:

IMPACT, CONSEQUENCES & RECOVERY

*A Thought Leadership Session
by Marketing Week*

30.04.2020

@ 11:00-12:30

Ο κορυφαίος αναλυτής Daniel Knapp, Chief Economist του IAB Europe, μαζί με ανώτατα στελέχη της ελληνικής αγοράς, δίνουν απαντήσεις και μοιράζονται σκέψεις και προτάσεις για την επόμενη μέρα της κρίσης.

THE KEYNOTE SPEAKER

KEY TOPICS



Daniel Knapp
Chief Economist,
IAB Europe

- Projected impact of the crisis on ad spend in different media
- Effect on digital ad spend and redistribution by channel (search, social, display, video, mobile, connected TV)
- Consequences for different sectors of the advertising value chain and emerging new structures/models
- The path to recovery: brands, agencies and publishers