

EFFECT OF COVID -19 ON BRANDS COMMUNICATION STRATEGY

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ABSTRACT

The COVID 19 have testing times for the brands and marcom companies, the sudden outbreak of the pandemic brought the lives to a standstill, and amidst this most of the brands started struggling to find a feat for themselves. It has been indeed challenging to sell the products. A number of companies have reworked towards communicating their brands to gain a maximum share. In such gloomy scenario, the advertising world is identifying various adaptation for brand communication. The purpose of the paper is to study the effect of COVID-19 on the communication strategy for towards brands.

The paper attempts to highlight the opinion of campaign designers as how communication strategies are going to change across various sectors.

The study is based on in-depth interviews conducted with representatives of major advertising firms in India. The questions were related to the external and internal changes that take place in the advertising agency during such a scenario. The findings suggested that agencies need to focus on the advertising budget, and ensure brands stay relevant.

KEYWORDS: Advertising, Communication, Brand, Covid-19