



SHOULD WE CUT BACK OUR ADVERTISING IN THIS ECONOMY?

As marketers you are so often faced with the dilemma of having to cut advertising in times of economic recession. But here is some real data that you can use to illustrate why that is a bad idea. McGraw-Hill Research study of over 600 Businesses found that in:

1981-1982 – business that maintained or increased their ad spend during this time resulted in averaged higher sales growth during the recession and in the following 3 years!

By 1985 – sales of the businesses that maintained or increased their ad spend during that recession had sales rise 256% over those companies that had cut back on advertising.

In 2001 – another study found that aggressive recession advertisers increased market share 2 ½ times the average for all businesses in the post-recession.

Example: Coca-Cola just increased theirs by \$500 million. The benefit is clear, when fewer competitors are advertising, the ones that continue or increase their advertising become more visible to the consumer, and that could be you!

**Contact Tyler's Best Account Executive today:
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Comparison of Sales & Ad Expenditures

