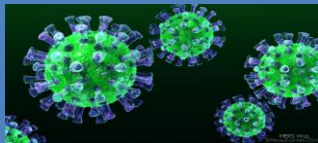


MARKETING COMMUNICATIONS NEWS

June 2020



How brands are responding to the Coronavirus. [Here](#) are 3 ways that brands are addressing the crisis.



See [here](#) how the Getty Museum has engaged art fans during the crisis



What will the new 'normal' look like for retail stores? Read [here](#) about retailing in a post-coronavirus world.



Welcome to the June edition of Marketing Communications News. The world has certainly changed since my last newsletter and so too has marketing. This edition shares some of the ways that brands are responding to the crisis and articles on what to expect in a post-coronavirus landscape.

This month also includes articles focussing on merging online and offline experiences, using humour in communications, influencer marketing and logo use.

The research papers highlight the challenges for online advertising education, building brands in a digital age and how consumers are escaping the digital world using analogue objects. I also include a paper that considers the gendered nature of agency creative departments.

I hope you all stay safe and well.

Sarah

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Merging online and offline experiences. [This](#) case study examines how one brand created an omnichannel campaign to drive growth.



Read [here](#) how influencer marketing has been turned into charitable donations



[This](#) article considers whether we should encourage more flexibility in the way logos are used?



Read [here](#) how brands move online to take advantage of ecommerce growth.



[This](#) case study shows how humour and influencers helped Clorox's drain cleaner



Research identifies how women in agencies are expected to 'Fake it'. Read [here](#)



[This](#) paper discusses how consumers use analogue objects to escape the omnipresence of the digital world.

Read [here](#) about the challenges of delivering online advertising education



Read [here](#) about building brands in a digital age.

