

March 2021

Digital Advertising: Incl Impact of COVID-19 - Canada

“The COVID-19 pandemic has put significant pressure on businesses and this has resulted in a stricter approach to spending, undoubtedly affecting ad spend. As consumers spend ample time performing online activities that have been replaced by those done in-person, an emphasis on digital advertising is critical for businesses of all ...

October 2020

Digital Trends: COVID-19 - Canada

“In the first weeks of the pandemic, Mintel predicted that the digital tech industry would see an increase in demand as consumers spent more time at home. That did happen as expected, but there is now ample evidence to suggest that many of the behaviours sparked by the pandemic will ...