Marketing in a Downturn

Marketing

What the evidence says about cutting spend in a recession.

Evidence and practice.

What tends to happen

Media costs fall as demand drops	Share of voice rises at constant spend
Competitors cut brand spend first	Share gained in downturns tends to persist

Practical responses

Protect brand spend where cash allows	Shift message toward value and reassurance
Review price architecture, not just discount	Cut waste before cutting reach

Educational reference. This is a tendency across many studied brands, not a guarantee for any single business facing a cash constraint.