

COMMUNICATING IN A DOWNTURN

RECESSIONARY MARCOMS TACTICS & STRATEGIES

XTREME INSIGHT SPECIAL REPORT

- Gallery of recession-related creative
- Downturn tactics and strategies
- Lessons from past recessions
- Key sector analysis
- China's first capitalist downturn
- Ad statistics snapshot
- Agency perspective: Masius' Chris Dell

A new special report from Xtreme Insight, the consultancy division of Xtreme Information, explores the challenge facing marketers around the world - how to advertise in a recession. Designed to help advertisers understand how the downturn is reshaping the marketing landscape, this interactive report analyses tactics and strategies from the past and the present, provides insight spanning agency advice and sector analysis and includes a unique gallery of recessionary advertising creative.

XTREME INSIGHT SPECIAL REPORT



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