



# The Performance Imperative: Advertising Strategies Amidst Tariff Uncertainty

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The tariff policies implemented in April 2025 have roiled the media and entertainment markets, eliminating optimism in key sectors, from consumer brands to advertising and beyond. As economic uncertainty deepens, organizations across industries must prepare for volatility, shifting demand patterns and new pressures on growth. In this environment, we believe the defining business strategy is clear — the performance imperative.

We believe traditional channels and campaigns focused on awareness versus performance could be most vulnerable to ad budget cuts, while Digital Out of Home (DOOH) and Retail Media Networks (RMN) could uniquely have new opportunity. The shifts in advertising mix afoot for a decade will resettle in the coming period, with performance-led digital innovators as the ultimate winners.

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