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### Consumer Brands Protecting Marketing Budgets Amid Turbulent Times

According to the [Financial Times](#)\*, consumer packaged goods (CPG) had been among the most resilient industries during the pandemic. Even as CPG brands are facing increasing food and input prices among other market disruptions, many companies are maintaining and even increasing their marketing budgets. But at the same time, companies are scrutinizing ad spend to produce effective results to drive sales. As Perkins Coie attorneys wrote in [Law360](#)\* (reg. req.) last year, "the food and beverage industry is providing much-needed goods to the market, despite challenging conditions. While doing so, it faces ongoing and unwelcome litigation. Now more than ever, the industry's attention should be focused on what really matters to consumers: producing a stable supply of safe and healthy food." \*Subscription-based publication

## Authors

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