# AdAge: How brands are referencing tariffs in their ads

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Chris Hydock, assistant professor of marketing, was interviewed by AdAge for a story about how tariffs are influencing advertising.

“Tariffs provide a reason for consumers to purchase now as opposed to holding off until a later date — a significant objective for companies,” wrote Chris Hydock, professor of marketing at Tulane University, in an email. “Research in social influence stresses that any reason provided for an action can increase consumers’ willingness to comply, or more specifically buy a product,” he added.

To read the story in its entirety, visit adage.com:

https://adage.com/article/marketing-news-strategy/us-tariffs-how-brands-promote-canadian-products-offers/2604646