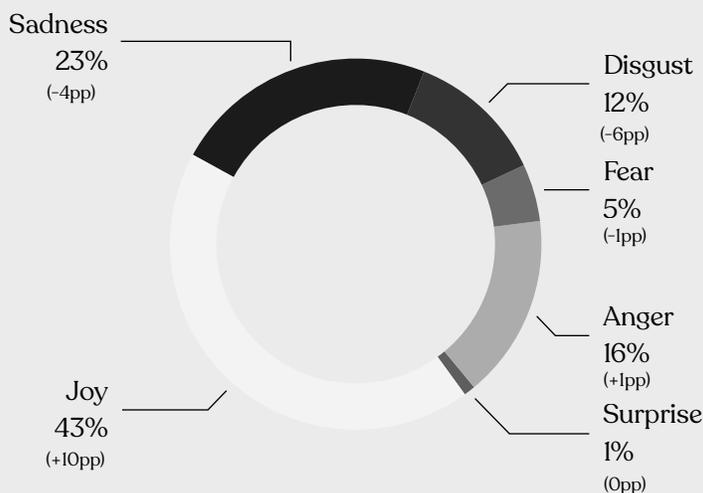


Emotional response to the week's events



Date: 8/5/20-8/11/20 Source: Brandwatch

Note: Change in emotional sentiment is reflective of changes since 6/10, when we shifted how social listening is being pulled to be reflective of all social conversations, rather than COVID-19-specific conversations.

COVID-Related Resources:

- With no end to the pandemic in sight, coronavirus fatigue grips America (8/11/20) [Washington Post](#)
- America's obesity epidemic threatens the effectiveness of any COVID vaccine (8/10/20) [Salon.com](#)
- Neck gaiters are worse than not wearing a mask, study finds (8/10/20) [Yahoo! Sports](#)
- Cancel College- Reopening universities will accomplish little and endanger many (8/8/20) [The Atlantic](#)
- New Zealand reinstates coronavirus restrictions after first locally-transmitted case in 102 days (8/11/20) [CNN](#)

Racial Justice-Related Resources

- Race in America Series by the [Washington Post](#)
- Boycotts are more popular than ever – but do they work? (8/3/20) [Refinery29](#)
- Centering Black authors with the Conscious Kid: A storytime playlist for Youtube kids [Youtube Kids](#)
- Activists are commemorating Black August. Here's the history behind the month-long celebration (8/3/20) [CNN](#)
- How does vote-by-mail work and does it increase election fraud? [Brookings Institute](#)

Joy

bipolishdot (Dorothy) @bipolishdot 10m
RT @jollywandering I'm a @MomsDemand volunteer from Austin, TX joining the global movement to inspire more people to wear face-coverings to help stop the spread of COVID-19 during #WorldMaskWeek! #WearAMask! LEARN MORE HERE: <https://t.co/5F1INDsYcl> <https://t.co/4JcM1PP8cy>

CamdenGvmsrVill (Camden GovernorsVill) @CamdenGvmsrVill 9 Aug
COVID-19 has interrupted our lives for over six months and our healthcare heroes are still in the trenches. To those still fighting on the frontlines - we see you, we thank you and we appreciate all you're doing. <https://t.co/vtZBYUKAR>

Anger

_dlai257 (Dhamar Lainez) @_dlai257 1h
RT @warofthesuburbs I had to say goodbye to my mom dying of COVID over zoom. But I'm sure your brunch, your bar hop, your party was worth it.
Retweets: 0 Replies: 0 Impressions: 71

Janna_Kozune (Jabee is having fun with UA) @Janna_Kozune 11h
RT @tsaakolate idk who needs to hear this but please please please take extra precautions now more than ever the covid situation is getting worse and hospitals are so beyond their capacity that you can't book for testing and confinements anymore

Fear

chipcoffey (Chip Coffey) @chipcoffey 1h
Reality check: Almost a quarter of a million new COVID cases worldwide yesterday! Almost 50K new COVID cases in the USA yesterday! 276 COVID related deaths in Florida yesterday, the state's single-day highest number since the start of the pandemic!

UpstateGoombah (The Clemson Goombah 11) @UpstateGoombah 1h
RT @dannyanell What if a student attending the Fall semester gets Covid 19 and suffers long term effects? Because if long term liability is the worry for college football players...are the school presidents not worried about the regular students??

Sadness

Jennife35179390 (Jenni) @Jennife35179390 1h
RT @AP BREAKING: The family of Elijah McClain, a Black man who died last year after police in suburban Denver put him in chokehold, have sued police and medical officials. McClain was stopped by three white officers responding to a call about a suspicious person. <https://t.co/QCjRTD0aUO>

Wellnowwhat12 (WhatNextYeesh) @Wellnowwhat12 10 Aug
@JBruceHarrelid @uiowa @SteveKingIA What about doing something for testing students for Covid testing. Ulowa has zero plans. Very sad. And wrong
Retweets: 0 Replies: 0 Impressions: 24

Disgust

JanaTigchelaar (Jana Tigchelaar) @JanaTigchelaar 18h
RT @joshuanewman I know human brains are terrible at understanding large numbers, but this rephrasing of the COVID death toll's magnitude still caught me totally off guard. 1 out of every 2000 Americans dead from COVID is absolutely nuts.

ZaxBlack_Mageo (Sauce-K) @ZaxBlack_Mageo 34m
RT @smaddoxsr #SeanJackson brought a bunch of historic cases that were similar to his for people with the same records as his. He pointed out that the whites were given probation, house arrest, and community service while the black boys and men were given harsh sentences and thrown to jail.

Spotlight On: 6 COVID-19 Behaviors Brands Should Keep for the Long-Term

The pandemic has forced companies to think and act differently, changing the ways they communicate with their stakeholders. Here are six corporate changes that brands should continue beyond COVID:

- **Be hyper-attuned:** In the early days of the COVID-19 crisis, businesses became hyper-attuned to what their stakeholders were experiencing, identifying innovative ways to be relevant and helpful to them.
- **Speak frequently, truthfully, and from the heart:** In the past few months, we have witnessed corporate leaders balance realism with optimism, embracing vulnerability and honesty and admitting when they didn't have all the answers, which has built trust.
- **Don't just speak-act:** Many companies took immediate action, leveraging their expertise and mobilizing their employees around a common purpose to create helpful solutions for their stakeholders and society at large.
- **Plan iteratively:** Agility has taken on a new meaning as brands have had to change their strategies overnight. Many have relied on iterative planning to stay nimble and to adapt to changing needs.
- **Truncate processes:** Businesses have learned how to streamline processes, delivering solutions faster without diminishing quality.
- **Be human:** As people began working from home, brands presented themselves in new, more personal, and less polished environments. In many cases, revealing brands' and peoples' humanity was effective, strengthening the relationships we had with them.

Source: [Forbes](#) (8/7/20)

Economic News

- Trump's orders on coronavirus relief create confusion (8/9/20) [NYT](#)
- Virus surge makes US weak link in global economic recovery (8/11/20) [AP News](#)
- The transformation of the Fed (8/10/20) [Axios](#)
- U.S. job openings rise in June, likely exaggerate labor market health (8/10/20) [Reuters](#)

Marketing/Media News Related to COVID-19

- Royal Caribbean's CEO says cruising will be different after COVID-19. Here's how. (8/11/20) [Barrons](#)
- Marriott swings to loss as coronavirus devastates bookings (8/10/20) [Fox Business](#)
- Upended by the coronavirus and competing streamers, WarnerMedia slashes 600 workers (8/10/20) [LA Times](#)
- Why every brand now needs to behave like a health and wellness brand (8/11/20) [Fast Company](#)
- Snickers highlights the perils of coming out of quarantine (8/10/20) [AdAge](#)
- Disney makes direct-to-consumer push as pandemic hammers legacy businesses (8/10/20) [Campaign Live](#)
- Six ways COVID-19 has altered the creative process (8/11/20) [The Drum](#)
- In push to play, college football stars show sudden unity (8/10/20) [NYT](#)

Marketing/Media News Related to Racial Injustice

- Brands pledge big bucks for racial justice – But is it a real sign of change? [WGBH](#)
- Black influencers respond to brands Black Lives Matter posts (8/7/20) [Forbes](#)
- Adobe amplifies diverse women voices with dedicated webpage and campaign [Adobe Diverse Voices](#)
- In a video honoring the late Congressman John Lewis, The National Basketball Association's Golden State Warriors stated that voter suppression is on the rise (8/6/20) [Twitter](#)
- NBA contributes \$300 million to new employment equality foundation, NBA Foundation (8/5/20) [NBA](#)
- Gillette Venus adds diversity to Animal Crossing game with 'Skinclusive' options (8/5/20) [Hype Bae](#)
- Facebook launches 'Black Business August' in support of National Black Business Month (8/4/20) [Social Media Today](#)
- Trader Joe's slams 'inaccurate reports' it's ditching controversial branding and says it will continue to label Chinese and Mexican meals Trader Ming's and Trader Jose's (7/31/20) [Business Insider](#)
- Big fashion brands rushed to claim solidarity with Black Lives Matter. Streetwear designers are skeptical (7/30/20) [LA Times](#)

For a regularly updated blog tracking brands' responses to racial injustice, visit AdAge [here](#)