

# The Weekly Digest

A single source for consumer sentiment, news, and resources related to what's happening in the country today

WEEKLY DIGEST  
August 26, 2020



On Sunday, yet another police officer shot an unarmed Black man, Jacob Blake. The officer shot him multiple times in the back. Blake is partially paralyzed and remains hospitalized in serious condition. The police shooting has sparked protests in Wisconsin and beyond. There have been 558 fatal police shootings in 2020 through the end of July, 111 of whom were Black. Blacks are 2.4x more likely to be victims of fatal police shootings than Whites.

The public is recognizing the significance of racial injustice in the country (see Chart of the Day). However, recognition needs to be coupled with action. Brands have the power to help spark real change and drive greater racial equity (see Spotlight On: Corporate America Agrees Black Lives Matter. What Comes Next?). This requires going beyond how a brand markets and recruits, to also think about how a brand can use its power to help influence public policy to drive real and lasting change.

## Number of COVID-19 Cases in the U.S.

# 5,779,395

## Number of Daily New Diagnoses in the U.S.

# 38,307

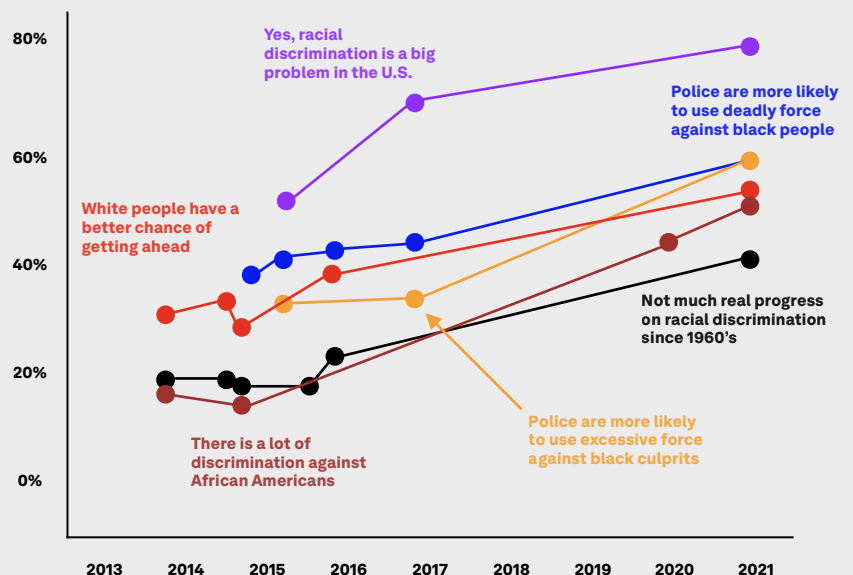
Trajectory of New Diagnoses:  
**Increasing**

As of 7:28am Source: [Johns Hopkins](#)

## Consumer Discussions

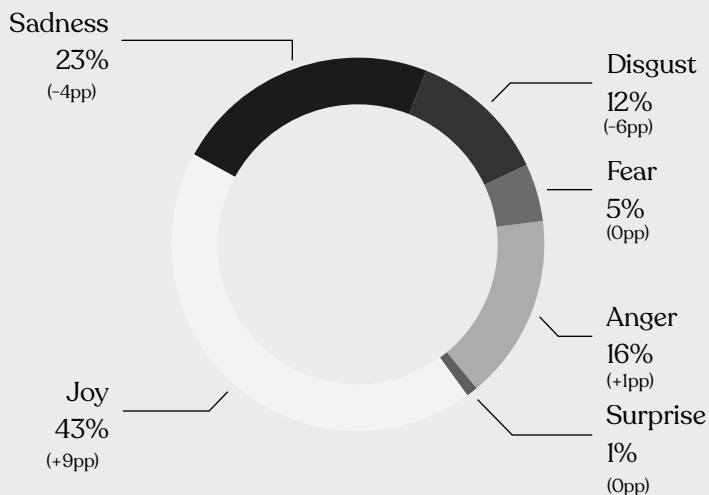
#demconvention #savetheusps  
#thesuicidequad #jacobblake #savesanditon  
#rncconvention2020 #coronavirus #joebiden  
#usps #summerslam #dynamitetoday  
#btsdynamite  
#portlandriots #bts #art #covid19 #kenosha  
#demconvention2020 #dnc2020 #dcfandome #rnc2020 #dynamitemv  
#saveusps #music  
#sanditonpbs #demconvention #btsarmy  
#wwe #dynamite #bts\_dynamite #sanditon #nxttakeover  
#nba #vote #blm #democraticconvention  
#fashion #bidenharris2020 #blacklivesmatter #lovecraftcountry  
#covid #mambamentality #thebatman #laura  
#bbnaja #savethepostoffice #democrats  
#defundthepolice #nba playoffs

## Public opinion about race and policing (2013-2020)



Graph: Michael Tesler. Sources: CBS News Polls; Monmouth University Polls. CBS result accessed from the Roper Center's pool databank

## Emotional sentiment



Date: 8/19/20-8/25/20 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:

- Social Distance podcast created by The Atlantic: Episode on the comedy and tragedy of virtual live events [The Atlantic](#)
- What Is Covid-19 Convalescent Plasma? (8/23/20) [WSJ](#)
- Six of the most promising treatments for Covid-19 so far (8/24/20) [The Guardian](#)
- Drugmaker AstraZenca ramping up production of potential coronavirus vaccine in record time (8/25/20) [CBS News](#)

## Racial Justice-Related Resources:

- Voting information: [Vote.org](#)
- How to demand justice for Jacob Blake [Paper Magazine](#)
- Resources to promote social justice and racial understanding (8/21/20) [NBC4i](#)
- Schools are changing curriculum due to Black Lives Matter movement with more focus on black history and inclusion (8/24/20) [The Sun](#)
- How teenage activists are talking to family about racial injustice (8/22/20) [NYTimes](#)

### Joy

### Anger

### Fear

### Sadness

### Disgust

## Spotlight On: Corporate America Agrees Black Lives Matter. What Comes Next?

In a conversation with columnist Andrew Ross Sorkin, Nikole Hannah-Jones, a domestic correspondent for the NY Times Magazine and the lead creator of The 1619 Project, discusses what brands are doing well and what else needs to be done to create true racial justice in this country.

Hannah-Jones states that while putting statements out supporting Black Lives Matter is important, symbols aren't going to be enough. The more substantial commitments come from brands like Sephora that are looking at their own corporate structures and asking themselves, "Who is being hired?" and "Who do we have in higher levels of management?". However, this too is not going far enough. While corporations should be examining who they're hiring, who they're promoting, and if they're helping Black businesses—all of which are important—what's more important is how corporations are using the power they have in Congress to force mayors of cities to take action to make cities more equitable, such as pushing for school integration which is also a good recruitment strategy. These bigger societal issues are often driven by corporations and could be pushed at a bigger level. Other ways corporations could help is by taking on and promoting reparations, making traditional banking accessible to Black communities, and so on. Companies will have to think big and be willing to invest real capital in novel ideas to see real lasting change.

Source: [NYTimes](#) (8/23/20)

## Economic News

- The pandemic recession is approaching a dire turning point (8/23/20) [The Atlantic](#)
- Stock market news live updates: S&P 500, Nasdaq hit record highs as Covid-19 vaccine, treatment hopes rise [Yahoo! Finance](#)
- New thinking on lockdowns: They're overly blunt and costly (8/24/20) [Wall Street Journal](#)
- Tracking America's recovery [CNN Business](#)

## Marketing/Media News Related to COVID-19

- When TV Commercials Ruled American Culture (8/24/20) [The Atlantic](#)
- KFC suspends its 'finger lickin' good' slogan because of coronavirus (8/24/20) [CNN](#)
- Cruise trips are back. This is what they look like now (8/25/20) [CNN](#)
- Influencer marketing bounces back strong as pandemic lingers (8/24/20) [AdAge](#)
- What Bikes Tell Us About A Changing Global Economy (8/25/20) [NPR](#)
- U.S. Lobster Dealers Hope To Claw Back Market Share In Europe (8/21/20) [NPR](#)
- Why nearly half of marketers are unhappy with their brand's COVID-19 response (8/25/20) [Campaign Live](#)
- Fitbit's \$329 Sense looks to the future of health tracking (8/25/20) [CNET](#)
- All of NFL's positive coronavirus tests from the weekend return negative (8/24/20) [ESPN](#)

## Marketing/Media News Related to Racial Injustice

- Color Of Change: The Facebook boycott was 'somewhat of a start, but there's still a long way to go' (8/24/20) [Ad Exchanger](#)
- Jay-Z's social justice group wants a billboard saying 'Officer Mensah must be held accountable,' but it was rejected (8/21/20) [Milwaukee Journal Sentinel](#)
- Pizza Hut promotes lawyer as its first chief equity officer (8/19/20) [Adweek](#)
- Pizza Hut helped launch a series of antiracism resources for educators (8/19/20) [Delish](#)
- Havas appoints DE&I advisory committee (8/19/20) [Havas](#)
- BBDO Worldwide appoints first chief diversity, equity and inclusion officer (8/18/20) [MediaPost](#)
- Target forms REACH committee to steer racial justice efforts (8/18/20) [Supermarket News](#)
- Ex-Glossier employees describe a company that failed to support Black workers—even as it donated \$1 million to racial justice causes (8/18/20) [Fortune](#)
- Many of the same companies that say "Black lives matter" are involved with the systems that continue to oppress Black Americans (8/22/20) [Business Insider](#)
- To effectively address equity, brands need to rebuild from within (8/20/20) [Sustainable Brands](#)
- Why companies were so quick to endorse Black Lives Matter (8/21/20) [The Conversation](#)