

Emotional response to the week's events



Date: 7/29/20-8/4/20 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:

- Hoping to Understand the Virus, Everyone Is Parsing a Mountain of Data (7/28/20) [NYT](#)
- Panicked Teachers Explain Why They Are Creating Wills Before School Starts (7/28/20) [Vice](#)
- Zombies, villagers, and Navy SEALs. An immunologist explains the immune system (7/27/20) [The Atlantic](#)

Racial Justice-Related Resources

- Register to vote at [Vote Save America](#)
- Black Lives Matter resources and toolkits [here](#)
- Here's a running list of Black-owned businesses to support in Greater Boston [Boston.com](#)
- 5 resources that make daily anti-racist actions a daily habit [Well and Good](#)
- Listen to the '1619' podcast, which re-examines the legacy of slavery in the United States [NYTimes](#)

Joy

Anger

Fear

Sadness

Disgust

Spotlight On: Brand Authenticity in Regard to Racial Justice

Do consumers view brands' actions in response to racial injustice as authentic? Brand authenticity is defined as "the extent to which consumers perceive a brand to be faithful to itself (continuity), faithful to its customers' expectations for the brand to deliver on its promises (credibility), motivated by caring and responsibility towards the community (integrity), and reflecting values that consumers consider important (symbolism)." While continuity and credibility have a 'corporate orientation', integrity and symbolism have a 'societal orientation'. When it comes to social issues like racial justice, brand actions with a societal orientation are more likely to be seen as authentic. Brands can also play a supportive non-racist role as an ally, or play a proactive, action-oriented role as an activist. By looking at the intersection of orientation (corporate or social) and type of participation (ally or activist), brand actions of varying authenticity levels arise:

- **Atone:** To make amends for past wrongdoings. Corporation-oriented actions companies take as allies (e.g. Aunt Jemima brand repackaging a product because of its negative racial connotations). Can be seen as passive and self-focused, and low in authenticity.
- **Allure:** To proactively attract consumers. Corporation-oriented actions that are more proactive than simply atonements (e.g. Aerosoles donating 10% of sales proceeds to racial justice organization). Low-medium in authenticity.
- **Acknowledge:** To recognize a social issue. Societally-oriented actions that may be passive, but support racial justice in ways that may not directly profit them, but also don't have a negative impact on them (e.g. Netflix's curation of BLM content). Medium-high in authenticity.
- **Advocate:** To actively support a cause or policy. Active, societally-oriented approach that may even have harmful impact on business goals (e.g. Nike's Colin Kaepernick campaign). High-authenticity action.

The most authentic brand actions are those that advocate proactively with societally-oriented, anti-racist actions. While they come with some risk, they're the most likely to be rewarded with consumer loyalty.

Source: [Harvard Business Review](#) (7/31/20)

Economic News

- Democrats and Trump officials leave 'productive' meeting, but still don't have a coronavirus relief deal (8/3/20) [CNBC](#)
- About that next bailout: One big lesson from 2009 (8/3/20) [Politico](#)
- US economy posts its worst drop on record (7/31/20) [CNN Business](#)
- Despite historic Plunge, Europe's economy flashes signs of recovery (7/31/20) [NYTimes](#)

Marketing/Media News Related to COVID-19

- Sony's profit up as people staying home play video games and watch eSports (8/4/20) [Fox Business](#)
- Nike eyes 500 layoffs at Oregon HQ (8/3/20) [Fox Business](#)
- Men's Wearhouse owner files for bankruptcy (8/3/20) [NYTimes](#)
- How Estée Lauder is pandemic-proofing a legacy brand (8/3/20) [Vogue Business](#)
- Coronavirus has Steve Madden, footwear brands focusing on flats, not heels (8/3/20) [Fox Business](#)
- Lowe's giving out COVID-19 relief grants up to \$20,000 for small businesses through nonprofit LISC (8/1/20) [USAToday](#)
- 'New normal' emerges for companies navigating COVID-19 pandemic (8/2/20) [WSJ](#)
- A look at how the 50 biggest brands in America stacked up against each other pre-pandemic, and how they're positioning for the long road ahead (8/1/20) [QSR Magazine](#)
- Covid-19 is exposing inequalities in college sports. Now athletes are demanding change. (8/2/20) [Vox](#)
- NHL hockey is back, and its TV-only game is sport's biggest COVID challenge (8/2/20) [CNBC](#)

Marketing/Media News Related to Racial Injustice

- Google is now making it easier to find Black-owned businesses (7/31/20) [The Verge](#)
- The Ally Internship provides job opportunities for Atlanta's Black creatives (7/31/20) [Adage](#)
- Twitter permanently suspends white supremacist David Duke (7/31/20) [The Verge](#)
- Oprah honors Breonna Taylor on the cover of her magazine (7/30/20) [The Oprah Magazine](#)
- Nestlé makes Juneteenth holiday in U.S. amid racial tensions (7/30/20) [Bloomberg](#)
- The New Zealand Human Rights Commission shows people what it's like to experience incessant racism on a daily basis in new spot and interactive website (7/29/20) [Voice of Racism](#)
- A new Instagram account, [TrueColors.official](#), whitewashes logos to reflect their companies' lack of diverse leadership (7/29/20) [Adage](#)
- Everlane accused over 'anti-Black behavior' (7/26/20) [NYTimes](#)
- 'No Space for Jew Hate' trends on Twitter, as pro-Jewish groups organize social media walkout (7/27/20) [HITC](#)
- Ad Council Love Has No Labels addresses wave of racism toward the Asian and Pacific Islander communities amid COVID-19 pandemic in new spot (7/21/20) [Ad Council](#)

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