

The Weekly Digest

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

WEEKLY DIGEST
July 22, 2020



Coronavirus cases continue to skyrocket in the U.S., increasing by almost a half million since last week's Digest. The daily death toll exceeded 1,000 on Tuesday, the highest level in weeks. The business sector is becoming increasingly more pessimistic about the economic recovery given that the virus is continuing to run rampant.

While we continue to grapple with the coronavirus crisis, protests against racial injustice are continuing across the U.S. Brands have taken action to show their support for the movement; however a recent Morning Consult poll found that Black Americans are skeptical as to whether brands claiming to support the Black Lives Matter movement are sincere. 62% of Black Americans believe brands are supporting the movement because those brands don't want to lose customers, and only 19% believe brands truly care about the movement. Similar results were seen among White Americans. That same survey found that Black Americans would rather see those brands address racism within their own corporations (see Chart of the Day), rather than posting about it on social media. CBS is one company that has taken this to heart (see Spotlight On: CBS to bring more diverse perspectives to entertainment). Brands will only be seen as making a meaningful difference if they back up their words with concrete and impactful action.

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

3,902,377

Number of Daily New Diagnoses in the U.S.

70,786

 Trajectory of New Diagnoses:
Increasing

As of 8:17am Source: [Johns Hopkins](#)

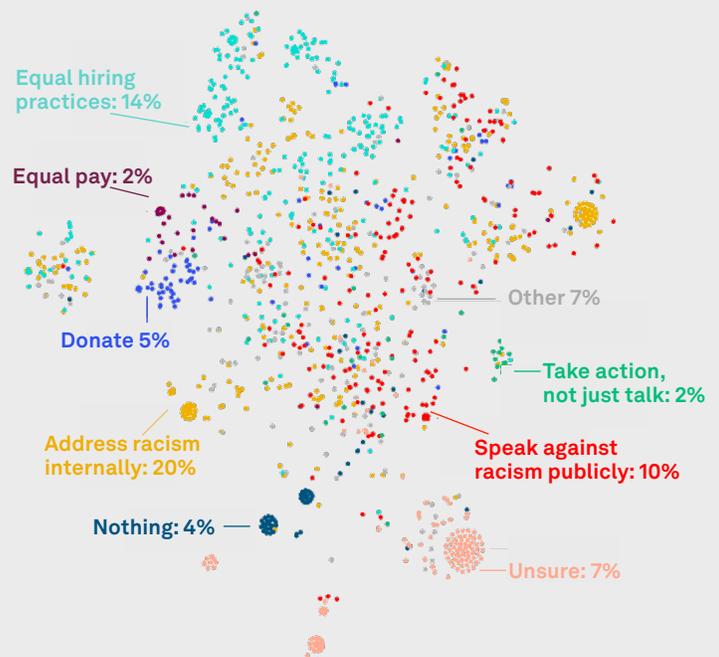
Consumer Discussions



Date: 7/15/20-7/21/20 Source: Brandwatch

Black consumers paint a complicated picture on what brands can do to fight racial inequality

Respondents were asked "Since the death of George Floyd in police custody, many companies have announced efforts towards addressing racial inequality in the United States. In your opinion, what's the one thing that companies can do to fight racial inequality?" Responses are colored by topic and clustered with similar responses.



Date: 7/16/20 Source: [Morning Consult](#)

Emotional Response to Protests for Racial Justice



Date: 7/15/20-7/21/20 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.

Economic News

- Federal Government May 'Fire' Over 20 Million Americans On Saturday (7/20/20) [Forbes](#)
- Restaurants' 'Existential Crisis' (7/21/20) [NPR](#)
- Is the rebound in America's economy already over? (7/20/20) [Financial Times](#)
- R Is for Recession Unless We Can Go Below 1 (7/20/20) [Bloomberg](#)

Joy

JaneFultonAlt (Jane Fulton Alt) @JaneFultonAlt 23m
RT @chicagosmayor We are all one home team. Let's work together to take on the spread of COVID-19. #TeamUpMaskUp <https://t.co/UjNw35Y1Xg>

9montana18 (Donna Groves) @9montana18_ 17 Jul
RT @nicolergalloway Wearing a mask is an effective way to slow the spread of COVID-19, keep our communities safe, and get our economy back on track. We're all this together, let's take care of each other. #MaskUpMO <https://t.co/yMuKlpPMII>

Anger

silvermommie88 (Tasha) @silvermommie88 36m
RT @_SJPeace_ BREONNA TAYLOR & ELIJAH MCCLAIN I hear that they are tired of hearing about them. IM TIRED OF EVERYDAY THEY GO WITHOUT JUSTICE! SO KEEP SAYING THEIR NAMES! BLACK LIVES MATTER!

Dem4545Diane (Diane Moorman) @Dem4545Diane 19 Jul
RT @neurooruen My pregnant physician wife and I are currently COVID positive. We are currently quarantining with our 2 yo daughter who is likely also positive based on symptoms. We have both been working in hospitals taking every precaution humanly possible, especially because of the pregnancy.

Fear

ashleepowell (ya verse 7 days... WEAK.) @_ashleepowell_ 16h
If Covid is still around during actual flu season... like when ppl normally get sick.. I just do NOT know what the hospital workers are going to do..

marcelotournier (Marcelo Tournier) @marcelotournier 17 Jul
Over 50% of patients with covid have neurological complications. Moreover, there is a phenomenon called #longcovid which can take a heavy toll in the long run, for our quality of life. <https://t.co/aMfjVPQazk>

Sadness

bigesb81 (Mr. Wear A Damn Mask Sterk) @bigesb81 11h
RT @downinslow Coronavirus: 13-year-old dies while self-isolating with Covid symptoms after virus test came back negative, family says <https://t.co/9DAzTm5rNK>

Arielle23224150 (Arielle) @Arielle23224150 20h
RT @TheBeatWithAri Brenda Jones, communications director who spent 15 years with Congressman Lewis, on his legacy: "He was a gentle man, he was a gracious man, but he never gave up on his values. He was consistently committed to everything he spoke about and fought for."

Disgust

PlatzMond (ED) @PlatzMond 11m
RT @nopeifyalt people who won't wear a mask make me sick
Retweets: 0 Replies: 0 Impressions: 76 Reply Retweet Like Engage

mwalshe (mia) @mwalshe 20h
RT @EdMarkey Whole Foods is disciplining workers for showing their support for Black Lives Matter. That is shameful. We must stand in solidarity with these workers and people everywhere demanding racial justice. Everyone should be able to say loudly and clearly that Black lives matter.

Spotlight On: CBS to bring more diverse perspectives to entertainment

CBS has been making several internal changes to increase diverse representation both in front of and behind the camera, especially with creators and leadership roles on the shows.

Last week it announced it will devote 25% of its script development budget to projects created or co-created by Black, Indigenous, and People of Color (BIPOC) starting in the 2021-2022 development season. It has also set a target to have a minimum of 40% BIPOC representation in their writers' rooms beginning in 2021-2022. This will increase to 50% the season afterwards. Furthermore, it has committed to hiring additional BIPOC writers on some of their series for the 2020-2021 season.

And most recently, CBS and NAACP struck a multi-year partnership agreement to create content featuring Black stories for broadcast, cable, and streaming. This partnership will establish a dedicated development team for NAACP-produced content.

Source: [Variety](#), [NAACP](#), [BNN Bloomberg](#), [CNN](#)

COVID-Related Resources:

- The Pandemic Is Changing Work Friendships (7/21/20) [The Atlantic](#)
- Worried About Crowded Planes? Know Where Your Airline Stands (7/21/20) [NYT](#)
- Colleges Are Getting Ready to Blame Their Students (7/21/20) [The Atlantic](#)

Racial-Justice-Related Resources

- 25 mental health resources created for the Black community you should know [PopSugar](#)
- Portland organizations and resources to support protestors and marginalized folks [IG](#)
- 'Change can happen': Black families on racism, hope and parenting [NPR](#)
- Black Girl Magic Virtual Summit aims to provide Black women across the U.S. with financial, business, and career resources (7/20/20) [PR Newswire](#)
- On Instagram, Black students of elite private schools have found a space to speak out. What's next? [Edsurge](#)

Marketing/Media News

How Brands are Addressing COVID-19 :

- 'Less optimistic' and 'more cautious': Top C.E.O.s fret as virus cases rise (7/20/20) [NYTimes](#)
- Coronavirus pandemic delays construction of world's largest cruise ship (7/20/20) [Fox News](#)
- U.S. air travel falls for first week since April as coronavirus cases spike (7/20/20) [CNBC](#)
- Winn-Dixie reverses stance on masks after Trump tweet (7/21/20) [CNN](#)
- U.S. Airlines face end of business travel as they knew it – and on which they relied (7/20/20) [AdAge](#)
- Coca-Cola readies for ad spend 'step change' following lockdown freeze (7/21/20) [The Drum](#)
- What brands need to know about the role of comms post-Covid-19 (7/20/20) [The Drum](#)
- Amazon extends work-from-home option for corporate employees to early 2021 (7/15/20) [Seattle Times](#)

How Brands are Addressing Racial Injustice:

- Thousands of essential workers to walk off the job in Strike for Black Lives (7/20/20) [KMOV4](#)
- A rush to use Black art leaves the artists feeling used (7/20/20) [NYTimes](#)
- The nonprofit Color of Change is turning to major companies and police forces around the country to push for significant changes in policy, product and behavior (7/19/20) [CNBC](#)
- The World Federation of Advertisers joins broader industry effort in call to end the use of the terms "blacklist" and "whitelist"; the WFA recommends using "inclusion" and "exclusion" lists as substitutes (7/17/20) [Frankfurt Kurnit Klein + Selz](#)
- VSCO aims to document Black joy with new campaign (7/16/20) [Forbes](#)
- Old Navy's spot features five activists in push around commitment to equality (7/15/20) [Campaign US](#)
- Verizon announced the company's new responsible business plan, Citizen Verizon, that will help the company address pressing societal issues through action (7/14/20) [Verizon](#)
- Skittles partners with Todrick Hall to show that its support of the Black trans community extends beyond Pride Month (7/14/20) [Candy Industry](#)

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