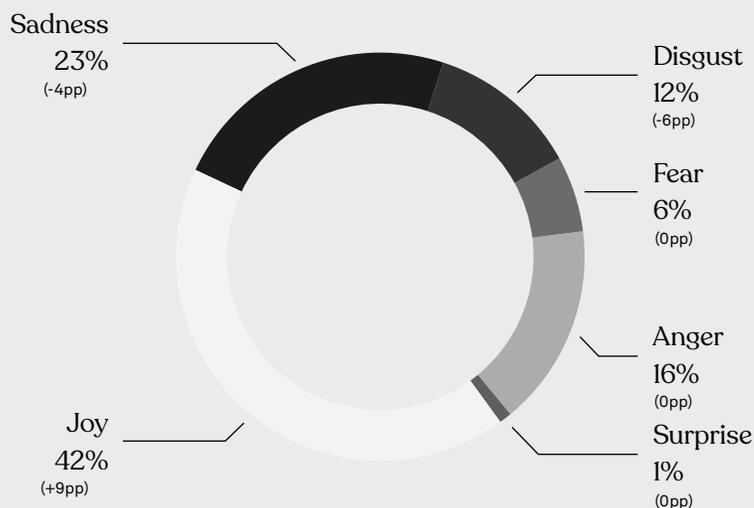


Emotional sentiment



Date: 10/7/20-10/13/20

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:

- Companies are offering benefits like virtual therapy and meditation apps as COVID-19 stress grows (10/11/20) [CNBC](#)
- How to connect with the co-workers you're missing (10/11/20) [NYTimes](#)
- Is there a safe way to be home for the holidays? (10/13/20) [The Atlantic](#)

Racial Justice-Related Resources:

- 6 ways to celebrate Indigenous Peoples Day (10/9/20) [Consumer Affairs](#)
- In honor of Indigenous People's Day, a thread of shows and films that feature Indigenous peoples [@Charitieropati](#)
- These states -- including Wisconsin -- are ditching Columbus Day to observe Indigenous Peoples' Day instead (10/12/20) [CBS 58](#)
- Register to vote at [vote.org](#)
- What's on your ballot this election? Get informed and visit [Ballotpedia](#)

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

Joy

zarrystrawberry (logic stan acct) @zarrystrawberry 15h
 RT @LegionHoops Let's take a moment and celebrate that we finished the NBA season with ZERO COVID-19 cases. The bubble worked PERFECTLY. Thank you, NBA.

retronicals (BLACK lives matter v) @retronicals 10 Oct
 @keyara_nickole @plantbased_bae awww seriously this video is like dictionary definition of black boy joy. tell him we love it, and I'm so happy for y'all. cutest most cheerful couple. total goals. 🥰🥰

Anger

Jenn_davis1027 (Jennifer Davis) @jenn_davis1027 3 Oct
 RT @StephenKing 850 Americans died of COVID-19 yesterday. None got the special "antibody cocktail."

dajasimone_ (dajasimone) @dajasimone_ 3 Oct
 RT @AilishaRai All these politicians checking in to hospitals as a "precaution" is amazing to me because when my mom, a healthcare worker, had suspected COVID, they told her to only come back if she needed a ventilator.

Fear

Patricia87884429 (Patricia) @Patricia87884429 8 Oct
 RT @Smilan317 @ntw20 Everyone knows a victim of Covid. We are all scared by it.

matthewsbunch (Matthew Bunch) @matthewsbunch 7 Oct
 Someone is sneezing up a storm in the audience. In COVID times, it's really anxiety-producing.

Sadness

gracegavato (Grace Hey) @gracegavato 10 Oct
 I also miss hugging my husband...#covid

Luv_Da_USA (Suze Latu CMSW) @Luv_Da_USA 7 Oct
 This tears at my heart. Covid not only sickens & kills, it robs us of our most precious human connections.

Disgust

MistaTmg (T-Murdock T) @MistaTmg 7 Oct
 RT @wesleysnipes Racism is the deadliest pandemic of all.

PhilEhr (Phil Ehr) @PhilEhr 17h
 Our nation is near another disgraceful milestone—215K deaths from coronavirus. This is exactly why we need leaders who listen to doctors and act to save the American people above anything else.

Spotlight On: Advertising This Holiday Season

This past year we've seen consumer attitudes and preferences change as a result of the COVID-19 pandemic. These changes offer key lessons to brands as they determine the optimal approach for advertising this holiday season. First, while protests and brand initiatives may have slowed down, consumers are still assessing brand actions and commitments to racial equality and employee support during COVID. While there has been a slight decrease in the importance of corporate activism around Black Lives Matter in driving purchasing decisions since June, this continues to be important for 64% of Americans, especially for Gen Z, Democrats, minorities, highly educated Americans, and urbanites. Brands must continue to take action to address racial inequality in the U.S.

Over the past few months, we've also witnessed consumers increasingly craving a return to normalcy. Americans have slowly become open to ads showing people violating COVID-19 health guidelines, such as people standing less than 6 feet apart and people hugging, kissing, and shaking hands. In addition to ads showing products or services, funny and entertaining ads have become more appealing to consumers. However, useful, informative, and customer-centric ads as well as optimistic and comforting ads continue to be the most likely to drive purchases. Contrastingly, sentimental ads and those focused on COVID-19's impact on the company are least likely to drive interest. Thus, marketers should continue to provide useful information to consumers while also providing the emotional break they desire during these challenging times.

Lastly, when looking specifically at holiday season advertising, data shows that useful and entertaining ads are most likely to inspire purchases, specifically ads featuring gift ideas, entertaining ads, and ads focused on the spirit of the season. Functional needs are top of mind for most people this holiday season: most Americans say value, availability, and quality will be important in their gift purchasing choices. On top of covering the basics, advertisers should also address holiday shoppers' emotional needs as reputation and customer security protections will be key qualities shoppers seek out in brands they buy from.

Source: [Morning Consult](#) (10/8/20)

Marketing/Media News Related to COVID-19

- July is the new January: More companies delay return to the office (10/13/20) [NYT](#)
- Customers still like to shop in person, even if they get only to the curb (10/9/20) [NYT](#)
- Facebook bans ads discouraging vaccines, in latest misinformation crackdown (10/13/20) [NPR](#)
- Is new thinking in short supply? CMOs base COVID-19 response on previous crises (10/13/20) [The Drum](#)
- Kristen Bell's CBD brand Happy Dance is parents' latest aid for pandemic-fueled anxieties (10/13/20) [AdAge](#)
- Delta posts \$5.4 Billion loss as fate of Struggling U.S. airlines—and airline aid—remains uncertain (10/13/20) [Forbes](#)
- Fidelity staffs up to advise clients amid 'unprecedented' interest in investing (10/13/20) [Fox Business](#)
- How COVID-19 caused social media apps to pivot with new features (10/13/20) [Entrepreneur](#)
- Is everybody doing ... OK? Let's ask social media (10/12/20) [NYT](#)

Marketing/Media News Related to Racial Injustice

- Work to end racial injustice may be 'greatest mobilization' of corporate America to better society (10/8/20) [CNBC](#)
- Unilever's SheaMoisture showcases Black women's diversity and its efforts to help their businesses (10/12/20) [AdAge](#)
- 'Speak up!': 'Sesame Street' to tackle racism in TV special 'The Power of We' (10/8/20) [USA Today](#)
- Yelp launches alert to flag businesses accused of racist behavior (10/8/20) [USA Today](#)
- JPMorgan announces \$30 billion commitment to advance racial equity (10/8/20) [Forbes](#)
- Chipotle adds an HBCU to its debt-free degree program for employees (10/7/20) [QSR](#)
- Chase partners with Daymond John on celeb-filled Black Entrepreneurs Day livestream (10/7/20) [CNBC](#)
- Sprite's get-out-the-vote campaign highlights Black artists to empower Black youth to vote (10/6/20) [All Hip Hop](#)
- The running industry takes on racism (10/7/20) [Snews](#)
- These brands still haven't replaced their logos. Here's why (10/1/20) [CNN Business](#)

Economic News

- JPMorgan, Citigroup signal that economy isn't out of the woods (10/13/20) [WSJ](#)
- Unemployment was supposed to be temporary. Now, it's permanent for almost 4 million (10/13/20) [CNBC](#)
- Manhattan emptied out during the pandemic. But big tech is moving in (10/13/20) [NYT](#)
- Johnson & Johnson, Eli Lilly pause COVID-19 drug trials (10/13/20) [NPR](#)