

The Weekly Digest

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



WEEKLY DIGEST
October 28, 2020

This week, daily COVID cases continue to reach record numbers across the U.S. and many parts of the country are beginning to rethink various forms of their reopening efforts. Boston has shifted public schools back to fully-remote learning and Chicago has announced that all indoor dining will be suspended until cases get back under control. The roll-backs have caused much debate as the country wrestles with prioritizing personal health vs. economic health. With the election less than a week away, how and when our country returns to “normal” life has become a hotly contested partisan issue that is sure to influence voters at the polls (see Chart of the day).

For many of us, nothing provides a sense of normalcy like the holiday season, but many consumers are beginning to grasp the fact that the usually festive season may be quite unusual this year. While we struggle to figure out what exactly our holiday gatherings might look like, we're seeing brands rethink their holiday advertising strategies. The traditional messages of cheer and joy are being replaced with messages of gratitude and hope to better reflect current consumer sentiments and to be more in tune with the somber nature of this year's not-so-normal events (see Spotlight On: Holiday messaging focusing on togetherness and gratitude to finish off the year).

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

8,784,005

Number of Daily New Diagnoses in the U.S.

73,302

Trajectory of New Diagnoses:
Increasing

As of 10:55am Source: [Johns Hopkins](#)

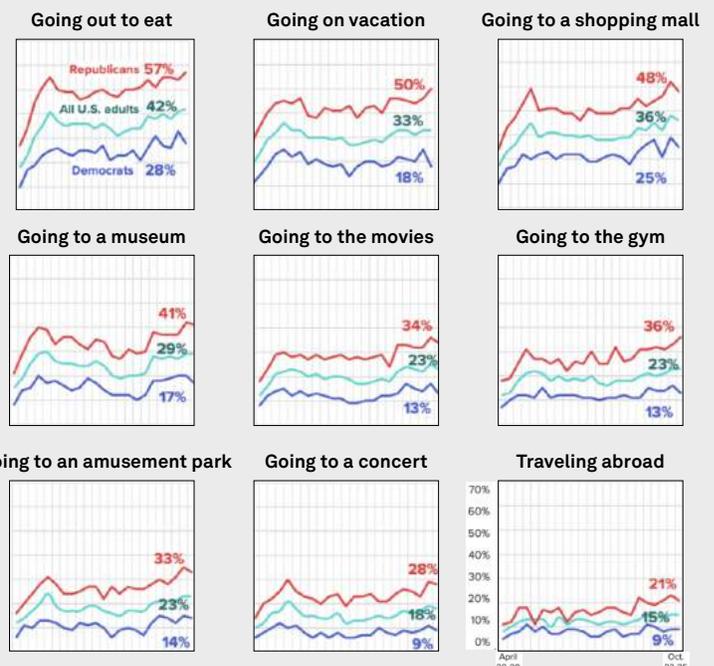
Consumer Discussions



Date: 10/21/20-10/27/20 Source: Brandwatch

Chart of the day

Share of U.S. adults by **political party** who said they'd feel comfortable doing the following activities **right now**. Activities ordered but the share of all adults who said they'd feel comfortable doing them in the initial poll



Date: 10/26/20 Source: Morning Consult

Emotional sentiment



Date: 10/21/20-10/27/20

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:

- To combat the coronavirus, schools across America moved students outdoors. Here's a look at four new learning environments. (10/27/20) [NYTimes](#)
- COVID-19 creates mental health crisis for Gen Z (10/26/20) [Wavy](#)
- Fauci says findings on a potential coronavirus vaccine are expected by early December but widespread availability will come later (10/25/20) [CNN](#)
- Fauci: Early COVID-19 vaccines will only prevent symptoms, not block the virus (10/26/20) [Yahoo! Finance](#)

Racial Justice-Related Resources:

- Register to vote and get voting information [Vote.org](#)
- Decide who to vote for: Learn how to make informed choices by using voter guides and sample ballots to research candidates [USA.gov](#)
- Election Day technical difficulties won't mean democracy is over (10/27/20) [FiveThirtyEight](#)
- How to spot misinformation online (10/26/20) [CNN](#)

Joy



Anger



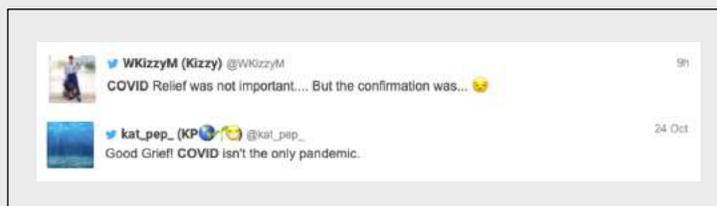
Fear



Sadness



Disgust



Spotlight On: Holiday messaging focusing on togetherness and gratitude to finish off the year

This year, brands are taking on holiday messaging a bit differently. 83% of consumers agree their holiday will be different in some way. As a result, consumers are focusing on togetherness, gratitude and giving back, and celebrations that center around the home, and they want to see these sentiments portrayed in advertising. Ad campaigns must not only take into account people's pandemic-related anxieties, but also people's concerns over racial injustice and the political divide that has reached a peak as we navigate a contentious election. Here are some early 2020 holiday campaigns that touch on these themes:

1. Gap's "[Dream The Future](#)" campaign offers an upbeat and hopeful message that addresses the longing consumers have for a sense of unity.
2. Bloomingdale's "[Give Happy](#)" campaign embodies positivity and togetherness as we close on challenging year.
3. Banana Republic's "[Love the Present](#)" campaign celebrates love and shows appreciation for the present. Mike Janover, Head of Marketing at the company said "In this unprecedented year, Holiday 2020 is an opportunity to refocus on what really matters – spending time with loved ones, creating new traditions and making the most of every moment, big or small."

Source: [Retail Wire](#) (10/26/20), [Edelman](#)

Marketing/Media News Related to COVID-19

- Coronavirus drives holiday gift spending to a 4-year low, according to Gallup poll (10/27/20) [Fox Business](#)
- Coronavirus spurs brand innovation (10/26/20) [Forbes](#)
- RV rentals are up for the holidays in response to social distancing (10/26/20) [Fox Business](#)
- With COVID-19 cases on rise, many companies opting out of holiday celebrations or taking it virtual (10/27/20) [CBS Chicago](#)
- COVID-19 snacking drives Simply Good Foods sales growth (10/27/20) [Biz Journals](#)
- 3 tips to help brands prepare for holiday season during COVID-19: How to find success in a particularly challenging time (10/19/20) [Inc.com](#)
- Burger King offering free Whoppers to people who pass competitors' abandoned restaurants: 'Scary places' (10/26/20) [Fox Business](#)

Economic News

- Why the best G.D.P. report ever won't mean the economy has healed (10/27/20) [NYTimes](#)
- Why NYC's economic recovery may lag the rest of the country's (10/26/20) [NYTimes](#)
- GM, Toyota drive up auto production as economy rebounds (10/26/20) [Fox Business](#)
- Black women were among the fastest growing entrepreneurs—then COVID arrived (10/26/20) [Forbes](#)
- Dunkin' brands may be bought out. Why COVID has boosted M&A. (10/26/20) [Barrons](#)

Marketing/Media News Related to Racial Injustice

- How brands can go from performative allyship to actual allies (10/21/20) [Entrepreneur](#)
- In a bid to diversify, firms expand business-school recruiting (10/26/20) [Wall Street Journal](#)
- Investment industry urged to promote more black women (10/26/20) [The Guardian](#)
- Hulu's Bad Hair campaign boosts Black-owned brands with an '80s nod (10/27/20) [Adweek](#)
- DoorDash announces a voting campaign with first-time voter Bubba Wallace (10/23/20) [Food Sided](#)
- Coca-Cola began hosting Together We Must: A Conversation, a series of six virtual dinners with discussions around social justice topics [Civic Dinners](#)
- Pinterest launches new initiatives to support underrepresented creators (10/22/20) [Talking Influence](#)
- Ikea's 2021 catalog delayed as company removes potentially offensive image (10/26/20) [Fox Business](#)
- Conagra Brands Foundation partners with United Way and American Civil Liberties Union Foundation for "United For Change" campaign (10/26/20) [PR Newswire](#)
- Zuckerberg says Facebook has helped roughly 4.4M people register to vote (10/26/20) [Fox Business](#)
- Rihanna's latest Savage X Fenty campaign stars Black breast cancer survivors (10/21/20) [CNN Style](#)
- CEOs say they need to do more to fight racism. This is how they plan to do it (10/15/20) [CNN](#)
- Should the professional be political? (10/22/20) [The Atlantic](#)