

The Weekly Digest

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

WEEKLY DIGEST
October 7, 2020



The coronavirus has retaken center stage in the news cycle with a cluster of infections tied to the White House as well as an increased number of cases across 37 states. Trump's mixed messages on stimulus negotiations is also leading to growing concerns about the trajectory of the U.S. economy and the length of recovery.

As we enter the last 3 months of the year, COVID-19 will also have a significant impact on the holidays (see Chart of the Day and Spotlight On: Preparing for the Holiday Season This Year). Altered travel plans, smaller gatherings, and lower holiday spending are likely to be the norm. However, there is also a desire to support brands that are perceived as doing the right thing this holiday season – including those that continue to support their employees and the Black Lives Matter Movement. After the events of the past year, brand purpose matters and will likely play a more important role going forward as brands seek to build relationships with consumers.

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

7,502,004

Number of Daily New Diagnoses in the U.S.

42,902

Trajectory of New Diagnoses:

Increasing

As of 8:23am Source: [Johns Hopkins](#)

Consumer Discussions



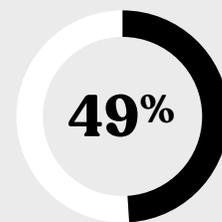
Chart of the day: Holiday Plans



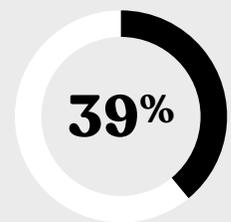
COVID-19 will influence how I celebrate the holiday season



I plan to give fewer gifts this holiday season



I would consider "Christmas in July" 2021 to have in-person holiday gatherings



I will likely donate to charity in lieu of giving a gift to a friend or colleague

Emotional sentiment



Date: 9/30/20-10/6/20

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:

- Trump Has Better Health Care Than You (10/6/20) [The Atlantic](#)
- Measuring the Emotional Impact of COVID-19 on the U.S. Population (10/2/20) [Visual Capitalist](#)

Racial Justice-Related Resources:

- Register to vote at [vote.org](#)
- Information about voting and getting involved at [rockthevote.org](#)
- Next week is Indigenous Peoples' Day. Mark the date with these 7 audiobooks by Indigenous authors (10/5/20) [Seattle Times](#)
- 3 movies for kids with anti-racist themes (9/29/20) [Chicago Parent](#)

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

Joy

Two tweets are shown. The first is from @nite_angel98 (Sir Ron De Voux) dated 42m, discussing love and compassion as necessities. The second is from @thekinkyrunner (Thekinkyrunner) dated 1 Oct, celebrating October 1st and Black Lives Matter.

Anger

Two tweets are shown. The first is from @jenn_davis1027 (Jennifer Davis) dated 3 Oct, mentioning 850 Americans who died of COVID-19. The second is from @dajasimone_ (dajasimone) dated 3 Oct, discussing a healthcare worker's experience with COVID-19.

Fear

Two tweets are shown. The first is from @JCohen42425402 (J Cohen) dated 2 Oct, discussing the danger of COVID-19 and the importance of wearing masks. The second is from @Mone_Knows (MoneKnows) dated 22h, describing it as a coronavirus nightmare.

Sadness

Two tweets are shown. The first is from @tbtltheresa007 (Theresa Albo) dated 18h, expressing sympathy for COVID-19 survivors and families. The second is from @beau_file (maddie b) dated 30 Sep, expressing a desire to get tested for COVID-19.

Disgust

Two tweets are shown. The first is from @DatCass (Cassidy) dated 17h, expressing disappointment that her mother died in a hospital during the COVID-19 pandemic. The second is from @TiffMHardy (TIFFANY HARDY) dated 30 Sep, expressing anger over the refusal to condemn white supremacy.

Spotlight On: Preparing for the Holiday Season This Year

As the holiday season approaches, and the COVID-19 pandemic continues, consumers are shifting how they celebrate the holidays and how they shop for them as well. Many families this year are being forced to adapt, making changes to holiday plans and travel traditions. They are likely to cancel their holiday travel plans, eating meals separately, going on virtual turkey trots, and opening presents sent by loved ones via delivery trucks. A survey conducted by Morning Consult found that 47% of families say they will cancel holiday get-togethers, and nearly half say they will shift from in-person celebrations to virtual ones. For example, some college students must make the difficult decision of either going home for Thanksgiving break and completing the remainder of the semester from home or remaining on campus during the holiday. All these changes have resulted in people simply feeling different about the holidays this year, with an Accenture survey showing that almost 40% say they are not looking forward to the holiday season due to COVID-19 and 35% due to reasons such as grieving a loved one or being apart from family/friends.

This holiday season, in addition to smaller gatherings, altered plans, and shifting sentiments, shoppers are reducing their spending and allocating more of their dollars toward retailers and brands that share values they supported throughout the pandemic. An Accenture survey finds that almost 1 in 4 people say they are cutting holiday spending because it's been a tough year in general and 22% said COVID-19 has impacted their financial security. Shoppers are also being more selective, with 61% saying they're more likely to make purchases at companies that show they are committed to health, safety, and hygiene. Additionally, over 40% say they won't shop with retailers that have laid off staff or reduced employees' benefits because of the pandemic. And more than 75% of consumers say they want retailers to close on Thanksgiving Day so workers can relax and spend time with their families.

Following the Black Lives Matter protests this year, consumers will also be looking out for companies that have shown a commitment to racial and social justice. 40% of people say they plan to shop at minority-owned businesses as well as shop with retailers that support the Black Lives Matter Movement. Overall, this holiday, we're seeing people not just think about the product they purchase, but also think about the people behind the product and what the product's brand stands for.

Source: [CNBC](#) (10/1/20), [CNBC](#) (10/2/20), [USA Today](#) (9/23/20), [The Huntington News](#) (10/5/20)

Marketing/Media News Related to COVID-19

- Coronavirus upended advertising. Here's how brands from Progressive Insurance to Budweiser responded. (10/3/20) [WSJ](#)
- Yum! Brands, and what it takes to hire in COVID times (10/2/20) [QSR](#)
- P&G and YWCA partner to help women most impacted by coronavirus (10/5/20) [Biz Journals](#)
- New Peloton campaign features real riders for the first time rather than actors (10/6/20) [Forbes](#)
- Twitter shares new insights into key consumer trends during COVID-19 (9/30/20) [Twitter](#)
- Target, Lowe's try to cash in on halloween spirit, curbside (10/6/20) [Ad Age](#)
- 3 critical steps luxury brands must take to rebound (10/6/20) [Campaign Live](#)
- TikTok numbers surge in Europe amid ongoing lockdowns (10/5/20) [The Drum](#)

Marketing/Media News Related to Racial Injustice

- On Ben and Jerry's, Gen-Z and social justice: How 2020 has changed branding forever (9/30/20) [Forbes](#)
- Rihanna's Savage X Fenty fashion show is diversity done the right way (10/2/20) [SF Gate](#)
- Making good on its promise to BIPOC beauty brands, Sephora is centering them in its 2021 Accelerate Program (10/1/20) [The Root](#)
- Morgan Stanley's Harris says Black Lives Matter has helped sparked interest in diverse companies (9/30/20) [CNBC](#)
- Workers are fighting for their right to wear Black Lives Matter gear. Here's why a lawyer says companies' decision to enforce bans is dangerous. (10/3/20) [Business Insider](#)
- Saatchi & Saatchi London helps lower the barrier into advertising (10/1/20) [Campaign Live](#)
- 'Eskimo Pie' has been officially renamed to 'Edy's Pie' (10/5/20) [MSN/Today](#)
- White supremacist groups are co-opting fashion brands for recruitment purposes (10/5/20) [Glossy](#)
- The only oil company to voice support for Black Lives Matter... secretly funds politicians who say they don't. (10/2/20) [GOOD Magazine](#)
- TikTok celebrates Black History Month in the UK with OOH and in-app campaign (10/6/20) [Talking Influence](#)
- Etsy removes Proud Boy merchandise (10/6/20) [The Verge](#)

Economic News

- 1 in 4 women are considering downshifting their careers or leaving the workforce due to the coronavirus (10/1/20) [CNBC](#)
- Fed chair warns of economic tragedy if America can't control the coronavirus (10/6/20) [CNN](#)
- K-shaped economic recovery and 'double-hit' for low wage workers (10/6/20) [Business Insider](#)
- The Pandemic Has Only Increased Our Economic Growth Obsession (10/6/20) [Bloomberg](#)