

# The Weekly Digest

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

February 03, 2021

This week, our pandemic reality clashes with one of America's greatest cultural phenomena: The Super Bowl. In a season unlike any other in history, and with nearly every team experiencing outbreaks along the way, the NFL has proven determined to complete its full schedule of games. While many questioned the necessity of sports at a time when people were dying from the virus, football provided a sense of escapism and normality for many. The juxtaposition of this season remains in the forefront as football's grand finale will be played in a stadium that, up until a recently, has served as a COVID testing site in a county that has been deemed

'extremely high risk' based on per capita positivity rates.

Luckily, the abnormality of this year's Super Bowl is not lost on brands. Many brands, including some of the most iconic Super Bowl advertisers, are taking a different approach to the big game this year (See Spotlight On: Super Bowl Advertising During a Pandemic). While 27% of Americans say they don't plan to watch on Sunday, up from 23% who say they don't typically tune in, those that do will be looking for acknowledgement from advertisers that they understand the reality of the world that we are currently living in (See: Chart of The Day).

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

26,436,867

## Number of Daily New Diagnoses in the U.S.

114,499

Trajectory of New Diagnoses: **Decreasing**

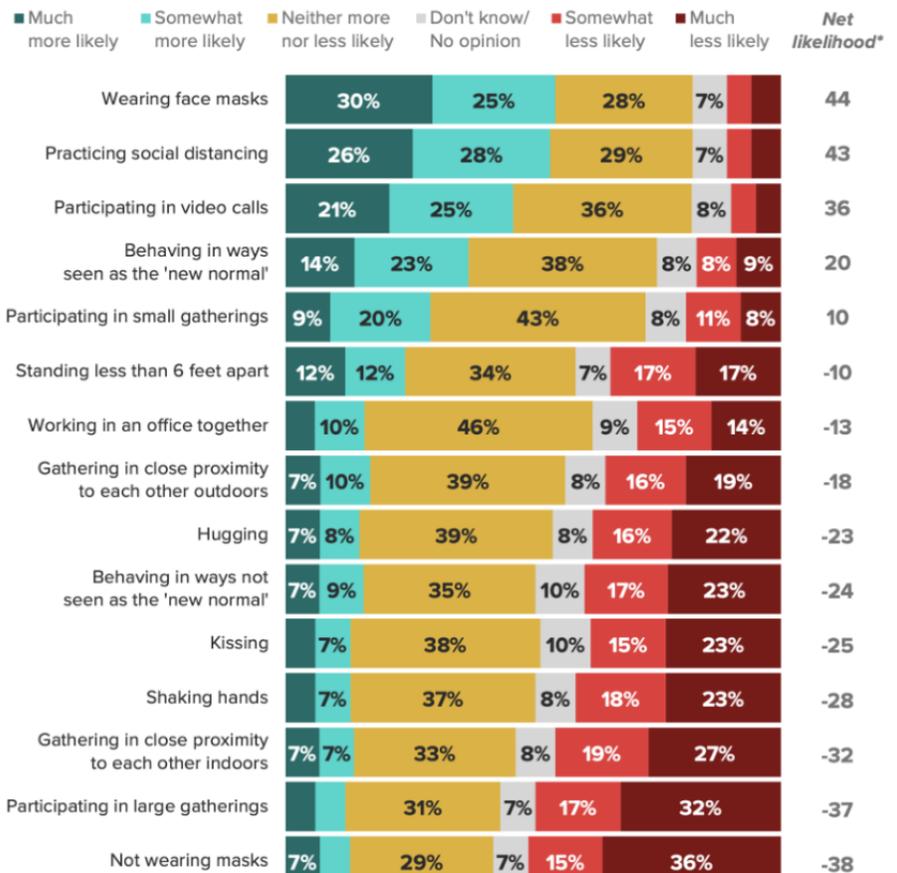
As of 9:30am Source: [Johns Hopkins](#)

## Consumer Discussions

#dogecoin1dollar #dogecoin10dollar #dogecoin100dollar #holocaustremembranceday #expelhemow #silhouettechallenge #gamestop #dogecointhemoon #thebachelor #belletstalk #silhouettechallenge #tiktok #expelgreen #crypto #bts #covid19 #royalrumble #amc #covid #snowday #wandavision #books #robinhood #dogecoin #wallstreetbets #nct #btc #sanditon #doge #par #love #sweepstakes #stop #bitcoin #nbaallstar #savesanditon #fridaylivestream #blackhistorymonth #sanditonpbs #amazon #prosecuteboebert #newprofilepic #1yearofwalls #dogecoinarmy #ps4share #ddtg #wendywilliamsmovie

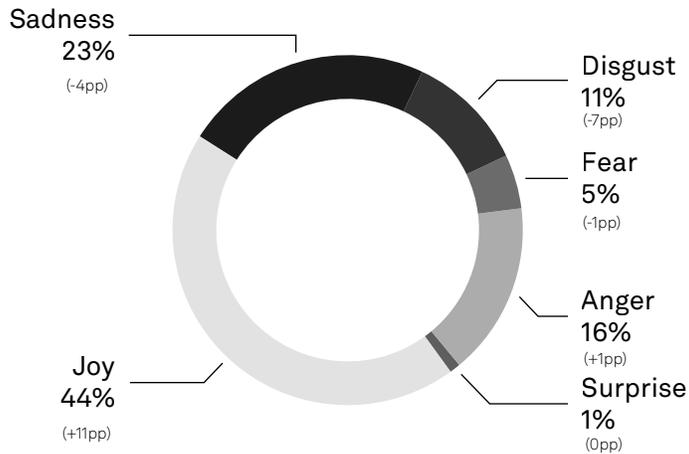
## Chart of the day

In light of the coronavirus pandemic, if you saw an advertisement for a brand that showed people doing the following, would you be more or less likely to purchase their product or service?



\*Net likelihood = share who said they would be more likely to purchase a product or service minus the share who said they would be less likely to

## Emotional sentiment



Date: 1/27/21-2/2/21

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

- U.S. cuts \$231 million deal to provide 15-minute COVID-19 at-home tests (2/1/21) [NPR](#)
- Dr. Fauci: Here's why you shouldn't wait to get the vaccine (2/1/21) [CNN](#)
- COVID-19 vaccine: Will it protect against new variants and do you need a 2nd dose? (2/2/21) [NPR](#)

## Racial-Justice-Related Resources

- Why is Black History Month in February? How do you celebrate? Everything you need to know (2/1/21) [USAToday](#)
- Honor and learn this Black History Month (1/30/21) [NYTimes](#)
- 28 days of Black joy: How to celebrate Black History Month (2/1/21) [The Root](#)
- What brands can do for MLK Day and Black History Month (1/11/21) [NAACP](#)
- Harriet Tubman on the \$20 bill papers over racism [The Guardian](#)
- 21 Black-owned fashion brands to get familiar with (2/1/21) [Forbes](#)

### Joy

**DestinyReign2 (Destiny Reign) @DestinyReign2** 9m  
RT @fvsu24 Happy Black History "Month". I say "Month" because we live, we love, and we celebrate in this skin ALL YEAR LONG 🍀🍀🍀. We are a divine culture that others emulate but CANNOT replicate 🍀🍀 <https://t.co/NhSCxs8tjO>

**sydneykamlager (Sydney Kamlager) @sydneykamlager** 20m  
Every day this month, I'm posting gratitude for the Black History movers and shakers who steered us to this moment. The battle for human rights is a torch passed over and over again. I accept the torch, Shirley Chisholm, and commit my life to the movement. #BlackHistoryMonth <https://t.co/UNLFWPBKf>

### Anger

**ATikiWitch (Caitlin Fryer) @ATikiWitch** 45m  
**helloashleylam** It's not willingly. My insomnia and Covid Confinement Crazies have installed a rage inducing 4 hour max sleep schedule.

**angelvylus (atice) @angelvylus** 30 Jan  
RT @DanPriceSeattle A year ago this week, multiple U.S. senators got a briefing on the mortal danger of the coronavirus and then said nothing to warn us but sold millions in stock before the market crashed. They faced zero punishment. "I wonder why people are rebelling against the system"

### Fear

**\_toujoursPARRIS (Kari) @\_toujoursPARRIS** 27 Jan  
I'm tired of covid. I'm tired of thinking about covid. I'm tired of hearing about covid. I'm tired of living in fear of covid. I'm tired of wondering how long we have to endure covid. I'm tired of being depressed about how much of my life is passing me by due to covid. Tired.

**2017Resist (magpie) @2017Resist** 19h  
RT @lswat @kosten\_bambi @2017Resist My healthy 46yo sister's first covid+ was right before Halloween, multiple + until 1/25 finally negative. Three months of positive tests. Sadly she's still dizzy with terrible short term memory. Long haul isn't just outcomes, the infectious time needs to be talked about too.

### Sadness

**WhitCares (Whit) @WhitCares** 22m  
RT @tribelaw Unless the rich countries pay to vaccinate poor countries, ever more infectious & deadly variants of COVID-19 will keep springing up & devastating the globe. This is the classic case where all of humanity must swim together — or sink together. Altruism here is self-interest.

**sunflows4sara (J-) @sunflows4sara** 19h  
**kaykmtz** Sometimes even working when they have Covid because they still have bills to pay @

### Disgust

**LumpyLouish (Lumpy Louise - Capitalists CANNOT be Anarchists) @LumpyLouish** 30 Jan  
How bad is it when you are wishing the flu on someone instead of covid? The flu is a horrible thing to have...but hey, not as bad as covid...ugh...we're so fucked.

**elaine\_peake (THE KABOOM BOYS) @elaine\_peake** 30 Jan  
Which groups of people suffered the most from Covid-19? Who's getting left behind? People of color. This must change. They receive far fewer #COVID19Inoculations than their white counterparts despite getting sick + dying at a much higher rates. <https://t.co/DpRsbVqwGq>

## Spotlight On: Super Bowl Advertising During a Pandemic

This year's commercials have been shaped by the pandemic in a variety of ways. Advertisers face the challenge of getting noticed, while avoiding annoying viewers. The stakes are high as advertisers look to please COVID-weary consumers that may be extra critical of a company's tone and actions during these difficult times. Most brands will be careful, cautious, and not controversial. They must navigate the fine line between being too somber, as people grow fatigued talking about the pandemic and are looking for an escape, and making light of a serious situation, especially from newer brands that consumers are less familiar with.

While some Super Bowl regulars like Budweiser and Coca-Cola have decided to sit this one out, some first-time advertisers will feature their products' relevance in the pandemic. Here's what some brands are doing this year:

- For the first time in 37 years, Budweiser won't air a Super Bowl ad, but will rather donate the money toward COVID-19 relief efforts, specifically pro-vaccine messages.
- M&Ms was quick to buy an ad. Its parent company selected M&Ms because it's a joyful, humorous brand that could help lighten the mood and make people smile.
- Scotts Miracle-Gro will advertise for the first time to remind people that backyards can provide a safe place to socialize, exercise, and work remotely.
- Vroom Inc., an online used-car marketplace and advertising for the first time, will show consumers how they can have a vehicle brought to them "contact-free."
- Chipotle, a first-timer, will focus on sustainable farming with an ad titled, "Can a Burrito Change the World?"
- Mercari Inc., an online marketplace, will feature a real-life couple and roommates as a result of the limits put on production due to COVID.

Source: [Bloomberg](#) (2/2/21), [WWMT](#) (1/31/21), [Chicago Tribune](#) (1/29/21)

## Economic News

- US consumers shunning cash during COVID-19 pandemic (1/29/21) [Fox Business](#)
- Anyone can manipulate the market. Here's how to fix that. (2/2/21) [NYT](#)
- U.S. economy is expected to reach pre-pandemic peak by mid-2021 (2/2/21) [WSJ](#)
- Why are there so few Black economists at the Fed? [NYT](#)

## Marketing/Media News Related to COVID-19

- Ghost kitchens and delivery-only restaurants may be too popular for their own good (2/1/21) [CNBC](#)
- Grubhub has partnered with the Girl Scouts to help safely sell cookies and teach entrepreneurship (1/31/21) [CNN](#)
- Advertisers, Skip the Platitudes in 2021 (2/1/21) [Harvard Business Review](#)
- Consumers support paying workers to get COVID-19 vaccine, as long as shots are voluntary (1/26/21) [Morning Consult](#)
- Skipping the Super Bowl, Budweiser is donating its ad dollars to COVID-19 vaccine awareness Efforts (1/25/21) [Forbes](#)
- Super Bowl advertising: COVID-19 throws flags, but CBS and brands still see chance to score (1/29/21) [Deadline](#)
- Impossible Foods lowers grocery store prices amid pandemic-fueled retail expansion (2/2/21) [CNBC](#)

## Marketing/Media News Related to Racial Injustice

- The risk brands take in commenting on political divisions: Alienating consumers either way (1/21/21) [Morning Consult](#)
- How to celebrate Black History Month using social media (2/1/21) [Inc.](#)
- Nordstrom to spotlight Black-owned brands for Black History Month (2/1/21) [Style Rave](#)
- With a spate of new initiatives, Macy's steps up diversity efforts in honor of Black History Month (2/1/21) [Footwear News](#)
- Limited edition "Black Unity" Apple Watch series 6 celebrates a critical Black History Month (2/1/21) [Forbes](#)
- Fall into the 15 Percent Pledge: Gap Inc. commits to increasing equity and inclusion with a \$200,000 donation (2/1/21) [The Root](#)
- Gap is taking Aurora James' 15 Percent Pledge to drive racial equity across retail (2/1/21) [Footwear News](#)
- SiriusXM celebrates Black History Month with special programming across talk and comedy channels (2/1/21) [PR Newswire](#)
- What does YouTube BHM mean? New February logo explained (2/1/21) [HITC](#)
- How television networks are celebrating Black History Month in 2021 (1/29/21) [Variety](#)

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