

# The Weekly Digest



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

WEEKLY DIGEST  
November 11, 2020

This week, after months of uncertainty and speculation, we finally have resolution. In the months leading up to the election, the intense partisan divide in our country has never been more apparent. And while many Americans are feeling a sense of relief and joy this week, many are not. In fact, we're seeing drastic swings in consumer confidence among party lines following the election results. Democrats are showing increases in confidence, reflecting their renewed sense of optimism, while Republicans are seeing declines in confidence levels indicating uncertainty (see: Chart of the Day).

No matter which candidate you backed, our country continues to face many obstacles, many of which can only be overcome together with continued work and activism. While the calls for unity have yet to be heard across the political aisle, brands, who for the most part avoided any political conversation leading up to the election, are nodding to the historic significance of the results while also sharing messages of togetherness, with varying levels of success (see Spotlight On: Brands react to the outcome of the presidential election). Now, with the transition of power beginning to take place, all eyes will be on President-elect Biden and his ability to bring this divided nation together, making all Americans' voices heard.

And a special thank you today to all the folks who have served and are currently serving in our nation's military.

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

# 10,290,284

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

# 179,732

Trajectory of New Diagnoses:  
**Increasing**

As of 1:09pm Source: [Johns Hopkins](#)

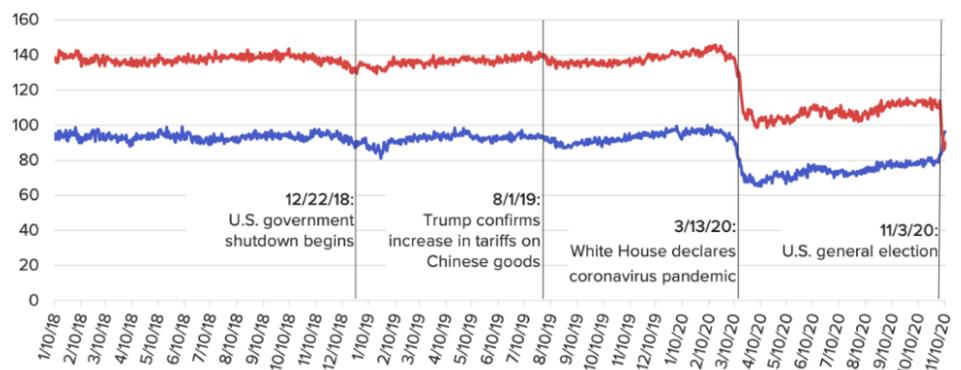
## Consumer Discussions



Date: 11/4/20-11/10/20 Source: Brandwatch

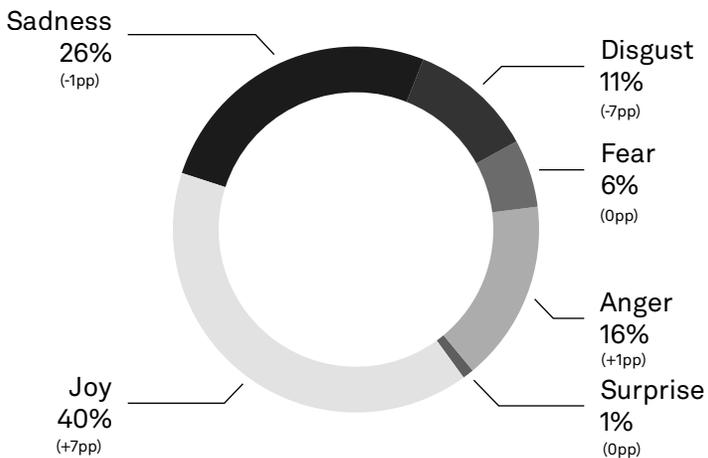
## Morning Consult Index of Consumer Sentiment

Democrats ■  
Republicans ■



Date: 11/11/20 Source: [Morning Consult](#)

## Emotional sentiment



Date: 11/4/20-11/10/20 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.

## COVID-Related Resources:

- Weight training may help ease anxiety (11/4/20) [NYTimes](#)
- Helping children with anxiety in the pandemic (11/9/20) [NYTimes](#)
- What we miss when we're masked (11/10/20) [The Atlantic](#)
- Pfizer coronavirus vaccine news bodes well for other coronavirus vaccines, experts say (11/9/20) [CNN](#)

## Racial-Justice-Related Resources:

- BLM co-founder Patrisse Cullors pens letter to Biden and Harris requesting meeting to discuss their commitment to Black people (11/9/20) [The Root](#)
- The books, movies and music we're gifting this year (11/6/20) [Engadget](#)

## Joy

 **RayT75612993 (Ray T)** @RayT75612993 9 Nov  
Pfizer says COVID-19 vaccine is looking 90% effective — Dr. Fauci says results are "just extraordinary".. <https://t.co/Ete01f2hVV>

 **iamchanteazy (Chantay Berry)** @iamchanteazy 9 Nov  
"Representation Matters." Sunny is absolutely right. As a supporter of Kamala Harris, it means so much to me. #TheView

## Anger

 **kolcaineboy (Kolcaine™)** @kolcaineboy 7 Nov  
I really got dressed up for a zoom interview where I couldn't turn my camera on 🙄

 **calferre (a tired lil man)** @calferre 7 Nov  
RT @JRpotential Yep gotta love when non Black people try to tell us how racism works to us Black folks 🙄

## Fear

 **UBuffalo (UBuffalo)** @UBuffalo 7 Nov  
Be careful. Wear your mask. Make safe choices. COVID-19 numbers in WNY are rising. It is more important than ever to stay #UBuffaloStrong. #UBuffalo

 **BusySimmer (Deplorable Simmer (now on parler!))** @BusySimmer 5 Nov  
Someone I work with directly has tested positive for covid. My immune system has always been pretty good, but this weekend im going to take it easy; rest, hydrate, destress, manage my anxiety, and take my vitamins 🍷 oh and work on the blanket 🛏️ staying away from YT & Twitter.

## Sadness

 **La\_Glizzyy (LaSoUnbothered 🍷 🍷)** @La\_Glizzyy 7 Nov  
My God Daddy Tested Positive For Covid 19 Please Keep Him In Your Prayers 🙏

 **P\_Diep\_Kim (Kim)** @P\_Diep\_Kim 7 Nov  
🙏🙏🙏 covid need to go away. @TXT\_members #txt <https://t.co/8hoReNMveE>

## Disgust

 **ReneeMarAnd (RandomRN)** @ReneeMarAnd 20h  
RT @asthehosptuRNs Not sure who needs to hear this, but nurses are fucking tired. And we are getting sick from COVID and even dying from it. Your hospital may have an ICU bed, but guess what? They won't have the nurse to staff it.

 **SheerKimono (Mitochondrial Eve)** @SheerKimono  
RT @BreeNewsome Be safe y'all. On the covid front and the racist backlash front.

## Spotlight On: Brands react to the outcome of the presidential election

While many brands stayed out of the presidential election this year, lowering their ad spending and avoiding political messages, several others joined the national conversation. After Saturday's news that Joe Biden won the election, brands that posted about the results on social media, with varying levels of overtness, saw mixed levels of success. Brands like Ben & Jerry's made its position clear, while brands like Oreo and Potbelly tweeted subtle nods at celebrating. Others focused on Kamala Harris' historic win or messages of unity, instead of overtly celebrating a Democratic win. Here are just a few examples:

- Ben & Jerry's wrote a blog [post](#) congratulating Americans on the historic voter turnout, encouraging them to continue to support the causes they care most about, and calling on Biden and Harris to create a more just and equitable future. Two days before the results were announced, the company [tweeted](#) strong words about President Trump's claims and made it clear that voters would decide the next president.
- Last Wednesday, Gap [tweeted](#) a message of unity with a red and blue hoodie, which it later deleted after facing backlash that claimed it was taking advantage of the political climate to sell clothes. For a country deeply divided, the tweet felt tone deaf.
- Bumble celebrated Harris' historic win as first woman and woman of color to be elected VP [saying](#) "It's about damn time."
- ClassPass quoted Harris on her message of unity and diversity in a social media [post](#).
- MTV [encouraged](#) young people to continue to do the work post-election with the same energy they brought during the election.
- Oreo subtly celebrated with a [tweet](#) saying "It's a Double Stuf OREO type of day \*clapping emoji\*". Meanwhile, Potbelly [tweeted](#) "milkshakes for lunch today!"
- McCann Worldwide shared a [photo](#) of Fearless Girl with an American flag wrapped around her.

Source: [AdAge](#) (11/8/20), [Washington Post](#) (11/6/20)

## Economic News

- Stock market news live updates: Stocks mixed as vaccine euphoria abates, tech selling continues (11/10/20) [Yahoo Finance](#)
- 'A scary number' of retail companies are facing bankruptcy amid the coronavirus pandemic (11/10/20) [Yahoo Finance](#)
- Job openings are rising closer to pre-pandemic levels (11/10/20) [WSJ](#)

## Marketing/Media News Related to COVID-19

- Grocery store purchase limits are back (11/10/20) [Fox Business](#)
- Disneyland furloughs staff, executives as parks are still unable to reopen in California (11/10/20) [Fox Business](#)
- At-home fitness may outlast coronavirus pandemic as digital offerings keep customers engaged (11/10/20) [Fox Business](#)
- Theater chains are loving this summer preview (11/10/20) [WSJ](#)
- In the quest for scale, brands are turning towards macro-influencers (11/4/20) [Glossy](#)

## Marketing/Media News Related to Racial Injustice

- Homecoming queen Beyoncé just launched a new way to get HBCUs—and us—bodied with Peloton (11/10/20) [The Root](#)
- Looking to the future, NPR focuses on diverse audiences (11/10/20) [Media Village](#)
- São Paulo Fashion Week sets new quota to fix diversity gap (11/9/20) [Vogue Business](#)
- 4 children's brands and shows addressing racism (11/8/20) [One Green Planet](#)
- New lawsuit alleges racism at McDonald's as Diversity Chief starts post (11/3/20) [Franchise Times](#)

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

## Relevant Marketing/Media News Related to the Election

- How a Joe Biden presidency could impact brand marketing (11/9/20) [Marketing Dive](#)
- Runoff elections in Georgia expected to spur unprecedented ad spend blitz (11/9/20) [Adweek](#)
- The final(-ish) tally on 2020 campaign ad spending (11/9/20) [AdAge](#)
- To congratulate 'President-Elect Biden,' or not?: The new corporate conundrum (11/9/20) [AdAge](#)
- Biden won. It's time for brands to double down on activism (11/10/20) [Fast Company](#)