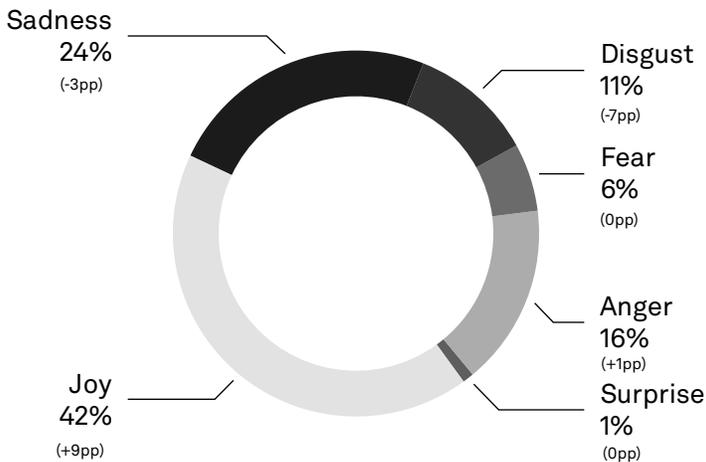




## Emotional sentiment



Date: 11/11/20-11/17/20 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:

- Pfizer to start pilot delivery program for its COVID-19 vaccine in four states (11/17/20) [Fox Business](#)
- Moderna says its COVID-19 vaccine is 94.5 percent effective in early analysis (11/16/20) [The Verge](#)
- 'No one is listening to us' (11/13/20) [The Atlantic](#)

## Racial-Justice-Related Resources:

- Systemic racism, not \$200 Air Jordans, suppresses Black wealth (11/6/20) [Washington Post](#)
- Meet the woman dismantling systemic racism at Fortune 500 companies (11/13/20) [The Bold Italic](#)
- New book claims the destruction of Black relationships is 'America's unrecognized civil rights issue' (11/17/20) [The Root](#)
- An anti-racist glossary of actions and terms every accomplice needs to know (11/17/20) [Well + Good](#)
- Companies need to think bigger than diversity training [HBR](#)

## Joy

**medicinehelp (Charles Myrick -CEO)** @medicinehelp  
Moderna: **Covid-19 Vaccine Could Be Around 95% Effective** | MTP Daily | MSNBC <https://t.co/6gdttxNuAd>

**YInfinitePaths (Kathryn Young)** @YInfinitePaths  
Good morning. What's your favorite **Thanksgiving** tradition? How do s covid impacting that this year? <https://t.co/TXpLJ5qEKO>

## Anger

**rustymk2 (Rusty Redenbacher)** @rustymk2  
You can read that one way or the other. I think it's terrible when my classmates don't understand systemic racism. My classmates think it's terrible that I can't just 'let it go', as if my proximity to them erases SYSTEMIC RACISM.

**wjmckelvey (Wallace McKelvey)** @wjmckelvey  
Coronavirus infected thousands of Penn State students and then rippled out across Centre County: "I'm not stupid. I knew the risks. I took precautions. But you can't bring 40,000 kids to town and expect them to stay in their rooms." <https://t.co/KRGpPeaDH1>

## Fear

**ExperimentsRFun (Carrie Conrad)** @ExperimentsRFun  
One of my friends found out she's COVID +ve on Wednesday. She was placed in the ICU last night. She's 38 years old. COVID is not a joke. COVID IS NOT A JOKE.

**babymoon2101 (babymoon\_)** @babymoon2101  
RT @AllisonRisseuw I'm not ok with dying because of my job. I cried while I suited up to go into our Covid unit. Please acknowledge me.

## Sadness

**mappum (Matt Bell)** @mappum  
The US alone literally gets COVID cases as fast as @charlidamelio gets followers

**GoingBrokePoker (JT Olson)** @GoingBrokePoker  
RT @nytimes Dr. Martin Luther King Jr. was stabbed in Harlem in 1958. Al Howard, a former police officer who died of Covid last month, helped save his life. This is the rarely told story of what happened that night, one that changed the course of American history. <https://t.co/mTrIG4lu5a>

## Disgust

**asj519 (Dear Ashley..)** @asj519  
RT @\_vershawn Having COVID is nothing to be ashamed of. We are living through a pandemic. If you test positive, act your grown age, handle it responsibly, and tell anybody you've been in contact with. The lack of maturity and responsibility is disgusting.

**MariamClaeson (Mariam Claeson)** @MariamClaeson  
RT @DrTomFrieden You know how we protect the vulnerable from Covid? We stop it from spreading, that's how. Unfortunately, that means reducing indoor contacts, including over Thanksgiving. And fo course continue to mask up, watch your distance, and wash your hands.

## Spotlight On: Preparing for a Post-Coronavirus- Vaccine World

This week we've seen reports of promising COVID-19 vaccine prospects by Pfizer and Moderna. While many brands are simply bracing for a second wave of COVID cases this fall and winter, others are beginning to map out their return for a world where the vaccine is readily available and people can safely go out and enjoy each others' presence again in closer proximity.

One brand that is doing so is Ticketmaster. The company is developing technology that would allow event organizers to implement audience requirements on COVID-19 testing and vaccinations. If an event organizer opts to institute these restrictions on an event, eventgoers would have to submit proof of vaccination or a negative test result prior to the start of the concert in order to be admitted to the event.

While Ticketmaster has begun developing these plans, it remains to be seen whether consumers will feel safe enough to return to concerts despite the release of an effective vaccine. It will also remain to be seen whether people will be willing to get the vaccine in the first place. In October, Consumer Reports found that only 29% of people stated they were "very likely" to get a COVID-19 vaccine. Vaccine distribution and the public's acceptability will determine how long companies like Ticketmaster will have to wait to regain business momentum.

Source: [Broadway World](#) (11/11/20), [Consumer Reports](#) (11/10/20)

## Economic News

- Pandemic delivers a triple punch to working women (11/17/20) [NYTimes](#)
- Stocks fall as investors pause after vaccine-fueled rally (11/17/20) [Yahoo Finance](#)
- US retail sales miss expectations in October (11/17/20) [Fox Business](#)
- Hundreds of companies that got stimulus aid have failed (11/17/20) [Fox Business](#)

## Marketing/Media News Related to COVID-19

- Walmart earnings surge as coronavirus pandemic boosts grocery, electronics sales (11/17/20) [Fox Business](#)
- United Airlines to debut first flight of free coronavirus testing pilot program on Newark-London route (11/16/20) [Fox Business](#)
- A COVID baby bust is bad news for these businesses (11/16/20) [Fox Business](#)
- Best Buy partners with Instacart for same-day delivery across the entire US (11/17/20) [The Verge](#)
- Chipotle leans into burritos to go with first digital-only restaurant (11/11/20) [Washington Post](#)
- Coronavirus surge tests the smallest companies (11/15/20) [WSJ](#)
- How COVID-19 sparked an unlikely startup boom for brands (11/16/20) [WSJ](#)
- Staple food brands are preparing for the next wave of COVID-19: Frito-Lay, Goya Foods (11/11/20) [Fox Business](#)
- Consumers Feel Black Friday Is Dead, Out-Of-Stock Products A Big Concern, New Holiday Survey Reveals (11/17/20) [Forbes](#)

## Marketing/Media News Related to Racial Injustice

- Beats by Dre's beautiful, defiant spot questions your love for Black culture (9/12/20) [Youtube](#)
- Chicagoans urged to support Black-owned businesses on Black Friday (11/17/20) [AdAge](#)
- Johnson & Johnson pledges \$100 million to battle health inequities during pandemic and beyond (11/17/20) [AdAge](#)
- iHeartRadio celebrates homecoming for HBCUs (11/13/20) [iHeart.com](#)
- Target re-opens looted store with Black shoppers in mind (11/11/20) [Bloomberg News](#)
- CBS will require reality shows to have 50% non-white casts (11/10/20) [NBC](#)
- How social issues are sparking action among brands (11/11/20) [eMarketer](#)
- Whole30@ expands commitment to education, anti-racism work and BIPOC initiatives at the first Community Cares Summit (11/12/20) [PR Newswire](#)
- Black Lives Matter – where are we now and what can you do? (11/16/20) [World Economic Forum](#)

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