

The Weekly Digest



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

WEEKLY DIGEST
July 29, 2020

Another 1.4M people filed jobless claims last week, with more than 52M filing for first-time unemployment benefits in the past 18 weeks. With the \$600 enhanced unemployment benefits set to expire at the end of this week, Congress is debating another round of stimulus to provide economic relief.

Since the pandemic began, McKinsey has found that 37% of people have tried a new brand and over half of those cite value as a key driver (see Chart of the Day). As people continue to undergo economic hardship, brands will need to continue to reinforce the value that they deliver to sustain long-term loyalty.

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

4,352,304

Number of Daily New Diagnoses in the U.S.

55,843

 Trajectory of New Diagnoses:
Decreasing

As of 6:35am Source: [Johns Hopkins](#)

Consumer Discussions



Date: 7/22/20-7/28/20 Source: Brandwatch

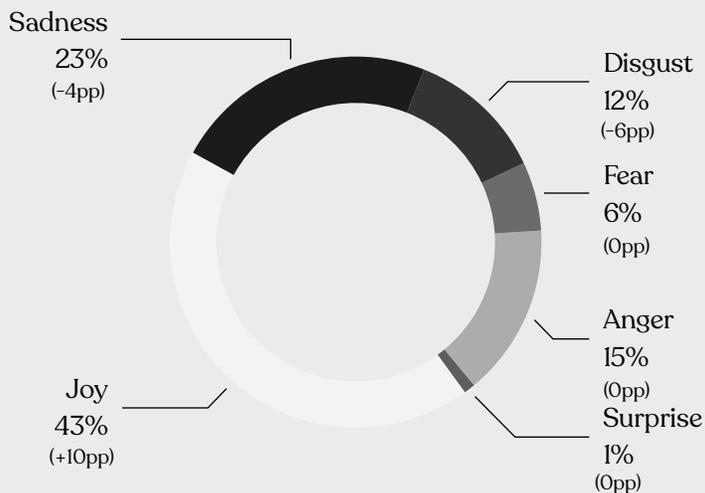
Reason for trying a new brand in the past three months

% of respondents selecting reason in top three



Date: 7/24/20 Source: McKinsey & Company

Emotional response to today's events



Date: 7/22/20-7/28/20 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.

Economic News

- US coronavirus surge to dominate Federal Reserve meeting (7/28/20) [Financial Times](#)
- Coronavirus finally slows down US home price growth (7/28/20) [Yahoo! Finance](#)
- Here Are the Differences Between the House and Senate Coronavirus Relief Bills (7/28/20) [NYT](#)
- Why unemployment is a broken system: 'It really is an experiment out of control' (7/28/20) [CNBC](#)

Joy

RiverCruiseChic (Kathleen Wheeler) @RiverCruiseChic 21h
 RT @RepRashida #TeamTaib was out at Joy Plaza with a #13thDistrictStrong community group shredding documents, signing people up for #COVID19 testing, distributing free masks, helping residents get DTE assistance, and more! Remember: we're here for you during this pandemic. <https://t.co/w3mhYmkQWm>

devour01 (Vi, ACAB) @devour01 22 Jul
 RT @mgizikwe_ my older brother tested positive for COVID. I was in the same house as him. He isolated in his office & used a diff bathroom. We wore masks, frequently washed our hands and wiped things down. He recovered & we all tested negative. Masks work. Social distancing works. Retweets: 0 Replies: 0 Impressions: 26

Anger

isObell_ (isobel) @isObell_ 12h
 RT @WFBLMcommunity Protest Thursday morning 9-10am at @WholeFoods Fresh Pond, 200 Alewife Brook Parkway in @CambMA, to in solidarity with employees who have been disciplined and sent home without pay for wearing #BlackLivesMatter facemasks! @WFBLM @cambridgechron @CambridgeDay <https://t.co/XgRcnBJ5vK>

changermindset (@changingourmindset) @changermindset 35m
 RT @kgopinion How come there aren't boxes full of n95 masks free at every store, school, hospital & street corner? America has had months to be at production... If we can't make a mask, how are we going to make a vaccine?

Fear

adrena_ (adrena) @adrena_ 22h
 RT @GavinNewsom Today's #COVID19 update: 128,439 tests were reported yesterday, with 6,891 positive cases. CA's positivity rate remains at an average of 7.5%. Tragically, 29 fatalities were reported yesterday bringing our current average to 109 lives lost every day. Please -- wear a mask.

Dlc40458 (Lady_Cross) @Dlc40458 27 Jul
 RT @DrEricDing Welp--2 students tested positive for #COVID19 one day after taking the ACT exam at an Oklahoma high school. The students took the exam on July 18 exposing those in room taking the exam w/ them + likely 200 other students in the facility. 🙄 for our kids... <https://t.co/wHPA0HkGuf>

Sadness

HermitsUnited2 (Hermits United) @HermitsUnited2 15m
 RT @ahandvanish I just crossed the 4 month mark of being sick w #COVID19. I am young, & I was healthy. Dying is not the only thing to worry about. I still have a near-daily fever, loss of cognitive function, essential tremors, GI issues, severe headaches, heartrate of 150+, viral arthritis, 1/ Retweets: 0 Replies: 0 Impressions: 859

WilliamParish8 (Will) @WilliamParish8 26 Jul
 RT @soil_goes Last night, Garrett Foster was murdered in Austin, Texas. Garrett was pushing his wife's wheelchair at #BlackLivesMatter march when a man drove into the march and shot Garrett. Rest in power, Garrett. <https://t.co/1YicugNE2J>

Disgust

born_vb (ActivistBornVB) @born_vb 21h
 RT @russo_samantha @Heathermoraitis STOP passing the buck on homelessness in Fort Lauderdale during #COVID19. We need a permanent housing solution to keep those experiencing homelessness safe! #dontpunishthepoor #takecareofusFTL @FTLCityNews <https://t.co/J2PnZqzJzH>

fallbrookjessie (Jessica) @fallbrookjessie 20m
 RT @drsimonegold There are always opposing views in medicine. Treatment options for COVID-19 should be debated, and spoken about among our colleagues in the medical field. They should never, however, be censored and silenced.

Spotlight On: Black influencers weigh in on brands' responses to the Black Lives Matter movement

In confronting racial injustice, many corporate brands have begun to speak out against racism, making public statements, developing action plans, and creating new campaigns. Many people are wondering if this support of the Black Lives Matter movement will last and actually bring about much needed change, or if these acts are solely performative.

Black influencers, many of whom have been given offers by brands recently, are hopeful but remain cautious. Many of them have worked hard over the years to build their platforms and share their support to social justice causes such as those advocating for racial equity. They are now receiving outpourings of brand offers, many of which had never crossed them before. Several Black influencers have attributed this recent support to tokenism or performative activism, which makes it difficult "for the Black community to decipher genuine acts of support from brands from superficial calls-to-action centered around public pressure and a broader marketing and publicity message."

We must, as both consumers and advertisers, ensure that brands bring greater transparency and genuineness to their approaches to diversity, equity, and inclusion.

Source: [Black Enterprise](#) (7/27/20)

COVID-Related Resources:

- Hoping to Understand the Virus, Everyone Is Parsing a Mountain of Data (7/28/20) [NYT](#)
- Panicked Teachers Explain Why They Are Creating Wills Before School Starts (7/28/20) [Vice](#)
- Zombies, villagers, and Navy SEALs. An immunologist explains the immune system (7/27/20) [The Atlantic](#)

Racial Justice-Related Resources

- Register to vote at [Vote Save America](#)
- Black Lives Matter resources and toolkits [here](#)
- Here's a running list of Black-owned businesses to support in Greater Boston [Boston.com](#)
- 5 resources that make daily anti-racist actions a daily habit [Well and Good](#)
- Listen to the '1619' podcast, which re-examines the legacy of slavery in the United States [NYTimes](#)

Marketing/Media News

How Brands are Addressing COVID-19 :

- Major League Baseball season start overshadowed by Covid-19 (7/28/20) [CNN](#)
- Will Craft Brewing Survive? (7/27/20) [The Atlantic](#)
- Remington Arms declares bankruptcy despite surging gun demand (7/28/20) [Fox Business](#)
- Target joins Walmart in ending Thanksgiving store shopping (7/27/20) [LA Times](#)
- McDonald's revenue falls 30% despite progress at U.S. restaurants (7/28/20) [CNBC](#)
- Americans are driving older cars as workers stay home, economy slows (7/28/20) [Reuters](#)
- Planet Fitness to require members and guests to wear masks in clubs at all times (7/27/20) [NBC News](#)
- Hotels Are Promoting the Nostalgia of the Family Road Trip (7/27/20) [New York Times](#)

How Brands are Addressing Racial Injustice:

- Digital agency Work & Co. establishes a \$1M fund to support startups and organizations focused on the advancement of the Black community (7/24/20) [LinkedIn](#)
- On Opening Day, the Tampa Bay Rays place the focus on Black Lives Matter (7/24/20) [Tampa Bay Times](#)
- Association of National Advertisers released its first list of diverse suppliers covering agencies, production, promotion and research companies operating in the marketing industry (7/23/20) [Shoot](#)
- Beyond Meat partners with Black basketball stars' Social Change Fund (7/22/20) [CNBC](#)
- Facebook and Instagram to examine racist algorithms (7/22/20) [BBC News](#)
- An upended fitness industry sweats over Black Lives Matter (7/23/20) [NYTimes](#)
- Corporate ads said Black Lives Matter. But the industry creating them is nearly all white (7/18/20) [THINK](#)

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