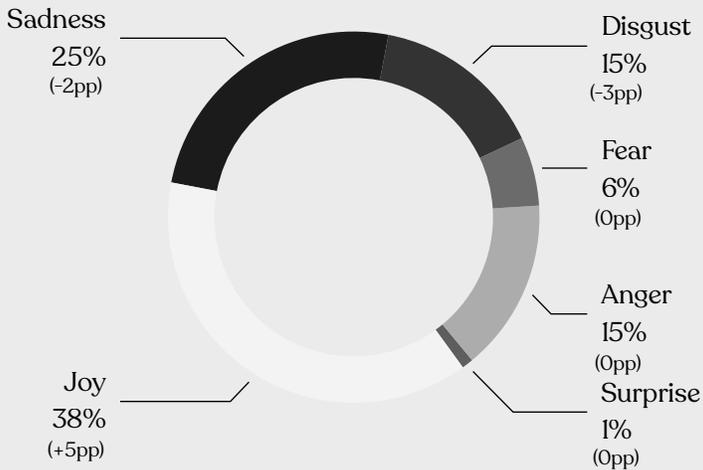


Emotional Response to Protests for Racial Justice



Date: 6/17/20-6/23/20 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

- The Second Great Depression (6/23/20) [The Atlantic](#)
- Stock market news live updates: Nasdaq hits fresh record as vaccine hopes rise, trade fears deescalate (6/23/20) [Yahoo Finance](#)
- Trump tells aides he supports second round of stimulus checks, but White House divisions remain (6/23/20) [Washington Post](#)
- The shift to thrift: COVID-19 propels an already surging secondhand clothing market (6/23/20) [Market Watch](#)
- Economy week ahead: Housing, factories and consumer spending (6/21/20) [Wall Street Journal](#)

Joy

FarahMoulvi (Farah Moulvi) @FarahMoulvi 17 Jun
Moderna COVID-19 vaccine appears to clear safety hurdle in mouse study <https://t.co/HSLIK1NQTY> #ResearchStudy #researchdata #vaccine #COVID19

dragonlady9947 (roguemoon56) @dragonlady9947 17 Jun
RT @escapematrix Dear people of different races all over the world. If you don't have a black friend I want to be your friend. Let me help you break the ice. Ask me anything. My goal is to give others the inspiration to be involved with social diversity in America. Let's finally end racism.

Anger

marstookthemc (Mars Santi) @marstookthemc 10m
RT @AmberLotus21 Just reminding everyone of a black life that DEFINITELY mattered, murdered by Aurora PD. See his smile, hear his laugh, know his soul. No arrests, all 3 cops still on the squad with no repercussions. #ElijahMcClain #BlackLivesMatter #sayhisname #alwayswithgratitude <https://t.co/nUTygFLHx6>

tracygalligan (Tracy Galligan, MA, MS, NBCT) @tracygalligan 21 Jun
RT @AttorneyCrump NYPD Officer David Afandor (Badge #31730) CHOKED a young Black man until he was unconscious today in Far Rockaway Beach!! Doing this broke city and state law — and I demand Ofc. Afandor's immediate firing and arrest!! #BlackLivesMatter <https://t.co/tczde0e9o>

Fear

Trinitydraco1 (Trinity) @Trinitydraco1 21 Jun
RT @DrEricDing 🚨 New world record. The pandemic is heating up. Some called me a fear monger. It's not fear mongering if the coronavirus crisis is truly getting worse & can further accelerate. Prudent alarmism saves lives. Let's not underestimate #COVID19 - it preys on complacency. #WearAMask <https://t.co/5d2dl5C3x1>

kierenmccarthy (Kieren McCarthy) @kierenmccarthy 1h
RT @AjitPaiFCC Suicide in America is at epidemic levels. Vulnerable groups like veterans, LGBTQ youth, and black teens are particularly at risk. 988 would be an easy-to-remember number that could help those who are struggling. My bottom-line message: you are not alone. <https://t.co/kdd5gYQdS0>

Sadness

ZacharyNicolos (Zach Nicolos) @ZacharyNicolos 10h
RT @erikm0nster Due to #COVID19, a dear friend of mine is going to be short for rent next moth. His job had a grant for eight weeks but unfortunately cut it short at six weeks. Unemployment has yet to send him his EDD card and rent is due the 1st. #GoFundMe #RentRelief <https://t.co/vEnpQ2Q02W>

anitareid35 (Anita Boulware-Reid) @anitareid35 18h
RT @ABC7 SOBERING STATISTICS: "We're not into the second wave," warned Gov. Gavin Newsom after a weekend of record-breaking #COVID19 cases in California. "We're not out of the first wave." <https://t.co/ghAdayb5E4>

Disgust

brenna_coffman (Brenna) @brenna_coffman 1h
RT @BlakieNewman Why are police officers protecting this "protest", but when people peacefully protest for BLM they aggressively, and obscenely intervene?! If this doesn't bother you, rethink your privilege. This is disgusting.

SkylarFish305 (Pato Galindo) @SkylarFish305 21 Jun
RT @StarrWulfe Being in Japan seeing the response to COVID19 in my own country is frightening. Why is it so hard for some people to put cover their mouths and noses, wash their hands every hour and not stand so close to strangers in public?! That's 90% key to "curve flattening." 1/

Spotlight On: Opportunity for Brands to Behave like Activists

During the first few months of the COVID-19 crisis, brands stepped up to the challenge and offered the reassurance and guidance consumers wanted. Brands took various actions, from “we’re with you” messaging to redirecting resources, to directly address the crisis. Then, on May 25th, George Floyd was shown on video being killed by a police officer, igniting a global movement against police brutality and the racial injustices facing Black communities.

Cultural strategist Linda Ong asks, “If brands were the voice of reason during the pandemic, what should their role be now?” and answers with, “Brands need to become activists.” She states that during the pandemic, brands have demonstrated their abilities to step in when other institutions have failed, and it’s time for them to do the same for social and racial justice today. She outlines the same playbook marketers used for COVID and how it can be applied to the current crisis:

- **Help society:** How can you reorient your business to address the challenge at hand, without regard to profit?
- **Direct customers to take action:** What ways can you suggest for consumers to address the crisis through the lens of your brand?
- **Support employees:** How can you demonstrate your brand’s commitment to its values by how employees are cared for?
- **Share perspective:** How can you provide hope and empathy from your brand’s POV?

Source: [Fast Company](#) (6/1/20)

Marketing/Media News

How Brands are Addressing COVID-19 :

- Apple is one of the first brands to close stores in the US again due to COVID-19 spike (6/22/20) [Morning Brew](#)
- \$1M donation from the North Face to help front lines during COVID-19 (6/22/20) [Forbes](#)
- Fandango will make it easy to see new seating arrangements and safety info as theaters reopen (6/23/20) [The Verge](#)

How Brands are Addressing Racial Injustice:

- Here’s what several companies are promising to do to fight racism (6/22/20) [NYTimes](#)
- Major brands join the #StopHateForProfit campaign and announce temporary Facebook ad boycott in response to civil rights groups calling companies to stop advertising on Facebook in July (6/22/20) [Washington Post](#)
- The Ad Council’s ‘Love Has No Labels’ campaign addresses Black Lives Matter in new spot (6/22/20) [MM&M](#)
- Nestle pulls ‘Beso de Negra’ candy, while also reviewing its entire portfolio for racism (6/22/20) [Bloomberg News](#)
- Fortnite reportedly removes police cars in new season of its game (6/22/20) [CNN Business](#)
- Snapchat apologizes for Juneteenth filter that prompted users to ‘smile’ to break chains of slavery (6/19/20) [The Verge](#)
- A Juneteenth pledge asks agencies to commit to 13 percent Black leadership by 2023 (6/18/20) [Adage](#)
- Wieden+Kennedy, 72andSunny, R/GA among the 30-plus agencies to join 600 & Rising’s ‘Commit to Change’ Campaign that calls for agencies to make their diversity data public (6/18/20) [Adage](#)

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

COVID-Related Resources:

- How to succeed in your office job when there is no office (6/21/20) [NYTimes](#)
- How this time-management trick can change your whole relationship with time (6/23/20) [NYTimes](#)
- Are companies more productive in a pandemic? (6/23/20) [NYTimes](#)

Racial-Justice-Related Resources

- Anti-racist resource guide (6/23/20) [Google doc](#)
- 137 ways to donate in support of Black lives and communities of color (6/15/20) [The Strategist](#)
- 50 books by Black authors for you to buy and read because they’re excellent books not just because they’re tools for anti-racism [@itsecogal](#)
- Charity print sale by Black photographers See In Black Project