

## DAILY DIGEST

April 17, 2020, 1:00PM

China released its first quarter GDP numbers today, reporting a contraction for the first time since the country began releasing these figures in 1992. This is likely a precursor of what we'll see in other economies across the globe over the months to come. However, while economic news continues to be jarring, there are bright spots. Fidelity, for instance, announced this week that it will be hiring 2,000 people to address unprecedented engagement from individual clients and retirement plan participants (see Spotlight on: Fidelity).

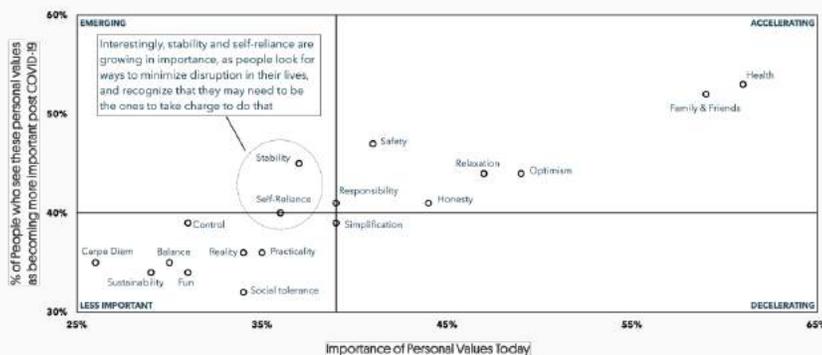
As the world continues to transform, people's personal values are going back to the basics - health and family. However, we also see values around stability and self-reliance growing in importance. People are increasingly looking to minimize the disruption in their lives and recognize that they may need to take charge to achieve that on their own (see Chart of the Day). In a COVID-19 world, people will look for brands that serve a distinct purpose and provide real utility, helping people achieve the stability they crave in their lives.

## Marketing/Media News

- How will adland permanently change in the aftermath of coronavirus? (4/16/20) [Campaign Live](#)
- COVID-19 disrupting brand loyalty (4/17/20) [Food Business News](#)
- Grocery delivery was supposed to be the ultimate pandemic lifeline, but it's falling short (4/25/20) [Washington Post](#)
- For luxury brands, it's too early to pop open the champagne (4/17/20) [Yahoo Finance](#)
- Strained by the pandemic, Amazon is now discouraging people from buying so much (4/16/20) [Slate](#)
- Instagram adds new feature to support small businesses during COVID-19 (4/16/20) [Forbes](#)
- Impossible foods expands to supply 777 more U.S. grocery stores during restaurant slowdown (4/16/20) [Bloomberg](#)
- DSW partners with supermarket chain Hy-Vee (4/15/20) [RIS News](#)
- Whirlpool's effort to make chores more fun for kids stuck-at-home (4/15/20) [Media Post](#)
- What is a ventilator, and why are GM and Ford able to make them? (4/15/20) [The Verge](#)

## Chart of the Day

### Personal Values in a COVID-19 world



Date: 4/14/20 Source: Arnold/Havas Media COVID-19 Tracker

## Consumer Discussions

health crisis  
**World Health Organization**  
 New York  
 stay at home  
 small businesses  
 social distancing  
 COVID-19 testing

Date: 4/15-4/17, Source: Brandwatch

NUMBER OF COVID-19 CASES IN THE U.S.  
**672,293**

As of 4/17/20, 11:38am, Source: [Johns Hopkins](#)

NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

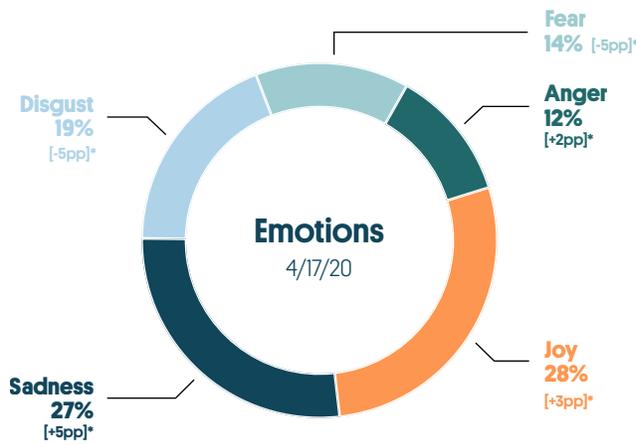
**32,002**

TRAJECTORY OF NEW DIAGNOSES

**INCREASING**

Source: Analysis based on [Johns Hopkins](#) data

## Emotional Response to COVID-19



\*Percentage point changes versus 3/20 when tracking began.

ANGER

**laurakrome (Laura Krome)** @laurakrome 3h  
Universal testing for covid-19 and contact tracing are fundamentally required to get this under control but we in the US have to wait for the oligarchs and their political placeholders to find a way to make it profitable.

**growingblanket (George Green)** @growingblanket 10m  
RT @molosgatos I am a senior at risk for COVID-19. If you think I'm going to start going out shopping, flying on planes, or staying in hotels without comprehensive testing, you're nuts. You'll have to restart the economy without me. I'd like to be able to watch my granddaughter grow up.

DISGUST

**singerofales (Suzanne Revalado)** @singerofales 1h  
RT @ZoeTillman "That man in handcuffs, they doing that to that man." "That man can't breathe." A video shows a sheriff's deputy choking an inmate. The inmate says he faced retaliation for repeatedly asking for care for possible COVID-19 symptoms. <https://t.co/MgTQ1MvEtw>

**MorgensenJim (Jim Morgensen)** @MorgensenJim 1h  
RT @BCunningham215 Mom has MS and COPD. Dad is a correctional officer. Someone he works with tested positive for COVID-19. Now he doesn't feel well and mom is dealing with extreme shortness of breath, a cough, and running a fever. She can't get a test. #CoronavirusLiar

FEAR

**GussRuralWA (Mike Guss)** @GussRuralWA 10m  
RT @keithboykin More Americans died from Covid-19 today (4,591) than died in the entire Iraq War: 1. Covid-19: 4,591 2. Iraq War U.S. military: 4,431 3. September 11 attacks: 2,996 4. Hurricane Maria: 2,975 5. Hurricane Katrina: 1,833 <https://t.co/ZW4R5OIk7>

**annalappe (Anna Lappe)** @annalappe 1h  
@ideagardener Should have had these stats at my fingertips the other night! Food industry consolidation during Covid-19 is terrifying.

JOY

**bts\_personaaa (Namjoonie Oxyjin)** @bts\_personaaa 7m  
RT @Maria101791 I've been fighting against COVID-19 since day one.. I am a Nurse and I am proud of it.. but this time, I have to take a break. my test came in, and it's positive.. once a nurse, and now a patient. I am strong and I can do this.. because I am an ARMY.. @BTS\_twt

**tomy\_wayne (Tomy Wayne)** @tomy\_wayne 8m  
RT @GFToday Gallery Furniture and @MattressMack are handing out meals to senior citizens, school age children, veterans and disabled persons at our 8006 N. Freeway showroom until 6pm each day. More information at <https://t.co/8DLPYsaUa>. We hope your day is blessed. #HoustonStrong <https://t.co/O2e9RrCOaN>

SADNESS

**NYCEMSwatch (NYC EMS Watch)** @NYCEMSwatch 2m  
"I'm just drained right now. I'm emotionally drained and physically drained and definitely mentally drained." - FDNY EMS paramedic Elizabeth Bonilla <https://t.co/hL5JcviNr> <https://t.co/3ogOLd6oW>

**ScottJW (Scott Whitlock)** @ScottJW 7m  
Kudos to the work @CBSThisMorning is doing on paying tribute to those we've lost to the coronavirus. Every Friday, the show's hosts pay tribute to the victims. Check out this beautiful tribute to Dan Spano. Gone at 30 to COVID-19. So sad. <https://t.co/4JdGIP6Pc>

## Economic News

- China reports its first economic contraction on record as a result of COVID-19 (4/17/20) [Market Watch](#)
- A new statistic reveals why America's COVID-19 numbers are flat (4/16/20) [The Atlantic](#)
- Jeff Bezos sketched out our biggest challenge in re-opening the U.S. economy (4/17/20) [Yahoo Finance](#)
- An army of virus tracers takes shape in Massachusetts (4/16/20) [NYTimes](#)

## Spotlight on: Fidelity

Fidelity Investments plans to hire 2,000 new employees across the U.S. in order to meet high client demand during the coronavirus pandemic. The company says it has seen 'unprecedented demand' in the past few weeks. This is not a surprise as the pandemic has impacted financial markets worldwide and has created uncertainties around people's finances.

Fidelity states that the new hires will include licensed broker-dealer representatives, financial consultants, and customer service professionals. Of those, approximately 10% will fill technology-related roles. The company will offer job candidates expedited hiring, onboarding, and training processes.

Source: (4/14/20) [Financial Advisor IQ](#)

## For your mental health



- Dose of nature at home could help mental health, well-being during COVID-19 (4/16/20) [University of Washington](#)
- The 50 best COVID-19 memes of the week (4/14/20) [We Are The Mighty](#)