

DAILY DIGEST

April 24, 2020, 1:40PM

While the tone of social conversations has become increasingly sad over time, there was an uptick in joy today, as people celebrate the stories of those on the front lines and see hope in additional funds being allocated to hospitals and small businesses by the federal government.

The steps that brands take today are going to be remembered by consumers going forward (see chart of the day). Those that respond well will win people's loyalty. Those that do not may lose people's business. Barclays is the latest brand to step up and demonstrate a commitment to those impacted by the crisis, committing over £100M to relief efforts (see Spotlight On: Barclays). Not only has Barclays contributed a hefty sum, but it has also contributed to a night of entertainment to help lift people's spirits through its sponsorship of the U.K.'s "The Big Night In" broadcast.

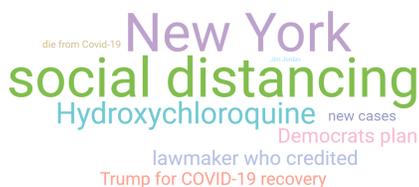
Chart of the Day

Impact of COVID-19 on Brand Perceptions and Shopping Behaviors % Agreement



Date: 4/21/20 Source: Arnold/Havas Media COVID-19 Tracker

Consumer Discussions



Date: 4/24, US only Source: Brandwatch

Marketing/Media News

- Pandemic advertising got weird fast (4/23/20) [The Atlantic](#)
- An ESPN commercial hints at advertising's deepfake future (4/22/20) [NYTimes](#)
- Quarantined shoppers may be skipping shaving, washing their hair less and not wearing deodorant at home (4/23/20) [Forbes](#)
- Coronavirus could finally pop the influencer bubble (4/23/20) [Vice](#)
- Facebook just killed its 'pseudoscience' category for ad targeting (4/23/20) [The Verge](#)
- Budweiser brings back 'Wassup' ad with a quarantine-themed remake (4/24/20) [Marketing Week](#)
- Denny's is your new gamer friend – with discounts (4/22/20) [Adage](#)
- Airbnb is banking on a post-pandemic travel boom (4/22/20) [Bloomberg News](#)
- How coronavirus has made us all very handy (4/22/20) [NYTimes](#)

NUMBER OF COVID-19 CASES IN THE U.S.

880,112

As of 4/24/20, 12:31pm, Source: [Johns Hopkins](#)

NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

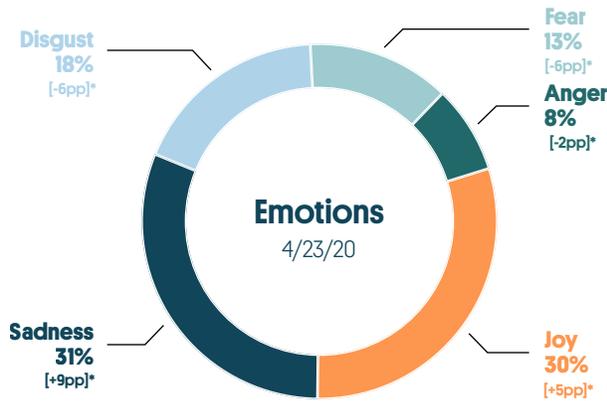
23,903

TRAJECTORY OF NEW DIAGNOSES

DECREASING

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

Emotional Response to COVID-19



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

ANGER

badtjuana (BAD) @badtjuana 11h
Why is @Apple and other multi BILLION dollar companies sending emails asking for donations for COVID-19 purposes?!?! Y'all don't need NOBODY to donate. Acting like it's only affecting certain people- so like what? Y'all asking for MY money to buy ME masks? Tf outta here wit dat.

sky_chaser_com (Christopher Collura) @sky_chaser_com 17h
@DavidCWatson1 @tempestchasing And it really sucks when you simply cannot get out there because of flight restrictions due to Covid-19. I'll take a day like yesterday anytime = With or without stupid drivers.

DISGUST

Lili32358043 (Orchid) @Lili32358043 13h
@NikkiHaley Are you saying that front line responders such as emergency staff, police, nurses, public health staff, doctors should not be paid for saving covid-19 patients? What's wrong with you?

KatieJ_Bernard (Katie Bernard) @KatieJ_Bernard 16h
A patient in a KC hospital tested positive after being treated on a floor not equipped to take care of COVID-19 patients. Both nurses who cared for her contracted coronavirus. One died. w/ @LukeNozicka @kallynschwerns <https://t.co/SdrHfWEXcy>

FEAR

ygg_studios (Ygg Studios) @ygg_studios 10h
RT @RichardHaass Dr Fauci saying US is not where we want to be on #Covid_19 testing. <https://t.co/goNpTL93n1> We need tests that are 1) accurate; 2) simple to administer; 3) provide results rapidly at the scene; & 4) easy to carry out in large numbers. We are not even close to this standard.

CrystalRose126 (Crystal Rose) @CrystalRose126 12h
RT @nytpolitics Afraid of Covid-19, parents across the U.S. are postponing well-child checkups. Immunizations are dropping at a dangerous rate, putting millions of children at risk of exposure to preventable deadly diseases. <https://t.co/mrcCfPwOr>

JOY

TrumpMama83 (Ruby Waldrop) @TrumpMama83 10h
RT @CocaColaCo Thank you to everyone working on the front lines to keep our communities going —for delivering needed supplies to local stores, supporting first responders, and finding new ways to give back every day. <https://t.co/QJownMA8P0> <https://t.co/Hp8CiwzaBZ>

007Rukdme (Mike) @007Rukdme 10h
RT @JoeBiden Times of crisis often bring out our best. There are so many stories of good happening around the world amid the COVID-19 pandemic. Take a minute to read a few: <https://t.co/sb5VhBXHW>

SADNESS

cypheroftyr (Cypher, 1st Class) @cypheroftyr 10h
RT @HOT97 ❤️ BREAKING NEWS: #FredTheGodson has passed away. Our hearts are with his family, friends & fans. 🙏 <https://t.co/LvLTbp3VwX>
Retweets: 0 Replies: 0 Impressions: 19264 Reply Retweet Like Engage

drseid (Dale Seidenschwarz) @drseid 10h
RT @ASlavitt We have a piece of the puzzle with this new poll. Today 9% of Americans say they know someone who has died from COVID-19. 40% believe either they or someone else has had COVID-19. 24/ <https://t.co/rZaVo0XzFU>

Economic News

- House set to pass \$484 billion bill with money for small businesses, hospitals and testing to battle coronavirus (4/23/20) [Washington Post](#)
- Amid signs coronavirus came earlier, Americans ask: Did I already have it? (4/24/20) [NYTimes](#)
- How COVID-19 consumer spending is impacting industries (4/22/20) [Visual Capitalist](#)
- The coronavirus stock-market crash has looked a lot like the global financial crisis and 1987. The recovery hasn't. (4/24/20) [Market Watch](#)

Spotlight on: Barclays

To help the most vulnerable across the world who have been severely affected by the COVID-19 crisis, Barclays has stepped up to give back and bring the globe together.

Barclays created The Barclays Foundation to provide a COVID-19 Community Aid Package of £100M to charities that are supporting vulnerable people affected by the virus and to alleviate associated social and economic hardship.

Additionally, in the UK, Barclays has pledged millions to Comic Relief and BBC Children in Need as part of 'The Big Night In' appeal to support those most affected by COVID-19. 'The Big Night In,' a 3-hour telethon on April 23, was a live show to help raise funds and celebrate acts of kindness, while also uniting the nation through entertainment and stories of people supporting their communities. In total, the show helped raise over £27M in donations, with the U.K. government promising to double that total. Barclays pledged £1M and matched donations from customers up to £1M, as well as matching all donations from its employees, totaling over £2M in donations. Donations will go to emergency support for those impacted by the crisis, including making sure people are safe from harm, mentally healthy, and have access to food, warmth, and shelter in addition to helping

Source: [Barclays](#)

For your mental health

- The first ever YouTube video was uploaded 15 years ago today. Here it is. (4/23/20) [CNN](#)
- TikTok is the new family board game night (4/23/20) [Buzzfeed News](#)
- How to create screen-life balance when life has shifted to screens (4/24/20) [NYTimes](#)