

As the U.S. death toll tops 6,000 and the White House is expected to recommend public mask use, sadness continues to make up a large portion of social chatter. Conversations today are focused on the firing of a commander of a US aircraft carrier, the USS Theodore Roosevelt, which has been hit by a major outbreak of coronavirus. There is also a heightened focus on medical supplies as many states and hospitals report that their stockpiles of PPE continue to run low, and as business leaders like Robert Kraft of the New England Patriots step up to help resupply the front lines.

In terms of consumer financial outlook, consumers entered 2020 with healthy finances, however, as the pandemic progresses and people are becoming unemployed, there has been a 2% decrease in those reporting healthy finances, and a 2% increase in those stating their finances are 'in trouble', 'struggling', or 'tight' (see below, Chart of the Day). This economic uncertainty is shifting how consumers shop and interact with brands.

With more and more people staying at home, brands and businesses continue to adapt to changing consumer demands and needs. Brands are innovating –they're launching new products and programs, as well as entering new platforms and partnerships. They are beginning to look not only at their short-term strategies, but also they're long-term strategies moving forward (see below, Spotlight On: Nike's four-step strategy to look beyond COVID-19 and return to growth).

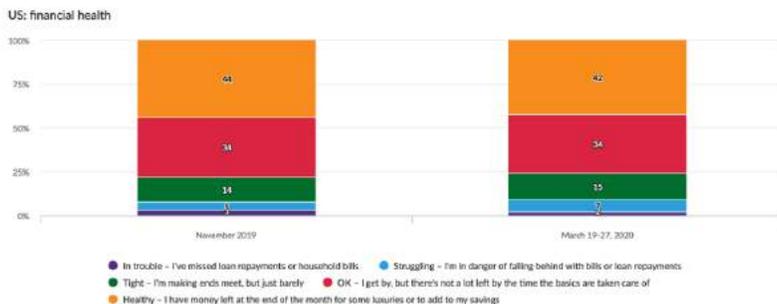
Consumer Discussions

medical supplies
 medical staff
 COVID-19 aboard
Navy NYC
 USS Theodore Roosevelt
 new cases
 died of COVID-19

Note: US only. Date: 4/2/20
 Source: Brandwatch

Chart of the Day

The majority of Americans headed into 2020 with healthy finances



Base: 2,000 internet users aged 18+. November 2019; 2,000 internet users aged 18+, March 19-27, 2020
 Source: LightSpeed/Mintel, Mintel's Global COVID-19 Tracker - US

Note: Going forward, we will be reporting on consumer confidence monthly. In place of daily consumer confidence reads, we will be including a "chart of the day" with current and relevant data points, Date: 4/1/20, Source: [conference-board.org](https://www.conference-board.org)

Marketing/Media News

- Alexis Ohanian on what brands should – and shouldn't!–be saying right now (4/3/20) [Fast Company](#)
- Amazon pushes into making video games, not just streaming their play (4/3/20) [NYTimes](#)
- Google will release maps data 'mobility reports' to show people's movements in coronavirus pandemic (4/3/20) [Fortune](#)
- Shuffled not shaken out: how hotel giants will handle all those brands post-coronavirus (4/2/20) [Yahoo Finance](#)
- For years, brands have been pushing an at-home lifestyle; no one expected it to happen like this (4/2/20) [Vox](#)
- Rude awakening ahead for e-commerce brands like Warby Parker and Allbirds (4/2/20) [CNBC](#)
- TikTok takes off among beauty brands (4/2/20) [Glossy](#)
- Taco Bell shows user-generated drive-thru videos in new commercial (4/2/20) [Adage](#)

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

257,773

As of 4/3/20, 11:00am, Source: [Johns Hopkins](#)

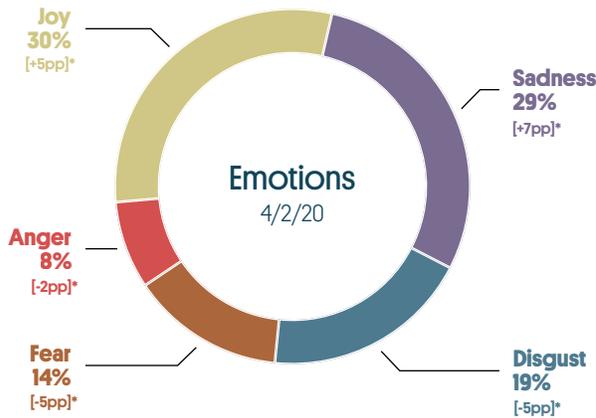
NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

+41,051

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

legaleagle48 (Lee Cox) @legareagle48
RT @Adam_Morfeld Of course @United will not waive the change fees for our honeymoon tickets that we have to reschedule because we had to postpone our wedding due to COVID-19. You would think a federal bail out would make them step up their customer service game.
Retweets: 0 Replies: 0 Impressions: 1902

AineMairtin (Aine) @AineMairtin
They're treating 20 patients, but it's still a total joke. The current system requires patients to go to a regular hospital for a lengthy evaluation first before being transferred. Unless the President approves the ship to take on COVID-19 patients, we're in a stalemate.

DISGUST

Berny88 (Michael Berningham) @Berny88
RT @losbeckoff Jason Hargrove, a Detroit bus driver, posted an emotional Facebook video about a woman coughing on his bus without covering her mouth. Within days, he was sick. Less than 2 weeks later, he was dead. Fellow drivers ask: what protections will they get? <https://t.co/RS9imH9WW> <https://t.co/ianSq9Tmaoe>

IBelizeit (Yaffa Lyulka) @IBelizeit
This is Unbelievable & shameful! Then you wonder why I dislike the #MOFO #OrangeMonster. #COVID19 #Navy relieves captain who raised alarm about #coronavirus outbreak on aircraft carrier <https://t.co/lHgaFsdNnQ>

FEAR

ManifestKarma (TheFrogPrincess) @ManifestKarma
RT @thedailybeast As the coronavirus pandemic has intensified in the United States, some doctors are facing their mortality in a new way. "For the first time, I'm hearing doctors talk about making wills," said Dr. Doron Katz. "Doctors never talk about making wills." <https://t.co/wBawTo4wMG>
Retweets: 0 Replies: 0 Impressions: 3337

dancing-deacon - tumblr.com (Tumblr)
"my mom works at a high school and in a meeting today she was told a high schooler tried to commit suicide. This is a very stressful time for everyone. Please check on your friends and acquaintances, college or high school or even younger!! If school or work was their safe place, that was taken away from them so they are around unsafe conditions or..."

JOY

KAKEnews (KAKE News) @KAKEnews
RT @CraigNogels Pratt Community College teacher is out of the hospital after surviving Covid-19. She's grateful to be recovering. Her message: there is recovery for many. Excellent interview here. <https://t.co/6nHqNaxLIN> #COVID-19 #coronavirus #Kansas

RenegadeEnigma (norbert melendez) @RenegadeEnigma
RT @Briak_Thinker This 85-year-old woman tested positive for COVID-19 this month, has recovered, and has been discharged from the Hospital - a reason for celebration and applause. Retweet positivity 🍀 <https://t.co/FePAAD4F0V>

SADNESS

mvga192691 (Patricia Ann Kopp) @mvga192691
RT @kat_stafford NEW: Michigan is now reporting the racial breakdown of COVID-19 cases. So far, 10,791 positive cases have been reported & 417 deaths. Of that, African Americans account for 35% of cases & 40% of deaths. According to the U.S. Census Bureau, just 14.1% of MI's population is black. <https://t.co/3e4dKusFB>

eiretrish (Trish) @eiretrish
@GovMurphy My brother was one of those who died today due to the COVID-19 virus. He worked at Continental Airlines as a mechanic technician. I have concerns they are receiving protective equipment and plead that you intervene to protect his fellow co-workers. Please be safe.

Economic News

- The unemployment rate is probably around 13% (4/3/20) [NYTimes](#)
- U.S. dairy farmers dump milk as pandemic upends food markets (4/3/20) [Yahoo Finance](#)
- 4 ways to reboot the economy that fix the climate at the same time (4/3/20) [Fast Company](#)
- Location data says it all: staying at home during coronavirus is a luxury (4/3/20) [NYTimes](#)
- The coronavirus's unique threat to the south (4/2/20) [The Atlantic](#)

Spotlight on: Nike's four-step strategy to look beyond COVID-19 and return to growth

Nike has developed a playbook to respond to COVID-19 around the world. It includes four phases: "containment," "recovery," "normalization" and "return to growth," all of which represent different phases of the pandemic's spread in a given market.

- The first stage includes containment of the outbreak. Nike quickly closed its stores, and while brick and mortar sales fell, e-commerce growth and app engagement stayed strong. Due to strong digital demand, Nike is proceeding with digital-only rollouts of its new sneaker offerings.
- The second phase, recovery, includes the reopening of stores, which it has already done in China.
- The third phase, normalization, focuses on driving physical retail back to pre-pandemic levels, while continuing to support digital efforts
- The fourth phase, return to growth, starts as Nike returns to focusing on prior efforts to drive long-term growth, including its main goal of creating a seamless digital and physical experience for consumers.

Date: March 2020, Source: [WARC](#)

For your mental health

- How the 'Tonight Show with Jimmy Fallon' pivoted during quarantine and reinvented itself (4/3/20) [Fast Company](#)
- The best 18 TV shows for vicarious travel thrills (4/1/20) [NYTimes](#)