

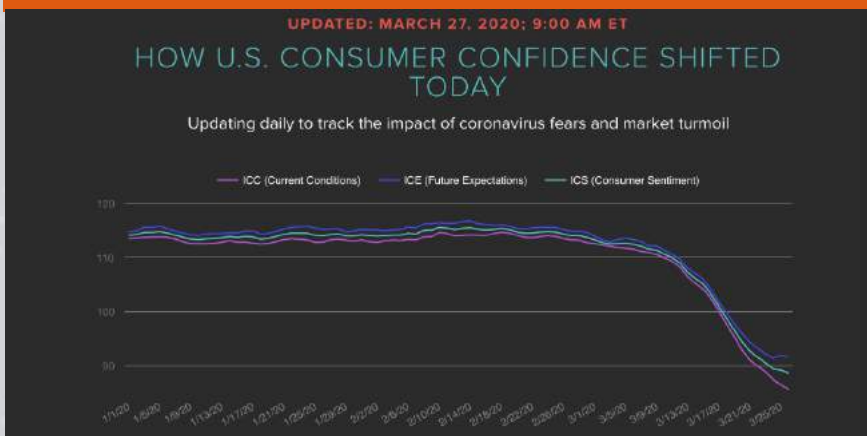
## DAILY DIGEST

March 27, 2020, 12:21PM

Consumer confidence is down slightly (0.6%) since yesterday, but is flattening compared to past weeks. The COVID-19 stimulus package has likely given people some hope even in the midst of historic job loss figures and COVID-19 cases that now outpace the rest of the world. Increasingly, people are adapting to their “new normal,” although money concerns are beginning to grow (see consumer discussions below).

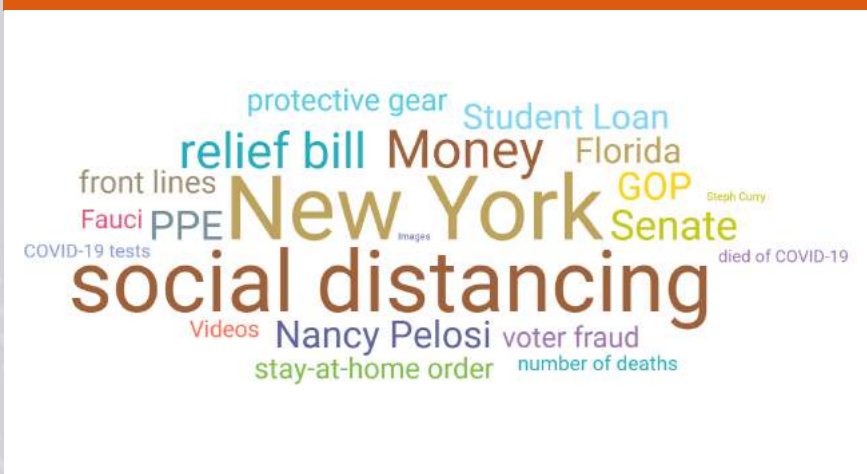
As deaths begin to climb and a grim picture emerges from hospitals, people are showing increased levels of sadness in social conversations. Interestingly, that is balanced with increased levels of optimism and joy as people get back to basics and reconnect with their families. Brands that help promote that optimism in the face of today’s crisis and demonstrate what they’re doing to help the front lines are gaining goodwill (see Spotlight On: Brands providing support to healthcare below). As we emerge from this crisis, it will be important for brands to continue to demonstrate their commitment to the common good and a greater purpose.

### Consumer Confidence



Date: 3/27/20, Source: [Morning Consult](#)

### Consumer Discussions



Note: US only. Date: 3/26/20, Source: Brandwatch

### Marketing/Media News

- Kantar's COVID-19 Barometer looks at the impact on consumer behavior (3/26/20) [Adweek](#)
- COVID-19 requires a new approach to sports marketing (3/26/20) [Marketing Dive](#)
- Kay Jewelers highlights what brings us together during this time of separation in a new campaign video called #LovesUnstoppable (3/25/20) [Campaign Live](#)
- COVID-19's impact on car insurance (3/26/20) [Forbes](#)
- The Cheesecake Factory won't be able to pay rent on April 1 in Chicago and beyond (3/26/20) [Chicago Eater](#)
- The liquor industry faces an uncertain future, but if it survived Prohibition, it can survive the coronavirus (3/26/20) [Fortune](#)
- Hiring expands at supermarket chains like Stop & Shop; potential candidates are being identified by businesses that have been forced to lay off staff (3/26/20) [Super Market News](#)
- The Class of 2020 is entering the job market during an economic downturn, resembling experiences from the Great Recession; this new economic outlook/mindset may be especially pertinent to brands targeting Gen Z (3/27/20) [NYTimes](#)

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

# 86,012

As of 3/27/20, 11:13am, Source: [Johns Hopkins](#)

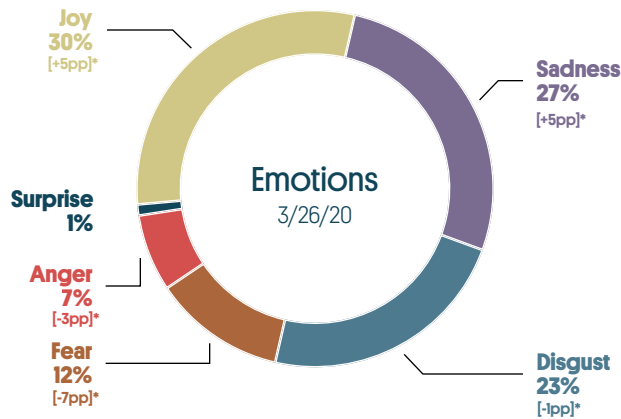
#### NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

# +16,766

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

**ClarenceAllen (Hoboknifer)** @ClarenceAllen 11h  
RT @AristyPabster We're so close to April, and not being able to get properly tested for Covid 19 by now is a goddamn crime. Calling ourselves a 1st world country is a joke. I dont know how long it'll take, months or years, but a lot of people need to be held responsible for this mess.  
Retweets: 0 Replies: 0 Impressions: 60

**p2cat (Peggi)** @p2cat 11h  
RT @StevenTDennis My brother, who is an ER nurse, says now is not the time get on a scooter or otherwise do "dumb stuff." You don't want to be dogging up an ER gearing up for expected massive COVID-19 caseload. You don't want to be in the ER, period, unless you need to be.

DISGUST

**pgrandee10 (LT. Uhura)** @pgrandee10 11h  
RT @cherokeeshier2 I'm living in public as though I am infected with COVID-19 and as though Everyone & Everything else is too. Gloves, mask, wipes. The whole 9 yards. I'm even wiping gasoline pump keypads.  
Retweets: 0 Replies: 0 Impressions: 785

**TeaCupLollipops (TeaCups&Lollipops)** @TeaCupLollipops 11h  
VR Rendering Shows COVID-19 Inside Patient's Lungs | Now This <https://t.co/24FvA6w7Gz> via @YouTube  
[Wizard-1] Content Types: Videos

FEAR

**MSgtGunny (Gunny)** @MSgtGunny 11h  
I hope I'm wrong, but I bet that if we get COVID-19 "under control" and stop self isolating too soon, barbershops and hair salons are going to be large transmission sites for a resurgence of the virus as everyone tries to get a hair cut right away.  
Retweets: 0 Replies: 1 Impressions: 834

**202Ashton (Ashton Holton)** @202Ashton 11h  
The influenza started in 1918 and ended in 1920, and pandemic at the time. 100 years later we have COVID-19. With that logic Ww2 started in 1939. That means we should be entering WW3 in about 19 years.

JOY

**Josephshinn (Joseph Shinn)** @josephshinn 11h  
Must Read! 🙏 COVID-19 and Longing for a Joy That Is Complete | Tabletalk <https://t.co/5xLgdxv2K>  
Retweets: 0 Replies: 0 Impressions: 135

**christinaaa\_7 (Christina Jimenez :))** @christinaaa\_7 11h  
RT @dgi04me If you believe the world will overcome covid-19 retweet.

SADNESS

**sleasad (Denys Slesarenko)** @sleasad 11h  
RT @\_SlephKramer My cousin died presumptively positive for COVID-19 last night. She was 40, had 2 kids, and was extubated in the same hospital where my best friend is working with dangerously inadequate protective gear. Please stay home.  
Retweets: 0 Replies: 0 Impressions: 23

**KeshavRamaswamy (Keshav Ramaswamy)** @KeshavRamaswamy 11h  
RT @LiberatoARC01s @christinayos @McFaul The death numbers of COVID-19 only count those identified as COVID-19 cases. So the coronavirus deaths are way under reported. This is all by design for Trump to keep the numbers low.

**Economic News**

- Yesterday's job claim number was the highest in history, but that number may still not be covering the full scope of the problem (3/26/20) [Marketplace](#)
- The states hardest hit by job losses are RI, NV, PA, MA, NJ, WA adjusted for the size of each state's labor force (3/26/20) [CNBC](#)
- COVID-19 could push home values lower (3/26/20) [Motley Fool](#)
- COVID-19 is changing perceptions of big tech, with the backlash temporarily paused (3/26/20) [The Verge](#)

**Spotlight on: Brands Providing Support to Healthcare**

As hospitals and health care providers face shortages of personal protective equipment (PPE), brands, along with regular citizens, are stepping in to provide support.

- Crocs, Allbirds, and Clove are offering free shoes to medical professionals (3/26/20) [Fast Company](#)
- Brands like Gap and Nike are producing masks for healthcare workers (3/26/20) [Simple Most](#)
- Bauer switches from making hockey equipment to medical gear (3/26/20) [ESPN](#)
- Dyson develops ventilators for the National Health Service in the U.K. (3/26/20) [BBC](#)
- Private tech companies from Tesla to small startups are mobilizing to address shortages (3/26/20) [Tech Crunch](#)
- Even luxury labels like Armani and Gucci are making PPE for healthcare workers (3/26/20) [NYPost](#)
- Citizen-led groups like GetusPPE.org, DonatePPE.org, Mask Match, PPE Link, and Mask Crusaders are crowdsourcing support for #GetMePPE, a hashtag trending across social media (3/25/20) [NPR](#)

**For your mental health**

- Mass General answers coronavirus-related questions [Mass General](#)
- People are decorating their windows with messages of hope (3/26/20) [Fox](#)