

## DAILY DIGEST

May 1, 2020, 1:30PM

While we've known that we're entering a recession for a while, we're beginning to get a clearer economic picture of the impact of the pandemic as first quarter earnings are released. Most estimates show that year-over-year earnings growth is down 15-16%. However, the real impact of COVID-19 was not felt until the end of the quarter, with second quarter earnings projected to be more reflective of the depth of the crisis.

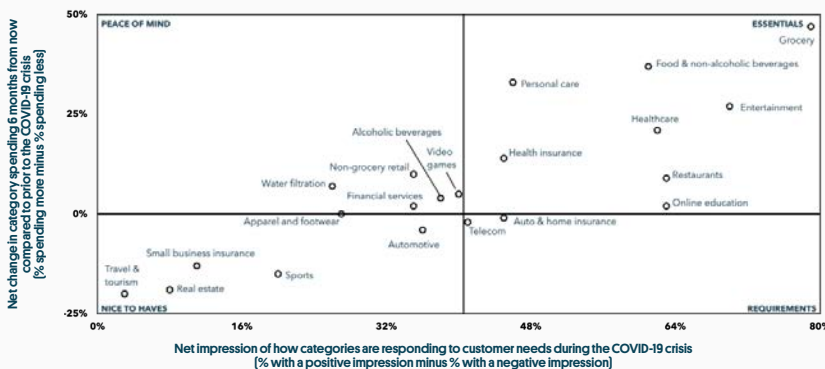
As brands think about how to rebound from the pandemic, the actions that they take now will position them for the future. Those brands that respond well to the crisis will be rewarded. People state they will be more likely to increase their purchases in categories that effectively responded to customer needs during the crisis compared to categories that did not (see Chart of the Day). Brands need to take meaningful steps - supporting their employees, ensuring stability and security for their customers, and providing moments of levity that we all need during this crisis - to put themselves on a positive trajectory as we emerge from the pandemic.

## Marketing/Media News

- Most consumers are trying new brands during social distancing, study finds (4/30/20) [Campaign Live](#)
- Purpose-driven brands need to change their approach post-COVID (5/1/20) [Adweek](#)
- America's top 500 brands could lose up to \$400B from COVID-19 pandemic (4/30/20) [Tech Republic](#)
- 72% of brands keen to extend sponsorship deals despite COVID-19 (4/30/20) [Sports Pro Media](#)
- Why Coca-Cola has paused most paid marketing during the pandemic (5/1/20) [Adage](#)
- Belgium needs your help eating french fries (4/29/20) [Politico](#)
- Beer sales are soaring. These brands are winning the booze battle (4/29/20) [CNN](#)
- Mattel is honoring frontline workers with special edition toys (4/29/20) [CNN](#)
- Moving company offers free services to domestic violence victims (4/30/20) [Adage](#)
- Brands are social-distancing from misbehaving influencers (5/1/20) [Buzzfeed News](#)
- 8 digital strategy updates that brands should make right now (4/30/20) [Forbes](#)

## Chart of the Day

### Impression of Category COVID-19 Response v. Change in Category Spending Post Crisis



Date: 4/28/20 Source: Arnold / Havas Media COVID-19 Tracker

## Consumer Discussions



Date: 4/29, US only Source: Brandwatch

NUMBER OF COVID-19 CASES IN THE U.S.  
**1,070,032**

As of 5/1/20, 7:32am, Source: [Johns Hopkins](#)

Note: The Johns Hopkins database is having issues uploading more recent data today

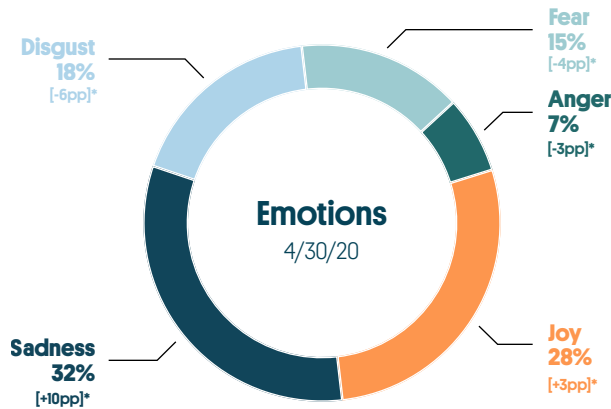
NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

**27,158**

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

**Mc\_HappiPants (Dhamar)** @Mc\_HappiPants 11h  
The Home Depot on Albemarle road in Charlotte has someone that tested positive for COVID 19 && is keeping it under wraps this person is probably still working they don't care for their employees health @HomeDepot @HomeDepot @HomeDepot

**Sessahhh (whiiiiiliner)** @Sessahhh 11h  
RT @alexismadrigan This is why we need transparency about COVID-19 race and ethnicity data. This outbreak is not hitting every community evenly.

DISGUST

**disturbedcalgar (Milliliter)** @disturbedcalgar 14h  
Remember a month ago when people were all crying because Covid-19 "ISNT AS BAD AS THE FLU" because the flu "KILLS 60000 PEOPLE IN THE US EVERY YEAR" (It's actually a range from 12000 to 61000) and here we are a few months in and we're set to pass that many deaths in a few days.

**rlizares (Roland Lizares)** @rlizares 14h  
RT @AARPadvocates NATIONAL OUTRAGE: 11,000 nursing home residents have DIED from COVID-19. We demand: 🧪testing & PPE for staff, residents 🏠facility names w/cases publicly released daily 🗳️required virtual visitation for families Tell Congress to ACT NOW:

FEAR

**sarahsincere (Marlon James stan account)** @sarahsincere 10h  
RT @ABC Hospital treating several children with COVID-19 who are also experiencing symptoms resembling "Kawasaki disease," a rare inflammatory syndrome—raising new concerns about an emerging pattern of critically ill children with COVID-19. <https://t.co/9KfeowT40>

**Long\_Live\_Erock (Eric Schnieder)** @Long\_Live\_Erock 11h  
Let's just hope Covid-19 and Natural Selection work its magic 🙏  
Retweets: 0 Replies: 0 Impressions: 307 Reply Retweet Like Engage

JOY

**lyotsna2964 (Jyotsna2964)** @lyotsna2964 10h  
RT @mygovindia A special welcome for this lady who works in an ICU department of a hospital where COVID-19 Patients are treated. She came home after 20 days and receives a warm welcome from her family and residents of the society. We Salute such Corona Warriors for their dedication. <https://t.co/ggN62UjT>

**OrangeGarnish (Alexa Holliday)** @OrangeGarnish 10h  
RT @theyandrews21 If COVID-19 leads to student loan forgiveness I will social distance till 2022 without a complaint

SADNESS

**CDiaz1225 (Christian Diaz)** @CDiaz1225 10h  
RT @molly\_knight It's April 30th and the Covid-19 death toll in the United States just passed 63,000, according to Johns Hopkins. It was at 4,800 on April 1st. Just an unfathomable amount of loss and grief..

**Habitat4Humility (Wear a mask! 🙏)** @Habitat4Humility 11h  
RT @komonews The death toll from COVID-19 continued its relentless climb Thursday in Wash. state. According to reports from individual counties, 16 more people died across the state from the disease, raising the death toll to 818. <https://t.co/Y4xyJMgjk>

## Economic News

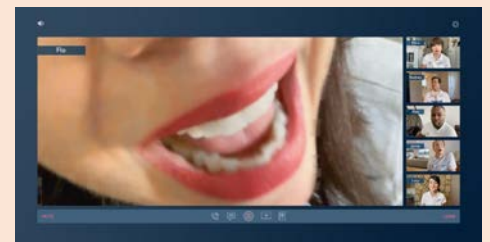
- Stymied in seeking benefits, millions of unemployed go uncouncted (4/30/20) [NYTimes](#)
- Emissions declines will set records this year, but it's not good news (4/30) [NYTimes](#)
- Here's who is winning (and losing) during Q1 earnings seasons so far (4/30/20) [Fortune](#)
- Can this president be reelected in an economy this bad? (5/1/20) [NPR](#)
- Why the coronavirus is so confusing (4/29/20) [The Atlantic](#)

## Spotlight on: New 'Work from Home' Progressive spots

This week, Progressive launched the new insight-based 'Work from Home' campaign, highlighting the brand's characters playing out scenarios we are getting used to in quarantine. As people finish their seventh week of working from home, these relatable scenes deliver on the contextually-relevant humor the campaign is known for.

Given the limitations we are all living in, Arnold worked with long time production partner Station Films on a new approach to production, shooting all content remotely on iPhones. Progressive's campaign features the first 'commercial' improv cast to be presented in a virtual video setting as well as the first placed in the quarantine era. From concept to delivery, the project was completed in a few short weeks.

Source: (4/30/20) [Adweek](#)



## For your mental health

- How to stay optimistic when everything seems wrong (4/29/20) [NYTimes](#)
- What do famous people's bookshelves reveal? (4/30/20) [NYTimes](#)