

DAILY DIGEST

May 8, 2020, 1:00PM

The U.S. unemployment rate hit 14.7% today, the highest rate since the Great Depression, with more than 20.5 million jobs lost in April. The Labor Department said that this rate would have been almost 5 percentage points higher if it accounted for workers who were classified as unemployed on temporary layoff. In a bid to restart their economies, the majority of U.S. states have begun partial reopening or are planning to reopen by the end of the month.

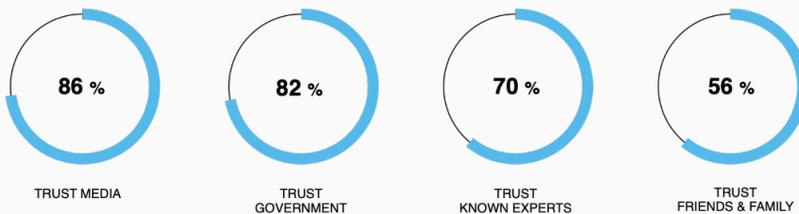
In today's world, media is trusted more than the government when it comes to information about COVID-19 (see Chart of the Day). People are turning to media to make informed decisions, with 93% of people saying media's information role is as important or more important than before the COVID-19 crisis. It behooves brands to show up in meaningful media, even when the content of that media may not be uplifting. Brands have an important responsibility in helping to support the news and information that people are turning to at this time.

Marketing/Media News

- Cooperation is key: How the strongest brands are proving purpose is a compass on the road to recovery (5/7/20) [Forbes](#)
- What marketers can learn from Chinese brands' approach to COVID-19 (5/4/20) [Adweek](#)
- Brands that are giving back during the COVID-19 crisis (5/6/20) [Forbes](#)
- Macy's, Costco, Trader Joe's, Zappos approaching return of retail from many angles (5/3/20) [Forbes](#)
- Roku reports strong user growth, but sour ad business outlook (5/8/20) [CNBC](#)
- N.F.L. teams preparing for games with fewer fans (5/7/20) [NYTimes](#)
- Turner Sports sells out of commercial time in Tiger Woods-Phil Mickelson rematch for COVID-19 relief (5/7/20) [Adage](#)
- DC, Hershey launching Super Hero Milk Chocolate bars by sharing them with frontline workers (5/6/20) [Candy Industry](#)
- With in-store sampling on hold, brands get creative (5/7/20) [Adweek](#)

Chart of the Day

People trust media more than they do the government for information about COVID-19



Source: Havas Media Meaningful Media & COVID-19 Study, 3/31-4/6

Consumer Discussions



Data: BrandWatch, 5/7, US only.

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

1,263,052

As of 5/8/20, 12:32pm, Source: [Johns Hopkins](#)

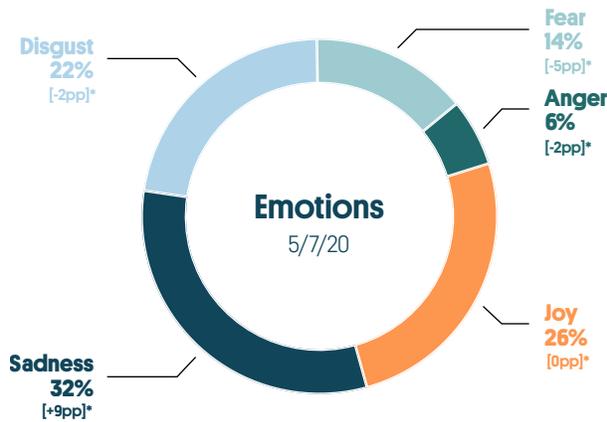
NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

31,109

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

theclanrice (Cian) @theclanrice 11h
With COVID-19 forcing me indoors, and meaning I don't get to go out and, consequently, play games A LOT more to pass time I'm finding that some games I want to play and experience. But I SUCK at them, or there are spikes that just throw me for a loop.

Apollo3174 (John) @Apollo3174 14h
RT @malitzumom @realDonaldTrump Why are you blocking Dr. Fauci from testifying at the HHS COVID-19 response inquiry? If you did such a wonderful job, why I the world wouldn't you want him to attest to that under oath?

DISGUST

raj_mehta (Raj Mehta, MD) @raj_mehta 11h
RT @manyminck Why are meat-packing plants such hotspots for #COVID19? It's partly crowding and line speed — but as super-smart @WIRED colleague @MeganMolteni explains, the temperature and airflow that keep meat safe to eat can endanger meat workers. <https://t.co/lgbB8K1UJY>

Mouisocyphre (LC) @Mouisocyphre 11h
@ToluKush @mayoroflasvegas @LasVegasLocally I'm all for self preservation. I'm still here, aren't I? How many people are suffering because they afford food or pay their rent or mortgage? We're starting to see the collateral damage of COVID-19, famine, shortage of dairy, eggs, meat and produce. This will get worse.

FEAR

chs_haroun (Haroun chs) @chs_haroun 11h
RT @CNN The Covid-19 crisis has forced the US-led military coalition battling ISIS to pause or suspend significant aspects of its campaign in Iraq and Syria, even as the terror group seeks to exploit the instability caused by the pandemic and a fall in oil prices <https://t.co/Np0nKgSdz>
Retweets: 0 Replies: 0 Impressions: 446 Reply Retweet Like Engage

shanditbetter (jebi arias) @shanditbetter 11h
RT @euphorika We're hearing less about covid-19 this week but we're hearing more about people being murdered. I've seen 4 different stories of a black man being killed this week. This cycle of trauma & fear never ends. From one thing on to another.

JOY

JasmineCBS21 (Jasmine Brooks) @JasmineCBS21 10h
RT @CBS21NEWS Some people who have recovered from COVID-19 are now able to help those fighting it, through convalescent plasma donation. @JasmineCBS21 spoke to a local survivor who tried to donate. <https://t.co/9YTC5Vjk4o>

Mkristina (Kristina) @Mkhrstina 10h
RT @NPR Without tourists in Petra, the animals that live in the ancient city — cats, dogs, wolves and birds — now wander freely, searching for food and companionship. <https://t.co/yZRc7K85bf>

SADNESS

WXTX54 (WXTX Fox54) @WXTX54 10h
Parents across the country have taken on the role of teacher while schools are closed during the COVID-19 pandemic. This includes parents who have children with disabilities. <https://t.co/uCh6n2K7C>

focus77an7ge17 (angel-non profit writer of angels thoughts) @focus77an7ge17 10h
RT @CNN A man died due to complications from Covid-19, his family said, just two days after the passing of his wife, who suffered from Parkinson's disease and dementia. They had been married for 71 years. <https://t.co/C23BRAol26>

Economic News

- One for the history books: 14.7% unemployment, 20.5 million jobs wiped away (5/8/20) [NPR](#)
- Reopenings mark a new phase: Global 'trial-and-error' played out in lives (5/7/20) [NYTimes](#)
- Workers 35 years and older may suffer more job losses and chronic unemployment in the wake of COVID-19 (5/4/20) [Forbes](#)
- A third of Americans didn't pay their rent or mortgage in May, survey says (5/7/20) [Vice](#)
- The results are in for the sharing economy. They are ugly. (5/7/20) [NYTimes](#)

Spotlight on: Brands leaning into COVID-19 coverage

In the wake of the coronavirus pandemic, many advertisers have canceled campaigns or avoided placing their ads near coverage of the pandemic, a practice that is known as blacklisting. Blacklisting during COVID-19 has kept more than 1.3 billion ads from being displayed next to content containing the word "coronavirus" on websites. News organizations, which rely on advertisements for revenue, have consequently seen devastating impacts from blacklisting. Many argue that for quality journalism to survive, more companies should run ads near COVID-19 coverage (while remaining thoughtful). Below are examples of brands that are doing just that:

- Burger King focused its message on contactless food delivery and pickup. The company has said that because the brand is playing a role, it isn't bad for the brand to be seen within the context of the pandemic.
- Verizon has spent over \$4.5M on advertising on news sites like The Wall Street Journal and CNN since mid-March, which is double what it had spent over the same period the previous year. Verizon's CMO stated "Instead of pulling back because of the daunting nature of the narrative, we've leaned in."
- Amazon has spent \$2.3M to advertise in the Wall Street Journal, The Washington Post, and on CNN since mid-March.

Source: (5/7/20) [NYTimes](#)

For your mental health

- A socially distanced graduation (5/7/20) [The Atlantic](#)
- A guide to staying safe as states reopen (5/7/20) [The Atlantic](#)