

DAILY DIGEST

April 13, 2020, 1:30PM

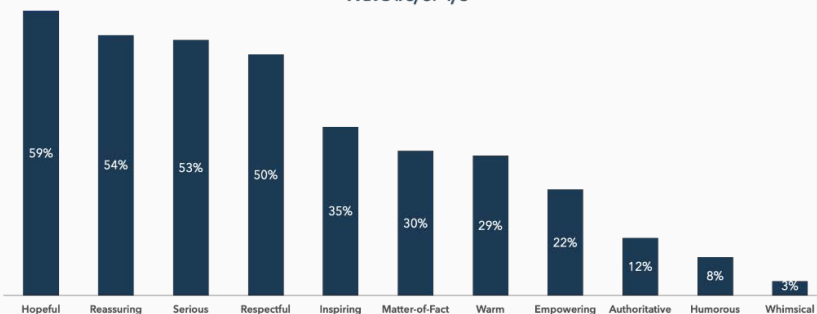
The trajectory of daily new COVID-19 diagnoses has been decreasing over the past couple of days and there are real discussions about when the U.S. economy can reopen. Some European countries have just begun to loosen elements of their lockdowns. We could be entering a new phase of the COVID-19 crisis as early as May, as we begin to slowly emerge into what is being called a "rolling re-entry."

Regardless of when we begin to emerge from the crisis, the impact of COVID-19 will be with us for a long time to come. 90 percent of Americans believe that COVID-19 will have a permanent impact on our lives (see Spotlight On: Shifting consumer attitudes). As we continue to deal with the repercussions of COVID-19, brands should take a hopeful, reassuring, and respectful tone (see Chart of the Day).

Chart of the Day

When it comes to the tone and attitudes brands have in their communications with the public, which of the following feel appropriate in the midst of the COVID-19 crisis?

Wave 1: 3/31-4/6



Date: 4/7/20, Source: Arnold/Havas Media COVID-19 Tracker

Consumer Discussions



Date: 4/12/20, Source: Brandwatch

Marketing/Media News

- New surveys show how Americans are anxious about COVID-19 and what brands should do about it (4/10/20) [Forbes](#)
- Lessons from Asia: Exemplary brands during COVID-19 (4/13/20) [Campaign Asia](#)
- Influencers' currency has increased during COVID-19 crisis (4/13/20) [Vogue Business](#)
- Millennials are the new lost generation (4/13/20) [The Atlantic](#)
- Johnson & Johnson no longer blacklisting coronavirus content (4/10/20) [Adage](#)
- JP Morgan Chase has a new ad showcasing how its wealth-management advisors are working from home, but still working (4/10/20) [Adage](#)
- Amazon Web Services (AWS) powers telemedicine platform to increase patient care during COVID-19 (4/11/20) [Amazon Blog](#)
- Apple and Google are building a coronavirus tracking system into iOS and Android (4/10/20) [The Verge](#)
- Black-owned businesses could face hurdles in federal aid program (4/10/20) [NYTimes](#)

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

557,663

As of 4/13/20, 9:21am, Source: [Johns Hopkins](#)

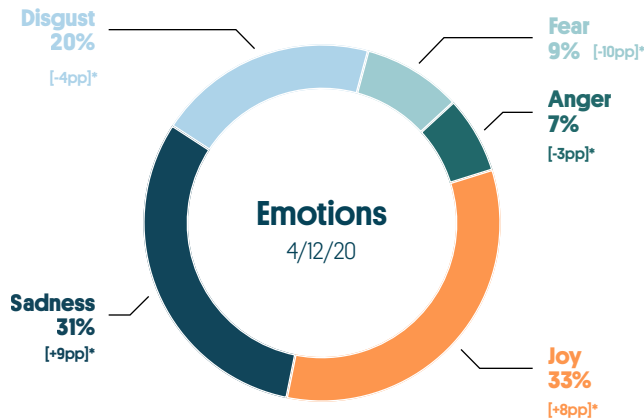
NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

27,657

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

Zillabue (Z) @Zillabue 11h
@TomFitton Please host a Covid-19 party!!! Invite your parents, children, friends and co-workers get everyone infected and then let's see which is more important - Wall Street investors or your life. Retweets: 0 Replies: 0 Impressions: 1033 Reply Retweet Like Engage

brandashian_ (BRANDASHIAN) @brandashian_ 12h
My dad is having a whole talk about why he doesn't believe about covid-19 and my drunk ass is arguing with him 😂

DISGUST

DemontBecton (Demont Becton) @DemontBecton 13h
I saw a video of a white police officer walking around the hood coughing on ppl. & with COVID-19 a lot of my ppl don't have health insurance & we're most likely to die due to our health history & access to health clinics.... So I got one thing to say.... <https://t.co/zLjym9YfB>

KCCI News (KCCI News) @KCCI News 14h
Dr. Mollie James told KCCI she's witnessed young, healthy adults entering the hospital and dying from COVID-19. <https://t.co/Vp8ftAJB8t>

FEAR

beachgirl254 (Cindy Hall) @beachgirl254 11h
RT @karenbates Just heard an interview on 60 Minutes from a couple of psychologists who specialize in trauma: each thinks the mental health needs after COVID-19 will be as challenging—and more widespread—than the virus itself.

MariaLaGuera742 (Bad Wolf) @MariaLaGuera742 11h
@MariaLaGuera742 Also, by attributing COVID-19 as cause of death w/o a test is license to kill Black folks.

JOY

tea7cher (dale a knepfer) @tea7cher 11h
RT @BrookeLynnBooks "When you hear the hospitals aren't overflowing with patients; when you see empty emergency rooms; and when you lay down to sleep without COVID 19; please remember to thank God for this! For HE has granted us mercy, grace and healing. God is always in control!" #keeppraying 🙏❤️

tylergmz_ (Tyler) @tylergmz_ 11h
RT @lyssadfeher AS OF TODAY MY MOM IS OFFICIALLY A COVID-19 SURVIVOR & I GET TO HUG HER!!!!!!❤️🥰

SADNESS

whatagoddd (Alice) @whatagoddd 11h
RT @Ollah_ Roses are red. Violets are blue. Covid-19 canceling everything except my feelings for YOU. #pickuplines

itsjazmarie (Jaz) @itsjazmarie 11h
RT @greenhousesny Leilani Jordan, a grocery worker, died at age 27 from Covid-19. She said her store provided neither gloves, nor hand sanitizer. She continued working because she wanted to help people. Her mother received Leilani's last paycheck: it was just \$20.64. <https://t.co/41wtF8tzF9>

Economic News

- Trump and allies push toward reopening economy, but governors urge caution (4/13/20) [NYTimes](#)
- Coronavirus, big bank earnings, retail sales: What to know in the week ahead (4/12/20) [Yahoo Finance](#)
- U.S. weighs when to restart economy as Europe looks to ease lockdowns (4/13/20) [Wall Street Journal](#)
- A full economic recovery from the COVID-19 pandemic is unlikely, and the new version of normal for work and organizations is further off than we think (4/10/20) [Sloan Review](#)

Spotlight on: Shifting consumer attitudes

- 90% of U.S. consumers believe COVID-19 will have a permanent impact on our lives (+10 pts v. last month)
- 42% believe COVID-19 will permanently change our confidence in government institutions (+13 pts v. last month)
- 38% believe that COVID-19 will permanently change the way we socialize (+12 pts v. last month)
- 21% believe that COVID-19 will permanently change our trust in others (+6 pts v. last month)
- 22% believe that we'll become more isolated than ever as a result of COVID-19 (+6 pts v. last month)

Source: (4/6/20) [TRIPTK](#)

For your mental health



- From cooking to calligraphy, people stuck at home are finding new space for creativity (4/11/20) [Washington Post](#)
- The surreal comforts of the SNL quarantine episode (4/12/20) [The Atlantic](#)