

## DAILY DIGEST

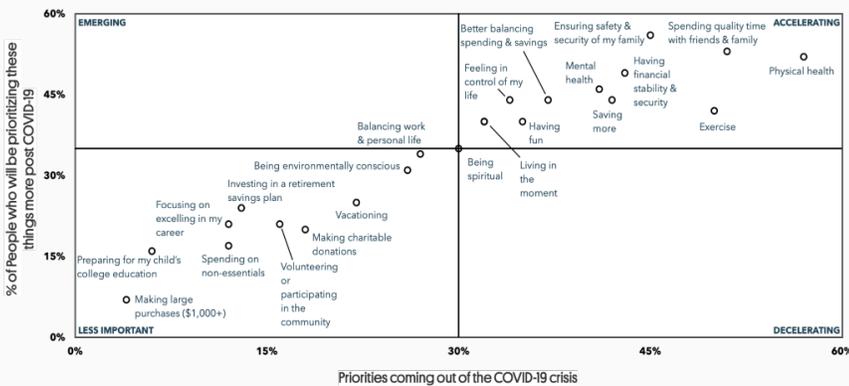
April 20, 2020, 12:30PM

After several days of increasing diagnoses, the rate of new COVID-19 diagnoses is on the decrease again. As the virus begins to expand out from urban and suburban areas to rural areas and the middle of the country, the hope is that peak diagnoses for the nation hit by the end of April. However, the emotional tone of social conversations shifted overwhelmingly to sadness yesterday, as we hit over 40,000 dead due to the virus in the U.S.

In our "new normal," we're seeing consumer priorities shifting. Going forward, people will be prioritizing health, family, safety, and economic stability over traditional milestones and accomplishments like career, retirement, college education, and even large purchases and personal vacation time (see Chart of the Day). Brands that offer content that can both connect on an emotional level and offer utility are well-positioned to address this shift in priorities going forward (see Spotlight On: Branded Content).

## Chart of the Day

### Priorities in a COVID-19 world



Date: 4/14/20 Source: Arnold/Havas Media COVID-19 Tracker

## Consumer Discussions



Date: 4/19, Source: Brandwatch

## Marketing/Media News

- How brands are balancing awareness with opportunism in a time of crisis (4/20/20) [Ad Exchange](#)
- Twitter publishes new research on what consumers want to see from brands during COVID-19 (4/16/20) [Social Media Today](#)
- Don't mention the virus! And other marketing tips (4/19/20) [NYTimes](#)
- Plunge in digital ad prices opens spending opportunity for start-ups in gaming, e-commerce and online education (4/19/20) [CNBC](#)
- Marijuana's big moment: Pot stores are now essential businesses. Will legal weed go mainstream? (4/20/20) [USA Today](#)
- Meet the agency working with Governor Cuomo to help make New York safer (4/17/20) [Campaign Live](#)
- Amid COVID-19, these colleges are building better digital communities (4/20/20) [Forbes](#)
- NBA, WNBA stores selling team-branded face masks for coronavirus relief charities (4/17/20) [Forbes](#)
- Penguin Random House raises funds for restaurant workers with new star-studded digital cookbook (4/20/20) [Food and Wine](#)
- Fitbit and other wearables could help researchers predict coronavirus before symptoms start (4/17/20) [Forbes](#)

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

# 761,991

As of 4/20/20, 12:38pm, Source: [Johns Hopkins](#)

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

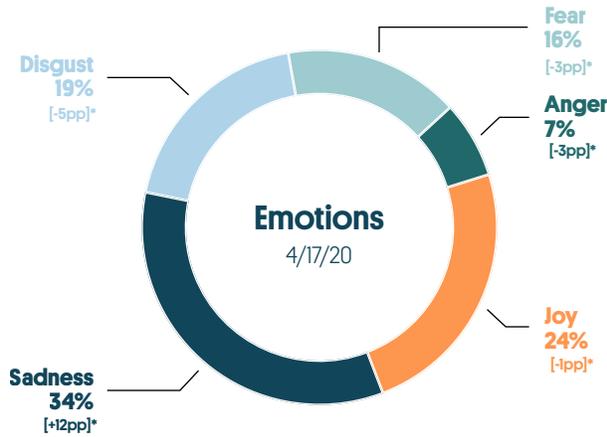
# 24,672

### 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

**ArchitectAMP (Ann Price)** @ArchitectAMP 11h  
 @GibiCtzn @BillGates @melindagates @WHO Will we ever actually HAVE access? People in my community are still being charged \$ and told their COVID-19 test will not be processed without \$125. Health care, by definition, is not a free market product; and yet, this country keeps treating it that way.

**Kellyrei007 (Kelly Miller)** @Kellyrei007 11h  
 RT @Luke\_Adcock\_Hi #WritingCommunity, I'm jobless as a result of COVID-19 and as a result I'm trying to find some work as a proofreader and copyeditor (areas I have skills & experience in!) and would massively appreciate advice/retweets/sharing of this message to anyone in need of this service -

### DISGUST

**JanelWilcox (Jane Wilcox)** @JanelWilcox 11h  
 My self-test for COVID-19: every time I eat a donut it tastes good. I will keep doing this self-test. ...30 lbs. later

**79Wagonator (Dave us)** @79Wagonator 12h  
 RT @Cleavon\_MD @WhiteHouse As an ER doc, I'm confronting your misinformation before it causes more deaths! COVID-19 is NOT the Flu! It KILLS in many ways! ❤️ Heart myocarditis Lungs pneumonia It forms blood CLOTS in Lungs pulmonary embolism Heart heart attack Brain stroke Kidney failure dialysis

### FEAR

**pacheco1165 (Pacheco)** @pacheco1165 10h  
 RT @darhar981 No Police Raids? Syracuse Mosque Continues Holding Daily Prayers Amid COVID-19 Lockdown As Christians Are Threatened and Fined For Attending Drive-In Services This Mosque Continues to be Open, While Churches are Closed. 🙏🙏🙏🙏🙏🙏🙏🙏  
<https://t.co/RCDmmEghil>

**FourCM (Four Corners Media)** @FourCM 19 Apr  
 RT @sarnnewman I understand financial fear. I've been broke for years at a time, and it's awful. It messed me up in a lot of ways. But I would go back to that in a heartbeat if the other choice were living with the guilt of killing or disabling someone with COVID-19.

### JOY

**CoffeeDaddict (Potato King)** @CoffeeDaddict 19 Apr  
 RT @GibiCtzn @LadyGaga reminds us to "smile" and be compassionate toward one another during these difficult times. Watch her incredible performance for **One World: #TogetherAtHome** and do your part to fight COVID-19 by taking the pledge to stay home: <https://t.co/26kVXSb0qy>. <https://t.co/01jWBjpxei>

**JRCS\_98 (John)** @JRCS\_98 19 Apr  
 RT @GibiCtzn \$127.9 million for COVID-19 relief. That is the power and impact of **One World: #TogetherAtHome**. Thank you @ladygaga for helping @GibiCtzn create this historic global broadcasting event. To everyone around the world: Stay strong, stay safe, we will be together in person soon. <https://t.co/QuE5j7rEf>

### SADNESS

**johnwhartle (John Hartle I don't take responsibility at all)** @johnwhartle 10h  
 RT @JoeBiden @DrBiden and I are keeping the loved ones of the more than 40,000 people in the U.S. we've lost due to COVID-19 in our prayers. This is a solemn day for our nation, and there will be more hard days ahead. But if we pull together, we will get through this. I promise.

**sdelagrave (Simon Delagrave)** @sdelagrave 12h  
 RT @EricTopol "30%" of Brooklyn Hospital's (@official\_tbhch) employees have #COVID19 infections; among them 5 deaths. The description of 1 who died, a patient transporter known there as the "mayor," would make most who have worked in a hospital cry (it did me)

## Economic News

- The IMF says its forecast for the COVID-19 recession might now be too optimistic (4/18/20) [We Forum](#)
- The coronavirus in America: The year ahead (4/18/20) [NYTimes](#)
- These charts put the historic U.S. job losses in perspective (4/17/20) [Visual Capitalist](#)
- Can globalization survive the current health pandemic? (4/17/20) [Forbes](#)

## Spotlight on: Branded content

Many brands have been impacted by the coronavirus pandemic. In order to maintain and continue to grow relationships with consumers, brands have increased their content marketing efforts by creating content that is useful and can connect on an emotional level, rather than just being entertaining. Below are examples of brands' content marketing during these unprecedented times:

- DoubleTree, a Hilton hotel chain, is well-known for its chocolate chip cookies. The chain decided to make its long-time secret recipe available to its guests to "bring a moment of comfort and happiness." The recipe has been widely circulated by fans and news outlets.
- Beauty brand NuFace is offering content virtually. It has replaced in-person house calls with virtual house calls which target spa partners and influencers that work with the brand, and consist of tutorials. On social media, NuFace also surveys its consumers on what type of content they want to see. Social engagement has seen recent boosts.
- Unity Technologies, a B2B gaming engine, has made 3 months of premium content from its Unity Learn available to game developers. This content consists of tutorials, full courses, and sample projects. The company also launched Create with Code Live, a virtual class that is completely free, to help game developers during the pandemic.

Source: [eConsultancy](#) (4/14/20)

## For your mental health

- 6 actionable ways to support Asian Americans during COVID-19 (4/16/20) [Adlibbing](#)
- 4/20 in the age of coronavirus (4/20/20) [Vox](#)