

## DAILY DIGEST

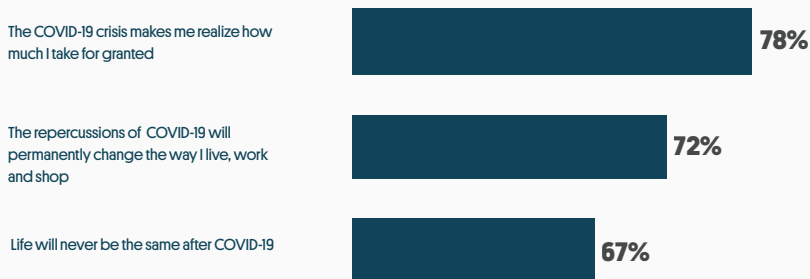
April 27, 2020, 12:40PM

Since last week, several U.S. states have begun to take steps to end lockdowns. Georgia, Oklahoma, and Alaska have loosened lockdown orders, with other states beginning to ease restrictions as well. There is much debate around whether this is the right thing to do and if those states are putting their populations and the rest of the country at greater risk for an increase in infections. However, we're also seeing people take matters into their own hands and decide for themselves whether they want to re-open their businesses and leave their homes or not.

What is becoming clear is that the lockdowns will begin to end across the country within the next month or two. However, the world that we enter back into will look far different from the world that we left at the beginning of March (see Spotlight On: How the pandemic will change American retail). Consumers recognize how much they have taken for granted in the past and how much their lives are about to change (see Chart of the Day). Brands will need to both adapt and play a role in helping people adjust to this new reality.

## Chart of the Day

### Impact of COVID-19 on American Life % Agreement



Date: 4/21/20 Source: Arnold/Havas Media COVID-19 Tracker

## Consumer Discussions

social distancing

front lines  
Black Biotech Company that Created World Health Organization  
social media USNS Comfort AYTU BioScience Florida  
recovered from COVID-19  
New York City  
UV light

Date: 4/26, US only Source: Brandwatch

## Marketing/Media News

- COVID-19 is changing Gen Z consumer habits (4/24/20) [Adweek](#)
- Facebook challenges Zoom with Messenger Rooms, lures e-commerce advertisers with Live IGTV (4/24/20) [Adage](#)
- AB InBev US CMO on how the pandemic can change the ad world for the better (4/24/20) [Adweek](#)
- Why the big change Publix just made is so important (4/25/20) [The List](#)
- Old Spice takes serious turn highlighting impact of COVID-19 on African American communities that have been hardest hit (4/25/20) [Adage](#)
- Coronavirus relief: Twitter users shout out favorite diners for Heinz' \$1M in grants (4/24/20) [Fox News](#)
- Skechers earnings in line with forecasts, sales outpace expectations despite coronavirus impact (4/23/20) [Footwear News](#)
- Some of the many ways customers are using Alexa during the COVID-19 pandemic (4/24/20) [Amazon Blog](#)

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

# 968,203

As of 4/27/20, 11:31am, Source: [Johns Hopkins](#)

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

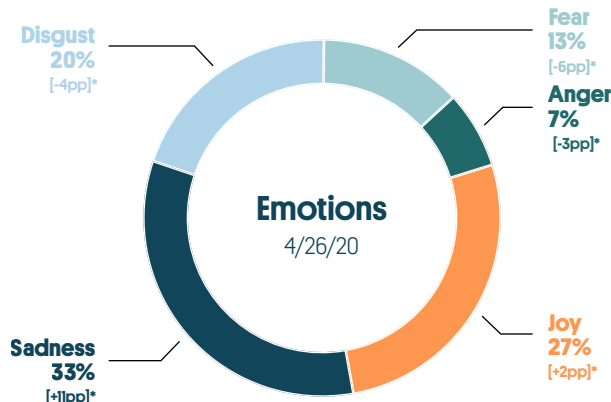
# 27,406

### 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

**Twitter Post 1:** @pimpnameniacy (Necy) | I really hate how this Covid-19 stuff delayed my chances of starting nursing school this year

**Twitter Post 2:** @babymirandaa (Miranda) | I've said this many times and I'll say it again... PLEASE stay home unless it is for essential needs or your an essential worker. COVID-19 is real guys, and your friends can wait!

DISGUST

**Twitter Post 1:** @DonnaFranklin (Donna Franklin) | There is no scientific proof, however, that people who have recovered from COVID-19 are actually protected from a second infection. 2,194 deaths in SWEDEN compared to 422 Denmark 190 in Finland, but ok for u?

**Twitter Post 2:** @Cla10552 (End DJT inhumanity) | RT @NancyTexas Oldest friend in TX, nurse at a county hospital said her floor being hit hard from COVID-19 cases from county jail. Brown/black inmates, many who were in jail because they're too poor to post bail for minor infractions. I wonder how many guards are sick elsewhere? It's a shitshow

FEAR

**Twitter Post 1:** @KananKira (-Black&HumanToo-) | RT @DanielNewman SINCE PEOPLE are getting CORONA MULTIPLE TIMES & Not becoming Immune: WHAT IF WE Only had 1 Chance to Stop it & save America? What if it Required MASS TESTING from the beginning to contain it & STOP it from Spreading & we're Still Not Doing any?

**Twitter Post 2:** @williesband (Blind Willies) | RT @Govntee Science and safety are driving our COVID-19 response. We have not yet suppressed the virus to manageable levels. We do not have the testing needed to contain the virus. Until we do, it is dangerous and irresponsible to reopen our state broadly.

JOY

**Twitter Post 1:** @VetEricMan (Vet Eric Man) | RT @ChiefsNGB Today, more than 44,300 Guardsmen & women are part of the whole-of-America COVID-19 response. Know that your communities & your nation are grateful for the great work you are doing -- & for the support of your families & employers that makes what you do possible.

**Twitter Post 2:** @sharon\_fichman (Sharon Fichman) | Today was our first day working with Life Crates - An emergency food aid program supporting low income seniors in Toronto during Covid-19 and what an incredible experience it was! Thank you so much Life Crates for the amazing opportunity to help those in need!

SADNESS

**Twitter Post 1:** @chefman45887 (Michael Sandy) | Prayers going out to all the wrestling schools affected by the Covid-19. ALOT of great schools are struggling to stay afloat. Help them out if you can.

**Twitter Post 2:** @Sol\_Patriot (SOL Patriot) | RT @martingeddes COVID-19 deaths are concentrated among the elderly and sick. Poverty and isolation will result in suicide, overdoses, domestic violence, and stress-related diseases across a span of all ages. Where is the model that justifies lockdown policy as "saving lives"? Why is it credible?

## Economic News

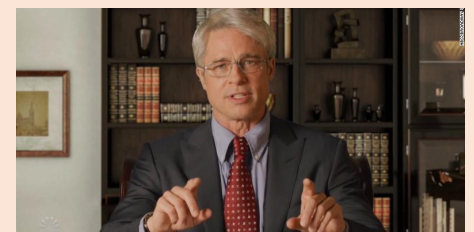
- As states push to reopen, business leaders say not so fast (4/26/20) [NYTimes](#)
- COVID-19 jobless rate comparable to Great Depression (4/26/20) [ABC News](#)
- How to plan your company's future during the COVID-19 crisis. (4/25/20) [We Forum](#)
- The lab that discovered global warming has good news and bad news (4/24/20) [NYTimes](#)

## Spotlight on: How the pandemic will change American retail

Coming out of the pandemic, the retail landscape-- and thus the cityscapes we inhabit--will most likely consist of large companies becoming even larger, mom-and-pop shops diminishing, chains proliferating, e-commerce gaining ever-more business, and the restaurant industry transforming tremendously. Here are five changes we should expect to see:

- The pandemic will accelerate the decline of the department store, the big business takeover of the economy, and the struggles of small businesses.
- The growth of online shopping and big business will make cities feel more desolate. The additional halt on immigration will hurt immigrant communities in cities.
- COVID-19 could bring the golden age of restaurants to a close. The pandemic has disproportionately harmed mom-and-pop shops compared to bigger chains.
- Social distancing will accelerate the all-delivery economy.
- The pandemic will accelerate the exodus we have seen in recent years of residents moving from cities to smaller metros and southern suburbs.

Source: [The Atlantic](#) (4/27/20)



## For your mental health

- SNL' returns with Brad Pitt as Dr. Anthony Fauci (4/26/20) [CNN](#)
- The Met Opera's at-home gala: Informal yet profoundly moving (4/26/20) [NYTimes](#)