

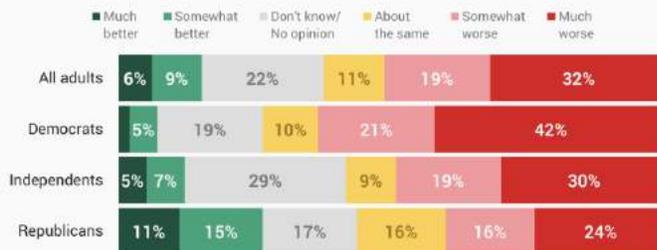
New COVID-19 cases have continued to increase since Sunday and several localities including New York, Detroit, and New Orleans are expected to hit the peak of mortality within the next week. Social conversations continue to show elevated levels of sadness as people brace for the trying weeks to come.

According to a recent survey by Morning Consult, over half of the U.S. population thinks the COVID-19 recession will be worse than the 2008 Financial Crisis. As we think about what this means for marketers, it will require brands to use data to quickly respond to emerging consumer trends, identify new levers of growth, focus on customer service, and invest in memorable creative that is more effective at breaking through with more limited budgets (see Spotlight On: Advertising in a recession).

Chart of the Day

About Half of the Public Thinks the COVID-19 Recession Will Be Worse Than 2008 Financial Crisis

Share of the following groups who said the current economic recession would be worse, about the same or better than the 2008 financial crisis:



MORNING CONSULT

Poll conducted March 27-29, 2020, among 2,200 adults, with a margin of error of +/-2%.

Date: 4/4/20, Source: Morning Consult

Consumer Discussions



Date: 4/5/20, Source: Brandwatch

Marketing/Media News

- Messaging tips to help brand marketers avoid the pitfalls of COVID-19 (4/5/20) [The Next Web](#)
- The latest moves brands are making to deal with the COVID-19 crisis (4/3/20) [Adage](#)
- How brands can address the impact of COVID-19 on e-commerce (4/6/20) [Forbes](#)
- 5 consumer trends that will endure after COVID-19, and what they mean for marketers (4/6/20) [Adage](#)
- Direct banking models winning in the COVID-19 environment (4/6/20) [The Financial Brand](#)
- U.S. Hispanics turn to movies and TV to cope with COVID-19 (4/6/20) [Campaign Live](#)
- Short-form streamer Quibi debuts, revamps marketing for household consumers (4/6/20) [Adweek](#)
- 43% considering a new subscription during COVID-19 outbreak (4/6/20) [WARC](#)
- Google halts phasing out of third-party tracking cookies for Google Chrome in the midst of COVID-19 crisis (4/5/20) [Forbes](#)

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

337,971

As of 4/6/20, 9:22am, Source: [Johns Hopkins](#)

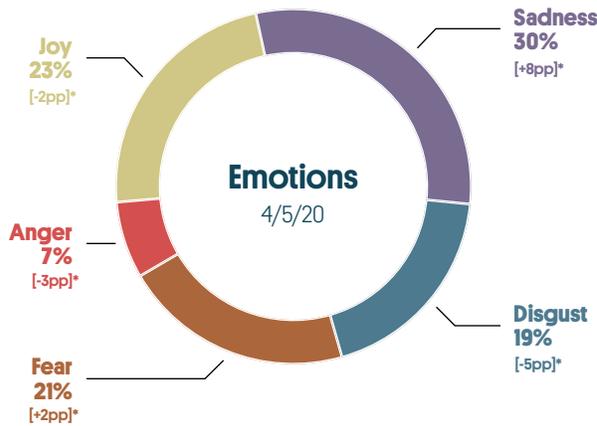
NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

25,722

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

TheAmityPDChief (Chief Brody) @TheAmityPDChief
@amazon Hey @Amazon how about creating a verification process so 1st responders can purchase needed items. Going through employer involves red tape and takes too long. Please create a purchase option for 1st responders for needed Covid 19 prevention items. #firstresponders

texasstammers (TexasTammers) @texasstammers
I need to know if this is COVID-19 or not. It's one thing for humans to be at risk, but if this hits our animal kingdom I am going to flip my shit.

DISGUST

APxBrown (A.P. Brown) @APxBrown
RT @HillaryClinton Nurses at Mount Sinai West have resorted to wearing trash bags as protective gear. A nurse manager just died there of COVID-19. This should not be happening in America. #WhereasMyPPE https://t.co/1czt525m https://t.co/FYKkLVrj

sberfield (Scott #WeGotThisSeattle Berfield) @sberfield
@jonathanrswan Why would anyone expect that a malaria drug (malaria, is a parasite disease, not a virus) to work on Covid-19? Especially with zero studies in place?

FEAR

davewiner (Dave) @davewiner
RT @ElisabethKangMD This is my very first tweet. My heart is heavy that this is my first tweet. Yesterday we had 3 residents (docs in training) die from Covid 19. Of course there is a lag... media are you listening? #GetMePPE #COVID19Frontline #WeAreOne #IamDrMingLin

Irvan_A (Irvan) @Irvan_A
RT @pntbasedcutie CALIFORNIA Our peak is predicted to hit on April 16th. That means that social distancing is MOST IMPORTANT this week & next week. Those who contract COVID-19 in these 2 weeks will likely show symptoms during the peak, when hospitals will be the most impacted, so please STAY HOME

JOY

JimCarr (Jim Carr) @JimCarr
Father and daughter build DIY intubation hood to fight COVID-19 spread https://t.co/0aP5ahwX https://t.co/whmgwBGL

BANBANesq (Bryan Nickels) @BANBANesq
RT @TommyAnikholi We will CRUSH THE CURVE IDAHO! Just got off the phone with a company who completely rebooted over the weekend to produce thousands of testing kits for COVID-19. Grateful to live in a country where ingenuity and innovation are alive and well! Lead, follow, or get out of the way!

SADNESS

Fairyjng808 (Jessa Killua) @Fairyjng808
RT @CBSNews In tears, a nurse says she quit her job after she was asked to work in a coronavirus ICU without a face mask: 'America is not prepared, and nurses are not being protected' https://t.co/yw0SL0PYP https://t.co/55BnIO5rt

dan_bartell (Dan Bartell) @dan_bartell
RT @Kevn_KeeleR's My sister in law has MS, some how she got covid 19, she's in hospital in Calgary and her body is rejecting treatment, They've told my brother to expect the worst. Please say a prayer for her she is an amazing woman

Economic News

- 7 charts that show COVID-19's impact on the job market (4/5/20) [We Forum](#)
- Google searches point to emerging COVID-19 outbreaks (4/5/20) [NYTimes](#)
- U.S. is nowhere close to reopening the economy, experts say (4/6/20) [NYTimes](#)
- Young adults, burdened with debt, are now facing an economic crisis (4/6/20) [NYTimes](#)

Spotlight on: Advertising in a Recession

According to a recent article by WARC, in a recession, businesses should look towards the long term and focus on building their brand. Here are a few key insights marketers should keep in mind during these uncertain times:

- Marketers should prepare for a future economic downturn by developing strategies in advance such as using social listening and company data to understand consumer trends and anticipating worst-case scenarios in order to create plans to deal with them.
- Brands that focus on customer service and satisfaction tend to win during and emerging from a downturn.
- Brands must learn how to create demand in a global economy showing slow growth by identifying emerging profit pools, looking to influential consumers, learning from disruptors, and creating new markets.
- Stronger, more memorable creative can make up for reduced ad spend by increasing ad awareness levels.
- Advertisers that decrease their investment during a recession see their share of market decrease by 0.2 points on average, compared to a 0.5 point increase among those who maintain or increase spend.

Source: [WARC](#)

For your mental health

- The long lost hobbies people around the world are revisiting during the pandemic (4/5/20) [CNN](#)
- More than ever, we need nature - it makes us and our children happier (4/4/20) [CNN](#)