

COVID-19

A single source for consumer sentiment and news related to the impact of COVID-19

DAILY DIGEST

March 23, 2020, 12:39PM

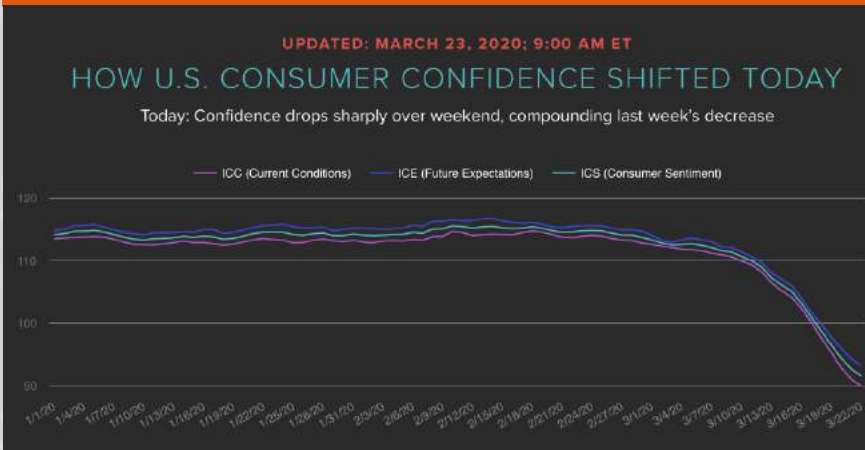
Over the weekend, consumer confidence continued to drop sharply, with the economy forecast to take a monumental hit and Congress yet to reach an agreement on a COVID-19 stimulus bill. Consumer emotions are still running high with anger regarding testing, a focus on mental health, and concern for those on the front lines taking center stage.

In this time, brands need to be thinking differently. Those that don't put their employees first will fail. And those that use their assets in new ways to the benefit of the populace will engender long-term goodwill (see Spotlight On: Anheuser-Busch and Tito's Vodka). This is a time when brands should take stock of their purpose, brand positioning, and messaging in the marketplace as people turn inward, and focus on the family, safety, and security – a trend that will likely define the foreseeable future.

Marketing/Media News

- In a 4A's survey, consumers show a positive attitude toward brand communications (3/20/20) [4A's](#)
- Brands may need to reconsider their positioning in the wake of the COVID-19 pandemic (3/23/20) [WARC](#)
- In NY, a primarily immigrant delivery workforce lacks help and protections from employers (3/20/20) [NYTimes](#)
- Gamestop has finally closed after heavy criticism for keeping its stores open and putting its employees at risk (3/22/20) [COG](#)
- Some consumer groups think car insurance companies should lower premiums during coronavirus (3/22/20) [NJ](#)
- F1 goes virtual-drivers compete via online e-sports platform (3/23/20) [CNN](#)
- An increasing number of banks and credit unions are stepping up to help small businesses (3/23/20) [Financial Brand](#)
- Real estate agents adapt to coronavirus with virtual tours as buyer interest decreases (3/23/20) [Dallas News](#)

Consumer Confidence



Date: 3/23/20, Source: [Morning Consult](#)

Consumer Discussions



Note: US only. Date: 3/22/20, Source: Brandwatch

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

35,530

As of 3/23/20, 11:44am
Source: [Johns Hopkins](#)

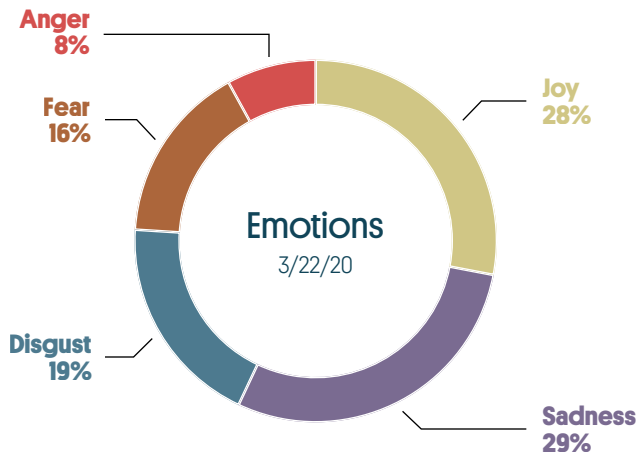
NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

+8,526

Trajectory of New Diagnoses: **INCREASING**

Source: Analysis based on [Johns Hopkins](#) data

Emotional Response to COVID-19



ANGER

GCnTn (Gary) @GCnTn 10h
RT @ananavaro I hope Rand Paul and everyone affected by COVID-19 recover. That said, how the hell did a guy who symptoms or contact with an infected person, manage to get tested & get prompt results, when people coughing out a lung, showing up at Emergency Rooms, can't manage to get tested? 🤔

maggie-dylan - tumblr.com (Tumblr) 10h
"Rich celebrities should be responding to the COVID-19 pandemic like this as they shouldn't be saying anything at all. There are celebrities far richer than them sobbing and acting like they're in the same boat as the rest of us with an abundance of money and supplies while doing nothing to actually help. This isn't the first time Rob and Karlin."

DISGUST

mdnabillahsan (Nabil) @mdnabillahsan 10h
RT @petele If Public Health called tomorrow & told you that you had tested positive for COVID-19 & asked you to list all the places you had been and all the people you had been in contact with for the last 7 days. Would you be proud of yourself? Or embarrassed by your actions?

mslexilouyou (Alexis Louise Young) @molexilouyou 10h
RT @DrDr3 After COVID-19 is over, I better NEVER hear anyone trash "low end" workers again. Those people at the grocery store, the Dollar General workers, those fast food workers, the Walmart employees, those people you didn't even think deserved to have a wage to survive on?

FEAR

maggie_fiz (Maggie Fiz #ORPUW) @maggie_fiz 10h
RT @saccibella? @ingrahamAngie We currently have 33K people in US that have covid-19. Don't know how many hospitalized. In 2009 it is reported that about 300K were hospitalized for H1N1. Now worry about masks shortages or closing down life as we know it. There are lots of unanswered questions here

queenkral (Victoria Kral) @queenkral 10h
RT @ellottodunstan by suicide, COVID-19 Hey, so, um, there's a big elephant in the room right now COVID isn't the only epidemic happening right now - and it's come at a bad, bad time. Not that there's ever a good time. There's a mental health epidemic happening, and we're gonna start seeing.

JOY

Enuvie_PEARL (Mama Elohor Pikiin) @Enuvie_PEARL 11h
RT @BoetPrince She basically said covid-19 won't stop me from looking my best

jpreceel3 (John P. Creel III) @jpreceel3 11h
RT @ChiefNGB Tonight more than 7,000 Guard members are supporting the whole-of-America response to COVID-19, and our nation is grateful to every one of you. (1/3)

SADNESS

erlembudd (Eric Budd) @erlembudd 10h
RT @pnyokedsfor Today we lost 2 colleagues. A young adult cardiology fellow & a medical oncologist due to COVID-19. We pause to pray for them. And yet this war is just starting, with no end in sight! We ask for your prayers! We ask our politicians to help and aggressively act for support!

mi-puff - tumblr.com (Tumblr) 10h
"Do you think things will settle down after the pandemic? I really don't feel like it will. systin: systin: systin: Not for some time. We're in a time of change and upheaval, and it won't end with COVID-19. It's one part of many things that we have to persevere through, as we've been doing for some time already now. But it's a time of change."

Note: US only. Date: 3/22/20, Source: Brandwatch

Economic News

- Politico surveyed 30 experts to get their perspectives on how Coronavirus will permanently change the world (3/19/20) [Politico](#)
- Bain's Macro Trends Group is monitoring the impact of COVID-19 on global business (3/20/20) [Bain](#)
- Amazon and Walmart are hiring hundreds of thousands of workers-- here are the sectors adding jobs amid coronavirus (3/21/20) [Marketwatch](#)
- U.S. economy could contract up to 50% in the second quarter (3/22/20) [Investor's Business Daily](#)
- The Federal Reserve will buy bonds as needed to calm markets, and will buy corporate debt in a series of emergency lending programs (3/23/20) [NYTimes](#)

Spotlight on:



Anheuser-Busch is using its supply and logistics network to begin producing and distributing bottles of hand sanitizer. Other distilleries are following suit (including Tito's Vodka).

Source: (3/22/20) [NYPost ABC11.com](#)

For your mental health

- Marie Kondo's new book, "Joy at Work," gives ways to tidy workspaces (3/20/20) [NYTimes](#)
- More than 1,000 videos have been posted to Mainer's Quarantine Karaoke Facebook page, with over 63,000 members worldwide since Friday (3/20/20) [Sun Journal](#)
- Here are tips on making a successful virtual happy hour (3/20/20) [NYTimes](#)

