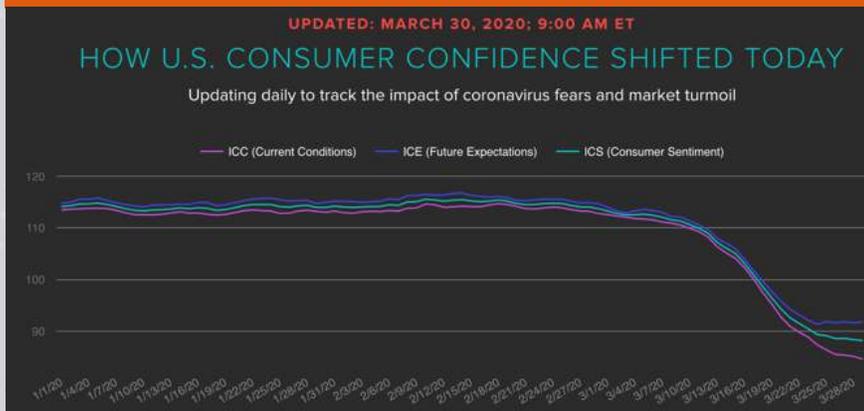


Consumer confidence is beginning to stabilize, only declining 0.2% from the day prior, likely the result of President Trump signing the stimulus bill on Friday. However, with the first of the month on Wednesday, many households impacted by COVID-19 will likely be left wondering how they'll pay bills and make their rent and mortgage payments.

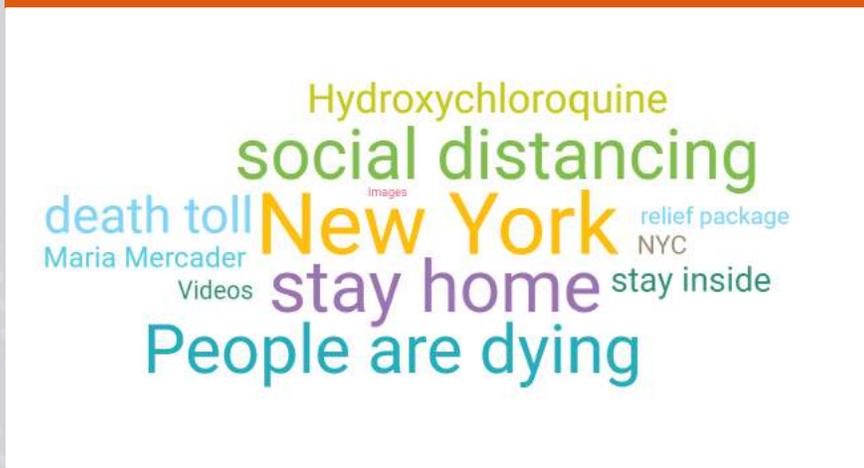
Social conversations saw a huge increase in sadness (+18pp) as the gravity of the situation continues to grow. Over the weekend the US death toll surpassed 2,500, including a few high-profile deaths, and President Trump extended his social distancing guidelines through the end of April. As we continue to adapt to this new reality, positive news, no matter how small, can help to lift spirits. Brands that display empathy and compassion for employees or community will continue to garner attention from consumers (see below, Spotlight On: PUMA executives forego their salaries to pay workers).

Consumer Confidence



Date: 3/30/20, Source: [Morning Consult](#)

Consumer Discussions



Note: US only. Date: 3/30/20, Source: Brandwatch

Marketing/Media News

- How COVID-19 will shape the future for brands and retailers (3/29/20) [Forbes](#)
- 'We're all in this together'? The 3 types of pandemic advertising we're seeing (3/30/20) [Fast Company](#)
- Google has promised \$800 million in aid to small and medium-size businesses, including \$340 million in free ad space (3/27/20) [Adage](#)
- Facebook aims \$100 million at news outlets hit by the coronavirus (3/30/20) [NYTimes](#)
- Tik Tok star Charli D'Amelio, in partnership with P&G, has created the #distancedance [Insider](#)
- Inside GM's four-week sprint to build emergency ventilators (3/30/20) [Bloomberg News](#)
- Airbnb to pause all marketing amid COVID-19 (3/30/20) [Campaign Live](#)
- Church's Chicken introduces a franchisee relief plan (3/30/20) [QSR Magazine](#)

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

143,532

As of 3/30/20, 10:21am, Source: [Johns Hopkins](#)

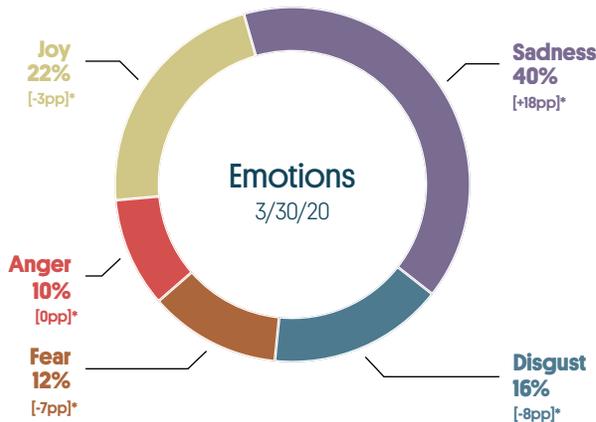
NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

+18,219

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

Itsellybytheway (Elvira Dariely) @itsellybytheway 10h
RT @mallynsbaaa It pisses me off that my own dad whose a doctor and has to deal with the patients that have COVID-19, cant even come home and be normal with his family, because he is scared to contaminate us, and there is still people out there acting like this isnt serious. STAY IN YOUR HOUSE!
Retweets: 0 Replies: 0 Impressions: 161 Reply Retweet Like Engage

SwaggyJP15 (unemployed and missing my friends) @SwaggyJP15 10h
RT @saracommr As a college student I have been = laid off my part time job = denied unemployment = left out of the COVID-19 relief package = left out of my parents relief package = rejected from multiple jobs bc online class schedule = gotten 0 refund from my tuition and housing

DISGUST

bannecke (Donna Bannecke) @bannecke 10h
RT @FauWuster @ccsaiab But they keep telling us H1N1 killed 12,000 people and that was an atrocity the media ignored. And the flu kills 36,000 people and we never freaked out. Now they're saying if Covid-19 kills 100,000 people, we all good? <https://t.co/Zz3fzk9Aq>
Retweets: 0 Replies: 0 Impressions: 191 Reply Retweet Like Engage

DianaOrrock (Diana Orrock) @DianaOrrock 10h
RT @Rectitude20 If a child is sick, they shouldn't be given vaccines, right? Since they say one may have COVID-19 but be asymptomatic, how could you possibly give any child a vaccine when they may in fact have COVID-19?

FEAR

linda_wed1 (Linda#DemForce#0) @linda_wed1 10h
RT @maiamimi 1. A nurse took care of a COVID-19 patient w/o appropriate protective gear because there wasn't enough. She did it anyway, knowing it put her life at risk. That nurse has tested positive for this terrifying, unpredictable virus. Imagine being her. Imagine if she were your mom.

terri_renaud (Terri Renaud) @terri_renaud 10h
One of my husbands co-workers tested positive for covid 19. Just when I was starting to let the anxiety rest for a few... <https://t.co/n7GDJfTcg>
Retweets: 0 Replies: 1 Impressions: 64 Reply Retweet Like Engage

JOY

AJ Grasso (Old Grey Cowboy) @AJ_Grasso 10h
RT @RockyWinstan307 Good news! Dr. Vladimir Zelenko, a board-certified family practitioner in NY, has now treated 699 Covid-19 patients with 100% success using Hydroxychloroquine Sulfate, Zinc and Z-Pak. All symptoms of shortness of breath resolved within 4-6 hrs. #coronavirus <https://t.co/n3obw3xVIG>

JorgelySandoval (JOR...GE..JY) @JorgelySandoval 10h
So my cousin couldn't have her sweet 16 b/c of Covid-19 but she still gave us a surprise dance, quarantined style!!! <https://t.co/E7A1k5ZUN1>

SADNESS

r_ketterling (rk) @r_ketterling 10h
RT @MittRomney With profound sadness, I have learned that my friend Bob Garff has passed away from COVID-19. It breaks my heart.
Retweets: 0 Replies: 0 Impressions: 44 Reply Retweet Like Engage

Janednorris (Jane D. Sathe) @Janednorris 10h
RT @NBC12 Alan Merrill, who wrote the song "I Love Rock and Roll" that became a signature hit for fellow rocker Joan Jett, has died from COVID-19 complications at the age of 69. RIP. <https://t.co/M3pMjRxcja>

Economic News

- Harvard Business Review offers its take on possible economic scenarios coming out of the COVID-19 crisis (3/27/20) [HBR](#)
- As April bills loom, the economy hangs on how many are left unpaid (3/28/20) [NYTimes](#)
- Top economists warn that ending social distancing early will only hurt the economy more (3/29/20) [Vox](#)
- Job offers are being rescinded for newly minted MBAs from the class of 2020 (3/29/20) [Forbes](#)

Spotlight on: PUMA executives forego their salaries to pay workers



Among other retailers like Macy's and Dick's Sporting Goods, PUMA announced that its 3 top executives have agreed to waive their April salaries. There will also be a 25% reduction for senior managers. All other employees at the company's Germany-based HQ will be paid their full salaries. (3/27/20) [Footwear News](#)

For your mental health

- DJ D-Nice's virtual Club Quarantine attracts over 150,000 viewers including Michelle Obama, Joe Biden, Oprah Winfrey, Mark Zuckerberg and more (3/28/20) [Yahoo](#)
- Comedians are making new podcasts while in quarantine (3/28/20) [Forbes](#)
- "Pajama Entertainment": Celebrities are showing us their unvarnished selves and homes as they try to stay in front of audiences during a time of social isolation (3/28/20) [Washington Post](#)