

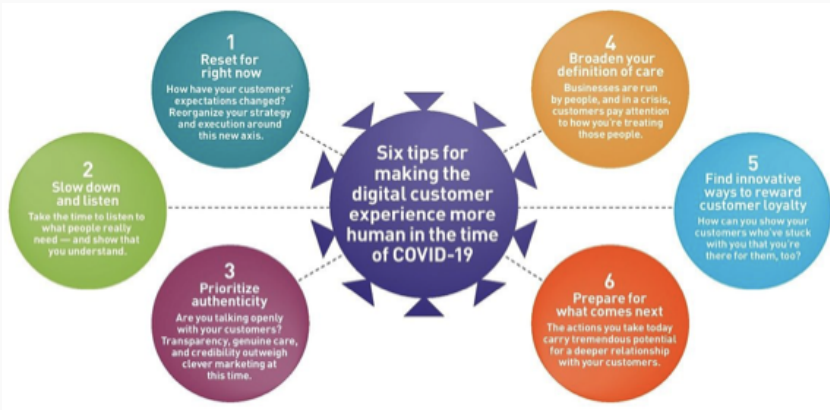
Since late last week, several cases of COVID-19 have been reported from the White House. While states continue to consider plans for reopening their economies, the fact that even the White House is not secure has given some pause as they consider workplace safety. It is clear that we have a long road ahead of us.

In this world where "digital-only" has become a way of life, it's important for brands to consider how they deliver a meaningful customer experience now and in the coming months. In particular, brands need to bring more humanity to the digital customer experience (see Chart of the Day). And as we enter a recession, a superior and respectful customer experience can help sustain business. Brands like Ellevest are doing this by providing more personalized content and responding to shifting consumer values (see Spotlight On: Ellevest customer experience).

Marketing/Media News

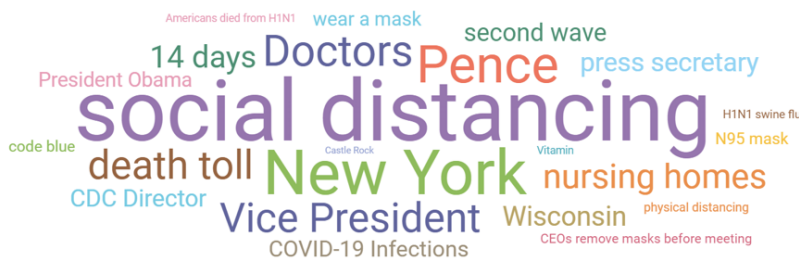
- Like it or not, Google and Facebook are becoming the leading patrons of the news industry (5/11/20) [Digiday](#)
- Carnival bookings soar despite coronavirus, travel company says (5/10/20) [Fox Business](#)
- Elon Musk says Tesla will 'immediately' leave California after coronavirus shutdowns forced the company to close its main car factory (5/11/20) [Business Insider](#)
- Shanghai Disneyland reopens with precautions nearly four months after shuttering due to coronavirus (5/11/20) [USA Today](#)
- How coronavirus could burst the social media influencer industry (5/10/20) [The Hill](#)
- 18 brands getting in on virtual graduations and proms (with a slew of celebs) (5/8/20) [Adage](#)
- NFL schedule release doesn't ease advertiser concerns (5/8/20) [Adage](#)
- Wine company sets up hotline for fed-up moms to vent their frustrations about 2020 (5/9/20) [Fox 29](#)
- Disruptive food brands get a taste of their own medicine (5/11/20) [WSJ](#)
- How beauty brands are shifting text message strategies during coronavirus (5/11/20) [Glossy](#)
- Progressive uses old footage for new campaign with a voiceover from CEO Tricia Griffith (5/8/20) [Adage](#)

Chart of the Day



Date: April 2020 Source: PwC / Strategy & Business

Consumer Discussions



Data: BrandWatch, 5/10, US only.

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

1,332,609

As of 5/11/20, 11:32am, Source: [Johns Hopkins](#)

NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

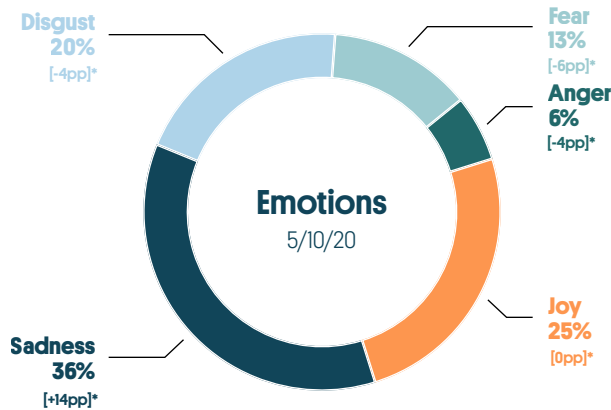
12,247

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

WendyD23675337 (Wendy Dixon) @WendyD23675337 12h
RT @Rectitude20 If COVID-19 is the cause of this new pediatric multi inflammatory syndrome, Kawasaki like disease, why would it just be showing up in children now, months after the first reported cases? That just doesn't make sense to me.

TheNashvillian (The Nashvillian) @TheNashvillian 13h
@EmilyNEvans Sure, standing six, ten, FIFTY feet away from other people works well...as long as you do THAT right. Don't ride the bus. Don't use elevators. Don't walk anywhere crowded, especially around people who don't give a rat's ass about social distancing or who think COVID-19 is a hoax.

DISGUST

Cameron14054836 (Camp II-J) @Cameron14054836 11h
@BryanValeriano2 @meredithmusing @sarahs_berg @CAGovernor Delaying mask adoption can also be detrimental. Even in areas or states where the COVID-19 spread is low, such as in the Dakotas, early aggressive action that includes a large percentage of the public wearing face masks may pay dividends.

Kahil (Kahil) @Kahil 15h
@JLCarlton @washingtonpost The regular flu doesn't send thousands rushing to the ER at one time. By next weekend or so, COVID-19 will have killed in double the number of people 4 months that the flu does in a year. <https://t.co/6JBOewmNPU>

FEAR

NYDailyNews (New York Daily News) @NYDailyNews 11h
Two veteran Queens EMS instructors told us about their "worse than 9/11" COVID-19 tours, next fears. "9/11 was just one day. This was ... chaos for so many days ... 80 hours a week. Non-stop." In April, EMS crews answered a record 7,000 calls a day. <https://t.co/AeV0BOPkX>

deright100 (David Wright - Don't be vague!) @deright100 15h
@candies2639 @CarolHens2 In Great Depression, 15-million+ jobless Americans, ~25% of workforce. With COVID-19, 33-million have claimed unemployment, double the Great Depression unemployed. Difference today? Unemployment Insurance thanks to Social Security Act of 1932. Making America Great Once Before!

JOY

GMA (Good Morning America) @GMA 10h
As states begin to ease stay-at-home orders and some restaurants open their doors again, amid the COVID-19 pandemic, one generous customer in Texas left a \$1,300 welcome back tip as a thank you. <https://t.co/wZL3vvr59>

brianwinstead95 (Brian Winstead) @brianwinstead95 11h
RT @SaraCarterDC Happy Mother's Day everyone! Flashback picture of me and my girls... not everyone was happy with the picture but it was a great day...Hope you all have a wonderful day and praying for an end to COVID-19... <https://t.co/SpOpTwApwF>

SADNESS

muddyinpb (Shelby LaFontaine) @muddyinpb 10h
RT @kylegriffin1 A nurse without an N95 mask raced in to treat a 'code blue' patient. She died 14 days later. The decision that Celia Marcos made, the one that would ultimately steal years from her life, had been hard-wired after decades working as a nurse. <https://t.co/HSBhWY1OT>

dphjd (Deana L Evans PhD JD) @dphjd 10h
RT @KayKosmos US is the only industrialized nation with no universal healthcare, insufficient work benefits, a stagnant wage, & poor unemployment benefits. We desperately need humane policies. Real change will only happen when we Change The System. #HumanRightsForAll

Economic News

- This is the future of the pandemic (5/10/20) [NYTimes](#)
- Unemployment numbers 'will get worse before they get better,' Mnuchin says (5/10/20) [NPR](#)
- President Trump's economic scorecard: The coronavirus has wrecked the economy (5/8/20) [Forbes](#)
- The airline business is terrible; it will probably get even worse (5/10/20) [NYTimes](#)
- As Europe reopens schools, relief combines with risk (5/10/20) [NYTimes](#)

Spotlight on: Ellevest customer experience

Ellevest, a female-oriented financial advisory and investment firm, has continued to go above and beyond to create a positive customer experience for its clients during the pandemic. Much like other financial services companies, the brand has been using messages of security, stability and assurance, to ease consumers' financial fears and uncertainties. Ellevest has successfully continued to make the digital experience feel human. Here are a few things it is doing:

- **Email marketing:** The company sends multiple newsletters to customers each week that include helpful financial advice along with news highlighting customers achieving their goals. Recently, emails have included messages regarding managing finances and anxiety during the coronavirus crisis.
- **Content:** The company offers investing, money, life, and career advice through its online magazine, Elle Raisers Community, in addition to its social media feed. The content has offered empathy and confidence to customers during this unpredictable time.
- **Q&A:** The company, via email, has solicited customer "money questions" that are anonymized and then answered through the Elle Raisers Community.
- **Virtual office hours:** The company has also been offering 1-on-1 financial advice and workshops with leaders like CEO Sally Krawcheck via Instagram Live, LinkedIn Live, and Zoom during the pandemic.

Source: Gartner Iconoculture

For your mental health

- 11 cognitive biases that influence political outcomes (5/7/20) [Visual Capitalist](#)