

## DAILY DIGEST

April 1, 2020, 12:35PM

With the White House announcing yesterday that COVID-19 could claim more than 200,000 lives in the US and that Americans should prepare for the “hard days that lie ahead”, we see heightened levels of sadness in social chatter. Conversations are centered around the US pandemic hot-spot, New York, which earlier this week welcomed US Naval Hospital Ship Comfort to provide additional medical capacity. We also see conversation around increasing mortality rates, reflecting the sobering fact that the US death toll yesterday climbed above 4,000 and has now surpassed that of 9/11.

Despite bleak headlines dominating the news cycle and global conversation, we’re seeing a slight increase in conversations around Joy, and a focus on topics related to providing relief and thanking first responders. American’s may be encouraged by the news of businesses that are making meaningful contributions to medical workers on the frontline (see below, Spotlight On: Consumer Expectations of Brands during COVID-19 crisis).

### Consumer Confidence

**-12.6**

MONTH OVER MONTH

120.0

MARCH '20

132.6

FEBRUARY '20

Note: For today we are reporting this as a monthly wrap-up. We have a lapse in our access to the daily Morning Consults consumer confidence numbers, but will be updating this ASAP. Date: 4/1/20, Source: [conference-board.org](http://conference-board.org)

### Consumer Discussions



Note: US only. Date: 4/1/20, Source: Brandwatch

### Marketing/Media News

- Don't expect many brands to embrace April Fools' Day in 2020 (4/1/20) [Adweek](#)
- Will the coronavirus pandemic wipe out all of summer blockbuster season? (3/31/20) [Variety](#)
- 'Brand citizenship' in this pandemic crisis—what works, what doesn't (3/31/20) [Forbes](#)
- Hard seltzer brand plans 'biggest digital cheers in history' to bartenders (3/31/20) [Mobile Marketer](#)
- Lululemon protects brand equity in COVID-19 response (4/1/20) [WARC](#)
- Fans asked and ESPN listened – it moved up Michael Jordan's documentary release date (3/31/20) [SI](#)
- Toy makers provide at-home play resources for parents and kids (3/31/20) [Adage](#)
- KFC sends 1 million pieces of chicken to U.S. restaurants for goodwill efforts (3/31/20) [Adage](#)
- Twitch, the largest livestream platform, is being flooded with streams (3/30/20) [Quartz](#)

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

**190,089**

As of 4/1/20, 11:45am, Source: [Johns Hopkins](#)

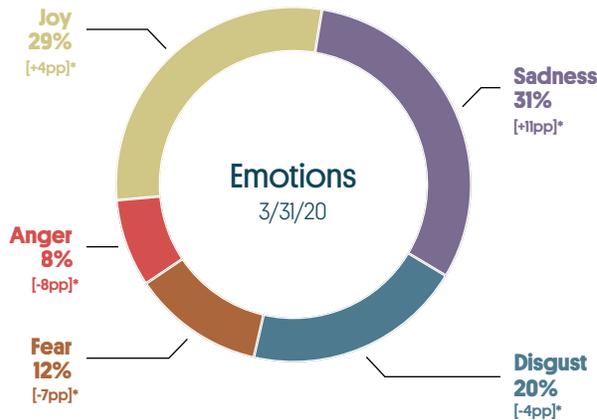
### NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

**+25,370**

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

**tashamarri (natasha)** @tashamarri 13h  
RT @burrellby: the whole COVID-19 testing system is FUCKED. I was told 'you work with high risk patients and it's likely you could just be asymptomatic but still be positive but we can't test you' ANYONE working in healthcare right now should be allowed testing.  
Retweets: 0 Replies: 0 Impressions: 237 | Reply Retweet Like Engage

**\_KhleoP (KMP)** @\_KhleoP 11h  
My new reality after work: Undress and leave all my scrubs at the door. Exchange that for a towel robe and running upstairs to the shower. This COVID-19 ain't no joke but the fact that people are still going out is beyond me. Smh.  
Retweets: 0 Replies: 0 Impressions: 48 | Reply Retweet Like Engage

### DISGUST

nativeshroom - tumblr.com (Tumblr) 12h  
"People who want to prioritize the economy over people's lives are basically admitting to me they would be ok with being hitmen, because they've decided a pile of money is worth to them more than a person dying."

**DZaised0 (David Czajka)** @DZaised0 13h  
RT @100FrogLegs: I'm at my limit with the idiots who continue to compare the flu to COVID-19. It's irresponsible & it's WRONG! How many scientists have to say this is nothing like the flu for it to register in their empty damn heads? The pompous arrogances of those who believe their own f!ll!  
Retweets: 0 Replies: 0 Impressions: 2771 | Reply Retweet Like Engage

### FEAR

**robinnewsernam (robin smith)** @robinnewsernam 10h  
RT @Manny\_Funes: Wow...this is the new reality we are now facing with #Covid19 pandemic Dr. Fauci was "Asked if Americans should be prepared for 100,000 people in the U.S. to die from COVID-19, and Dr. Fauci said point-blank, "The answer is yes." Very Scary isn't it? <https://t.co/Vs0TPU50SL>  
Retweets: 0 Replies: 0 Impressions: 2257 | Reply Retweet Like Engage

**meoryan (Missy STAY HOME Ryan)** @meoryan 10h  
RT @MaiseBrownJxn: we're going to hit 1,000 cases tomorrow. covid-19 is about to ravage through this state, with the most vulnerable being hit the worst, we don't have the money, the infrastructure, the accessible healthcare. i'm terrified, honestly.

### JOY

**BarFlySeattle (BarFly)** @BarFlySeattle 10h  
RT @SeattleFire: With COVID-19 on our minds, Seattle firefighters have created a tiktok video for a #flatterthecurvechallenge. Check it out and show us your dance moves! Shout out to Marika Theofelis for choreographing this video. #COVID19 #SocialDistancing <https://t.co/Z1EuvK9U3U>  
Retweets: 0 Replies: 0 Impressions: 140 | Reply Retweet Like Engage

**kaymishel\_ (K)** @kaymishel\_ 10h  
RT @dgl04me: If you believe the world will overcome covid-19 retweet.

### SADNESS

megan-swiftie - tumblr.com (Tumblr) 10h  
"...saved is running out and we could not pay the rent for our house, so a friend of hers offered to lend us her own. It is too sad to live with things that are not yours, all because of the terrible pandemic (covid-19) that does not allow us to go out and work and be able to pay our bills. If you see this and you are interested in helping me please..."

**lexy\_coleman04 (lexy :))** @lexy\_coleman04 10h  
RT @bide\_leon\_04: My mom tested positive for COVID-19 yesterday. Tonight we had to rush her to the emergency room because she couldn't breathe anymore. We weren't even allowed into the hospital to say goodbye. Please stay the fuck at home. Stop thinking it's ok to have small gatherings.

## Economic News

- Why the global recession could last a long time (4/1/20) [NYTimes](#)
- U.S. small businesses wait impatiently for government aid that could be slow to come (4/1/20) [Reuters](#)
- The \$1 billion bet: Pharma giant and U.S. government team up in all-out coronavirus vaccine push (3/31/20) [Science Mag](#)
- Mark Cuban: 'Capitalism will lift us up from where we are' (4/1/20) [Yahoo Finance](#)

## Spotlight on: Consumer expectations of brands during the COVID-19 crisis

- 50% of Americans believe brands are sending meaningful messages, but not taking meaningful action
- 47% would want to see brands make more donations to help COVID-19 (+7 points from last week)
- 45% would welcome a knowing/grounded tone of voice that shows that a brand is an experienced realist
- Americans see local businesses outshining national companies in their responses to COVID-19

## For your mental health



- Tiger King': Where are Joe Exotic, Caroline Baskin and everyone else now (3/31/20) [ET](#)
- Is it time for Americans to embrace the bidet? (4/1/20) [NYTimes](#)
- Pet adoptions are up, even with shelters closed to public (3/27/20) [USA Today](#)