

DAILY DIGEST

April 15, 2020, 1:00PM

After several days of declining cases, the trajectory of daily diagnoses began to increase again today. Morgan Stanley has published a widely circulated timeline of what recovery might look like, with peak cases outside of the coasts happening in late April/early May (see Chart of the Day). That same analysis forecasts that people will return to work in waves starting in June, with a likely resurgence of COVID-19 happening in late fall.

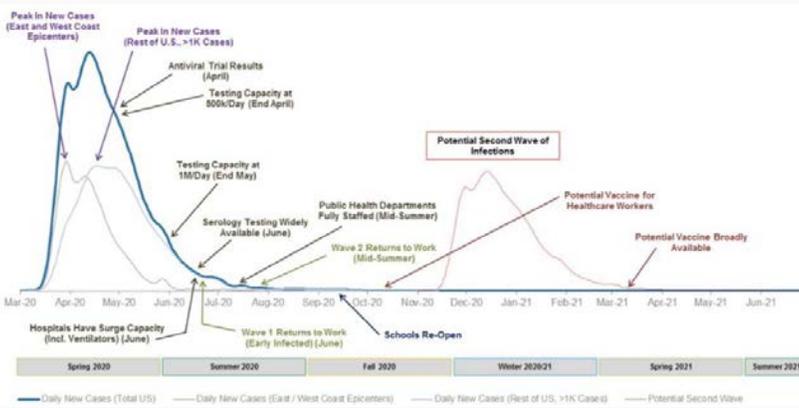
People's emotions continue to run high, with a marked increase in sadness since the crisis began. Yesterday's consumer discussions centered around an African American doctor, testing the homeless for COVID-19, being falsely arrested. As the crisis exacerbates the worst in us, people are grasping for moments of levity and joy. Small brand acts can go a long way at driving positive conversation and sentiment, and giving people the brighter memorable moments they'll take away from this crisis (see Spotlight On: Coors Light).

Marketing/Media News

- Brands get creative with production during COVID-19 (4/15/20) [Ad Exchanger](#)
- Brandom acts of kindness: Could a crisis open up a brand repositioning door? (4/14/20) [Forbes](#)
- NBC's streaming service, Peacock, starts rollout (4/14/20) [NYTimes](#)
- Studios look to offload movies to Netflix, Amazon (4/14/20) [The Information](#)
- Fidelity hiring 2,000 to meet 'unprecedented 'engagement' client demand (4/14/20) [Financial Advisor IQ](#)
- Tripadvisor, Airbnb and many others switch to virtual tours and activities (4/13/20) [Phocus Wire](#)
- Kids clothing brand Carter's debuts homemade, family-centric ad (4/14/20) [Adage](#)
- Pebbles, the cereal brand, will pay \$1,500 for for videos meant to inspire kids for its new video series (4/14/20) [Red Tri](#)
- Panera Bread delivery drivers record themselves for new delivery campaign (4/14/20) [Adage](#)
- "The opportunity of a lifetime": Startup grocery brands leverage Amazon to challenge incumbents during coronavirus crisis (4/15/20) [Forbes](#)

Chart of the Day

Actual/estimated new case could (United States, non-cumulative)



Date: 4/20/20, Source: Morgan Stanley

Consumer Discussions

Black doctor in Miami
social distancing
New York City
World Health Organization
testing the homeless for COVID-19

Date: 4/14/20, Source: Brandwatch

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

609,995

As of 4/15/20, 10:54am, Source: [Johns Hopkins](#)

NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

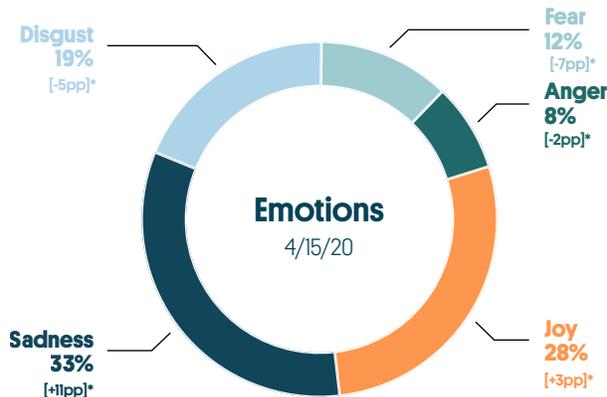
26,775

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

AmiraRasool (Amira Rasool) @AmiraRasool 11h
 RT @ajplus A Black doctor in Miami who has been testing the homeless for COVID-19 was detained outside his home while he was unloading his van. Police say they thought he was illegally offloading trash. <https://t.co/iJXT6MDVNI>
 Retweets: 0 Replies: 0 Impressions: 130 Reply Retweet Like Engage

ulohc (UrbanLeague of Hudson County) @ulohc 11h
 RT @QasimRashid This is rage inducing A Black doctor in Miami who has been testing the homeless for COVID-19 was arrested & put in cuffs outside His Own Home 😡 Cops say they thought he was "illegally offloading trash" Apparently "saving lives while Black" is a crime 😡

DISGUST

chinny22 (Jessica Belle) @chinny22 12h
 RT @AndrewHolnessJM We do not want to make decisions about who lives or dies, who gets a bed or who does not, who gets a ventilator or who does not. But if our citizens do not act responsibly in the face of Covid-19, this is the burden they would place upon the government.
 Retweets: 0 Replies: 0 Impressions: 385 Reply Retweet Like Engage

The_Citizen (The_Citizen) @The_Citizen 12h
 Farms are considered essential businesses in New York. And like other essential employers operating during the COVID-19 pandemic, they aren't immune from the virus.

FEAR

castroffany_ (tiff.a.) @castroffany_ 13h
 RT @CurlyHairYayoo Wasn't going to post anything about it but I guess to bring awareness to those still working like I was, tested POSITIVE for Covid-19 today, was tested 6 days ago. Everyone still working be careful out there I considered myself careful but I guess it wasn't enough. Wish me luck!

CoolDotCom (Xel.) @CoolDotCom 14 Apr
 RT @greenhousesny "It feels like a war zone." With 41 grocery workers dying from COVID-19 & 1000's testing positive, grocery workers increasingly fear going to work. "Grocery workers are risking their safety, often for poverty wages, so the rest of us can shelter in place."
<https://t.co/X0IEgvRvL5>

JOY

JCBrooke4 (Jim Brooke) @JCBrooke4 10h
 RT @LauraKellyKS Thank you to @KansasDems for making it easier for Kansans to vote from the safety of their homes. The mail-in ballots protect our right to participate in our democracy, while also helping to slow the spread of COVID-19 by discouraging public gatherings. You have my appreciation. <https://t.co/IdsrTJq7gVl>

LiamMcKenna1991 (Liam McKenna) @LiamMcKenna1991 10h
 My wife is the most caring person I'll ever know. Today's example: She volunteered to be direct support for COVID-19 patients overnight tonight after a day of providing OT. I love your love, @SamMcKenna_MSOT (Photo pre-glove-donning; I'm sure they tied the outfit together.) <https://t.co/WzaWmZl1h>

SADNESS

_archristiansen (Andrew Christiansen caus) @_archristiansen 11h
 RT @BostonPoliceRA Our hearts are broken at the loss of one of our Boston Police Officers from COVID-19. Please continue to keep this Officer and his Family in your prayers. ❤️🙏🙏🙏 <https://t.co/5DilfeBFQ6>

gbpf127 (Mary) @gbpf127 11h
 RT @GloriaPazmino City released numbers late today showing a massive increase of New Yorkers who have likely died from COVID-19. 3,778 people. Bringing the total number of deaths in NYC to more than 10,000. <https://t.co/4ezqe9kBSC>

Economic News

- Trump says he will halt WHO funding, pending review (4/14/20) [NPR](#)
- NYC death toll jumps by 3,700 after uncounted fatalities are added (4/14/20) [Politico](#)
- J&J eyes 'imminent' coronavirus vaccine production, aims for a billion doses worldwide (4/14/20) [Yahoo Finance](#)
- Where is my stimulus check? How to check the status of your stimulus payment (4/15/20) [Forbes](#)

Spotlight on: Coors Light

Coors has demonstrated how small brand acts during this time can go viral and generate positive sentiment and conversation. 93-year-old Olive Veronesi was down to her last cans of beer as a result of staying home during the pandemic. Unable to pick up more beer herself, Veronesi posted a photo on Facebook of her asking for more beer on a white board message. The message went viral and ultimately reached the makers of Coors Light. The company decided to deliver 150 cans of beer to her doorstep. Veronesi was delighted and updated her dry erase board to read "Got more beer!"

Source: [CBS](#) (4/14/20)

For your mental health



- Answering kids' questions about the coronavirus, in free picture books (4/14/20) [NYTimes](#)
- NASA funds proposal to build a telescope on the far side of the moon (4/15/20) [Space](#)