

ARNOLD + HAVAS MEDIA BOSTON

COVID-19

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

DAILY DIGEST

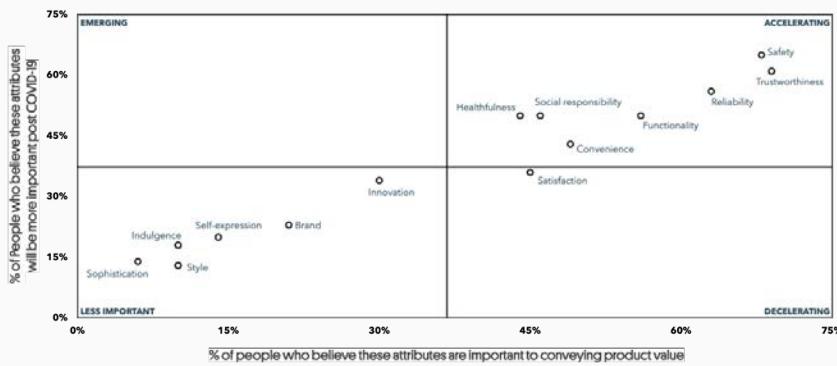
April 22, 2020, 12:45PM

As COVID-19 cases and deaths continue to mount, social conversations continue to take on a sadder tone. Social distancing and New York continue to dominate conversations, but people are also discussing the death toll and the fear of losing loved ones. The term "social media" is also trending as people turn to the stories front line workers have been telling through the channel.

People are continuing to look for hope and reassurance from brands during this time. Blue Cross Blue Shield of MA has positioned itself as an ally to its members, not only waiving co-pays and member costs for COVID-19 testing and treatment, but also igniting a community movement to recognize acts of kindness and courage in the face of the pandemic (see Spotlight On: BCBS of MA). As brands continue to navigate this new world, they will need to rethink how they communicate the value they deliver (see Chart of the Day). A brand will matter to the degree that it can be trusted to reliably offer protection and utility, while also having a more collective social impact.

Chart of the Day

Attributes of product value in a COVID-19 world



Date: 4/21/20 Source: Arnold/Havas Media COVID-19 Tracker

Consumer Discussions



Date: 4/21, Source: Brandwatch

Marketing/Media News

- What a closer look at ad spend trends reveals (4/21/20) [Forbes](#)
- Coronavirus takes over political advertising (4/21/20) [NYTimes](#)
- 3 ways COVID-19 has pushed brands to reevaluate social strategies (4/21/20) [Adweek](#)
- How memes made Fauci the 'Bill Nye of coronavirus' (4/22/20) [The Atlantic](#)
- Wendy's offers free chicken nuggets as part of 'GroupNug' promotion amid coronavirus pandemic (4/22/20) [Fox News](#)
- America's craft beer boom may go flat as coronavirus shutdown slows brewery taps (4/21/20) [USA Today](#)
- Oscar Mayer encourages socially-distant cookouts (4/21/20) [Trend Hunter](#)
- A virtual N.F.L. draft might be a back to the future moment (4/21/20) [NYTimes](#)
- McDonald's showcases changed moments that are 'still the same' in newest spot (4/20/20) [Adage](#)
- Everyone you know just signed up for Netflix (4/21/20) [NYTimes](#)

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

826,184

As of 4/22/20, 10:38am , Source: [Johns Hopkins](#)

NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

38,224

TRAJECTORY OF NEW DIAGNOSES
INCREASING

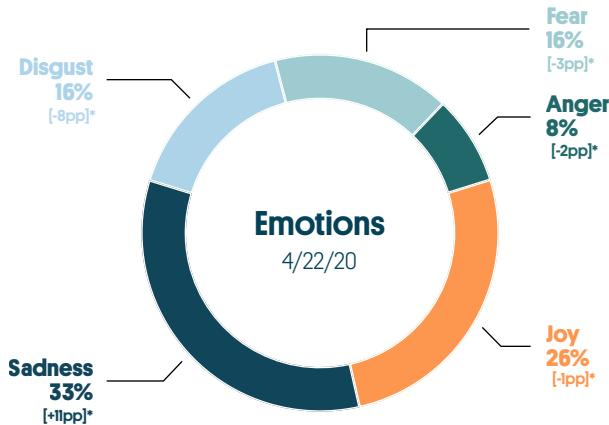
Source: Analysis based on [Johns Hopkins](#) data

COVID-19

DAILY DIGEST

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Emotional Response to COVID-19



*Percentage point changes versus 3/20 when tracking began.

ANGER

 **MeaganElisee (meags) @MeaganElisee** RT @polyexicanish 34 employees who work at Tyson in Emporia have now tested positive for COVID-19. Simmons 13. Hostess 4. These workers should not have to use vacation days in order to stay safe during a fucking pandemic. They deserve PTO. 11h

 **BOSSMANPAWLY9 (PAWLY!!) @BOSSMANPAWLY9** Birthday 40 days away. and shit ain't going how I wanted it due to Covid-19 I on know what I want do na. 15h

DISGUST

 **SteveMBernhardt (Steve Bernhardt) @SteveMBernhardt** @bridget_joy - Wife and I returned from six weeks in Europe on 2/10 and immediately spent two weeks on the couch. Woke up one night with a bad case of the night sweats. Lots of symptoms but no coughing. Have suspected COVID-19 but no proof. Won't be shocked. 11h

 **rocketrepreneur (Jonathan A. Goff) @rocketrepreneur** @ramezNoahpinion This is also why, like @asymmetricinfo, I'm strongly skeptical of any study that suggest COVID-19 is less deadly than the flu. If you're getting that answer, there's a good chance you screwed up your math or methodology or both. 21 Apr

FEAR

 **PelkeyKerrie (Kerrie Pelkey) @PelkeyKerrie** https://t.co/4XkaxS8Zs0 | GUEST OPINION: Battling COVID-19, we're flying blind Retweets: 0 Impressions: 181 ↗ Reply ↗ Retweet ↗ Like ↗ Engage 11h

 **_Lexiehall_ (Lexx ⚡️ C 🌈) @_lexiehall** RT @zole_franzz: I'm a psychic and I know what will happen with Covid-19, don't believe me? Just wait and see. -THIS SHIT WON'T END IN MAY OR JUNE IF YOU DON'T START STAYING YOUR HAPPY ASS INSIDE. -PARTYING CAN WAIT, BIG GROUP HANGOUTS CAN WAIT, GOING OUT RIGHT NOW IS NOT "living your best life" 11h

JOY

 **swankykatie_(DiaCho+) @swankykatie** Does your icon put their money where their mouth is? Their bite stronger than their bark? Y'all icons sang Imagine, while Lady Gaga raised millions of dollars for Covid 19 with her own power and Jeffree Star has been giving directly to those in need. We stan 💙 Retweets: 0 Impressions: 110 ↗ Reply ↗ Retweet ↗ Like ↗ Engage 12h

 **kevens (Kévens) @kevens** @rajkumar8973 We're experiencing the effect of COVID-19. It's an opportunity for us to see the message in this from Mother Nature. Maybe we can learn to live more lightly regardless of our differences. We are intertwined in this space together with all beings. 🌎🌐🌐 https://t.co/Xo0cB4iox0 10h

SADNESS

 **SommarugaMark (Mark J. Sommaruga) @SommarugaMark** RT @DavidAFrench On March 21, we had a total of 374 Covid-19 deaths. Today the total stands at 45,339. That is a stunning death toll in a single month. Weeks ago, I remember telling a friend, "Italy's death toll is like 50K American deaths a month. Can you imagine?" Now, sadly, we can. Retweets: 0 Impressions: 128 ↗ Reply ↗ Retweet ↗ Like ↗ Engage 10h

 **Cnvido (Christine Vidovich) @Cnvido** RT @speechboy71 The US lost 36,000 soldiers over three years during the Korean War. It took all of 17 days to lose that many Americans to COVID-19 10h

Note: US only. Date: 4/21, Source: Brandwatch

Economic News

- America weighs health versus economy, as divide grows on when to reopen (4/22/20) [NPR](#)
- How oil prices went subzero: Explaining the COVID-19 oil crash (4/21/20) [Visual Capitalist](#)
- Lawmakers have reached a deal on stopgap stimulus plan for small businesses, Trump is ready to sign (4/21/20) [Forbes](#)
- The World Economic Forum's perspective on the winners in a post-pandemic economy (4/20/20) [We Forum](#)

Spotlight on: Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of MA has become an ally during the coronavirus pandemic.

It has reallocated more than \$1.75M in community investments and strategic sponsorships to help nonprofits providing frontline aid and to help community health centers.

- It is waiving co-pays for all COVID-19 testing and all telemedicine visits.
- It is waiving member cost-sharing for inpatient admissions for treatment of or complications relating to COVID-19.
- It has provided access to information by removing the paywall for COVID-19 news on the Boston Globe website.
- It has also ignited a community movement through its campaign spot "We Are Mighty, Massachusetts," which galvanizes MA around united strength and recognizes acts of kindness and courage in the face of the COVID-19.

Sources: BCBS (We Are Mighty, MA), BCBS



For your mental health

- Finding the good in COVID-19 (4/20/20) [Med Page Today](#)
- Germany approves trials of COVID-19 vaccine candidate (4/22/20) [NYTimes](#)