

## DAILY DIGEST

April 8, 2020, 12:34PM

COVID-19 cases in the U.S. will top 400,000 today and social conversations continue to focus on social distancing. While cases in New York are likely to reach their peak this week, emerging conversations are focusing on Los Angeles, the newest battleground against the virus.

In the midst of the continuing crisis, people are looking for brands to support their employees, healthcare workers, and local businesses. Tripadvisor is an example of a brand that's taking this to heart, launching an initiative to provide economic support to local communities (see below Spotlight On: Tripadvisor). In this trying time, when anger and sadness are accelerating, people are looking to brands to promote empathy and hope, and to do what's right for the social good.

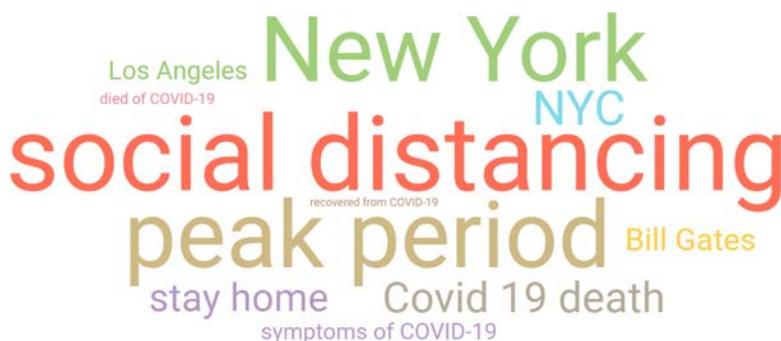
### Chart of the Day

Of the following, what are the top 5 things you would like to see brands do to respond to the COVID-19 crisis?

	Wave 1: 3/31-4/6
Continue to pay employees even if the business is not open	55%
Offer support to healthcare workers	55%
Offer support programs for employees	42%
Implement new policies around cleanliness & sanitation	42%
Support small businesses	41%
Increase delivery options for customers	37%
Make donations to support people economically	35%
Offer discounts and promotions to customers	33%
Offer free products	25%
Offer mental/emotional support to the public	22%
Offer free entertainment and learning	21%
Offer ideas for things to do at home	15%
Help people stay fit	12%

Date: 4/7/20, Source: Arnold/Havas Media COVID-19 Tracker

### Consumer Discussions



Date: 4/7/20, Source: Brandwatch

### Marketing/Media News

- The virus changed the way we Internet (4/7/20) [NYTimes](#)
- How top marketers are navigating advertising and management during COVID-19 (4/7/20) [Forbes](#)
- How COVID-19 has impacted media consumption, by generation (4/7/20) [Visual Capitalist](#)
- Facebook approved ads with coronavirus misinformation (4/7/20) [Consumer Reports](#)
- Netflix may have new edge on competition (4/8/20) [Market Watch](#)
- Dove shows the 'beautiful' courage of frontline workers (4/6/20) [Strategy](#)
- This McDonald's ad is unskippable, but it highlights washing of hands for 20 seconds (4/6/20) [The Drum](#)
- Lowe's urges DIY thank you signs for health care workers in new spot (4/7/20) [Adage](#)
- Amazon Prime Video and Twitch to stream charity concert on April 18 (4/6/20) [Amazon Blog](#)
- Fleabag theater production on Prime Video will benefit COVID-19 charities (4/7/20) [Amazon Blog](#)

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

# 399,979

As of 4/8/20, 10:38am, Source: [Johns Hopkins](#)

NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

# 30,910

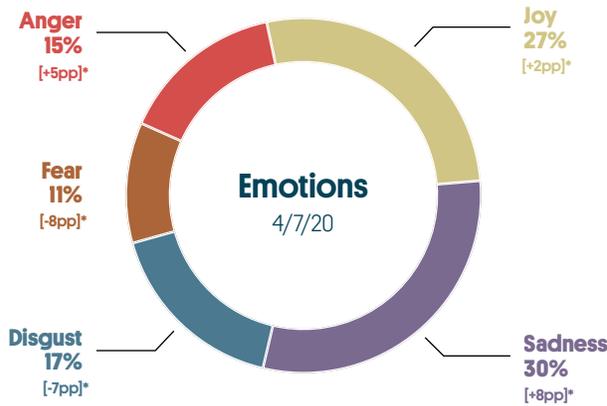
TRAJECTORY OF NEW DIAGNOSES

## DECREASING



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

## Emotional Response to COVID-19



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

ANGER

**mayerrrra (Mayer)** @mayerrrra\_ 10h  
RT @lili\_hopkins Guys, apparently today starts the projected two week peak period of COVID-19. If not taken seriously, this can last throughout the whole summer. If you haven't stayed in ANY other time, please do so now. After a peak period, there will be (possibly) a two week calm period, and -

**srheresh (Samster)** @srheresh\_ 13h  
Students: "Required to stay home due to COVID-19/ maintain the same schedule/ adjust to the transition of online classes" Professors: let's double the work while we're at it

DISGUST

**matchrocket (Richard Chapman)** @matchrocket 12h  
Bathroom tissues are filling the shelves again. Hoarders have finally realized COVID-19 doesn't give you the shits.

**rosejxxe (Em)** @rosejxxe 11h  
RT @boniyuh This makes me incredibly sad. US hospitals are forcing latinas to clean the Covid-19 hospital rooms and allowing white nurses to "choose not to". They tell the latinas if they don't clean them, they'll get fired. They have no choice. <https://t.co/aRJWkbDj>

FEAR

**itsciti - tumblr.com** (Tumblr) 13h  
**How Mesothelioma Patients Can Improve Mental Health During the Coronavirus Pandemic**  
"The COVID-19 coronavirus outbreak has forced us all to adjust our lifestyle. Our usual routine of going to work, attending social gatherings and enjoying time out of the house is put on halt. The replacement is understandable fear and anxiousness about interacting with strangers, friends and even family. These worries add to the mental struggles..."

**KWiles6 (K Wiles)** @KWiles6 13h  
RT @FuryOriental @JackPosobiec How can we trust the numbers? According to Birx, if I die of a heart attack, kidney failure, and I test positive for Coronavirus...I'm a COVID-19 death. So if I'm shot and die, if I test positive for Coronavirus, am I a COVID-19 death? <https://t.co/ktrJSfsE3>

JOY

**daitchy (Karen Daitch)** @daitchy 10h  
RT @shedd\_aquarium We want to give a huge thank you to the incredible people in Chicago and all over the world who are on the frontlines of the fight against COVID-19. From Shedd (and sea otter Yaku) stay safe, stay healthy and thank you for your tireless, courageous and life-saving work! <https://t.co/Qk4NW0Rah>

**prakashmano81 (P-Mano)** @prakashmano81 10h  
RT @nowthisnews This doctor shared a simple technique to help COVID-19 patients breathe more easily <https://t.co/c0fjCgRUlUvO>

SADNESS

**MemphisBlews (Nae Nae)** @MemphisBlews 10h  
RT @oddinsights\_tcs My aunt died today. She was 87. She did not die of COVID-19. I know it's just a spot on your face. But my Aunt Patty was a good and decent woman. My father adored his older sister. She was like my Auntie Mame. She was crazy and fun and a bit of a gypsy. I'm going to miss her.

**Cinlanwidge1 (Cindl)** @Cinlanwidge1 11h  
RT @Army\_Siekind @brithume We are actually drastically undercounting because due to lack of testing availability, we are not testing people who die posthumously - even if they have symptoms indicating they died of Covid-19. <https://t.co/WaMwKIN4o5>

## Economic News

- U.S. housing supply already sees hit from COVID-19 (4/7/20) [Mansion Global](#)
- Paul Krugman asks "Will we flunk pandemic economics?" (4/6/20) [NYTimes](#)
- Why the chances of a "v"-shaped economic recovery are getting less likely by the day (4/6/20) [CNBC](#)
- The coronavirus crisis has changed money forever (4/6/20) [Forbes](#)
- How to put millions of Americans back to work safely (4/7/20) [Washington Post](#)

## Spotlight on: Tripadvisor launches worldwide initiative to help local communities

Tripadvisor launched an initiative to provide economic support to local communities by providing diners and travelers the ability to contribute to the recovery of travel and hospitality businesses affected by the coronavirus.

- Tripadvisor has made it easier to make gift card purchases and find delivery and takeout services to support restaurants in local communities.
- The Tripadvisor Foundation is committing \$1M to help organizations serving the most vulnerable populations.
- The Foundation will also contribute up to \$150,000 in match-for-action donations to help front line and hourly workers when consumers post reviews or share the #LoveYourLocal hashtag on social media.

Source: [PR Newswire](#) (4/7/20)

## For your mental health



- 4 mood-boosting activities to keep your mind happy during COVID-19 lockdown (4/7/20) [Big Think](#)
- Instead of FOMO, COVID-19 demands we embrace JOMO - the joy of missing out (4/7/20) [Washington Post](#)