

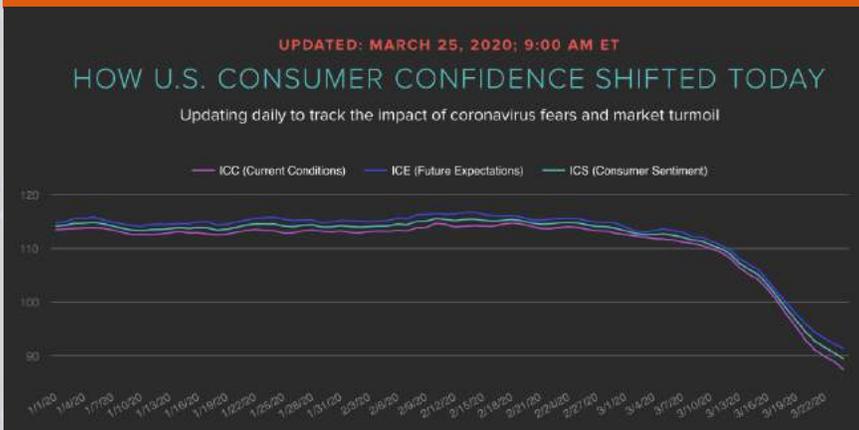
DAILY DIGEST

March 25, 2020, 12:25PM

Consumer confidence continues to fall, dropping 1.3% since yesterday and 24.4% since January 1. However, the White House and Congress have reached an agreement on a \$2T stimulus bill, the largest in history and one that dwarfs the \$800B stimulus passed during the Great Recession. Yesterday's stock market rally is continuing as a result, which may translate to greater hope on the horizon.

Yet, while future uncertainty still prevails, consumers are looking for brands to provide the basics: food and living essentials for those in need, support for employees, and financial support to communities (see below, Spotlight On: Consumer expectations of brands). In this trying time, simple acts of humanity and care will go a long way.

Consumer Confidence



Date: 3/25/20, Source: [Morning Consult](#)

Consumer Discussions



Note: US only. Date: 3/25/20, Source: Brandwatch

Marketing/Media News

- Brands are coming up with a variety of creative ways to respond to the COVID-19 crisis (3/24/20) [Adweek](#)
- Here's a roundup of how various retailers like CVS are addressing COVID-19 (3/24/20) [StoreBrands](#)
- Popeyes shares a campaign video promoting "fried chicken and chill," saying it'll share a Netflix username and password to fans (3/23/20) [Adage](#)
- Ikea Spain used old ad footage to address the pandemic and to urge people to #StayHome (3/24/20) [Muse](#)
- Ford joins forces with 3M and GE Healthcare to make respirators (3/24/20) [Adage](#)
- Amazon's new 'essential items' policy is devastating sellers (3/24/20) [Wired](#)
- Hotels are being opened up to healthcare workers in an initiative called "Hotels for Hope" (3/24/20) [Adage](#)
- The Olympic Games are postponed to 2021, leaving TV networks and advertisers hanging (3/24/20) [Variety](#)
- The coronavirus is decimating local newspapers as local businesses, many of which have closed, are no longer advertising (3/23/20) [NYTimes](#)

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

55,568

As of 3/25/20, 12:04pm
Source: [Johns Hopkins](#)

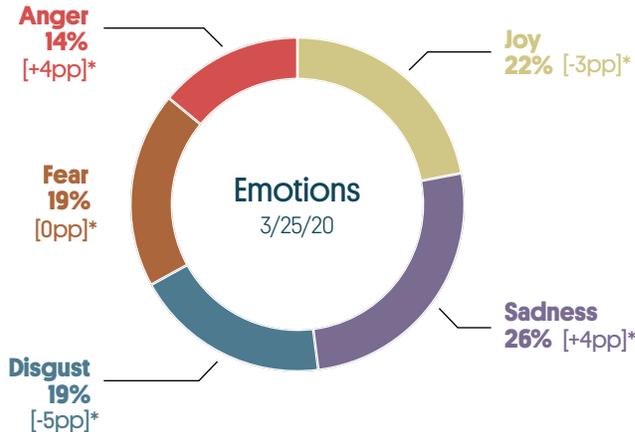
NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

+8,763

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

Anger tweets:

- RT @PCISurgeon I am a cardiologist fighting covid-19 for last 4-5 days. I m pretty sure I contracted this from a false -ve tested pt who died of ARDS. I am not doing great either. I urge you to limit unnecessary exposure 2 any pt/person. Plz lockdown what you can. It's nt worth it #coronavirus
- RT @billieblanco Sen. Pimental was asked after he admitted to testing positive for COVID-19 whether he had been practicing social distancing & staying home. Answer? He went to 2 parties. P A R T I E S. The only thing asked for us is to stay home, and the rich and powerful can't even do it.

DISGUST

Disgust tweets:

- RT @jeffgisea Healthcare workers are struggling to protect themselves amid a shortage of protective gear. Meanwhile, "Kaiser Permanente threatened to fire nurses treating Covid-19 patients for wearing their own masks" ht @mfohxuntar https://t.co/vGL06NhxYH
- RT @notnowrtrbusy58 @DrDenaGrayson @RanaAwdish @grantstern I want to know why my friend, 60, was home with 104 fever, reported to his dr., test negative for flu, pneumonia, finally on day 5 was tested for Covid-19, 3 days later positive, told to stay home, and now is near death on ventilator in hospital? Why so long to test????

FEAR

Fear tweets:

- RT @brosandprose One of my friends has COVID-19 and is in the ICU. He's in his late 20s and not in an at-risk population. I don't know what's going on. This virus will come for all of us. It doesn't seem like a threat until it's "you" friends texting each other panicked. Take it seriously
- RT @mitchellvni I'd rather face the .2% risk COVID-19 will kill me than the 100% risk I'll be evicted if I can't pay the rent.

JOY

Joy tweets:

- RT @ResisterForever Please be mindful before tweeting negativities about hoping the Red states are consumed by Covid-19. Remember that "many" of our Resistance family live in those states or have friends and family that do. As one who is worried senseless about her children, I take it to heart.
- RT @createchange_me Self distancing is the right thing for all of us to do right now, but we know it can be hard, especially on our #MentalHealth. Let's share some stories about kindness today to lift each other's spirits. #Here4You #KindnessMatters

SADNESS

Sadness tweets:

- RT @SkyNews BREAKING: A 21-year-old woman is believed to be the youngest person with no pre-existing health conditions to have died after contracting #coronavirus in the UK. For more on this breaking story, head here: https://t.co/om8CwylZD https://t.co/6K6c8EeE1
- @CityofDenver (City and County of Denver) @CityofDenver @Michael_Rose This is very disappointing to see. Every individual has a responsibility to maintain social distancing. Per the public health order, it is unlawful for any person to fail to comply, and they may be subject to a civil penalty of up to \$500.00 per violation https://t.co/vmljQjNTZE

Economic News

- Economists predict that the economic turmoil from COVID-19 will eclipse the Great Recession and rival the Great Depression (3/23/20) [Vox](#)
- The COVID-19 crisis may burst the fintech bubble (3/23/20) [FinExtra](#)
- App downloads are giving us clues to what's growing and shrinking in the coronavirus economy (3/24/20) [Forbes](#)
- 1 in 3 Americans are feeling economic pain in the wake of COVID-19 (3/24/20) [NJBiz](#)
- How urban areas may need to transform as a result of COVID-19 (3/24/20) [Brookings](#)
- The Senate and White House reach agreement on COVID-19 \$2T stimulus plan, the largest in American history (3/25/20) [Chicago Tribune](#)

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

- 56% expect brands to provide food or living essentials to those who need them
- 54% want brands to show how they are taking care of employees
- 51% expect brands to provide financial support to communities
- 48% expect brands to offer free deliveries
- 46% demand that venues, retail stores and other public places be closed to contain the spread
- 30% expect brands to provide online support
- 25% want brands to create specific products to pass the time during self-isolation

Source: (3/23/20) [TRIPTK COVID-19 Consumer Tracker](#)

For your mental health

- NASA astronaut who spent a year in space has tips to share on isolation (3/21/20) [NYTimes](#)
- Quarantine Culture is a centralized place for independent creators to publicize livestreamed events [QuarantineCulture](#)