

COVID-19

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

DAILY DIGEST

May 6, 2020, 12:30PM

After initially announcing that the coronavirus task force would be disbanded around Memorial Day, the White House has reversed course and stated that it will continue "indefinitely." This is likely the result of backlash over the initial announcement, as people seek leadership that will help us emerge from the crisis and back to some semblance of normalcy when we can be together again.

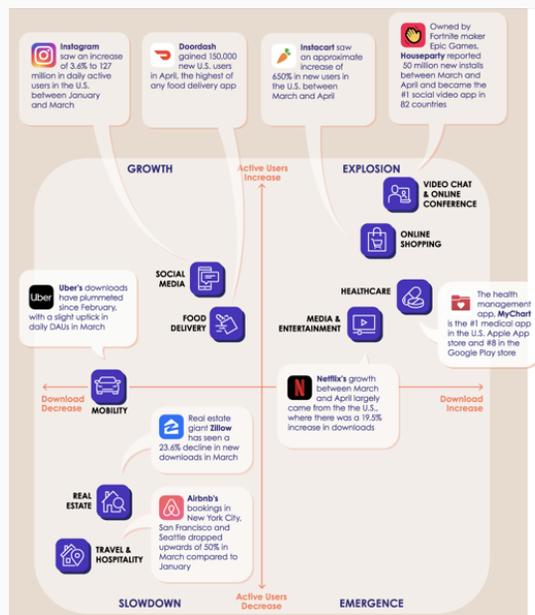
In our most recent tracking study, we found that 70% of people want to do business with brands that promote community and will help bring people together coming out of the COVID-19 crisis. Apps that promote social connections are growing (see Chart of the Day). Dating apps like Tinder and Bumble are just a few of the brands that are seeing success by enabling people to connect more directly during the pandemic (see Spotlight On: Building connections via online platforms). As we continue to engage in social distancing over the next year, brands will need to find ways to create that sense of connection and community that we're missing in real life.

Marketing/Media News

- Growth opportunities for brands during the COVID-19 crisis (5/5/20) [Sloan Review](#)
- Solving the post-COVID-19 marketing puzzle to replace customers lost forever (5/5/20) [Forbes](#)
- What brands have planned for virtual Cinco de Mayo (5/5/20) [Adage](#)
- How brands can reach moms during COVID-19 (5/6/20) [Adage](#)
- Airbnb will lay off 25 percent of its workforce due to COVID-19 (5/5/20) [Engadget](#)
- Marking the unofficial pastime of quarantine, McDonald's made a burger jigsaw puzzle (5/4/20) [Adweek](#)
- Wendy's customers ask 'Where's the beef?' as restaurants remove menu items (5/4/20) [Fox Business](#)
- TikTok is winning over millennials and Instagram stars as its popularity explodes (5/5/20) [CNN](#)

Chart of the Day

COVID-19 impact on app popularity



Date: 5/4/20 Source: Visual Capitalist

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

1,206,886

As of 5/6/20, 11:32am, Source: [Johns Hopkins](#)

NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

25,001

TRAJECTORY OF NEW DIAGNOSES
INCREASING

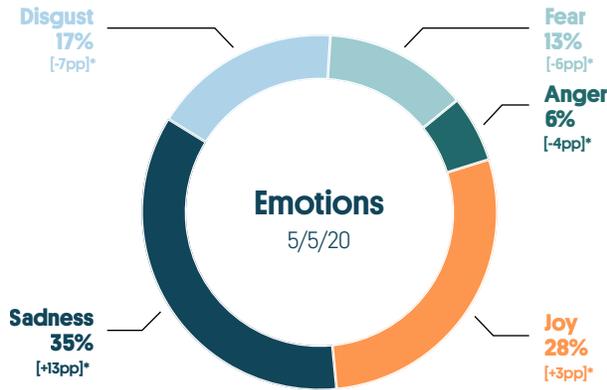
Source: Analysis based on [Johns Hopkins](#) data

Consumer Discussions



Data: BrandWatch, 5/5, US only.

Emotional Response to COVID-19



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

ANGER

Cy_Guy (Cy_Guy_Covfefe19) @Cy_Guy 22m
 @mckaycoppins "we found these businesses instructed employees to not follow quarantine guidelines after exposure to a confirmed case at work and required employees with a confirmed COVID-19 diagnosis to still report to work," Owners of these businesses need to be charged with manslaughter.

JimM840 (Jim Michaels) @JimM840 4h
 @Morning_Joe People need to understand customers of a business are the ones who will decide if it's safe to open. If stores are empty it's cheaper to close them than to stay open. I get owners need to open & why. If a customer gets COVID-19 after visiting, how many customers will come to shop

DISGUST

IrisBlack4 (Iris Black) @IrisBlack4 3m
 RT @EricMMatheny Alcohol kills. Cigarettes kill. Fast food kills. Yet you are free to decide what you put in your body, and you are responsible for the consequences. Government's nanny state response to COVID-19 is illogical in the face of what dangerous acts are permitted. Let people decide.

BreeNewsome (Bree Newsome Bass) @BreeNewsome 4m
 Temperature checks for employees are not a safeguard against COVID-19 when we know many infected people are asymptomatic. That is a bunch of corporatist bs, for companies to pretend they are doing something to protect the workforce so they can maintain production & profit.

FEAR

themadrush (TheMadRush) @themadrush 3m
 @valleywhit @DavidAFrench @gabrielmalor Someone goes home and cares for those high-risk people. Kids in NY are getting COVID-19 with serious complications of inflammation of the blood vessels. We have to be careful. We don't know this virus. Go slow. Widespread testing, so we can locate clusters and isolate people.

AvantHealthcare (Avant Healthcare) @AvantHealthcare 1h
 Densely populated urban areas have been home to the most severe coronavirus outbreaks, with the highest reported cases in New York, and while urban hospitals are in jeopardy of becoming overwhelmed with patients, rural hospitals face different threats. <https://t.co/0nmTGMNEY>

JOY

ThompsonCecelia (Cecelia Thompson) @ThompsonCecelia 4m
 Lowe's delivering \$1M worth of Mother's Day flowers to moms isolated in senior facilities due to COVID-19 <https://t.co/7bV0LBBj86>

writer6 (Taylor M. Street) @writer6 4m
 RT @HarlequinBooks Harlequin novels deliver feelings of comfort, optimism and hope. In the spirit of celebrating positive feelings, we're sharing this list of 10 ways to care for your emotional and mental well-being during COVID-19. Check out the article here: <https://t.co/vZnMp5q5tS>

SADNESS

tehevilcannon (alex cannon) @tehevilcannon 8m
 RT @ssdai The people dying due to COVID-19 are real human beings — folks who touched so many in New York's restaurant community. I implore you to read all of this. It's just a tiny, tiny snapshot of the virus's human impact, and it's still too much. <https://t.co/DfzCFE5ISy>
 Retweets: 0 Replies: 0 Impressions: 781 Reply Retweet Like Engage

bear_risa (Shōnin Risa Bear) @bear_risa 9m
 RT @statnews Opinion: Most shifts in this makeshift ICU start with nurses crying. Most shifts end that way too. I wonder if our patients know their nurses are overwhelmed, and that many of them are scared they'll make a deadly mistake. <https://t.co/Z9cCrwO2Y>

Economic News

- Trump says coronavirus task force will keep working "indefinitely" (5/6/20) [CNBC](#)
- Why the COVID-19 economy is devastating to Millennials (5/5/20) [Vox](#)
- Here's how "science diplomacy" can help us contain COVID-19 (5/5/20) [We Forum](#)
- South Korea's secret (5/6/20) [The Atlantic](#)

Spotlight on: Building connections via online platforms

During the pandemic, in a time of social distancing and isolation, many people have turned to online platforms to make connections. Platforms ranging from social media apps to video conferencing tools to dating apps have enabled people to feel a sense of community remotely. Here are some ways these platforms are keeping people connected:

- Whether it's workouts, dance parties, or happy hours, people are turning to Instagram Live to stay entertained and connected to their favorite celebrities, brands, and organizations. Instagram Live views in the US increased by 70% from March to April.
- Tech giants are ready to topple Zoom as they roll out greater videoconferencing features to meet consumer video chat demand. Facebook has launched Messenger Rooms and Google Meet has begun to roll out in Gmail.
- Bumble, which added video and voice call features last year, has seen an increase in video calls during the pandemic. The company has added a feature where daters can add a "virtual dating" badge to their profile.
- Tinder announced yesterday it plans on launching its own in-app, video chat feature later this year. In late March, the company made Tinder Passport free for all its users, allowing people to match with anyone around the world. Tinder has seen the length of users' conversations increase during the pandemic.

Source: [CNN](#), [Now Toronto](#), [The Verge](#)

For your mental health

- The Obamas to headline YouTube virtual graduation ceremony with BTS, Lady Gaga, and more (5/5/20) [Variety](#)
- For his next trick, this magician will amaze an anxious world (5/5/20) [NYTimes](#)
- Something we can all agree on? Corporate buzzwords are the worst. (5/5/20) [The Atlantic](#)