



## Emotional sentiment



Date: 8/26/20-9/1/20

Note: Change in emotional sentiment is reflective of changes since 6/10, when we shifted how social listening is being pulled to be reflective of all social conversations, rather than COVID-19-specific conversations.

## COVID-Related Resources:

- 'Nobody Likes Snitching': How Rules Against Parties Are Dividing Campuses (9/2/20) [NYT](#)
- Helping children with pandemic grief (8/31/20) [NYTimes](#)
- Does my kid have a cold or is it COVID-19? (8/28/20) [NYTimes](#)
- Lady Gaga's 9 face masks won her best-dressed at the VMAs (8/31/20) [Refinery29](#)
- Why Haven't Clear Face Masks Caught On Yet? (9/1/20) [VICE](#)

## Racial Justice-Related Resources:

- 'Not racist' is not enough: Putting in the work to be anti-racist (8/24/20) [NPR](#)
- These platforms are helping Black Americans overcome the trauma of racism (8/31/20) [Fast Company](#)
- Chadwick Boseman gave us something we had not had before (8/31/20) [The Atlantic](#)
- The problem with police-shooting videos (8/31/20) [The Atlantic](#)
- 18 moving photos from the 2020 March on Washington that will inspire you (8/29/20) [Buzzfeed News](#)
- Thousands gather for March on Washington to demand police reform and racial equality (8/28/20) [NPR](#)
- How a new wave of Black activists changed the conversation (8/25/20) [NYTimes Magazine](#)

### Joy

**Trillasxbreee (Wild Child)** @Trillasxbreee 6h  
 RT @lois0112 COVID has killed 570K people in the world and you're still alive, just use 10 seconds to thank GOD

**hackerman8720 (SaAnonymous)** @hackerman8720 26 Aug  
 Pre-Covid ❤️❤️❤️

### Anger

**amyyyy126 (Amy S)** @amyyyy126 18h  
 If you think masks are a hoax then please explain to me how I (a frontline worker) have made it covid free the entire time with nothing but a mask and sanitizer as my defense. I guarantee you it wasn't god or luck or whatever. It was SCIENCE.

**CKendallB (CKendallB)** @CKendallB 2h  
 I don't get it. Cops all over are on blast with how they react to situations, and still. Still they are just shooting. Aren't they trained? Aren't they supposed to de-escalate? Honestly, if you can't handle the job, quit before you kill someone else. #BLM

### Fear

**gardengirllove (+ marianne +)** @gardengirllove 2h  
 RT @myccookies The first person Kyle Rittenhouse shot didn't have a weapon. The second person he shot and killed came at him with a skateboard. Rittenhouse, who had an AR-15, was in fear of his life from a guy with a skateboard?

**TrumpTXLady (The real TXLady)** @TrumpTXLady 2h  
 RT @drdavidsamadi We are learning that our biggest enemies are diabetes, high blood pressure and obesity. These are the silent killers that cause stroke and heart disease. COVID-19 attacks people with these comorbidities even harder as we saw from the new CDC numbers.

### Sadness

**StunnedVoter (Peggy in PA)** @StunnedVoter 29 Aug  
 RT @chicagotribune Nearly one week after a Kenosha police officer shot **Jacob Blake Jr.** seven times in the back, leaving him paralyzed from the waist down, thousands of people joined **Blake's** family to march through the streets of Kenosha, calling for racial equality <https://t.co/4MdOT1IEk>

**ChicagoBrawl (Chicago Brawl™)** @ChicagoBrawl 26 Aug  
 It's been like 24 hours only but we miss the @NBA. Totally get what they're standing up for. #Justice

### Disgust

**cxjiang19 (cj @)** @cxjiang19 26 Aug  
 RT @jemelehili The NBA season is going to be cancelled because of racism, not COVID. Think about that.

**annoyingvirgool (kendal)** @annoyingvirgool 27 Aug  
 when a bunch of people unfollow you on insta bc you posted about how kyle rittenhouse is a danger to society 🤔 #justteenactivismlingz

## Spotlight On: How Brands Can Follow Through on the Values They're Selling

With the resurgence of the Black Lives Matter movement, many brands responded—some with public statements, others with donations to racial justice organizations, and some with promises to make internal change. While many brands were praised for their responses, others received backlash for their actions, or for their lack of action.

In assessing what works and what fails, Harvard Business Review developed the Brand Advocacy Map, a framework to help companies navigate our current social and cultural environment. It consists of two axes to examine issue fluency (how credibly and authentically the company engages with a topic, on a spectrum of willfully ignorant to issue fluent) and depth of engagement (how deep the company engages with or invests, on a spectrum from scratching the surface to making structural investments). The framework produces the following four scenarios/quadrants:

- **Living their values:** Being issue fluent and making structural investments generates credibility and builds consumer confidence. This is the goal. A company must consistently commit time and resources into making internal and external change on an issue. It must first make its internal operations, values, and mission equitable before taking a public stance. It must then invest in change in a structural way, going beyond simply making donations or producing one ad campaign. This means being transparent about the plan, admitting where the company has fallen short, acknowledging the company's role in perpetuating power structures and actively working to dismantle them, and properly compensating those doing the work.
- **Owning their position:** Demonstrating issue fluency and engagement, but structural investments are still missing. While these companies get credit for their response, they still have work to do and credibility to build.
- **Swing and a Miss:** Making structural investments but coming out with the occasional willfully ignorant campaign or tactic.
- **Brand purgatory:** Being willfully ignorant and scratching the surface without supportive investment. This is a scenario companies want to avoid as it will prevent consumers from deepening their relationship with them, potentially even leading to brand abandonment.

Source: [Harvard Business Review](#) (8/26/20)

## Economic News

- Small-Business Failures Loom as Federal Aid Dries Up (9/1/20) [NYT](#)
- How's the Coronavirus Economy? Great or Awful, Depending on Whom You Ask (9/2/20) [WSJ](#)
- The Fed could be locked into zero rates for five years, or even longer (9/1/20) [CNBC](#)
- Trump Administration Announces New Eviction Moratorium, Effective Immediately (9/1/20) [Forbes](#)

## Marketing/Media News Related to COVID-19

- In hard times, a barrage of ads promises peace of mind (9/2/20) [NYT](#)
- Lord & Taylor goes out of business, ending a nearly 200-year-old legacy (8/28/20) [CBS News](#)
- Back-to-school ad spend falls 70% (8/28/20) [MediaPost](#)
- Real estate marketing builds on increased demand in the COVID era (9/1/20) [AdAge](#)
- How COVID-19 is quickening the pace of marketing change at General Mills (9/2/20) [AdAge](#)
- The pandemic shows us the genius of supermarkets (August, 2020) [The Atlantic](#)
- Coffee, ketchup and Nike Air Max: it's the COVID consumer economy (9/1/20) [Reuters](#)
- Hotels are closing as tourism plummets. This company is turning them into affordable housing (9/2/20) [Fast Company](#)
- The value of the drive thru during COVID-19 (September, 2020) [QSR Magazine](#)
- Viola Davis, others featured in new campaign stressing importance of wearing face masks (8/20/20) [MediaPost](#)

## Marketing/Media News Related to Racial Injustice

- Fashion's racial reckoning (8/31/20) [Washington Post](#)
- 2020 MTV VMAs: Keke Palmer, The Weeknd call attention to Black Lives Matter movement (8/31/20) [Fox News](#)
- Ubisoft game used Black Lives Matter fist as symbol of terrorist organization (8/31/20) [Vice](#)
- Uber tells users to delete its app if they tolerate racism (8/28/20) [Adage](#)
- NBA will resume playoff games following player protests over Jacob Blake shooting (8/27/20) [CNBC](#)
- Athletes across US sports take a stand, as games are called off in solidarity with Bucks' boycott (8/28/20) [CNN](#)
- Naomi Osaka withdraws from Western & Southern Open in protest; event calls off Thursday play (8/27/20) [Tampa Bay Times](#)
- Student-athletes lead the charge for social and racial justice (8/26/20) [Pepperdine University Graphic](#)
- Art supply companies contend with racism as 'flesh tones' come under scrutiny (8/27/20) [Art News](#)
- Twitter praises, questions Vanity Fair September cover featuring Breonna Taylor portrait (8/24/20) [USAToday](#)
- It's time to ready your brand for social justice (8/24/20) [Forbes](#)

For a regularly updated blog tracking brands' responses to racial injustice, visit AdAge [here](#)