

DAILY DIGEST

May 15, 2020, 1:30PM

Nearly 3 million people filed jobless claims last week, bringing the two-month total to over 36 million. Since the start of the crisis, the states with the biggest increases in unemployment claims have been Georgia, Kentucky, New Hampshire, Florida, and Louisiana. Women have been hard hit as well, accounting for 55% of all job losses in April, with especially high levels among Gen Z and Boomer women, as well as women of color.

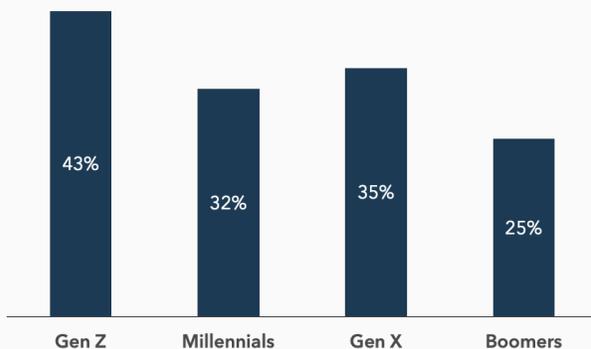
Gen Z, in particular, will be shaped by this crisis. Not only are common rites of passage like prom and graduations being taken away from this group, but those in the workforce are more likely to have seen their income decline since the crisis began compared to other generations (see Chart of the Day). Mental health has become an ever-present focus for this generation since the pandemic began (see Spotlight On). To form more meaningful connections with Gen Z, brands have an opportunity to help mitigate the stress and anxiety that Gen Z is experiencing at this time.

Marketing/Media News

- On the cusp of adulthood and facing an uncertain future: What we know about Gen Z so far (5/14/20) [Pew Social Trends](#)
- As Facebook moderates COVID-19 misinformation with AI, advertisers navigate brand safety during the crisis (5/14/20) [Forbes](#)
- How imagination can create a post-COVID-19 creative revolution (5/14/20) [Fast Company](#)
- What's driving the current wave of brand collaborations? (5/14/20) [The Drum](#)
- Ubisoft now giving out its Assassin's Creed educational tours of Greece and Egypt for free (5/14/20) [The Verge](#)
- Bacardi dips into its archives for a lush and leisurely Instagram campaign (5/14/20) [Adweek](#)
- COVID-19 lifestyle is changing how issuers sell credit cards (5/14/20) [The Financial Brand](#)
- Skullcandy headphones hears the COVID-19 fears of its young users (5/14/20) [Media Post](#)
- Coors Light builds 'Clone Machine' to remedy Zoom fatigue (5/14/20) [UPI](#)
- Bud Light reimagines iconic campaign in 'Stay at Home Humans of Genius' ads (5/14/20) [Adweek](#)
- Almond Board of California targets Twitch gamers (5/14/20) [Media Post](#)
- The real reason Costco's Kirkland brand is so popular right now (5/13/20) [Mashed](#)

Chart of the Day

% of consumers who have seen their income decline since the COVID-19 crisis began



Date: 5/13/20 Source: Bankrate

Consumer Discussions



Data: BrandWatch, 5/14, US only.

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

1,420,299

As of 5/15/20, 11:32am, Source: [Johns Hopkins](#)

NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

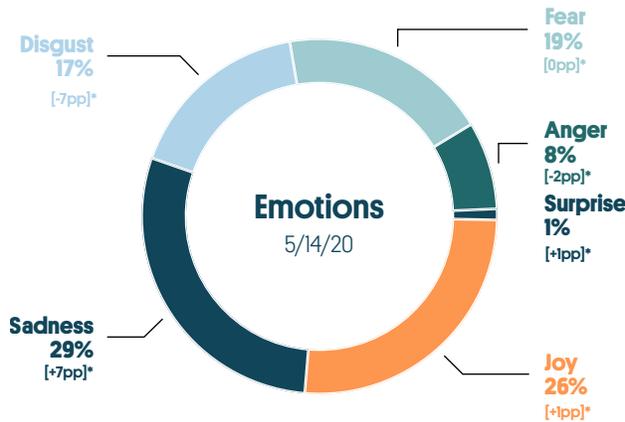
19,799

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

OctoberFerguson (October Ferguson) @OctoberFerguson
 @WinBlue2020 @sajenomore The store was not overwhelmed. It was the "shopping groups" I found irritating - Something that irritated me pretty good before COVID -19

DebbieAugust (Oriama D. Ikaroot) @DebbieAugust
 @StanChartKE Your online banking / video-banking system is a hoax. How to operate in the midst of COVID 19 changes to normal banking schedules. Frustrating

DISGUST

AwakenWholeness (Sharon Lee Kufeldt) @AwakenWholeness
 RT @manwilliamson We don't have a healthcare system, we have a sickness care system. Why are Americans so sick to begin with - with higher rates of chronic disease than in other wealthy countries? We have to treat the cause, not just symptom. It starts with the food we eat. <https://t.co/i41kspEKssP>

gravy_fry (Steve) @gravy_fry
 @nectarsteep Also, Nectar taking advantage of a pandemic and blaming COVID-19 for shipping issues is disgusting. Nectar should not run a mattress special for over two months if demand cannot be met. I'm disappointed in this company and their morals. Poor taste.

FEAR

ewewrites (Eve Glickman) @ewewrites
 RT @CharlotteAlter Good morning, in the next few days America's COVID-19 deaths will likely eclipse the total US combat deaths in the Korean War, Vietnam War, Gulf War, Afghanistan War, and Iraq War. Combined. That's the total number of Americans lost in combat since 1950 vs. 3 months of Covid

LizSpecht (Liz Specht) @LizSpecht
 "It's entirely possible that meatpacking plants will continue to shut down due to Covid-19 outbreaks, & this will lead to yrs of disruptions to the US food supply. Based on the level of panic in the boardrooms of companies, this doesn't just seem possible, it seems likely." 7h

JOY

Chrisracefan1 (Chris V.) @Chrisracefan1
 RT @KevinHarvick Those that are on the COVID-19 frontlines, we can't thank you enough for all that you're doing for us. This weekend, we race for you! #TheRealHeroes #NASCARisBack <https://t.co/t7wh9J7k0h>
 Retweets: 0 Replies: 0 Impressions: 466 Reply Retweet Like Engage

JoePalmer.Jr (#JoeyStrong! 48) @JoePalmer.Jr
 RT @JimmieJohnson It's an honor to have you riding along with us on Sunday @Mikey2082. We're so thankful for you and all your fellow COVID-19 frontline workers. #TheRealHeroes #NASCARisBack <https://t.co/qb3UjM7HY>

SADNESS

Author: Susan Moses - **wkyc.com** (News)
For the Class of 2020, pomp is overshadowed by circumstance
 "CLEVELAND — They are the babies of the 9/11 era. Born during a time of uncertainty. Now, these high school seniors are finding their plans interrupted by a new national crisis. The Class of 2020 has become the Class of COVID-19. "The realization set in that I could never experience this again. So that's been the worst part, not being able to..."

wendyruderman (Wendy Ruderman) @wendyruderman
 Hope this story doesn't get lost in COVID coverage. While we (myself included) fret about whether the beach or town pool will be open this summer, this little boy is waiting for a heart transplant. Here, @SarahGantz reminds us what's really important. <https://t.co/eC9yNsX0>

Economic News

- Job losses mount even with reopenings (5/14/20) [NYTimes](#)
- States with the biggest increases in unemployment due to COVID-19 (5/14/20) [Wallet Hub](#)
- Diversity gains tumble as women account for 55% of the jobs lost in April (5/14/20) [CNBC](#)
- How COVID-19 is fueling the stay-at-home economy (5/14/20) [We Forum](#)

Spotlight on: How brands are talking about mental health with Gen Z during the pandemic

Mental health has become an ever-present focus for Gen Z and Millennials during the pandemic as half of young consumers report they feel anxious about COVID-19 and 39% of 13-39 year olds say their mental health has been permanently changed by the pandemic. These consumers are more open about sharing these struggles compared to previous generations, with some even creating their own events and communities relating to mental wellness. Brands have also jumped in to help as 2 in 5 young consumers appreciate brands providing ideas to improve mental health during this time. This time has also coincided with Mental Health Awareness Month.

- Mental Health-Focused Live Events & Series: Netflix has launched celebrity chats, Wanna Talk About It?, on Instagram Live to talk about how young consumers can take care of themselves during the pandemic. Another brand, Jansport launched #LightenTheLoad, a mental health campaign targeting Gen Z.
- Social Media Awareness Campaigns: Snapchat launched its "Here For You" mental health tool to support anxious and stressed users. Tik Tok, for Mental Health Awareness month, launched a hashtag for users to share stories and fight stigma around mental health. Tumblr is partnering with Ditch the Label for their "Post it Forward" campaign.
- Meditation App Freebies: Meditation apps like Headspace, Calm, Simple Habit, Sanvello, and Balance are offering free access to their content and resources.

Source: [YPulse](#) (5/13/20)

For your mental health

- 18 people who have adapted to lockdown life (5/15/20) [Buzzfeed](#)
- Quarantined and engaged: They said 'Yes!' (5/12/20) [NYTimes](#)