

## DAILY DIGEST

May 18, 2020, 12:45PM

Virtually every state in the country has now lifted shelter-in-place orders with some restrictions on businesses and public places easing. Massachusetts and Connecticut - the only two states that have not eased restrictions - are scheduled to evaluate existing shelter-in-place orders this week. There has been some sign that new coronavirus cases are on the rise in reopened states (specifically Texas, Alabama, and North Dakota), although it is too early to tell whether the uptick is a result of new testing availability or economic reopening.

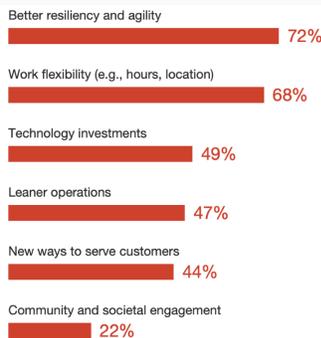
What is clear is that COVID-19 will have a transformational impact on industries and businesses. A national survey of CFOs found that over 70% believe this crisis will lead to better resiliency and agility, with nearly half saying that it will lead to finding new ways to serve customers (see Chart of the Day). On a positive note, the crisis has given big brands permission to rethink their approach to business (see Spotlight On: Coronavirus offers big brands the opportunity to think like a "re-startup"). Going forward, brands will need to flexibly adapt to economic changes, regional mandates, and consumer sentiment - and in many ways, behave like a "start-up" - as they seek to regain their footing as we emerge from the crisis.

## Marketing/Media News

- With TV ad commitments plummeting, the advertising business may never look the same (5/15/20) [CNBC](#)
- Local advertisers' reliance on Google and Facebook grows during coronavirus crisis (5/18/20) [Digiday](#)
- How advertisers are using TikTok during the recession (5/18/20) [Digiday](#)
- How brands have embraced digital transformation during COVID-19 (5/18/20) [Alizila](#)
- Uber's latest takeover offer said to be rejected by GrubHub (5/18/20) [Yahoo Finance](#)
- Playboy brings sexy to social distancing with new campaign and branded face mask (5/15/20) [Adage](#)
- Bike sales gear up as the homebound try socially distant exercise (5/16/20) [NPR](#)
- Lay's raises money for Feeding America by highlighting 'JoyGivers' (5/15/20) [Reel 360](#)
- Introducing Vogue, Amazon Fashion, and CFDA's Digital Storefront (5/14/20) [Vogue](#)
- New Yorkers are thinking about getting cars because of COVID-19 (5/15/20) [VICE](#)
- To reopen, restaurants will need to completely reinvent themselves (5/17/20) [Boston Globe](#)

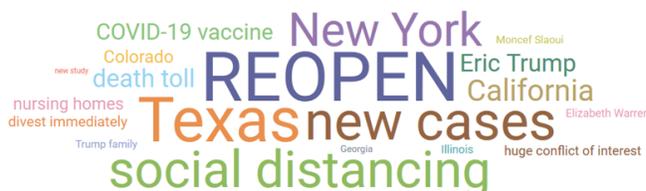
## Chart of the Day

**What about the current situation will make your company better in the long run.**



Source: PwC COVID-19 US CFO Pulse Survey  
5/6/20: Base of 288

## Consumer Discussions



Data: BrandWatch, 5/17, US only.

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

# 1,490,195

As of 5/18/20, 10:32am, Source: [Johns Hopkins](#)

## NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

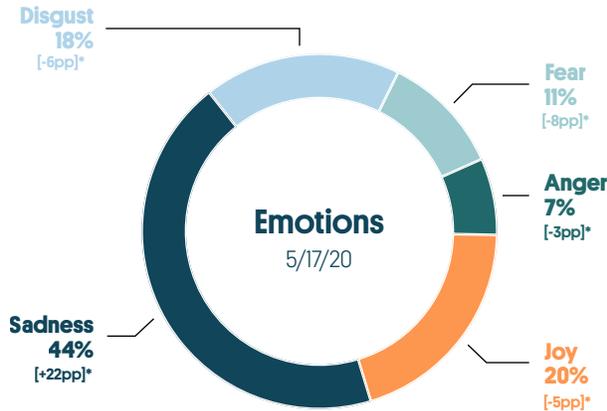
# 25,699

TRAJECTORY OF NEW DIAGNOSES

# INCREASING

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

## Emotional Response to COVID-19



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

ANGER

**pelham123456 (Jake Black)** @pelham123456 10h  
RT @rmayeminger If you're not wearing a mask, you're wearing an invisible sign that says "I'm a selfish fucking asshole." <https://t.co/A03ZbtffZ>

**yasmoneys (yas)** @yasmoneys 15h  
Just because BUSINESSES ARE OPENING does NOT MEAN THAT COVID-19 IS GONE

DISGUST

**xiele\_ (darlene lee ☺)** @xiele\_ 15h  
It's not that difficult to A) stay at home B) be 6ft apart C) wear a mask D) WASH AND SANITIZE YOUR NASTY ASS HANDS! I live with 3 high risk people and this shit stresses me out. You nfts out here act like covid-19 is a joke smh

**V\_Carlson (V Carlson)** @V\_Carlson 15h  
RT @kurleichenwald We owe the 90,000 Americans dead & 1.5 million sick, the decency of using the right names. I will explain why this is important at the bottom of this thread. They died of the disease COVID-19. It can be shorthanded as COVID. You dont call "measles" by the name of the virus ./1

FEAR

**yossy770 (Yosef H)** @yossy770 11h  
@StopBDS\_PSFC @EllisEsimon Barely anyone coming in needing covid-19 test the exception being those who need it for employment. Antibody results show around 45% presumably had it and recovered. That number maybe higher.  
Retweets: 0 Replies: 0 Impressions: 1247

**DannyPostel (Danny Postel)** @DannyPostel 11h  
Parents in ICE detention facilities confront a cruel, nightmare choice: let your children go & their chances of survival go up, or remain together but COVID-19 might kill them. @alangomez & @GabiDomenzain break it down on @NBCJoshua (ht @rdngopintel) <https://t.co/VCeagXGOK>

JOY

**hinska (Karen A Hinks)** @hinska 11h  
RT @ASlavitt Graduation day. Thank you to teachers who go above & beyond. 13/ <https://t.co/NDwSv4pPat>  
Retweets: 0 Replies: 0 Impressions: 164

**golff69ski88 (Gregg Thompson)** @golff69ski88 11h  
Spread the word, doctors at UW have developed an effective & safe treatment protocol: Frontline COVID-19 Critical Care Working Group @BeatCovid19Now @coronavirus <https://t.co/ruROYs9WIBI>

SADNESS

**Patrykia (Patricia Strong)** @Patrykia 10h  
RT @JoeBiden Behind every COVID-19 death is a family and a community that will never be the same. Behind every unemployment claim is a life thrown into uncertainty — a person wondering how they'll make ends meet. There is a real human toll to this crisis. We cannot forget that.  
Retweets: 0 Replies: 0 Impressions: 73

**ann\_resist (Ann @FreedomJusticeHonorDutyMercyHope #Resist)** @ann\_resist 10h  
Doctors couldn't help these COVID-19 patients with their endless symptoms. So they turned to one another. <https://t.co/vj0nc4qJz> via @nbcnews  
Retweets: 2 Replies: 0 Impressions: 2156

## Economic News

- As states reopen, governors balance existing risks with new ones (5/17/20) [NYTimes](#)
- We can prevent a Great Depression. It'll take \$10 trillion. (5/18/20) [The Atlantic](#)
- The pandemic downturn might yield a new startup wave (5/18/20) [Axios](#)
- Coronavirus: Fed chairman Powell warns downturn 'may last until late 2021' (5/18/20) [BBC](#)
- Zoom Is now worth more than the 7 biggest airlines (5/15/20) [Visual Capitalist](#)

## Spotlight on: Coronavirus offers big brands the opportunity to think like a 're-startup'

The COVID-19 crisis has given big companies the chance to put edicts like 'think like a startup' into action, something that has never really been realistic for them in the corporate world. Big organizations, which have put on hold some or all of their activities in the past few months, will now have to restart soon. This gives them the opportunity to reassess everything and truly restart like a startup. Here is what big brands can do:

- Companies will have meetings more frequently, rather than reverting back to their quarterly cadence, to make swifter decisions
- Businesses that have once debated the incorporation of automation will now have no choice but to pursue it due to employee distancing protocols.
- Corporations will become less hierarchical and more open and flat as good ideas, essential to a business's survival, will have to be taken seriously regardless of their origin.
- Companies will have to prioritize proof of cleanliness, safety, and security to gain brand trust.
- Marketers will have to continue to use contextual background to better understand consumer research and data.

Source: [Marketing Week](#) (5/18/20)

## For your mental health

- 14 ways we're getting through these terrible times and even finding some joy (5/18/20) [NYTimes](#)
- To build resilience in isolation, master the art of time travel (5/15/20) [NYTimes](#)