

DAILY DIGEST

May 4, 2020, 1:00PM

While the trajectory of daily new diagnoses has been on the decrease for the past few days, the tone of social conversations has grown in sadness. Over 45% of tweets were sad in tone over the weekend, up 23 points from when tracking began in mid-March. With nearly 250,000 deaths worldwide and nearly 70,000 in the U.S. due to COVID-19, people continue to be shaken by the deaths of individuals close to them or in broader culture.

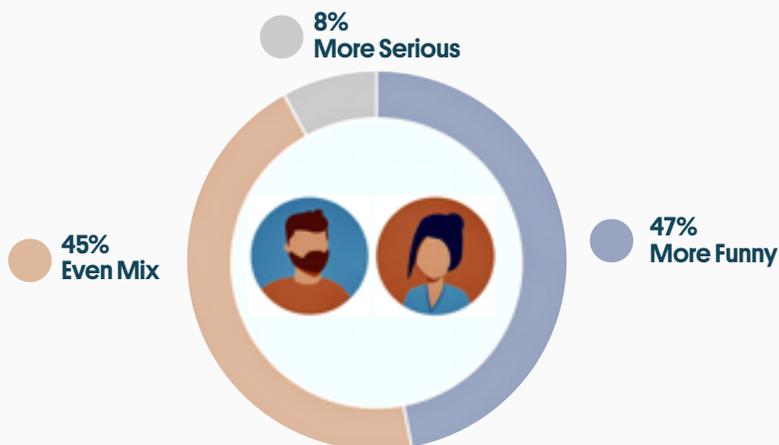
In the midst of this pandemic, people are looking for a bit of humor and levity. 47% of people are seeking more funny content on social media (see Chart of the Day). Where humor is authentic to the brand, brands have shown that they can be successful by continuing to highlight their fun and accessible brand personalities as part of their social strategy (see Spotlight On). In crises like this one, brands need to continue to find ways to connect with people that are authentic to who they are.

Marketing/Media News

- Struggling with sales, travel brands try to excite online (5/4/20) [Adage](#)
- In a tough month, this Instagram-friendly cereal startup eats cake (5/4/20) [Wired](#)
- Hilton revealed the sad way we'll choose hotels in the future (5/2/20) [Inc.com](#)
- How coronavirus is advancing luxury brands' sustainability plans (5/4/20) [Glossy](#)
- The publisher dilemma: Coronavirus drives clicks, not revenue (5/4/20) [Digiday](#)
- For Disney, a stricken empire (5/4/20) [NYTimes](#)
- J. Crew files for bankruptcy as pandemic crushes struggling sales (5/4/20) [Fortune](#)
- Reebok launches #ReebokLove program enabling communities to send sneakers to COVID-19 first responders and essential workers (5/2/20) [SGB Online](#)
- Jay Leno and Martha Stewart showcased their Benzes online at the first-ever 'Concours de Zoom' exhibition (5/1/20) [Robb Report](#)
- Luxury brands, get ready: Changing consumer priorities will result in a trend toward the new luxury of wellbeing after coronavirus (5/3/20) [Forbes](#)
- Starbucks to rev up marketing as US stores gradually reopen (5/1/20) [Marketing Dive](#)

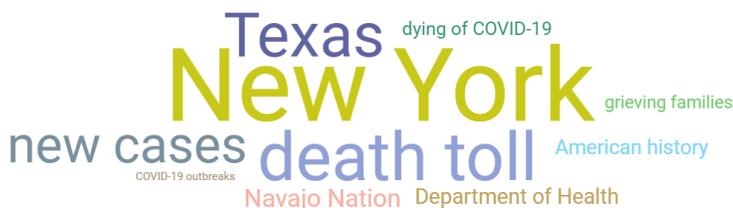
Chart of the Day

Preference for Funny v. Serious Content on Social Media during COVID-19



Date: April 2020 Source: Warc

Consumer Discussions



Data: BrandWatch, 5/3, US only.

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

1,166,083

As of 5/4/20, 12:32pm, Source: [Johns Hopkins](#)

NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

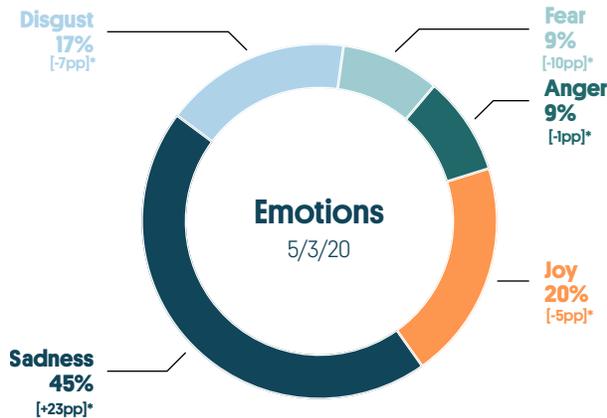
25,257

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

LF3321 (Lauren Ferguson) @LF3321 11h
 Yup! Just keep opening up and thinking it's okay to just be out and about. 🤔🤔🤔 #COVID19
 Retweets: 0 Replies: 0 Impressions: 180 Reply Retweet Like Engage

losingsideof_25 (cowboylady) @losingsideof_25 11h
 RT @kdkaiyote Teachers didn't ask for COVID-19 or to be forced to teach remotely... even if you don't like having to encourage your child to do their work, please show your child's teacher some respect. I'm so tired of grace being demanded, but not given back to us. 😞

DISGUST

JohnT41845158 (J.T.) @JohnT41845158 14h
 RT @FanShine09 Someone very special to me died today from COVID-19. It was a week of agony. Her lungs collapsed, she was intubated. When you say this is just a flu, or refuse to wear a mask, or demand them state opens up, this is what you are condemning people to.
 Retweets: 0 Replies: 0 Impressions: 151 Reply Retweet Like Engage

LeilaniMunter (Leilani Munter) @LeilaniMunter 14h
 @MikaCorinus Young and middle-aged people, barely sick with covid-19, are dying of strokes. Doctors sound alarm about patients in their 30s and 40s left debilitated or dead. Some didn't even know they were infected. <https://t.co/VTYd3uIRJF>

FEAR

crossvine2 (erica crist) @crossvine2 11h
 Anyone that thinks that the worst is over and that the threat posed by COVID-19 isn't worth the inconvenience of staying home, social distancing and wearing a mask? READ THIS 📄

bigforkgirl (bigforkgirl) @bigforkgirl 11h
 RT @nowthisnews 'I went to go wash my hands and next thing I know I was on the floor' — COVID-19 is causing dangerous blood clots in some younger patients <https://t.co/ZxkmVUpqWQ>

JOY

whats_new_2day (WhatsNew2Day) @whats_new_2day 10h
 Taylor Swift sends Utah nurse a handwritten note in gratitude for her work during the COVID-19 pandemic <https://t.co/MizO21bbV> <https://t.co/eFTcD4Vcpr>

taylorjrj (taylorj) @taylorjrj 10h
 RT @RexChapman Shut it all down. The staff at West Craven High School (NC) visited every single 2020 senior — all 220 of them — to deliver personalized yard signs as schools remain closed due to COVID-19 pandemic. Leadership. Humanity. ❤️ <https://t.co/kWuHWPFIBX>

SADNESS

SportsCohn (Justin A. Cohn) @SportsCohn 10h
 RT @mattyrosen Sad Irony: Takuo Aoyagi, whose pioneering work in the 1970s led to the modern pulse oximeter, a critical tool in the fight against the current coronavirus, died of Covid 19. <https://t.co/zvkTktUqXv>

twasper (Patsy Newman) @twasper 10h
 RT @CaptMarkKeely Gabby and I were so saddened to learn of the passing of Valentina Blackhorse earlier this week. The Navajo Nation has one of the worst COVID-19 outbreaks in the country and isn't even close to getting the support they need. <https://t.co/aR0wneeBIQ>

Economic News

- Masks become a flash point in the virus culture wars (5/3/20) [NYTimes](#)
- The bridge to the post-pandemic world is collapsing (5/4/20) [The Atlantic](#)
- Which city economies did COVID-19 damage first (4/29/20) [Brookings](#)
- We're not all going to get COVID-19, but we're all going to pay for it (5/4/20) [Forbes](#)

Spotlight on: Maintaining authenticity during the coronavirus

Brands like Denny's, Moonpie, and NJGov are maintaining their fun and humorous brand personalities on Twitter during the coronavirus pandemic. While some took a pause to reevaluate their social strategies in the face of widespread crisis and tragedy, others knew right away that they had to continue bringing much-needed humor. Here are examples of what these brands have been doing:

- Denny's took a small hiatus, returning with a heartfelt statement from its CEO, followed by offering fun content like backgrounds for people to use on video calls and allowing people to get their hands on a Denny's franchise in the game Animal Crossing.
- Moonpie took a short hiatus and then posted video backgrounds, Moonpie recipes, and posts comparing Moonpies to babies.
- @NJGov, New Jersey's official account also joined in on the fun. Although it is used to share serious information about the pandemic, it has done so in a fun and accessible way. For example, it has recommended people keep "1.05 Bon Jovis of space between yourself and others" and reminded people that it's "stay home o'clock."

Source: [Adweek](#) (5/1/20)

For your mental health

- Run 100 miles, 100 times, in 100 weeks. Now in a Brooklyn apartment. (5/4/20) [NYTimes](#)
- Does it matter that the DOD Released those UFO videos? (4/28/20) [Wired](#)
- The murder hornet is the 2020 B-plot you probably didn't see coming (5/3/20) [The Verge](#)