

DIGEST

May 27, 2020, 12:00PM

Consumer confidence held steady in May at 86.6 (up slightly from 85.7 in April). After two months of precipitous declines, this month's consumer confidence index appears to signal that the gradual reopening of the economy has helped to improve consumers' outlook. While uncertainty still looms ahead, there is a sense that the worst of this may be behind us.

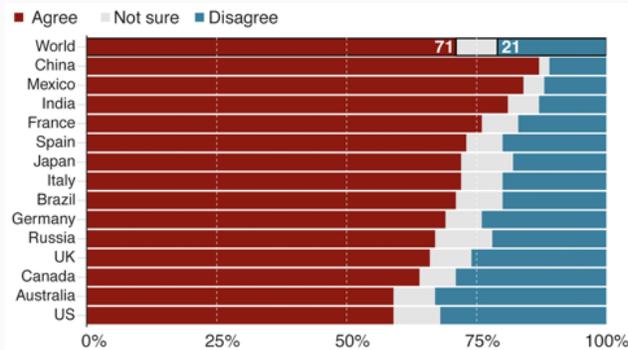
Before COVID-19, climate change was considered the biggest issue confronting the planet. Now, across most of the world, climate change is considered just as serious as coronavirus (see Chart of the Day). The biggest obstacle to doing anything about climate change has been that global systems can't be upended and trying to do too much too quickly simply isn't possible. Yet, the world came to a halt for coronavirus, and consumers have noticed - particularly Gen Z (see Spotlight On: Sustainability Post-COVID-19). As we emerge from COVID-19 lockdowns and restart the economy, there is talk in some quarters of a "green recovery." Brands have an opportunity to seize this moment and rethink how they go to market in a way that will position them, and the world, for long-term stability.

Marketing/Media News

- How brands should innovate in the next phase of COVID-19 (5/25/20) [Campaign Live](#)
- Consumers are ready for brands to ease up on "uncertain times" messaging (5/26/20) [Biz Journals](#)
- The newest risk to department stores: Direct-to-consumer sales by brands (5/25/20) [Barron's](#)
- Our pandemic shopping habits are here to stay. Brands are racing to adapt (5/27/20) [CNN](#)
- Airbnb's Suzanne Edwards talks inclusion and newly launched accessibility-centric online experiences (5/25/20) [Forbes](#)
- REI Co-op and West Elm debut retail partnership with co-curated summer collection (5/26/20) [KHQ](#)
- Ramadan and Eid al-Fitr around the world: How brands celebrated during coronavirus (5/26/20) [The Drum](#)
- Step Chickens and the rise of TikTok 'cults' (5/26/20) [NYTimes](#)
- The latest trend in vacation rentals: Long-term stays (5/26/20) [NYTimes](#)

Chart of the Day

Percentage of people who agree that, in the long term, climate change is as serious a crisis as COVID-19



Date: 5/6/20 Source: BBC

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

1,681,793

As of 5/27/20, 9:32am, Source: [Johns Hopkins](#)

NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

19,025

TRAJECTORY OF NEW DIAGNOSES

INCREASING

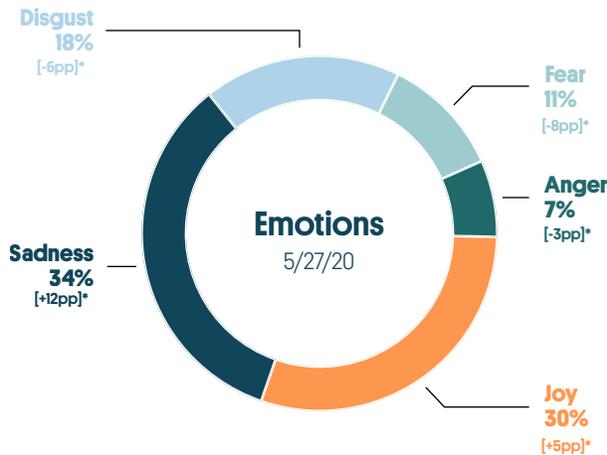
Source: Analysis based on [Johns Hopkins](#) data

Consumer Discussions



Date: 5/23/20-5/27/20 Source: Brandwatch

Emotional Response to COVID-19



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

ANGER

AOIGE (Olumayowa A.J. Jige) @AOIGE 7h
 RT @LaurentLaurenX Family of 3 Officially homeless I hate covid 19! It's caused me to lose my job, my home. Trying to get back on our feet! No sign of our stimulus check in site. Please anything helps and God bless. Retweet this please. 🙏

YNNKeithw (Keith Wilson) @YNNKeithw 12h
 Covid-19 is getting in the way of so many plans of mine!!!!
 Retweets: 0 Replies: 0 Impressions: 4 Reply Retweet Like Engage

DISGUST

dontbeinsane_ (will) @dontbeinsane_ 11m
 Alabamians defend hitting the beach despite COVID-19: 'I don't want to die, but if that's what God has in store then that's okay' | Raw Story There are no pills for stupidity. <https://t.co/uMa5Mv80n>

SaChCh (Sa Ch Ch) @SaChCh 8h
 RT @SherriSantosMSN Covid-19 isn't just "you get better" or "you die". My sister is in week 8. Four weeks of high fever, extreme body aches and crushing fatigue. Week 5 the fevers went away but she developed shortness of breath. Week 6 CT scan showed multiple pulmonary blood clots. Now ...

FEAR

lowman2_greg (A Voice In The Wilderness) @lowman2_greg 25 May
 RT @Skyejohnson4 Of the 650,000 cancer patients receiving chemotherapy in the United States, an estimated half are missing their treatments because of the shutdowns and fear that persists even as hospitals open up... <https://t.co/GNK740Pyat>

JWilliamsAP (Juliet Williams) @JWilliamsAP 25 May
 RT @NapaRegister The number of children getting routine vaccinations has plummeted, setting the stage for what doctors fear could be a resurgence of preventable diseases. <https://t.co/syfdRMCIL>

JOY

9lorie5 (rie) @9lorie5 7h
 best memory during this covid-19 pandemic? — whenever my mom always cooks the best food <https://t.co/WHvKbZQNSl>

E.S.Photos (EmilioSSanchez) @E_SPhotos 23 May
 RT @nycparks Our beautiful parks provide an amazing escape for New Yorkers all the time but especially during the COVID-19 crisis. Thank you to the @NYCParks employees for keeping them open, helping us practice social distancing and keeping us safe. We appreciate you! #GoingGreenForParks <https://t.co/gjy9kGJZ>

SADNESS

EDC1Creations (Ella D. Curry, Pres.) @EDC1Creations 2m
 RT @nhannahjones What do you do when almost overnight your household goes from 5 adults working full-time to just 1? Many American families were barely making it before Covid-19. Now they teeter on disaster. I tell the story of one such family. <https://t.co/lbf8sRVCsa>

knopplane (Diane Knopp) @knopplane 9m
 RT @mitchelvi I'm here in the hospital. Nurse told me all the people on the COVID-19 floor are very old and sick. But she said there are far fewer patients than there used to be.

Economic News

- Optimism over reopening pushes stocks higher (5/26/20) [Wall Street Journal](#)
- What the beaches teach us (5/27/20) [The Atlantic](#)
- The pictures say it all: How South Korean schools are reopening (5/26/20) [The Washington Post](#)
- As lockdown orders lift, can cities prevent a traffic catastrophe? (5/27/20) [NPR](#)
- Charting the rise and fall of the global luxury goods market (5/26/20) [Visual Capitalist](#)

Spotlight on: Sustainability Post-COVID-19

Prior to COVID-19, Gen Z said that it would no longer accept business as usual to solve the climate crisis. With the pandemic showing how individuals and businesses can stop and alter their behaviors at any given moment, Gen Z demands change. Brands that want to survive and compete must embrace sustainability at their core. Here's what brands are currently doing:

- **Starting with low-hanging fruit:** Brands are improving packaging recycling, creating emissions offsets, and partnering with nonprofits (e.g., Credo, the clean beauty retailer, has created a packaging recycling program with TerraCycle that gives consumers loyalty points for returning empty beauty products).
- **Creating circular product experiences:** To counter single-use packaging, circular product experiences are moving to fill the gap (e.g., Bite, by Humankind and Clean Cult, use refill programs to convert one-time purchases to subscription models).
- **Turning trash into a cult object:** Nonprofits are using products created from the problems they're trying to solve to shine a light on the issues themselves (e.g., Nonprofit Parley collaborated with Adidas to make shoes made from ocean plastic).
- **Going beyond zero:** Some companies are going beyond carbon neutral to offer reparative solutions (e.g., Microsoft has aggressive emissions reduction goals in place including going carbon negative by 2030).

Source: [Adage](#) (5/22/20)

For your mental health

- Pixar short 'Out' features the studio's first gay lead character (5/25/20) [CNN](#)
- Summer is not completely canceled. Here are 100 things we can do with or without kids. (5/22/20) [CNN](#)