

## DAILY DIGEST

May 20, 2020, 12:45PM

All 50 states have now eased restrictions, although there is little consistency in how states are handling reopenings. In the midst of the reopenings, COVID-19 deaths saw an uptick yesterday versus the days prior, and now stand at over 92,000 in the U.S. The general sentiment on social media continues to be one of sadness.

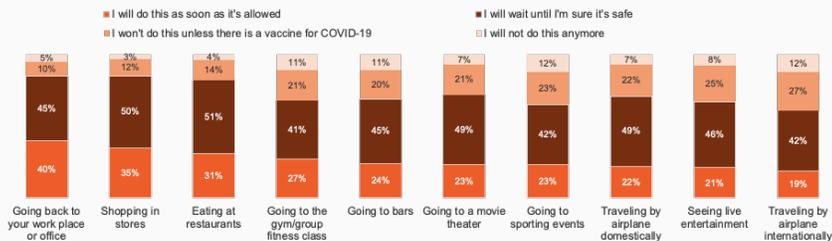
As states begin to reopen, the country is divided on whether stay-at-home orders are ending too soon. According to Morning Consult, 51% of Americans say the country is moving too fast to reopen businesses and public places. Less than one third of people say that they will return to restaurants or gyms as soon as it's allowed, with less than a quarter willing to go to bars, movie theaters, sporting events, live entertainment events, or traveling by plane (see Chart of the Day). As easing of restrictions continues, it will be imperative for brands to reinforce health and safety, but also continue to find new ways to connect with consumers in a COVID-19 world.

## Marketing/Media News

- 155 business leaders push governments for net zero COVID-recovery plan (5/19/20) [Sustainable Brands](#)
- Hey brands, it may be now or never to stay relevant (5/19/20) [Forbes](#)
- Is a sense of sameness plaguing COVID-19 ads? (5/15/20) [Ace Metrix](#)
- Why big brands are jumping on the face mask bandwagon (5/19/20) [CNN](#)
- Ranked: The fastest growing and declining retail brands, from 2019-2020 (5/18/20) [Visual Capitalist](#)
- These 3 DTC brands are tapping into authenticity during the pandemic (5/20/20) [Adweek](#)
- Disney's head of streaming Is new TikTok C.E.O. (5/18/20) [NYTimes](#)
- More Lysol, no more pens in rooms. Hotels adapt to win back guests. (5/20/20) [NPR](#)
- Kohl's says it will eliminate eight women's brands including Jennifer Lopez and PopSugar in favor of more active gear (5/19/20) [Marketwatch](#)
- Hawaiian Tropic is bringing the beach to you with their new limited-edition candle (5/19/20) [People](#)

## Chart of the Day

### When the economy opens back up again, how will you feel about doing the following?



Date: May 2020 Source: Kantar

## Consumer Discussions



Date: 5/19/20 Source: Brandwatch

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

# 1,532,212

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

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

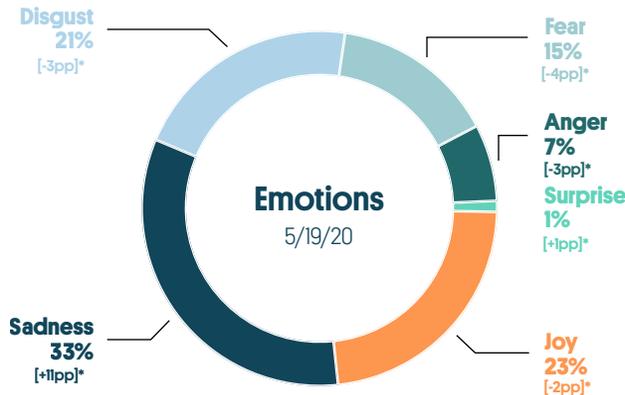
# 12,226

## 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

**Keimnyc78 (Kelm)** @Keimnyc78 11h  
This doesn't seem like it should have been so difficult to have done right in the first place, but now it will be a hot mess to resolve. How Many Americans Have Been Tested for the Coronavirus? - The Atlantic <https://t.co/aXgs7EoSTV>

**RickCamp1 (Richard I Camp)** @RickCamp1 15h  
Prediction: in 2-3wks be a dramatic COVID-19 increase in LA area Only mitigation from getting virus is NO Contact NO Treatments & Vaccine People will find out the hard way. It takes weeks to get sick & end up in ICU NO hospital capacity for seriously ill Thus More Deaths STUPID CRAZY!

DISGUST

**M\_Calf\_Oen (M.C. Oenus)** @M\_Calf\_Oen 17h  
RT @FOX9 Public health officials in some states are being accused of bungling infection statistics or even deliberately using a little sleight of hand to make things look better than they are <https://t.co/v7TmeWJjeJE>

**marissa\_rae (Marissa))** @marissa\_rae 21h  
RT @RepRubenGallego This weekend, Navajo Nation became the worst COVID-19 outbreak in America. This week, Republicans in the AZ legislature are jamming through a voter suppression bill opposed by Navajo that would disenfranchise Native people in our state. This is **disgusting**. <https://t.co/HgytS7tgVB>

FEAR

**SalimaNathoo (Salima N)** @SalimaNathoo 13h  
RT @TIME While most people are familiar with the hallmark symptoms of COVID-19 by now, a new crop of medical conditions are emerging from the more than 4 million confirmed cases of the disease around the world <https://t.co/nzbuVZkN4W>

**AnthonyBourque (Keith)** @AnthonyBourque 14h  
RT @SethAbramson This is jaw-dropping. We think of the COVID-19 death toll as being harrowing and morally intolerable at its current 92,000 (in just 60 days). What if—as the evidence suggests is possible—the real death toll is 25% higher, and the U.S. death toll is more like 115,000 in 60 days? <https://t.co/3adJYz43u>

JOY

**EricBartel (Eric Bartel)** @EricBartel 12h  
RT @MedCityChildren We're celebrating our 97-year-old COVID patient who recovered and went home after spending 49 days in the hospital, as reported by @NBCDFW. We're so happy for you, Kathryn! <https://t.co/Rg2DU4AMK>

**bunniesmommy (Karen Stepanek #GenFlynnArmy)** @bunniesmommy 12h  
RT @GovKemp Today marks the lowest number of COVID-19 positive patients hospitalized in Georgia at 986. That's down 34% since May 1st. These numbers are encouraging, but we must remain vigilant in our efforts to fight this virus. <https://t.co/7uFUMrEYfE> <https://t.co/RSJRHt0tk>

SADNESS

**Tina51105580 (Tina)** @Tina51105580 11h  
RT @NBCNews At least 14 sailors aboard the USS Theodore Roosevelt who had recovered from COVID-19 have tested positive for a second time, raising questions about immunity and whether people can catch the coronavirus shortly after getting better. <https://t.co/SHvX16ss5>

**rogertansey (Roger Tansey)** @rogertansey 11h  
RT @Doh\_Doh\_Burrd Another historically significant life has been lost due to COVID-19 complications Annie Glen was the widow of John Glenn, NASA astronaut, & first man to orbit the earth. Our thoughts are with their family, & friends during this difficult time. #OneVoice! <https://t.co/h2PFj5HEi5>

## Economic News

- All 50 states have eased restrictions, but rules vary widely (5/20/20) [NYTimes](#)
- The nightmare that colleges face this fall (5/19/20) [The Atlantic](#)
- Coronavirus hammers U.S. homebuilding; permits tumble (5/19/20) [Reuters](#)
- Facing adulthood with an economic disaster's lasting scars (5/19/20) [NYTimes](#)

## Spotlight on: Restaurants face a grim future despite reopening

As states begin to reopen, we're seeing restaurants open back up. However, while we're seeing stories in the news about restaurants packed with people, these may be misleading snapshots of what's actually happening nationwide. Real-time industry data shows that customers are only gradually returning to dining rooms and that restaurants continue to face many challenges ahead.

- According to Open Table, restaurants in states that have allowed them to reopen are not very full, with traffic down 65%-84% compared to the same time last year. A reason for these relatively empty restaurants is due to government-mandated social distancing guidelines. Consequently, many restaurants have not yet reopened.
- According to Womply, in most of the 12 early-bird states (states that reopened early), about 18%-25% of restaurants continue to be closed.
- Data from Toast also shows that sales within its network are still down 44% in these states. Based on these numbers, restaurants in these states have just over one-third of the dine-in business they once had.

Restaurants look to continue to face challenges even in the wake of reopenings, with many not able to survive unless they receive greater support from the federal government.

Source: [Slate](#) (5/19/20)

## For your mental health

- 'It feels like we got the city back for ourselves.' (5/19/20) [NYTimes](#)
- A city locks down to fight coronavirus, but robots come and go (5/20/20) [NYTimes](#)