

# COVID-19

A single source for consumer sentiment and news related to the impact of COVID-19

## DAILY DIGEST

May 22, 2020, 12:00PM

Jobless claims now stand at 38.6 million since the COVID-19 outbreak forced shutdowns 9 weeks ago. However, with state reopenings, there is a sense that the economy may have bottomed and we're now at the beginning of a fragile recovery. Economic analysts believe that we will see a brief economic boost after most restrictions are lifted, but it may take a few years before the economy returns to pre-crisis levels.

Consumer confidence eroded much more quickly than stock market performance since the outbreak began, signaling that consumers believe that they will suffer more from the pandemic than investors believe corporate profits will decline (see Chart of the Day). However, both metrics have been on the upswing since April. As we enter a slow recovery, brands will need to think about how best to connect with consumers and add meaningful value to their lives (see Spotlight On: Marketing in a recession).

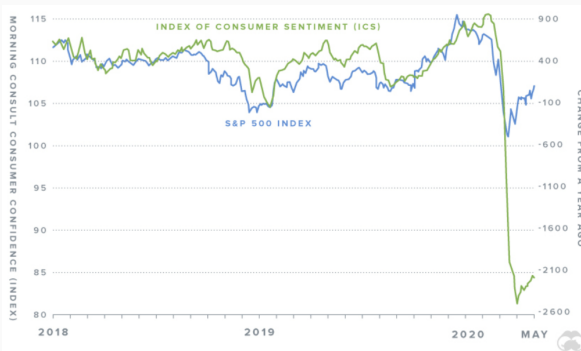
Please note: starting the week of 5/25, we will be moving to a weekly cadence and will be sending the COVID-19 Digest out every Wednesday.

## Marketing/Media News

- How U.S. consumers are spending differently during COVID-19 (5/21/20) [Visual Capitalist](#)
- Facebook expects half its employees to work remotely permanently (5/21/20) [NPR](#)
- Restaurants rebel against delivery apps as cities crack down on fees (5/21/20) [NBC News](#)
- Millennials 'killed' these products, but COVID-19 brought them back (5/20/20) [Adage](#)
- Getting on a plane? Please take the food out of your bag (5/21/20) [NYTimes](#)
- TJ Maxx, Marshalls, Home Goods reopen over 1,600 stores (5/21/20) [Fox Business](#)
- Lululemon shares hit an all-time high on strength of 'work at home wear' (5/21/20) [Fortune](#)
- Pepsi takes down 'dystopian' advertisement on a COVID-19 testing sign after being mocked on Twitter (5/21/20) [Business Insider](#)
- United Airlines teams up with Clorox, Cleveland Clinic to overhaul air travel (5/20/20) [Biz Journals](#)
- Krispy Kreme offers special doughnuts for graduates in the class of 2020 (5/20/20) [CNET](#)

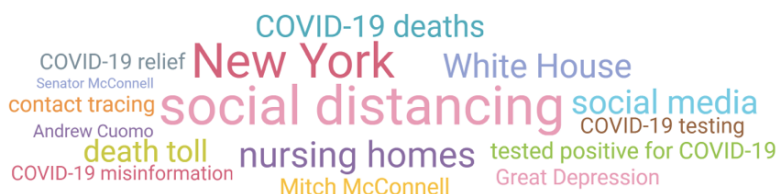
## Chart of the Day

Confidence among investors, consumers diverges during COVID-19



Date: 5/21/20 Source: Visual Capitalist

## Consumer Discussions



Date: 5/21/20 Source: Brandwatch

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

# 1,577,758

As of 5/22/20, 8:32am, Source: [Johns Hopkins](#)

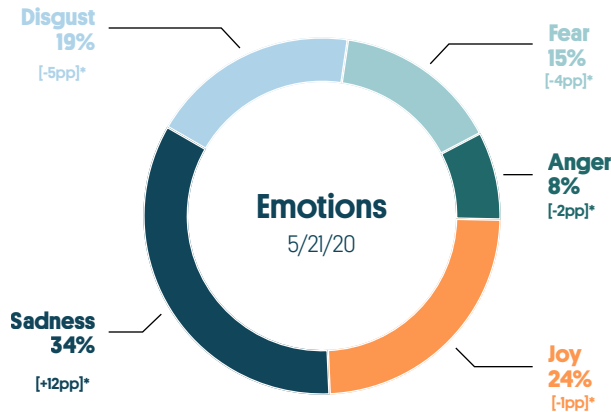
NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

# 20,692

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

**hassan\_usd (Mohammad Hassan)** @hassan\_usd  
 @Forbes Not really sure about this but it would be great to have that ability to smell the covid-19 just so that we can get an early heads up while reaching too close to someone or something with this deadly virus

**Will\_AM2336 (Will)** @will\_AM2336  
 Been out of the gym too long bc of this covid-19 and I got lazy

DISGUST

**TedTalevski (Ted Talevski)** @TedTalevski  
 RT @tweettruth2me Herd immunity comes from natural exposure, not vaccines for RNA viruses that rapidly mutate. That's why the flu vaccine doesn't help. The flu, like COVID 19, is a RNA virus.

**kennedymoel (kennedy)** @kennedymoel  
 Apparently the people of northern Florida do not believe in COVID-19

FEAR

**nancybordelon (nancy.bessette)** @nancybordelon  
 RT @NYGovCuomo NYS is now investigating 157 cases of the COVID-related illness affecting children. I urge parents to watch out for the symptoms of this multisystem inflammatory syndrome and to seek care if your child has symptoms. See the symptoms and learn more.

**dazyjane410 (Dazy Jane)** @dazyjane410  
 RT @maddock New study just published in JAMA: screening for symptoms "inadequate" in nursing homes. Need to actually test everyone regardless of symptoms. "Screening for typical symptoms of COVID-19 may be inadequate in this population to identify infected persons"

JOY

**Pichu0102 (Pichu0102)** @Pichu0102  
 Supporting humanitarian scientific research is important to me. That's why I donated 14 days of my computer's processing time to OpenPandemics - COVID-19 through @WCGrid and earned a Bronze badge. Join me!

**Akshobh (Akshobh Giridharadas)** @Akshobh  
 RT @SikhProf Our little family tested positive for covid-19. It was scary, but it's been a few weeks now, and we're grateful to be healthy and settled. We've been hesitant to share our story for a number of reasons, but we're sharing it now with the hope that it may be helpful to people.

SADNESS

**Renaee0619 (Renaee)** @Renaee0619  
 RT @AnitaFintay My dear Mom just died of Coronavirus. If she were still here, she wouldn't want you to get sick. My tough-love piece about Covid-19 is very important to me and to all of us. I'm asking you to READ and RT!

**goldfinchtweets (Shelly Nortz)** @goldfinchtweets  
 RT @king9505085 This evening, I was asked to participate in a memorial service honoring the the now more than 76 homeless people who have died of Covid-19. The service was organized by a coalition of homeless advocates including the Coalition for the Homeless and Legal Aid.

Economic News

- Many jobs may vanish forever as layoffs mount (5/21/20) [NYTimes](#)
- What will become of the class of 2020? (5/22/20) [The Atlantic](#)
- The economy is finally recovering, but the ill-effects aren't going away for a long time (5/20/20) [Market Watch](#)
- Why our economy may be headed for a decade of depression (5/21/20) [NY Mag](#)

Spotlight on: Marketing in a recession

While we already know the arguments showing that brands should continue their marketing during an economic downturn, what should that really look like? Here are a few strategies companies can implement during a recession:

- **Meaningful innovation can drive growth:** Creating and launching new products that connect with consumers and add value to their lives can make brands stand out from the competition (e.g., Amazon launched the Kindle in 2007 during the financial crash).
- **Reinforce core propositions:** During the pandemic, we've seen people create deeper connections with their most trusted and beloved brands. It is crucial that brands remind consumers of their core brand proposition and why the brand is meaningful (e.g. in 2008, diamond retailer De Beers doubled its holiday ad spending for a brand campaign speaking to the value of diamonds in people's lives).
- **Leverage brand authenticity:** Ensuring that what you support, as well as your tone of voice and messaging, is appropriate for your brand, is key to being authentic (e.g., during periods of racial tension in the US, Nike launched a successful Colin Kaepernick campaign that resonated with its audience, while in contrast, Pepsi created an ad featuring Kendall Jenner at a protest that completely backfired).

Source: [WARC](#) (5/21/20)

For your mental health

- John Krasinski's 'Some Good News' sells to ViacomCBS following massive bidding war (5/21/20) [Hollywood Reporter](#)
- Have we finally found evidence for a parallel universe? (5/21/20) [Forbes](#)