

The Weekly Digest

A single source for consumer sentiment, news, and resources related to what's happening in the country today

April 28, 2021

Last May, Officer Derek Chauvin's murder of George Floyd ignited Black Lives Matter (BLM) protests worldwide. Many brands publicly came out and declared solidarity with the movement, committing to addressing racial injustice and inequity within their own walls. This past Tuesday, April 20th, Chauvin was found guilty on all three charges of killing Floyd. While nearly 4 in 5 Americans approve of the conviction, fewer see it as justice (see: Chart of the Day). This lack of true justice felt by many was compounded by the fact that on that same day, police in Columbus, OH shot and killed Ma'Khia Bryant, a Black teenage girl, just one week after police in Brooklyn Center, MN fatally shot Daunte Wright, a 20-year-old Black man.

In response to the Chauvin verdict, various companies and corporate

leaders released statements on social media supporting the decision while stating that there is much work left to be done. Americans felt split about the sincerity of these brands' messages, some seeing it as a way for brands to get publicity while others seeing it as a way for them to actually do good (see Spotlight On: Corporate America's Response to the Derek Chauvin trial verdict). As racism and police violence persist, companies, powerful voices in American society, must determine how they can make a meaningful, lasting difference in the fight for racial justice beyond just statements. People want to see brands walk the walk, and not just talk the talk. Leaders must get creative, think outside the box, and do what's never been done before in order to address the root causes of the systemic issues that affect us all.

Number of Daily New Diagnoses in the U.S. **53,479**

Trajectory of New Diagnoses: **Increasing**

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

Number of COVID-19 Cases in the U.S. **32,179,505**

As of 11:57am Source: [Johns Hopkins](#)

7 day average of newly vaccinated people in US **2.7M/day**

As of 4/27/21 Source: [NYT](#)

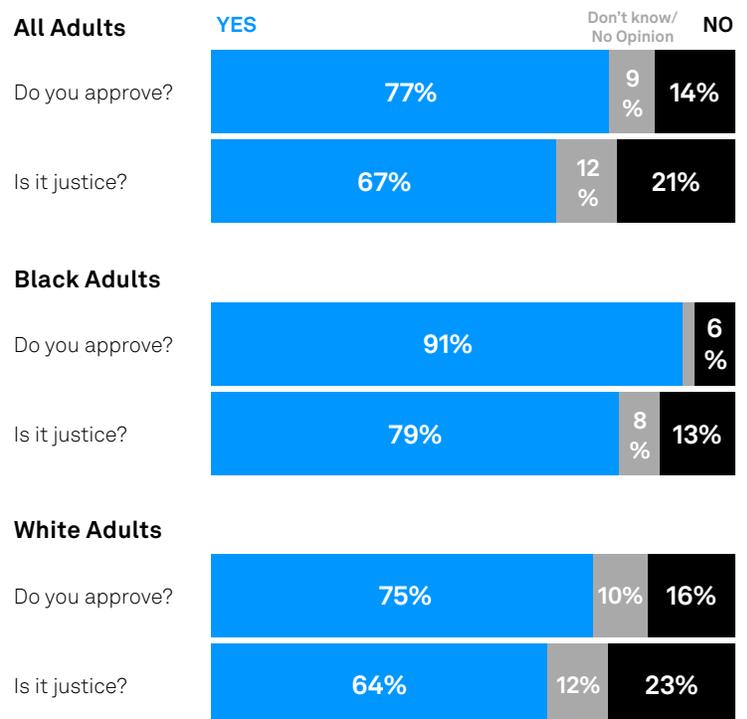
Percentage of US population vaccinated: **43%**
Given at least one shot:
Fully vaccinated: **29%**

As of 4/27/21 Source: [NYT](#)

Estimated herd immunity range: 70%-90%

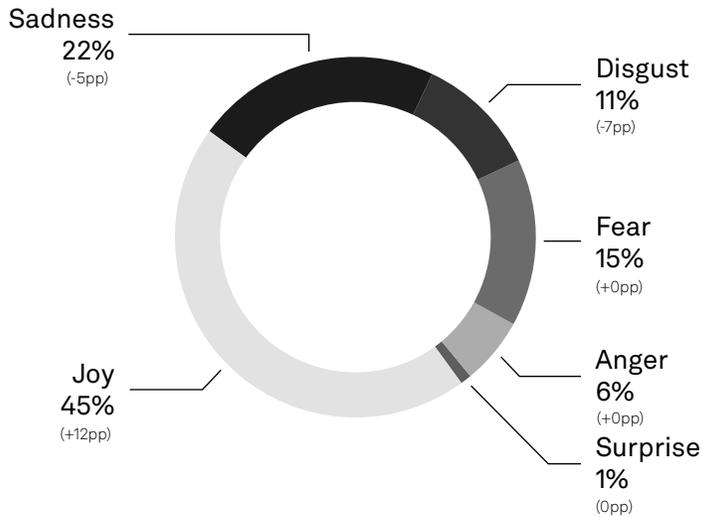
Chart of the Day: Nearly 4 in 5 Americans Back Chauvin Verdict, but Fewer See It as Justice

U.S. adults were asked whether they approved of former Minneapolis police officer Derek Chauvin's conviction and whether it represents justice for George Floyd



Date: 4/22/21 Source: [Morning Consult](#)

Emotional sentiment



Date: 4/21/21-4/27/21 Source: Brandwatch

Note: Change in emotional sentiment is reflective of changes since 6/10/20, when we shifted how social listening is being pulled to be reflective of all social conversations, rather than COVID-19-specific conversations.

COVID-Related Resources

- U.S. will share AstraZeneca vaccines with world (4/26/21) [Politico](#)
- What 'taking the pandemic seriously' means now (4/26/21) [The Atlantic](#)
- Progress on eroding vaccine hesitancy stalls; 1 in 2 moms are skeptical about getting vaccinated (4/22/21) [Morning Consult](#)
- You can be a different person after the pandemic (4/6/21) [NYTimes](#)

Racial-Justice-Related Resources

- Celebrating Derek Chauvin's conviction is not enough. We want to live (4/21/21) [The Guardian](#) - Derecka Purnell
- Compliance will not save me (4/19/21) [The Atlantic](#) - Ibram X. Kendi
- Follow [@lyneezy](#) (Lynae Vane) to watch her weekly Parkin' Lot Pimpin' segment that breaks down race relations, Black history, and politics with a dash of comedy, poetry, and fashion to tie it all together
- Why is climate change a racial justice issue? (4/20/21) [Global Citizen](#)

Joy

 **rylan_jb (Rylan)** @rylan_jb 17m
RT [@CoryBooker](#) Millions of Americans are now eligible to receive a COVID vaccine. Get your shot to travel, to hug, to laugh, to love together.

 **AngieAfricana (opiNIAnated hottie, MPH)** @AngieAfricana 1h
My job just implemented a policy on Friday where we get 10 days off for anything COVID related. Vaccine, testing, quarantining, child care, etc. Love it

Anger

 **taenia (taenia)** @taenia 23 Apr
We are all interdependent, no one in this world is isolated. Helping India meet their vaccine needs is an ethical mandate but also it's in the self-interest of everyone WE CAN'T STOP COVID WITH 1.3 BILLION PEOPLE AT RISK

 **seattleslem (Lora-Ellen McKinney)** @seattleslem 1h
RT [@LindseyGrahamSC](#) It is an act of white privilege to state with belief that systemic racism is baked into the foundations of the US. It's a privilege to intellectualize the trauma of people of color. Emotional, medical, social and cellular trauma.

Fear

 **sanghyuk_shin (Sanghyuk Shin)** @sanghyuk_shin 23 Apr
RT [@krupali](#) There was 1.8 million deaths globally from #COVID19 in 2020. At this point in time, there are already 1.2 million global deaths in 2021. We will have more #covid deaths in 2021 than in 2020. The global pandemic is FAR from over.

 **fiji2002 (#Meidas Jane B.S. M.S.)** @fiji2002 23 Apr
RT [@JakeLabin](#) The Pandemic is hitting India so hard right now that thousands of COVID patients are dying just because there's a lack of breathable oxygen available in hospitals across the country. The stories coming out of there are heartbreaking

Sadness

 **Fred63787071 (Fred (A Lannister always pays his debts))** @Fred63787071 22 Apr
RT [@ewarren](#) Today is The Day my brother died. This year more than half a million other families will mark The Day they lost someone to COVID. Don't make your family mark The Day. Please get vaccinated.

 **natash_uhh (Natasha)** @natash_uhh 22 Apr
RT [@TheAmandaGorman](#) & my heart rips again. Ma'Khia Bryant was a child. A child. A child.

Disgust

 **DrKPirnieFunk (Karen)** @DrKPirnieFunk 21 Apr
RT [@bryanbehar](#) As much as we don't like to believe it, without the Darnella Frazier video, it is unlikely that Derek Chauvin would've been convicted. Ms. Frazier was 17 years old at the time. She took the video at her own peril. She is a huge hero in today's first step towards a more just USA

 **Mama4Obama1 (#JoeMama)** @Mama4Obama1 22 Apr
RT [@SenatorDurbin](#) The rise in hate crimes targeting the AAPI community is appalling. Congress must take immediate action to protect our friends & neighbors. I'm live on the Senate floor, discussing my support for [@mazihiro](#) & [@SenDuckworth](#)'s COVID-19 Hate Crimes Act: <https://t.co/j5wTWxCgOG>

Spotlight On: Corporate America's Response to the Derek Chauvin trial verdict

The Derek Chauvin verdict last Tuesday brought relief to many, while offering a reminder of the ongoing need for accountability and true justice. With brands' engagement in racial justice conversations becoming more of a norm this past year, corporate leaders last week were ready to respond. Many expressed the significance of Chauvin's verdict, marking it as just the beginning in a long path towards fighting systemic racism and police violence. Here is what some companies and executives had to say:

- Ben & Jerry's and Melinda Gates, among others, posted statements that addressed the difference between accountability and justice.
- Many like the NBA, Mary Barra (CEO of General Motors), Brad Smith (President of Microsoft), and Kathryn Finney (CEO of Genius Guild) called out much of the work that remains to be done and stated their continued efforts to advocate for change.
- An organization that was widely criticized on social media for being insensitive was the Las Vegas Raiders, which posted the tweet, "I can breathe 4-20-21."

On the other end of things, consumers are fairly evenly split on how they think brands should respond to the Chauvin verdict. 49% said they would feel less favorably about companies that oppose the Chauvin verdict. People are also split when it comes to brands' sincerity in regard to statements they make. More than one third of respondents said brands are mainly releasing statements on the verdict to get publicity, compared to only 14% who said brands primarily want to do good. Approximately one quarter say it's a mix of both motivators. To gain consumers' trust and goodwill, companies must continue to back their statements with meaningful action, not just in moments of social buzz, but all year long.

Source: [Morning Consult](#) (4/22/21), [USA Today](#) (4/20/21), [Yahoo! Finance](#) (4/21/21), [Quartz](#) (4/21/21)

Marketing/Media News Related to Racial Injustice

- HEINZ is giving Black-owned restaurants up to \$20K through a new grant program and a multi-year partnership with nonprofit restaurant equality organizations (4/26/21) [Foodsided](#)
- Walmart says rising number of women, people of color are in leadership roles (4/26/21) [CNBC](#)
- Clubhouse selects Asian American artist and activist Drue Kataoka as its latest icon (4/25/21) [Forbes](#)
- These CBD beauty brands are trying to fix the damage caused by the War on Drugs (4/20/21) [Allure](#)
- There's a racial gap in marketing by banks and payday lenders, study finds (4/9/21) [LA Times](#)
- Olympics athletes will now be banned from protest in Tokyo (4/22/21) [Salon](#)
- IPG's data companies tap DEI expert to remove bias in data-driven marketing (4/13/21) [Ad Exchanger](#)

Marketing/Media News Related to COVID-19

- Polling suggests little downside for brands offering free products to vaccinated Americans (4/26/21) [Morning Consult](#)
- Your moviegoing experience is about to change (4/24/21) [The Atlantic](#)
- Boba shortage could stretch into summer, leave businesses in a bind (4/24/21) [NPR](#)
- Booking.com CMO on brand's pivot to local sights, and what comes next (4/26/21) [Campaign Live](#)
- You're gonna miss Zoom when it's gone (4/16/21) [The Atlantic](#)
- Crocs shares soar as shoe maker raises 2021 sales outlook (4/27/21) [CNBC](#)
- You're not imagining it. Things really are more expensive since the pandemic started (4/26/21) [Fortune](#)
- Amazon expands in-garage grocery delivery to more than 5,000 cities (4/27/21) [CNET](#)
- More sex, fewer colds drive sales at Durex-maker (4/28/21) [BBC News](#)

Economic News

- Federal aid to renters moves slowly, leaving many at risk (4/26/21) [NYT](#)
- Even as economy heats up, Fed to stick with near-zero rates (4/25/21) [AP News](#)
- What history tells you about post-pandemic booms (4/25/21) [The Economist](#)

For a regularly updated blog tracking brands' responses to racial injustice, visit AdAge [here](#)