

The Weekly Digest

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

WEEKLY DIGEST
September 23, 2020



This week, as America continues to mourn the loss of Supreme Court Justice Ruth Bader Ginsburg, we remember her not only as a cultural icon, but as an unparalleled champion of women's rights along with voting rights. One of her most famous dissents in a voting case came in the 2013 case of *Shelby County v. Holder* where Ginsberg correctly warned that voter suppression would make a return with the absence of federal protection of voting rights. With one of the most significant elections in recent memory now just six weeks away, the ability for all Americans to freely and easily exercise their right to vote has never been more important.

A recent poll from Morning Consult/Politico conducted after Ginsburg's death shows that her passing has elevated the importance of the Supreme Court as a voting issue and may further energize voters to head to the polls on election day (see Chart of the Day). Brands, which have been primarily focused on their responses to COVID-19 and racial injustice, have shifted to focus on a complementary issue, voting. We're now seeing brands use their platform and power to encourage citizens to vote and to educate them on the importance of voting early (see Spotlight On: How Brands Are Getting Voters to the Polls). While this was surely a sad week for our country, there is no better way to honor The Notorious RBG's legacy than to show up to the polls on Nov. 3rd and VOTE.

Number of COVID-19 Cases in the U.S.

6,889,272

Number of Daily New Diagnoses in the U.S.

38,061

Trajectory of New Diagnoses:
Decreasing

As of 10:45am Source: [Johns Hopkins](#)

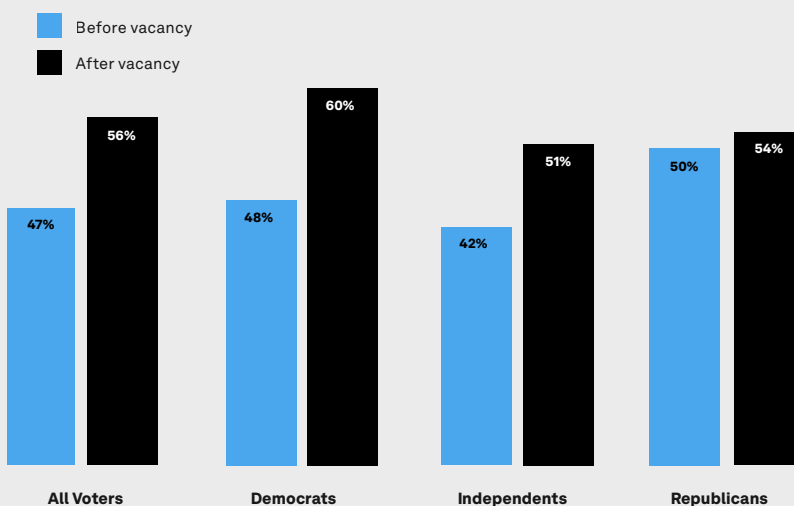
Consumer Discussions



Date: 9/16/20-9/22/20 Source: Brandwatch

Importance of Supreme Court surges among democrats and independents among democrats and independents following Ginsburg death

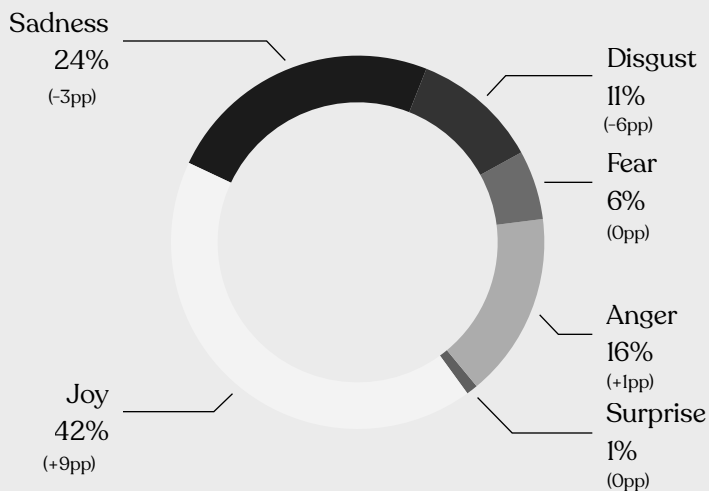
Share of the following who said the Supreme Court was "very important" in deciding whom to vote for in the November elections:



Polls conducted Sept 11-14 2020. Among roughly 2,000 registered voters each. With margins of error of +/- 2%

Date: 9/21/20 Source: [Morning Consult](#)

Emotional sentiment



Date: 9/16/20-9/22/20

Note: Change in emotional sentiment is reflective of changes since 6/10, 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:

- CDC reverses itself and says guidelines it posted on coronavirus airborne transmission were wrong (9/21/20) [Washington Post](#)
- The core lesson of the COVID-19 heart debate (9/21/20) [The Atlantic](#)
- What we know about coronavirus cases in K-12 schools so far (9/21/20) [NYT](#)
- Horseshoe crabs have a vital role in the development of a coronavirus vaccine. Here's why. (9/22/20) [USA Today](#)

Racial Justice-Related Resources:

- 125 Black-owned bookstores in America that amplify the best in literature [Oprah Mag](#)
- How to support the Black community in Boston right now [Thrillist](#)
- Black content that's not just about trauma [Book & Film Globe](#)
- Register to vote [When We All Vote](#)
- Become a poll worker for the November election [EAC.gov](#)

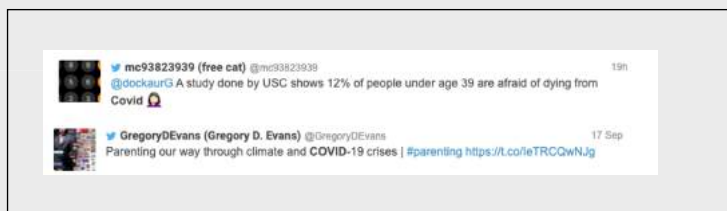
Joy



Anger



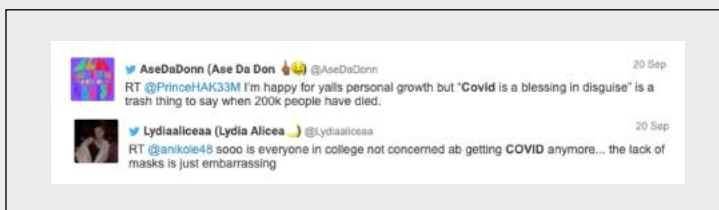
Fear



Sadness



Disgust



Spotlight On: How Brands Are Getting Voters to the Polls

Following their responses to COVID-19 and the Black Lives Matter movement, many brands are producing creative campaigns aimed at boosting voter turnout for the presidential election in November. Brands from various industries are calling for citizens, especially younger voters, to register to vote and get their ballots in early. These campaigns range from selling voting merchandise to paying employees to work the polls to building voter registration microsites. Here are a few examples:

- Patagonia has placed tags in its latest line of shorts reading “Vote the a**holes out,” referring to politicians from any party who deny or disregard the climate crisis. In addition to the shorts, Patagonia is one of the founding members of Time to Vote, a nonpartisan coalition that aims to remove barriers to voting. Patagonia will shut down its shops on Election Day to allow employees to vote and serve as poll workers. The company is also partnering with nonprofits that are sharing information about voting policies. Furthermore, its website shows a map of Senate races to watch, encouraging people to elect climate leaders to the Senate.
- ViacomCBS and the Ad Council have launched a new campaign called “Vote For Your Life” which encourages voters to register to vote, request their ballots, and vote early. MTV is funding the cost of printing and ballot applications at VoteForYourLife.com and VoteEarlyDay.org.
- Live Nation is converting many of its empty concert venues into polling stations in November. It’s also paying employees to serve as poll workers and is working with nonprofit Power the Polls to track employee participation.
- Dating site OkCupid has added Voter 2020 badges users can place on their profiles to help singles look for civic-minded matches. It has also rolled out an integrated campaign that celebrates voters as “VILFS.”

Source: AdAge (9/17/20)

Marketing/Media News Related to COVID-19

- Scavenger hunts, treats dangling from a tree and Covid-19 maps: Candy makers get creative to save Halloween (9/20/20) CNBC
- How TikTok’s uncertain future and COVID-19 are transforming influencer marketing (9/21/20) [Mobile Marketer](http://MobileMarketer)
- How companies are getting speedy coronavirus tests for their employees (9/15/20) NYTimes
- Twitter puts users’ mask tweets on boats, billboards, and sidewalks in pandemic safety campaign (9/21/20) AdAge
- Relaunching Grolsch in lockdown: ‘I’ve never seen the legs of half the people I work with’ (9/21/20) [The Drum](http://TheDrum)
- ‘Hard, dirty job’: Cities struggle to clear garbage glut in stay-at-home world (9/21/20) NPR
- 4 big marketing challenges facing restaurants in a COVID world (September 2020) [QSR Magazine](http://QSRMagazine)
- As entrepreneurship booms, Squarespace’s bold ads urge aspiring founders to aim high (9/21/20) AdWeek

Marketing/Media News Related to Racial Injustice

- 4A’s creates leadership program for Black professionals (9/21/20) Adweek
- Bud Light Partners with EatOkra app to spotlight Black-owned restaurants this football season (9/18/20) People
- Why is Gymshark ‘cancelled’? Brand responds to Blue Lives Matter and “support of police officers” on Instagram (9/21/20) HITC
- Challenged to examine their White bias, some theater companies are taking on diversity – from the top (9/17/20) [Washington Post](http://WashingtonPost)
- Mastercard to invest \$500 million into Black communities over the next 5 years (9/17/20) [The Hill](http://TheHill)
- Jon Boyega quits Jo Malone campaign after being dropped in Chinese ad (9/16/20) [Times of London](http://TimesofLondon)
- 3M to spend \$50 million on equity initiatives (9/15/20) [Star Tribune](http://StarTribune)
- AICP launches Equity & Inclusion Committee to combat ad industry’s “exclusionary” practices; Tabitha Mason-Elliott to chair (9/14/20) Deadline
- Krogers employees say they were told ‘Black Lives Matter’ face coverings were not allowed (9/14/20) [IO WBNS](http://IOWBNS)

Economic News

- What happens if there is no second stimulus package? (9/21/20) Forbes
- The Fed is ducking its responsibilities to Main Street (9/21/20) HuffPost
- The 2020 housing boom is a perilous economic signal (9/20/20) Forbes
- Wall Street: Recession is over (9/21/20) Axios

For a regularly updated blog tracking brands’ responses to racial injustice, visit AdAge here