

COVID-19

Audience Intelligence Reporting

 *futureproof*

6/12/20



COVID-19

UM's COVID-19 audience intelligence reporting will provide monthly reads of trending media behavior, search queries and social conversations and consumer sentiment as it pertains to Coronavirus/Covid-19.

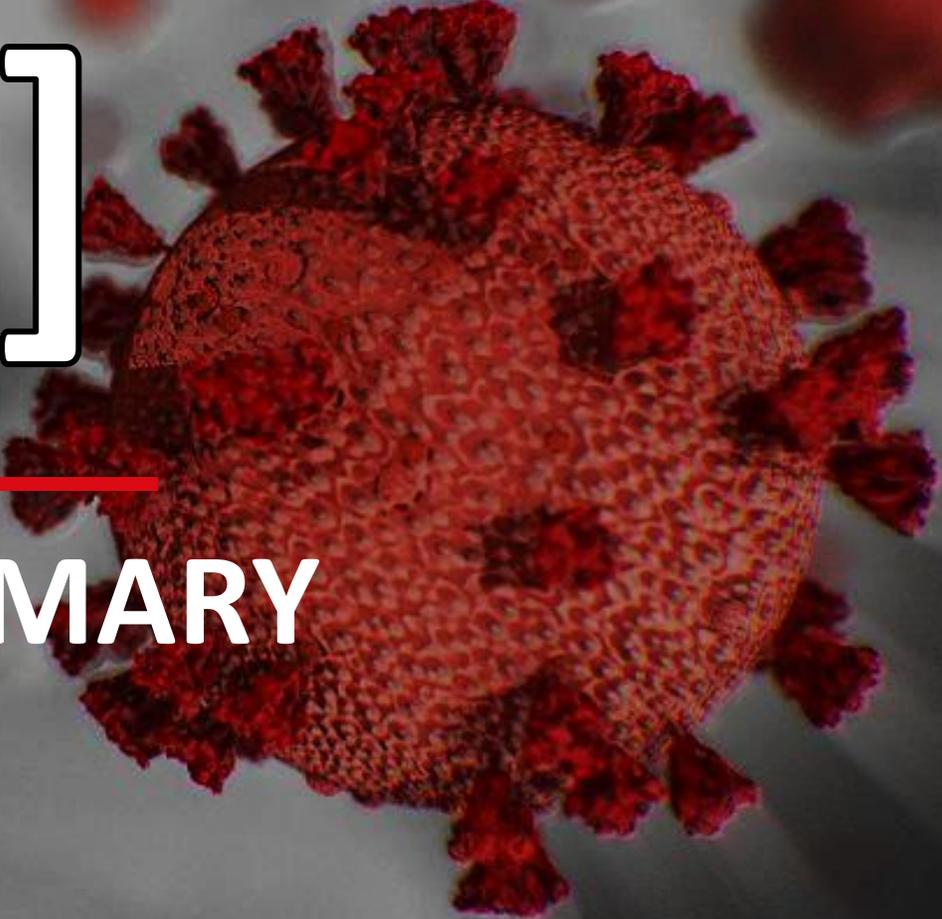
Note: the outbreak is expanding rapidly, and some of the information presented in this report may become out of date overnight. This document reflects our perspective as of the date of publishing.

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[TLDR] Executive Summary

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[TLDR]

A detailed 3D rendering of a spherical virus particle with a textured, reddish-brown surface and numerous protruding spikes. The background is a blurred, light-colored field with other smaller, out-of-focus virus particles.

EXECUTIVE SUMMARY

Weekly media behavior recap (more details on 38-40)

Consumption Shifts

Marketplace Impact



Shop	Seek	Watch	Interact	Listen	Read
<ul style="list-style-type: none"> The spike in digital shopping is driving consumer trial of new brands – and many will stick with the new brands they're trying. 87% of in-store shoppers now prefer contactless or self-checkout options Some States Already See Retail Foot Traffic at Nearly 50% of Normal After Reopening 	<ul style="list-style-type: none"> Marketers are increasingly preventing their ads from appearing alongside content related to Black Lives Matter protests, with some blocking keywords including “black people,” “George Floyd” or “BLM.” 	<ul style="list-style-type: none"> With 49 of the U.S. states now reopened, at least partially, the continued high CTV usage is a testament to consumers’ attraction to the variety of options available and the connectivity they have to it. The ongoing pandemic has also amplified another trend: co-viewing, which also has not returned to pre-Covid levels. Co-viewing, though, was not specific to connected TV devices and instead grew across the board. 	<ul style="list-style-type: none"> 3/4 of Americans are concerned about the threat of misinformation on social media and 2/3 believe sites are justified in fact-checking posts of politicians. The fast-moving world of Twitter has become the nerve center of the American news cycle — as evidenced by record-breaking downloads and engagement for the service last week. Over the past few weeks, viral videos about race relations in America have driven the news cycle, creating micro social movements within themselves 	<ul style="list-style-type: none"> Since mid-March, we've seen a decrease in time spent listening to podcasts, however, we expect listening habits will return to normal in the second half of the year with listeners to surpass 100MM this year. Radio is on the rebound, and listening is steadily increasing each week back toward pre-covid levels. At home/digital/streaming is increasing, including podcasts - iHeart had our highest podcast UU and download #s ever in May with 216M downloads and 24.9M uniques 	<ul style="list-style-type: none"> As consumers have been staying home, they are exploring passion points online in wellness, home improvement, cooking, beauty, etc.
<ul style="list-style-type: none"> Voice can come into play when a customer is reluctant to interact with a clerk. Talking to the mobile app, rather than taking the time to type a query, could easily help consumers with locating inventory or explaining how a product works.. Meredith launched SwearBy, a new recommendation platform for the products that people honestly Swear by Meredith crowd-sources recommendation s for the best products and serves them up in a searchable and shoppable way, with a fun editorial layer of interviews and round-ups 	<ul style="list-style-type: none"> CPMs for protest stories are 57 percent lower than for other coverage due to these keyword block lists 	<ul style="list-style-type: none"> HBO Max is not available on Amazon Fire TV or Roku devices, two of the most popular connected TV devices on the market. Platforms like YouTube and Roku are rolling out connected TV features to account for sky-high connected TV usage. Streamers are particularly keen on investing in kids and family programming, some of which is aimed at being attractive co-viewing opportunities. <ul style="list-style-type: none"> Ad-supported free streamer Crackle in April pushed out Homeschool Channel, a free channel featuring educational programming from various brands like Baby Einstein. 	<ul style="list-style-type: none"> Facebook will start labeling posts from state-controlled media on the platform. The labels will also apply to ads later this year. Facebook is defining state-controlled as not just financial control but also editorial. Facebook is running a ‘Coronavirus Information Centre’ and implemented measures to limit disinformation Because Twitter's architecture suits it to be a go-to place for news, advertisers can utilize Twitter to speak to those who want to stay up to date in the current news. 	<ul style="list-style-type: none"> For advertisers, many only pay for what they get, so if fewer consumers download the podcast, the show cost will be less. So there is little financial impact for advertisers if listening is down. As consumers want to go back to normal and the country opens up at varying levels, radio & podcast advertising continues to be relevant 	<ul style="list-style-type: none"> The Hearst audience and their appetite for our content continues to grow. In May, Hearst set a new record — 408.9 million users. Nine of the Hearst sites experienced their highest month ever: Bicycling (4.1 million), Car and Driver (16.9 million), Delish (48.5 million), House Beautiful (9.3 million), Marie Claire (16.5 million), Popular Mechanics (14.8 million), Runner's World (6.9 million), Veranda (500,000) and Women's Health with 24.6 million users.

ONE

**LATEST
NEWS**

Week of 6/12 headlines

US reaches 2,000,000 coronavirus cases as many states experience a surge of new patients ([NPR](#))

America adds a third crisis – global pandemic, economic recession, racial injustice – a ‘pandemic within a pandemic’ complicating recovery efforts ([NYT](#), [Harris Poll](#))

Hispanic women, immigrants, young adults, those with less education hit hardest by COVID-19 job losses ([Pew Research Center](#))

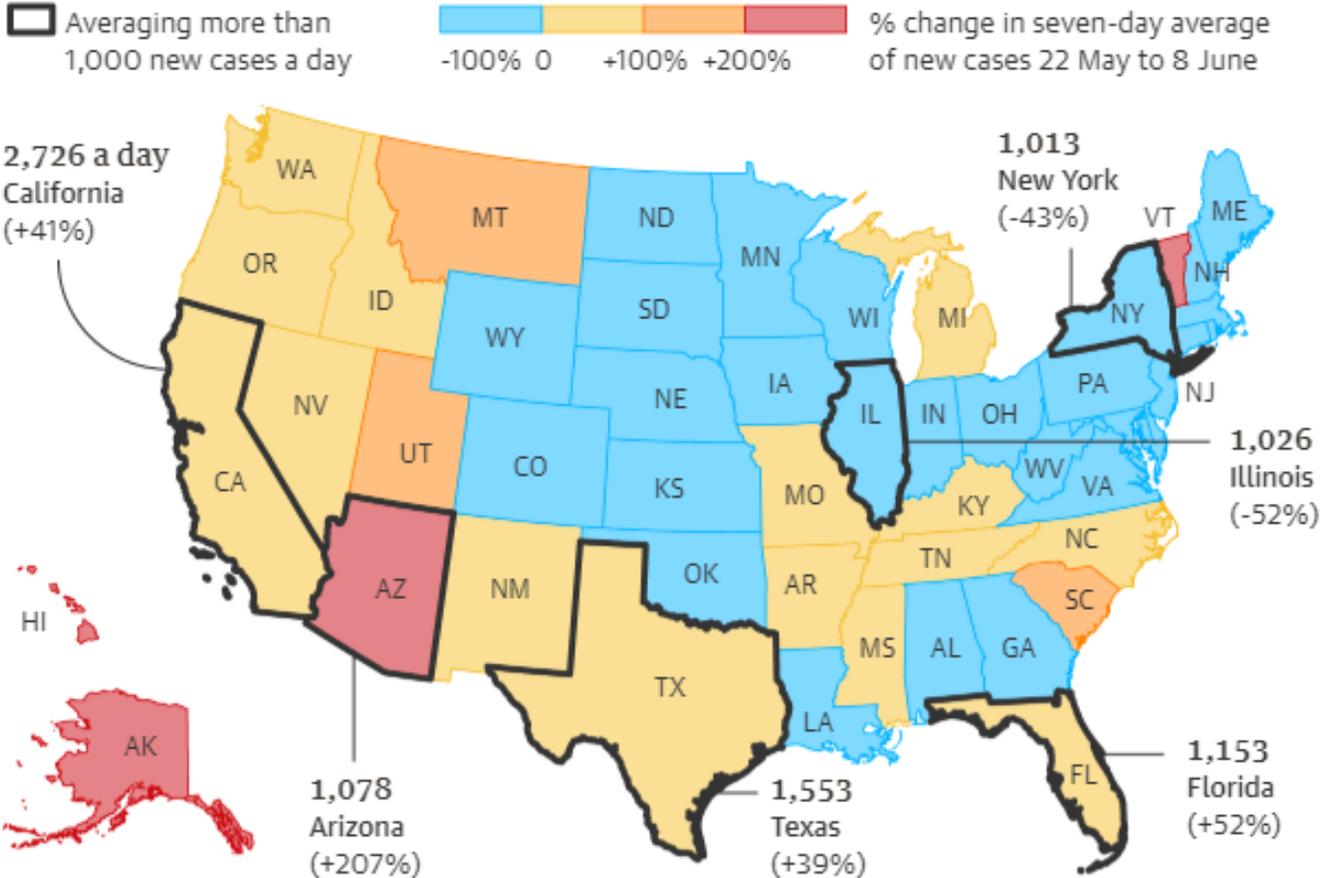
Crowdsourced accountability movements popping up all over social media as we enter into a new era of corporate responsibility, pre-dating C19 but exacerbated by it ([NYT](#))

 ***futureproof***

TWO

THE PUBLIC MINDSET

Over a dozen US states have recorded rising cases of coronavirus infections – some receiving over 1,000 new cases/day – coming, as many predicted, after Memorial Day weekend when many flocked to crowded beaches and pool parties

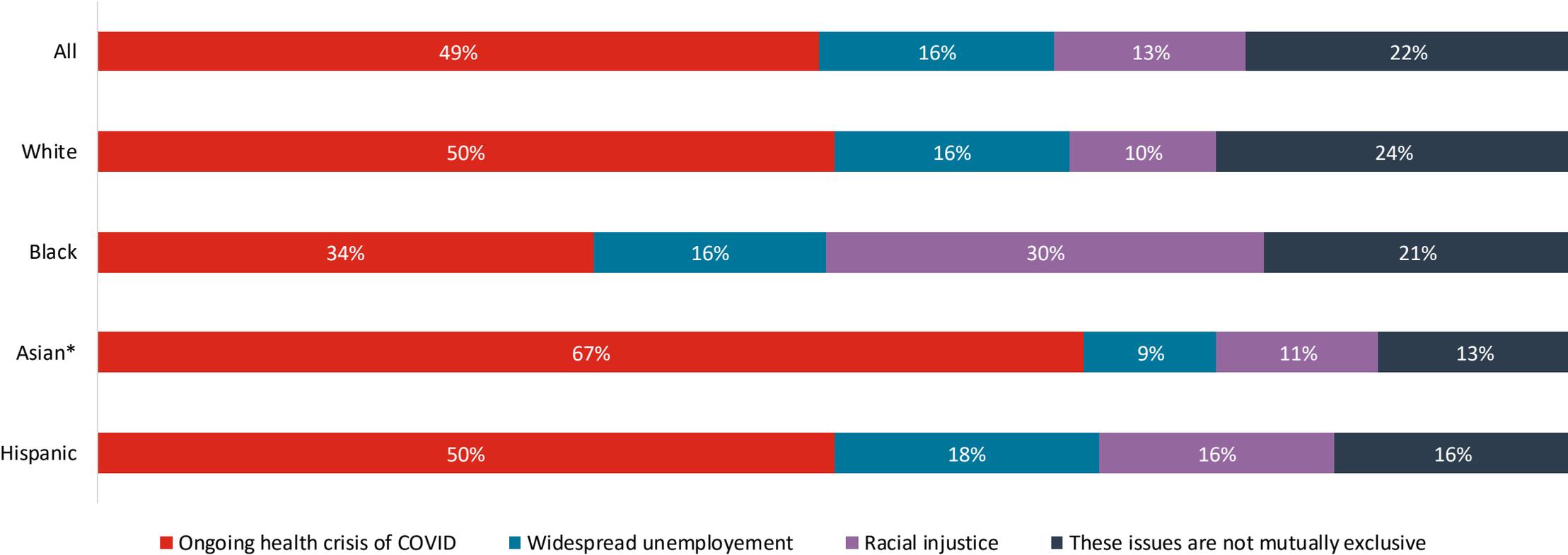


Guardian graphic. Source: Guardian analysis of Johns Hopkins University data. Numbers rely on public data from multiple sources. Note: Alaska, Hawaii and Vermont have increased the most in percentage terms but still have low numbers of new cases



Nearly a quarter of Americans report that the COVID-19 health crisis, widespread unemployment, and racial injustice are interconnected; for black Americans, COVID-19 and racial injustice are equal threats

Q: Which of the following poses the greatest personal threat to you and your family?

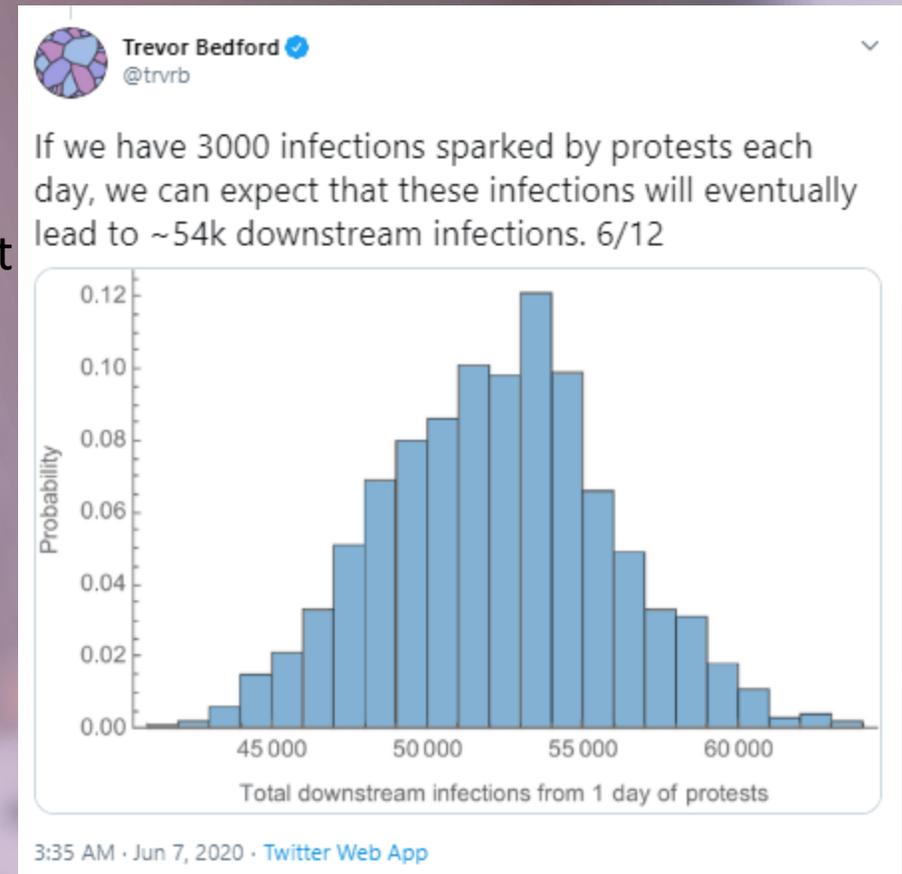


Source: Harris Poll (Wave 15), *Low sample size

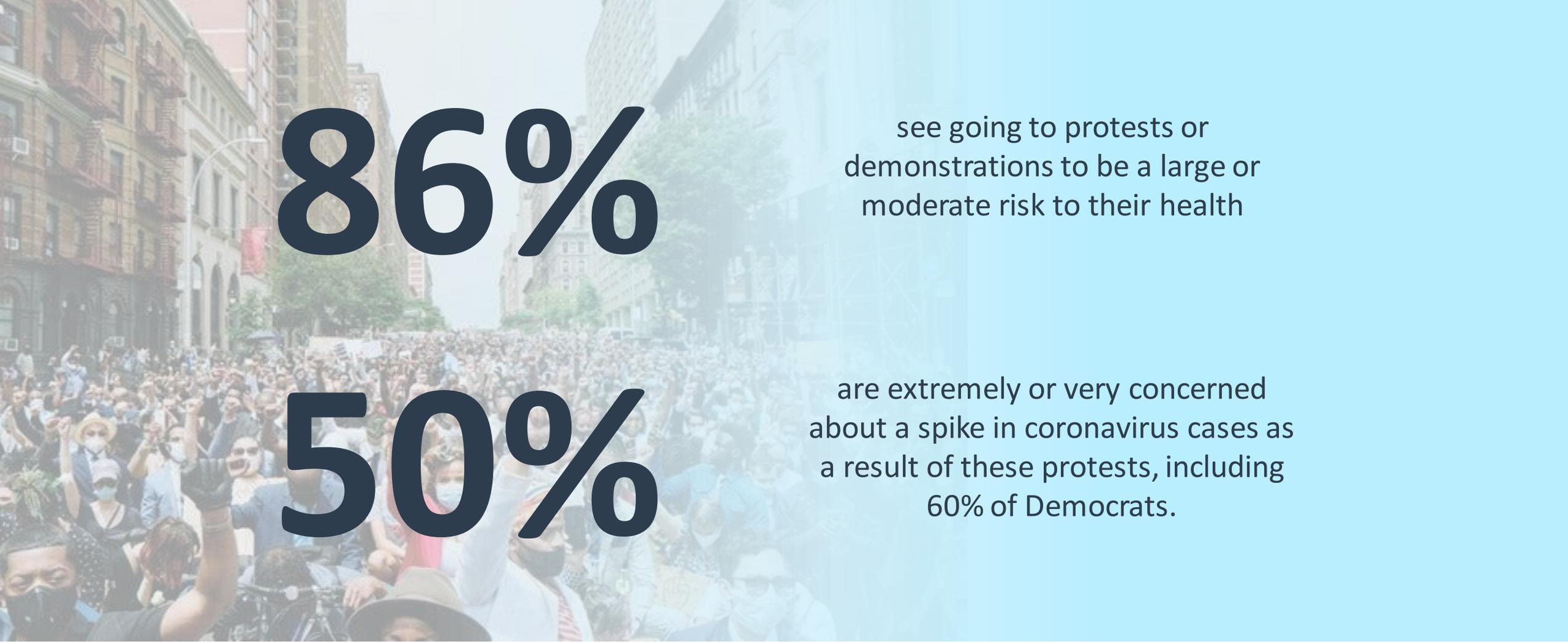
This comes as millions* have taken to the street, to protest against recent acts of racial injustice, concerning many about a future outbreak, including NIAID director Dr. Anthony Fauci; tear gas and other methods used to dispel crowds makes it worse

Right: a tweet by Trevor Bedford, a scientist studying viruses, evolution, and immunity at the Fred Hutchinson Cancer Research Center, quoted by the New York Times estimates that each day of protests could result in ~3,000 new infections.

Over several weeks, as each infected person infected just under one other person on average — the current U.S. transmission rate — those infections would in turn lead to 15,000 to 50,000 more, and 50 to 500 eventual deaths



Almost all Americans see going to protests to be a large or moderate risk to their health



86%

see going to protests or demonstrations to be a large or moderate risk to their health

50%

are extremely or very concerned about a spike in coronavirus cases as a result of these protests, including 60% of Democrats.

Most Americans expect a COVID-19 cure and vaccine within the next 12 months...as well as a second outbreak

83%

of US adults say there will be another outbreak of the coronavirus disease after the first outbreak

72%
would definitely/probably get a C19 vaccine

Majorities in U.S. expect COVID-19 treatment and vaccine ahead – as well as another outbreak

% of U.S. adults who say each definitely/probably ___ in the next 12 months

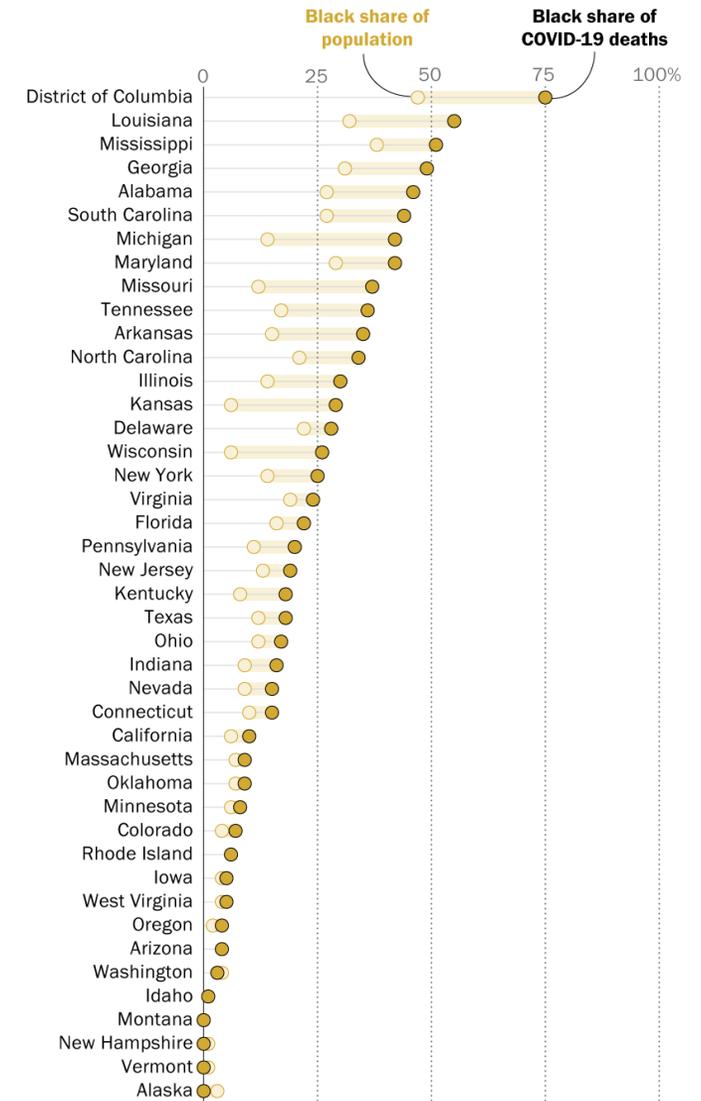
	Will not happen	Will happen
There will be an effective treatment or cure for COVID-19	16	83
There will be another outbreak of coronavirus disease after the first outbreak	16	83
There will be a vaccine to prevent the coronavirus disease	26	73
The focus on coronavirus will delay progress on other medical treatments	30	69

% of U.S. adults who say if a vaccine were available today, they definitely/probably ___ get it

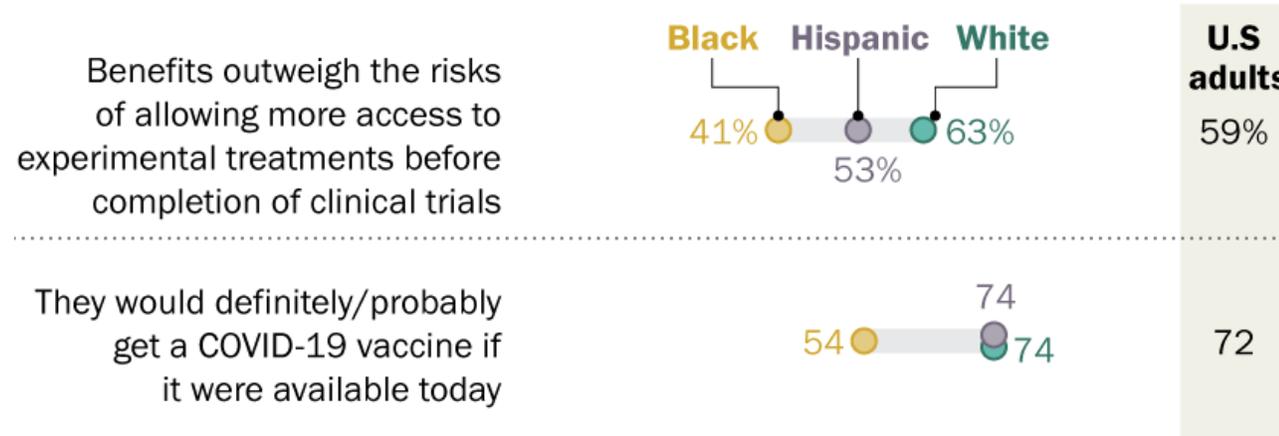
	Would not	Would
U.S. adults	27	72

Black adults, though disproportionately affected by pandemic, express more skepticism for experimental treatments and a potential vaccine

Black share of COVID-19 deaths and population, as of June 2, 2020



% of U.S. adults who say ...



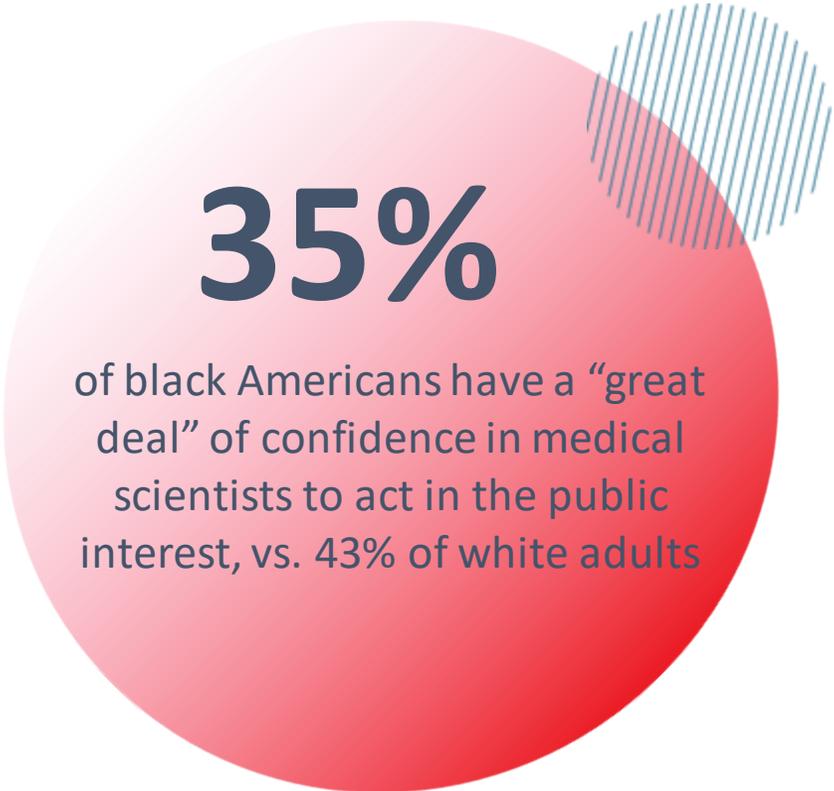
Note: Whites and blacks include those who report being only one race and are non-Hispanic. Hispanics are of any race.

Source: Survey conducted April 29-May 5, 2020.

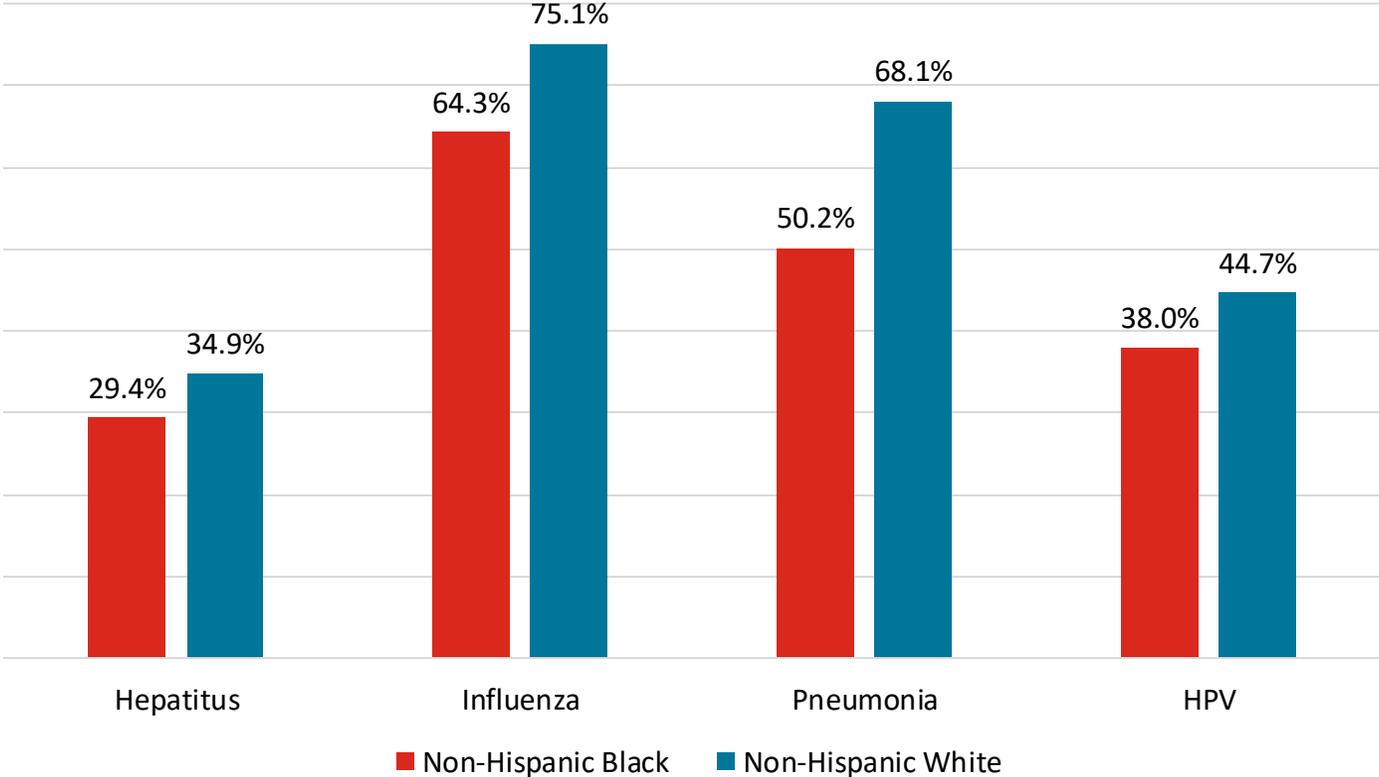
PEW RESEARCH CENTER



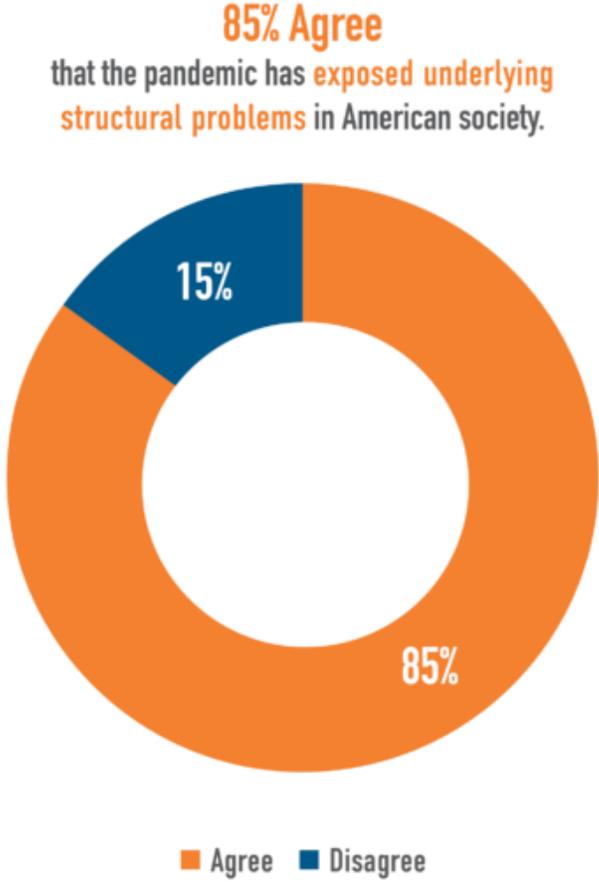
These C19 specific findings corroborate other historical data around black adults being less likely than the total pop to receive vaccinations, likely due to a mix of distrust of organizations to act in their interest and lack of access to preventative care



% of Adults who received vaccinations, by race



An overwhelming majority of Americans (85%) believe this pandemic has exposed underlying structural problems, including over 60% who think it's exacerbated poverty/job creation/hunger and one-third who say it has made racial inequalities worse



65%

think C19 has exacerbated poverty

64%

think C19 has exacerbated job creation

62%

think C19 has exacerbated hunger

30%

think C19 has exacerbated racial inequality

8-in-10 agreed that the COVID-19 pandemic has opened their eyes to acceptable/unacceptable corporate behavior, and 76% said they would remember the missteps companies made during this crisis “long after it was over”

80%

agree that the pandemic has opened their eyes to acceptable and unacceptable corporate behavior

76%

said they will remember corporate missteps made during this crisis long after its over

This in part due to the proliferation of crowdsourced corporate accountability sites/social media accounts like “Did they help?” and “Pull up or shut up”, which have garnered national media coverage, making any potential missteps that much harder to forget



Did Office Depot help during the Covid-19 pandemic?

No!
RATING: 2

Office Depot has refused to reduce operating hours or move to a curbside only pickup model that most companies have moved to. This put thousands of employees and their families at risk. Meanwhile, the corporate office has sent home all of its employees with pay ([Vice](#))

Office Depot, which has said it is an essential retailer, recently sent a memo to store managers saying customer-facing employees were not allowed to wear masks and discouraged managers from sending workers home if they had symptoms of the virus ([NYtimes](#))

The New York Times

Office Depot, which has said it is an essential retailer, recently sent a memo to store managers saying customer-facing employees were not allowed to wear masks and discouraged managers from sending workers home if they had symptoms of the virus.

Symptoms “mirror those of the common cold,” making it hard to identify, the memo said. Referring to Covid-19, the disease caused by the virus, it added, “The likelihood of an associate having Cov-19 is very low.”

An employee at a store in the Midwest who spoke on the condition of anonymity to protect her job said that the guidance had not changed as of Wednesday, but that some managers were allowing employees to wear their own masks.



Beauty Companies Are Revealing Their Own Lack of Diversity, Thanks to #PullUpOrShutUp Challenge

Created by Uoma Beauty founder Sharon Chuter, #PullUpOrShutUp called for companies to expose how many of its employees are Black. Now, she's documenting every response to hold them accountable to more diverse hiring practices.



pullupforchange • Follow

pullupforchange @lorealusa
Pulled up on behalf of all its companies (Listed below) - Black participation at field and manufacturing 9%, Corporate 7% and executive level 8%. Work needs to be done here especially as a VERY large employer across all brands combined. Black college participation is at 10% so this should be the bare minimum goal for corporate. A 3% increase from a group this large will make a HUGE difference in the lives of many black people in America. Thank you for the transparency and we look forward to supporting to see these numbers go up.
L'Oréal brands - @lorealparis @maybelline @essie @carolsdaughter

5,901 likes
5 DAYS AGO

Log in to like or comment.

The majority of people think that the healthcare (HCWs/hospitals) and the pharmaceutical industries are doing a good job in response to the coronavirus pandemic

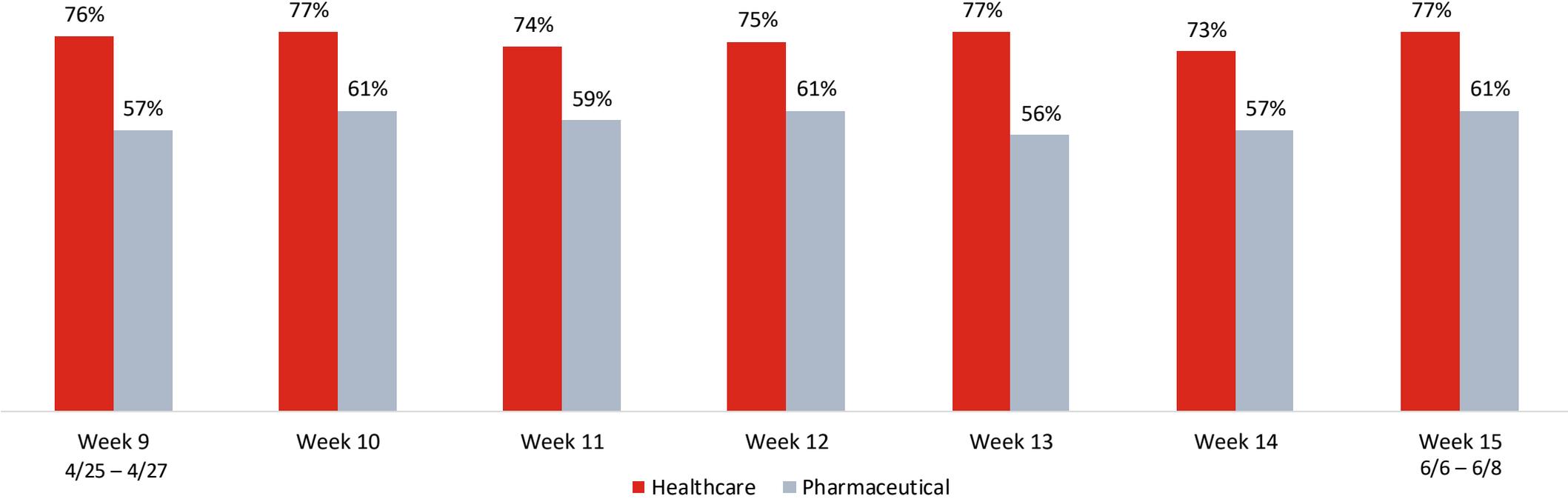
Q: For each of the following industries, do you think that the industry has had a good response or a poor response to the coronavirus pandemic?
(Summary of Good)



Source: Harris Poll (Wave 15); NOTE: Harris Poll did not measure perception of J&J this week. We will continue monitoring and will report back if/when they do again.

This is consistent WoW, with approval percentages remaining above 50% since polls started measuring two months ago

*Q: For each of the following industries, do you think that the industry has had a good response or a poor response to the coronavirus pandemic?
(Summary of Good)*

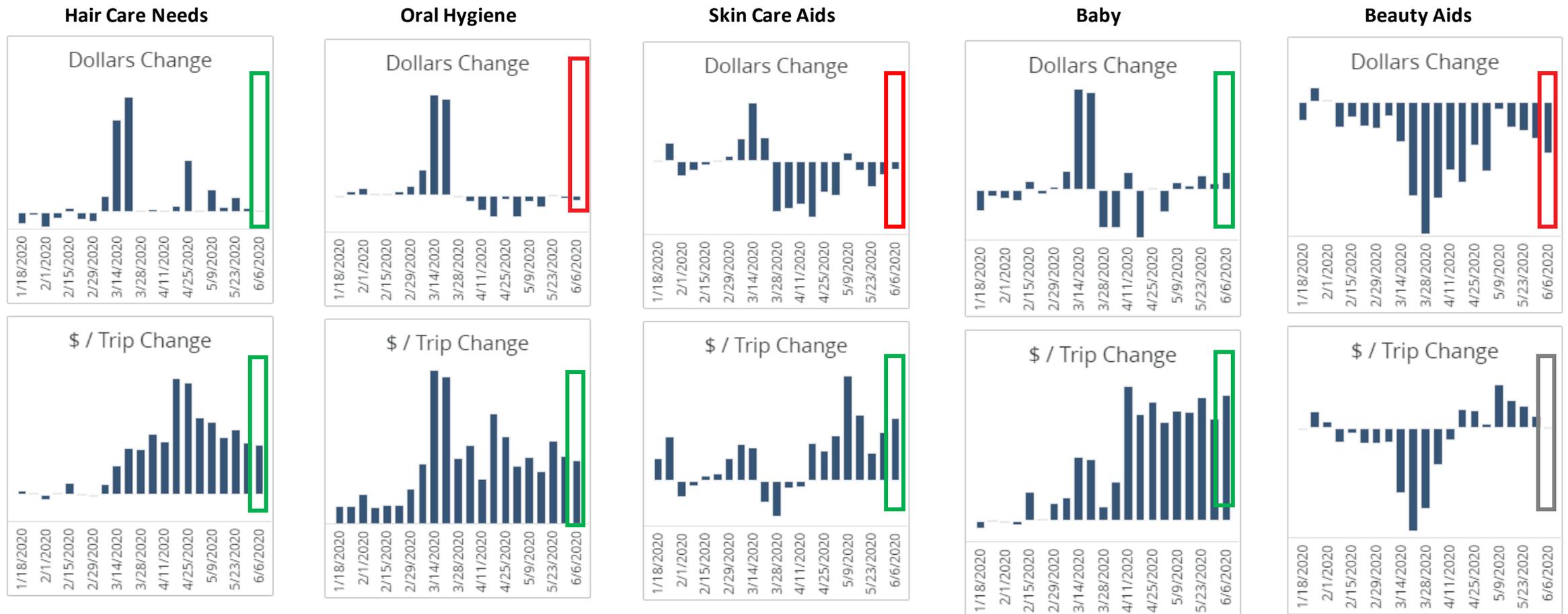


Source: Harris Poll (Wave 15); NOTE: Harris Poll did not measure perception of J&J this week. We will continue monitoring and will report back if/when they do again.

THREE

CHANGES IN CONSUMER SHOPPING

Hair care (+1%) and baby (+5%) are the only categories seeing positive dollar change WoW; beauty aids continue steep decline since modest rebound w.o. 5/9

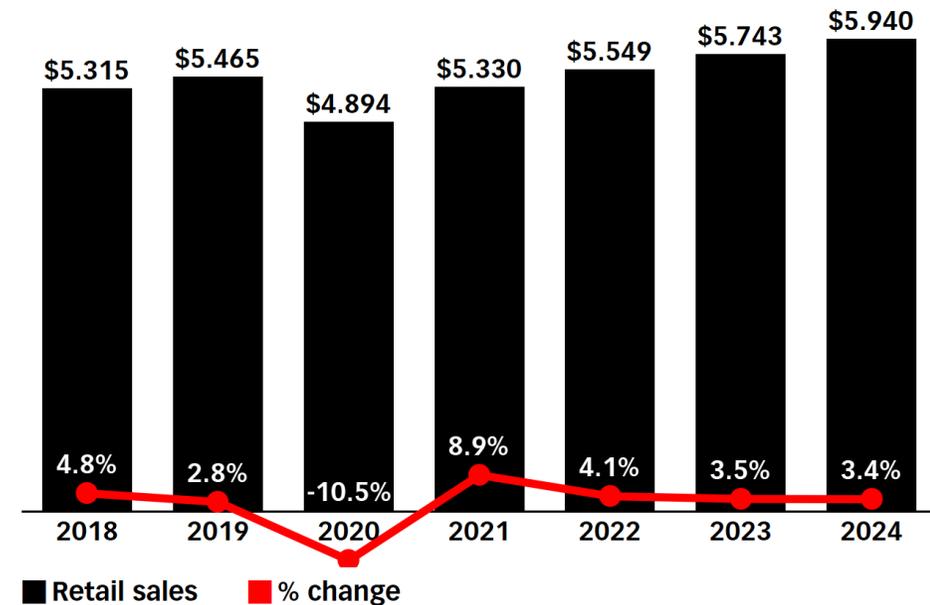


Coresight estimates 25,000 stores could close this year and **eMarketer** projects that retail sales could decrease at least 10%, possibly not recovering until 2022



Total Retail Sales in the US, 2018-2024

trillions and % change



Note: excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales

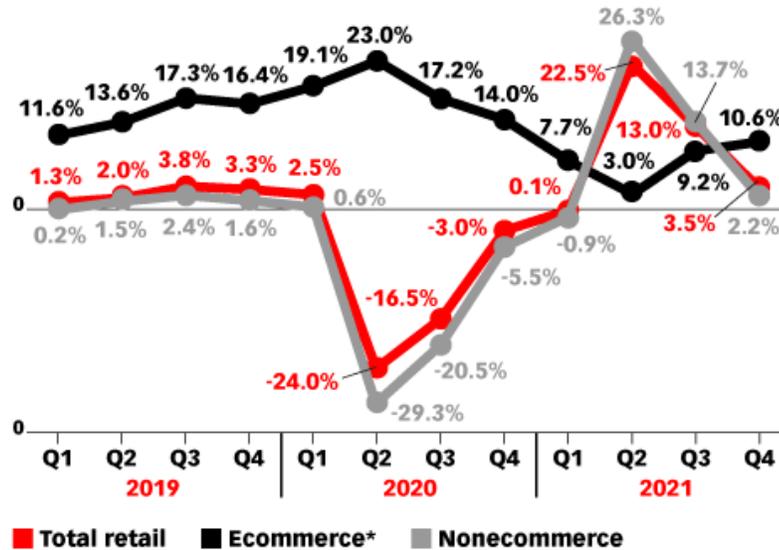
Source: eMarketer, May 2020

T11036

www.eMarketer.com

However e-retail is expected to remain in the black and the health and personal care category to see one of the biggest percent changes (+32.4%)

Retail Sales Growth in the US, by Segment, Q1 2019-Q4-2021
% change



Note: excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales; *includes products or services ordered using the internet, regardless of the method of payment or fulfillment
Source: eMarketer, May 2020

255731

www.eMarketer.com

Retail Ecommerce Sales in the US, by Product Category, 2020

billions, % change, % of retail ecommerce sales and % of total retail category sales

	Billions	% change	% of retail ecommerce	% of total retail
Computer & consumer electronics	\$156.50	17.9%	22.0%	49.5%
Apparel & accessories	\$135.49	8.6%	19.1%	36.7%
Furniture & home furnishings	\$78.31	12.4%	11.0%	29.9%
Health & personal care	\$72.10	32.4%	10.2%	13.0%
Auto & parts	\$51.54	12.6%	7.3%	5.2%
Toys & hobby	\$51.23	20.9%	7.2%	47.8%
Books, music & video	\$42.30	13.9%	6.0%	62.7%
Food & beverage	\$41.52	58.5%	5.9%	3.7%
Office equipment & supplies	\$15.62	17.9%	2.2%	39.3%
Other	\$65.18	17.8%	9.2%	6.1%

Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, May 2020

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www.eMarketer.com



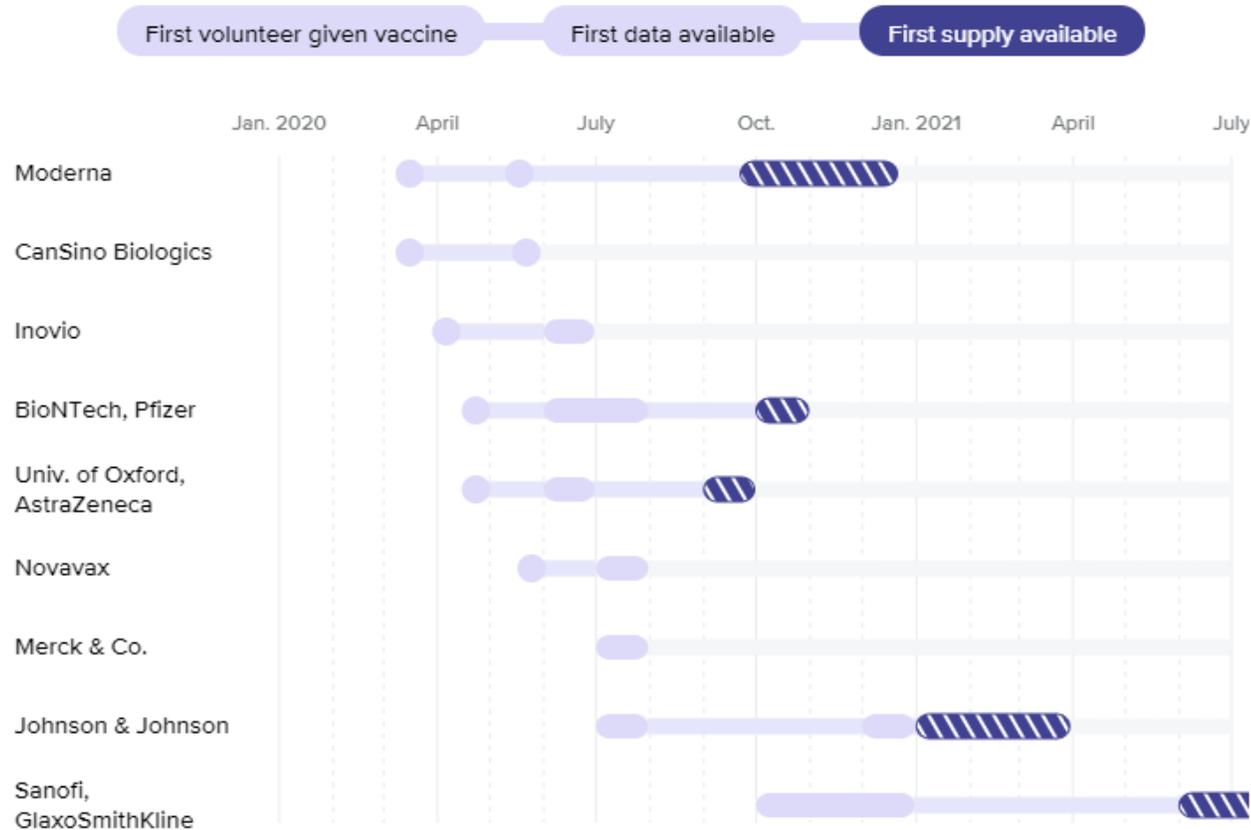
FOUR

CHANGES IN CONSUMER HEALTHCARE NEEDS

NOTE: Not week of 6/12 developments, but a new study recently released

The race is on for vaccine development and consumer interest remains high, especially among men and older Americans

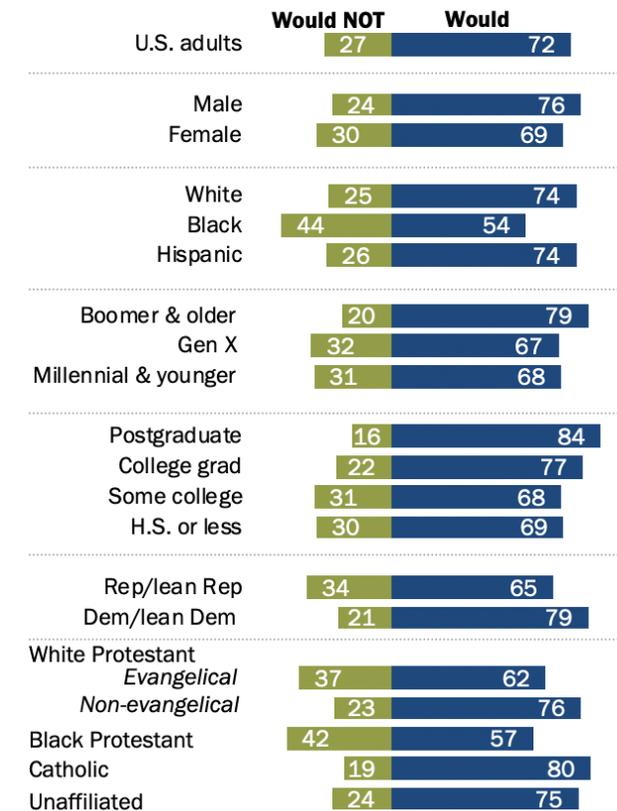
Vaccine Frontrunners (via [BioPharmDive](#))



Nami Sumida/BioPharma Dive

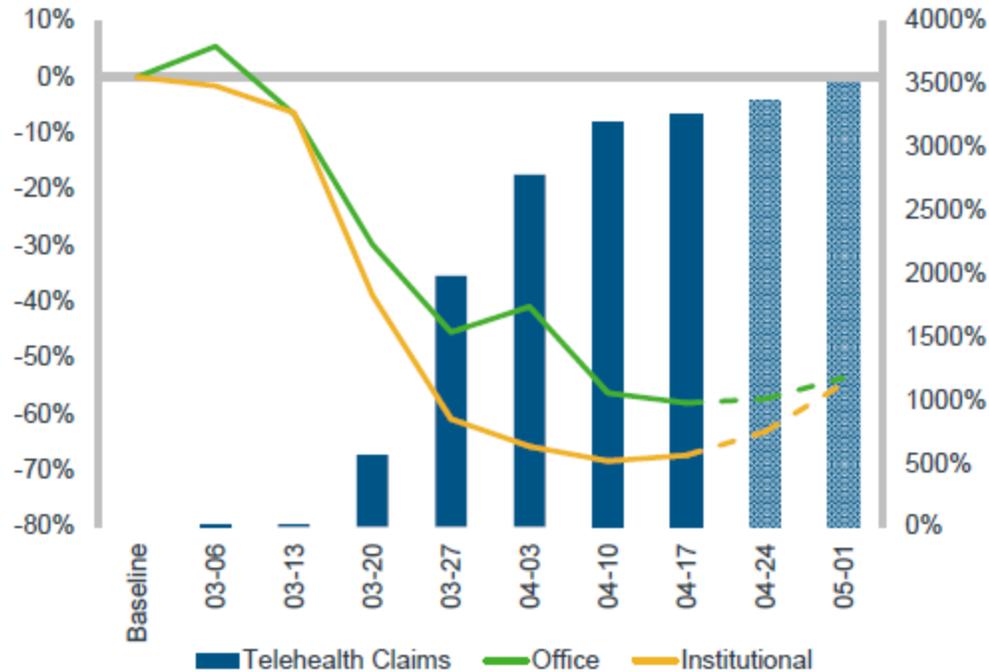
72% of U.S. adults say they would get a COVID-19 vaccine if available today

% of U.S. adults who say if a vaccine were available today, they definitely/probably ____ get it

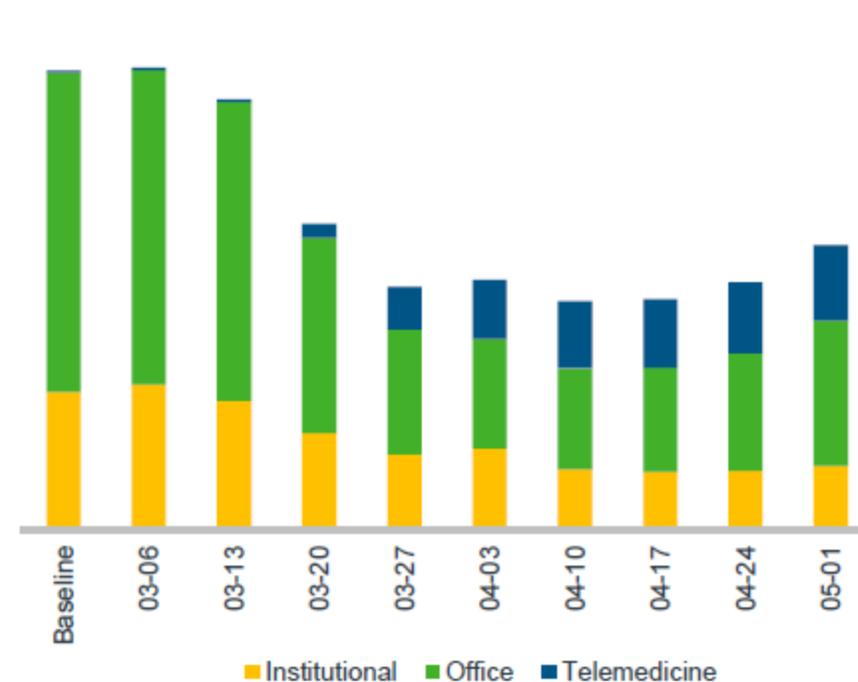


Even without a vaccine in place, in-office doctor's visits are rising, though not nearly back to baseline/pre-COVID levels

Total Telehealth Claims Through w/e 05-01 vs. Baseline
Weekly Diagnosis Visits Through w/e 05-01 Compared to Baseline Period



Total Visit Claims by Service Type
Baseline Period – W/E 05/01

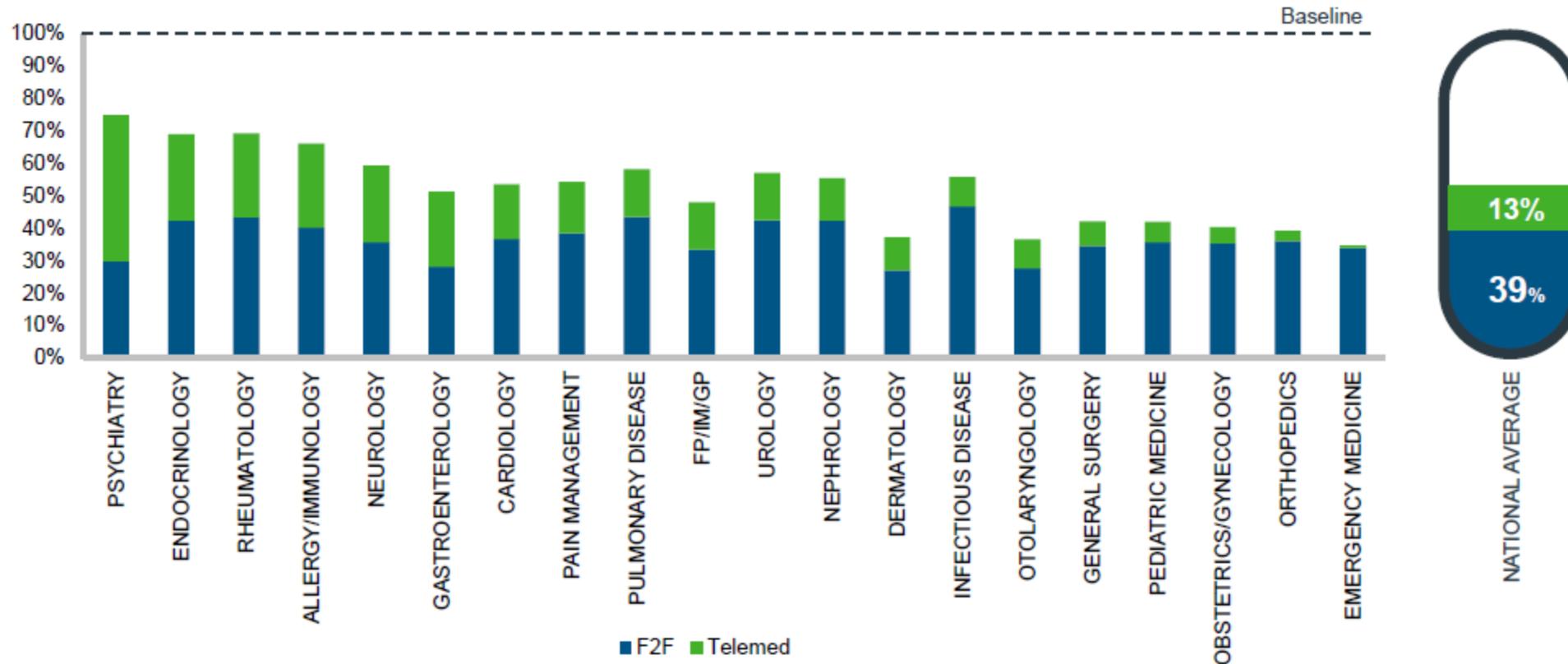


Data for latest week date controlled against prior periods; estimates have been applied to reflect anticipated late-adjudicated claims based on historical rates

Source: IQVIA: Medical Claims Data Analysis, 2020; Baseline = Average of TH visits for period W/E 1/10/2020-2/28/2020, Estimated amounts for latest 2 weeks applied based on likely claims still to be received due to data latency or claim processing delays; See Appendix for further details



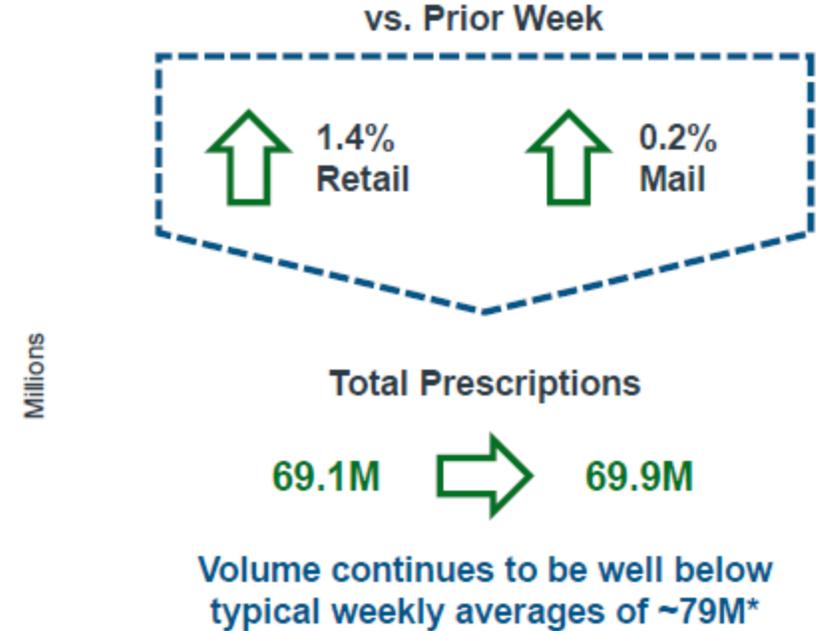
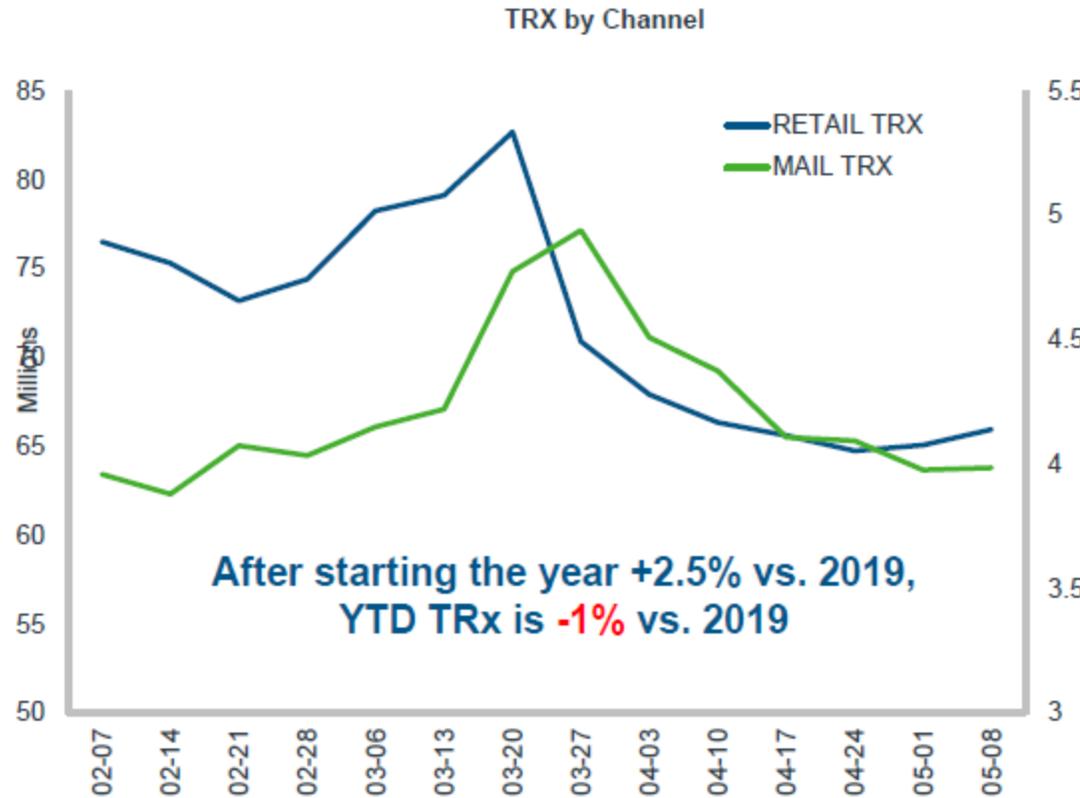
Across disciplines, total patient interactions have started to rebound, with telemedicine driving the numbers for certain specialties



Source: IQVIA: Real World Data, Medical Claims, 2020, adjusted, baseline is set as average visit volume for first 8 weeks of 2020 for each respective specialty



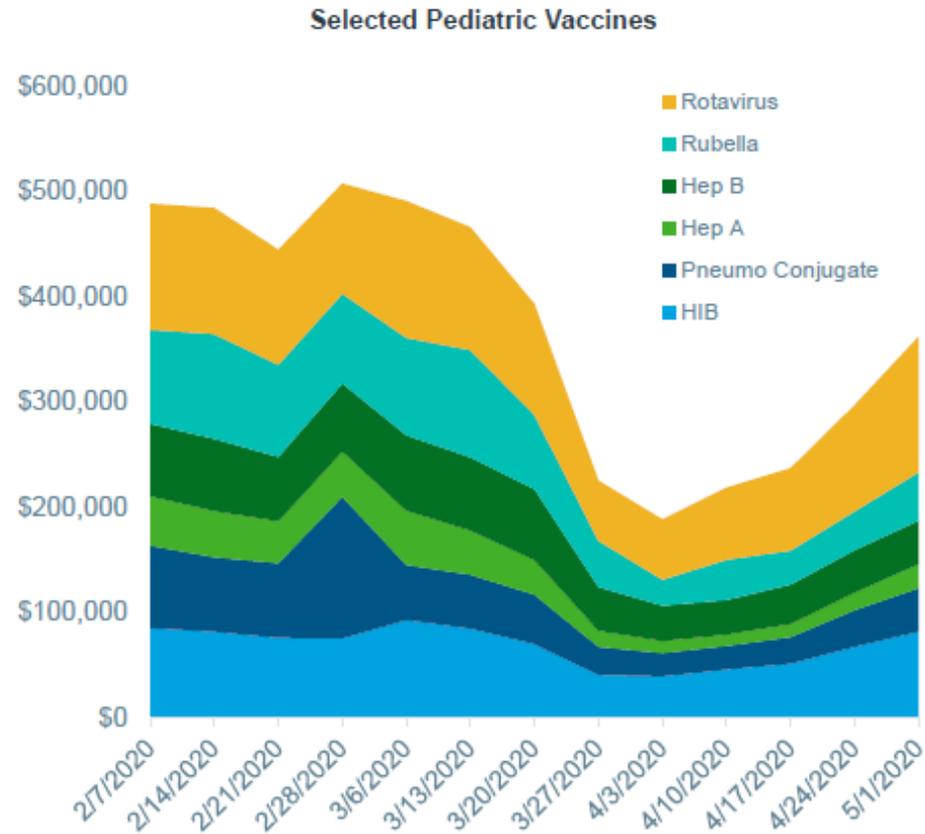
Scripts have increased for the first time since the initial stockpiling period in March



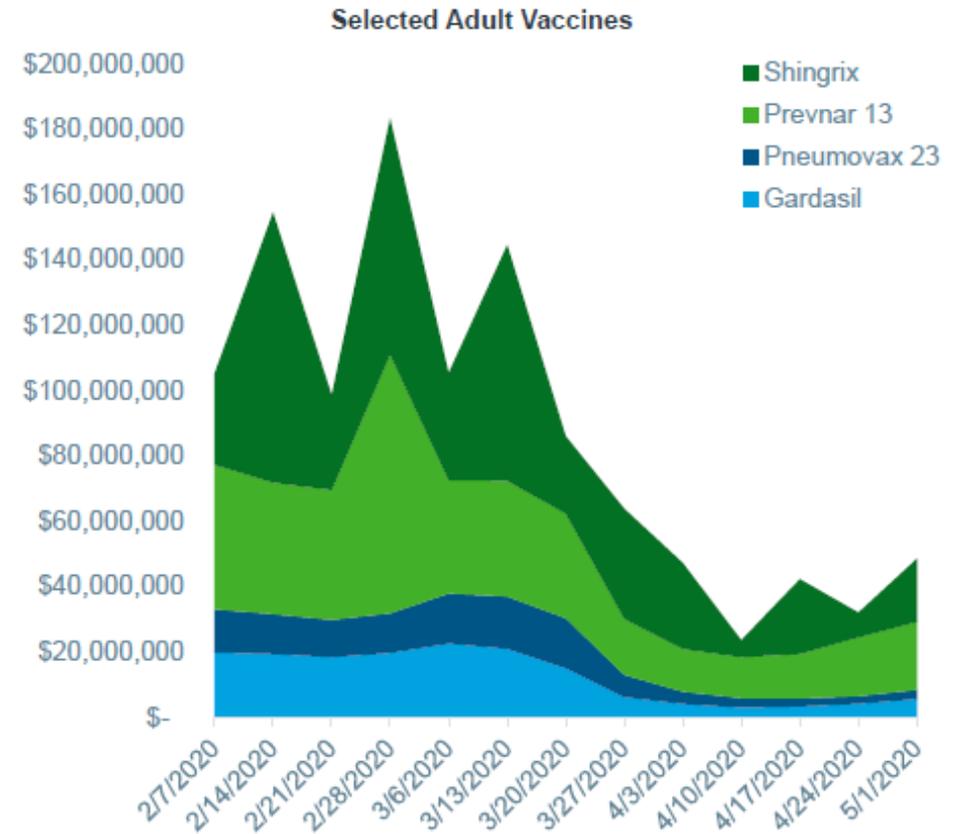
Source: IQVIA: National Prescription Audit (NPA); 2020; *Typical' volume includes only retail and mail channels as compared to the pre-COVID 8 week baseline period; W/E 1/10/2020-2/28/2020



Parents are bringing their children into the office again to receive scheduled vaccinations; adult vaccination levels have yet to rebound as the urgency for adult vaccinations remains low



Source: IQVIA: Weekly Sales Perspective (WSP)



IQVIA



FIVE

CONSUMER CONTENT INTEREST



The week saw breakout searches for some of the show's most gripping stories: "Tyreek Queer Eye" and "Alma del Mar"

Rahanna Gray's Stylish Pooch grooming business is booming since the episode aired



***Queer Eye's* season 5 debut serves up comfort for many viewers who are calling binging it "a form of self-care"**



From *Amazon's Best Sellers* to a carefully curated collection from Netflix that aims to shine light on the Black experience in America, more people are seeking content to help them better understand the moment

+1,150%
Searches for
"anti-racism
reading list"

Amazon Best Sellers

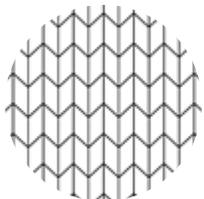
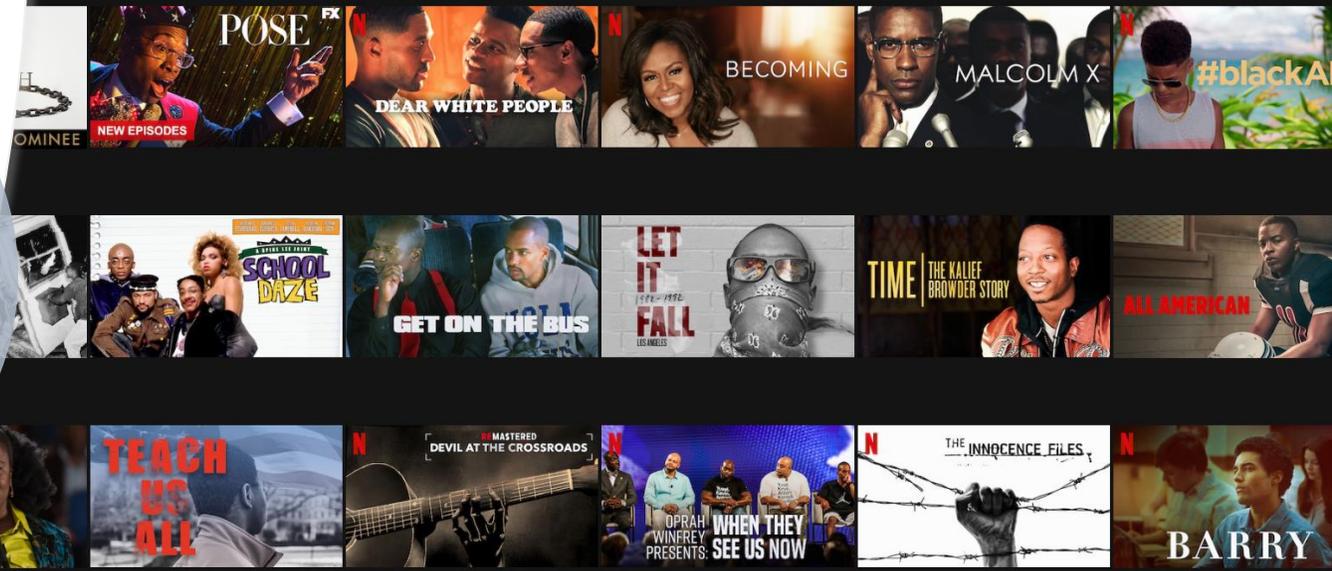
Our most popular products based on sales. Updated hourly.

Books



Matter

SUGGESTIONS FOR YOU



SIX

CHANGES IN MEDIA BEHAVIOR

Twitter sets record for downloads and engagement following two of the biggest news weeks of the pandemic

Wednesday was the number one day in Twitter's history with

677K

downloads globally

(Apptopia via Axios)

Wednesday also set a record for with **40MM** daily active US users

1-in-5
adults use
Twitter

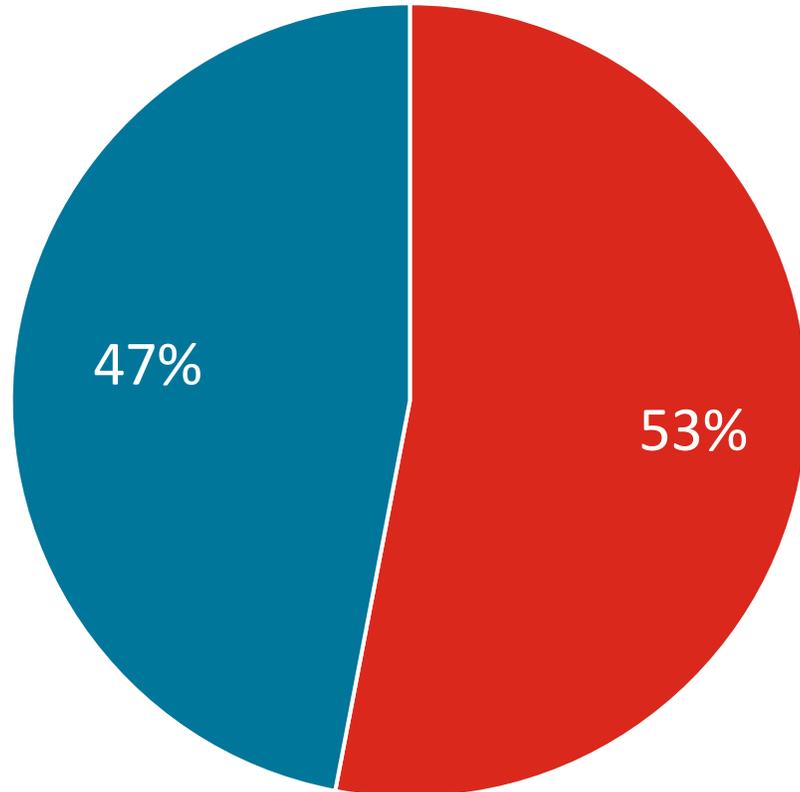
7-in-10
Twitter users get
news on Twitter

As more users flock to social media, publishers (e.g. Twitter, Snapchat) are beginning to push back, taking increased action on world leaders who violate their policies



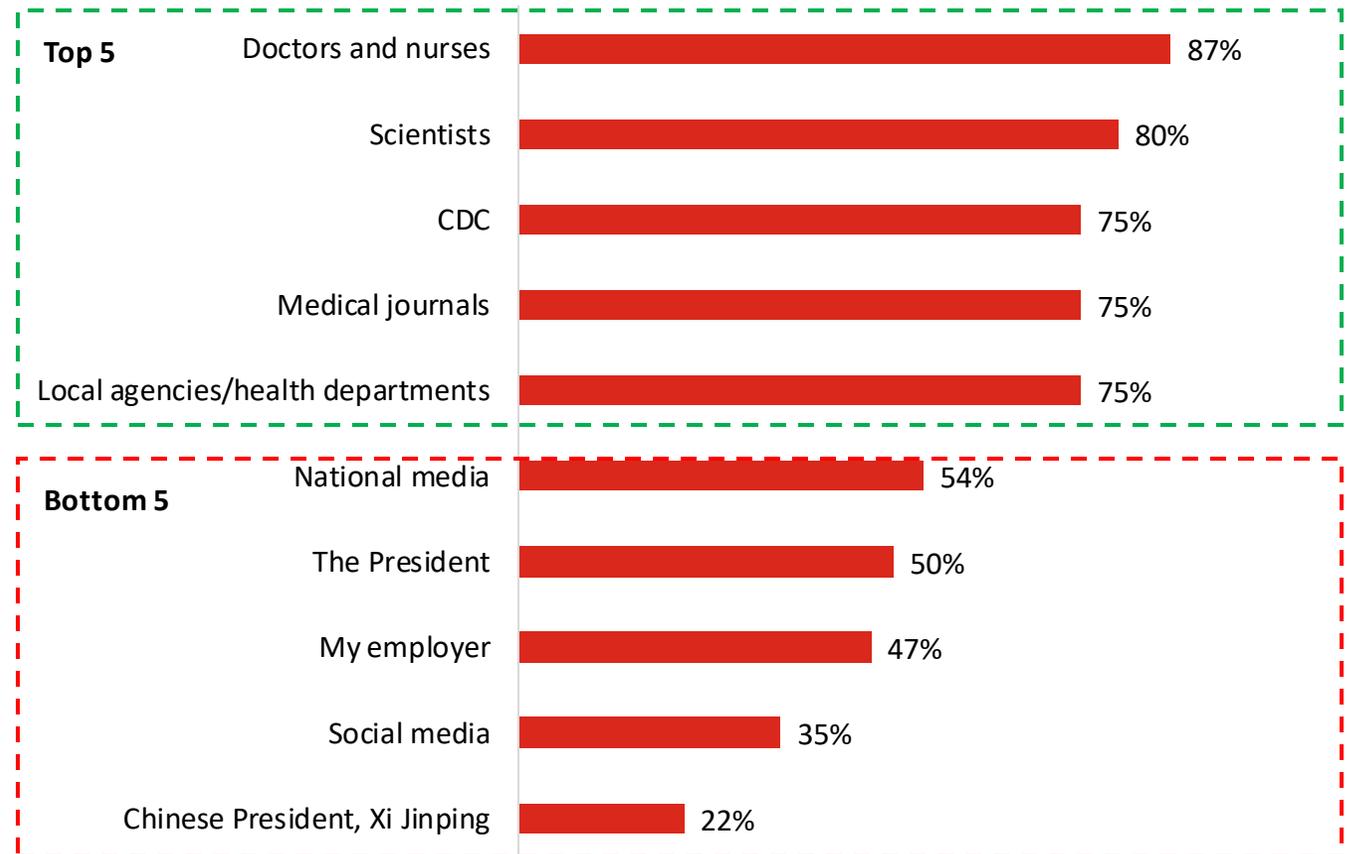
- Snap’s decision comes after Twitter hid one of Trump’s tweets regarding the Minneapolis protests on the basis of it violating Twitter rules for “glorifying violence.”
- Twitter had previously added fact checks to two of Trump’s tweets related to mail-in voting
- Facebook came under fire internally this week after CEO Mark Zuckerberg declined to remove the same content that Twitter had on the basis of newsworthiness, a move that prompted some employees to stage a remote walk-out and pushed company leadership, including Zuckerberg, to host a company meeting on the topic

However, the majority Americans are frustrated by rampant health misinformation on social networks, desiring a more trustworthy source for health related news



- Feeds are mostly posting misleading information
- Feeds mostly posting facts

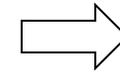
Q: How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?



Connected TV usage remains high as COVID-19 restrictions ease while Linear TV usage drops

Consumption Shifts

- Pandemic may have accelerated the migration from linear to streaming
- High connected TV usage underscores importance for streams to be on those platforms, but not every service is.
- With 49 of the U.S. states now reopened, at least partially, the continued high CTV usage is a testament to consumers' attraction to the variety of options available and the connectivity they have to it. By the first week of May, connected TV usage remained at 3.5 billion hours and total hours spent on connected TV devices was up 81% year-over-year, according to Nielsen.
- The ongoing pandemic has also amplified another trend: co-viewing, which also has not returned to pre-Covid levels. Co-viewing, though, was not specific to connected TV devices and instead grew across the board. Growth in co-viewing remained consistent no matter what type of programming people were watching, indicating a broad shift in consumer habits.
- A numbers of sports are set to return to live play this month including Mexican Soccer League LA Liga on June 11 and English Premier League Soccer on June 17. The US's Major League Soccer is expected to begin play on June 24.
- MLB and NBA are in continuing talks and are expected to resume in the next coming weeks in late June to July.



Marketplace Impact

- The shifts in consumer trends come as streaming services of all kinds race to build their version of the perfect service for consumers who have more entertainment options than ever and are facing economic headwinds due to the economic fallout from the pandemic.
 - Streamers are experimenting to find the right mix of library and original content, an intuitive interface and an aggressive marketing plan. Covid-19 has complicated many of those efforts by shutting down production and thwarting marketing campaigns.
- The spike in CTV usage also underscores the importance of streamers being on those platforms. Not every streamer is, despite a heavily marketed debut.
 - HBO Max is not available on Amazon Fire TV or Roku devices, two of the most popular connected TV devices on the market.
 - Platforms like YouTube and Roku are rolling out connected TV features to account for sky-high connected TV usage.
- Advertisers are also coming back to connected TV. Programmatic ad transactions on CTV rose 40% between April 5 and May 11 after falling 14% in March,
- Streamers are particularly keen on investing in kids and family programming, some of which is aimed at being attractive co-viewing opportunities.
 - That surge in demand has meant some streamers have released educational and family-friendly programming to attract housebound kids.
 - Ad-supported free streamer Crackle in April pushed out Homeschool Channel, a free channel featuring educational programming from various brands like Baby Einstein, with the goal of creating a "trusted resource" for caregivers looking for educational programming

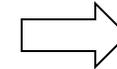
Streaming audio and podcasts see increases and consumers ask for more lighthearted and fun messaging

Consumption Shifts

Marketplace Impact

Listen

- Since mid-March, we've seen a decrease in time spent listening to podcasts, however, we expect listening habits will return to normal in the second half of the year with listeners to surpass 100MM this year.
 - Not all shows have seen a dip. Many news, political and health podcasts are up in listenership and downloads. Additionally, many shows [have seen growth] from the beginning of the year, meaning the upward trend in podcast listening has been impacted, but not significantly overall.
- Radio is on the rebound, and listening is steadily increasing each week back toward pre-covid levels.
- At home/digital/streaming is increasing, including podcasts - iHeart had our highest podcast UU and download #s ever in May with 216M downloads and 24.9M uniques



- For advertisers, many only pay for what they get, so if fewer consumers download the podcast, the show cost will be less. So there is little financial impact for advertisers if listening is down.
- As consumers want to go back to normal and the country opens up at varying levels, radio & podcast advertising continues to be relevant

Read

- As consumers have been staying home, they are exploring passion points online in wellness, home improvement, cooking, beauty, etc.
- The Hearst Media Solutions team hosted From Me To We: Rethinking Health Perceptions in the Age of Covid-19 – a virtual health & wellness summit from editors at our health-focused brands who shared their thoughts on what these trends mean for their millions of readers.
 - Consumers are a bit sick of the ‘we’re all in this together’ serious mentality that’s out there,” suggested that health and wellness marketers can – and should – evolve the tone to be light-hearted and have fun,”.
 - 69% of men aged 25 to 54 are willing to pay a premium for products that promise to improve their health or well-being.

- The Hearst audience and their appetite for our content continues to grow. In May, Hearst set a new record — 408.9 million users. Nine of the Hearst sites experienced their highest month ever: Bicycling (4.1 million), Car and Driver (16.9 million), Delish (48.5 million), House Beautiful (9.3 million), Marie Claire (16.5 million), Popular Mechanics (14.8 million), Runner’s World (6.9 million), Veranda (500,000) and Women’s Health with 24.6 million users.
- Men’s Health and Women’s Health hosted Relay for Relief: 24-hours of non-stop, virtual fitness from top trainers around the world. The event raised more than \$60,000 for United Way Worldwide’s COVID-19 Community Response and Recovery Fund and the global fitness community at-large.
- Pandemic-related content published across Men’s Health’s digital channels has sparked sales of home fitness equipment (\$8 million in sales during the last two months, he reported) and grooming gear

Social becomes nerve center of the news cycle among misinformation concerns

Interact

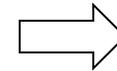
Consumption Shifts

Facebook:

- 3/4 of Americans are concerned about the threat of misinformation on social media and 2/3 believe sites are justified in fact-checking posts of politicians.

Twitter:

- The fast-moving world of Twitter has become the nerve center of the American news cycle — as evidenced by record-breaking downloads and engagement for the service last week. Over the past few weeks, viral videos about race relations in America have driven the news cycle, creating micro social movements within themselves
 - Wednesday, 6/3, was the number one day in Twitter's history for downloads with 677,000 globally, per app measurement company Apptopia. It also set a record for daily active users on Twitter in the U.S. that day, with 40 million.



Shop

- Online shopping is accelerating, being driven by pantry staples, health, wellness products.
- The spike in digital shopping is driving consumer trial of new brands – and many will stick with the new brands they're trying.
- 87% of in-store shoppers now prefer contactless or self-checkout options
- Some States Already See Retail Foot Traffic at Nearly 50% of Normal After Reopening

Marketplace Impact

Facebook:

- Facebook will start labeling posts from state-controlled media on the platform. The labels will also apply to ads later this year. Facebook is defining state-controlled as not just financial control but also editorial.
- Facebook is running a 'Coronavirus Information Centre' and implemented measures to limit disinformation

Twitter::

- Because Twitter's architecture suits it to be a go-to place for news, advertisers can utilize Twitter to speak to those who want to stay up to date in the current news.

- Digital stores are becoming multi-activity centers, accelerating the adoption of A/R, V/R, and other virtual shopping tools, concierge services, learning, and entertainment function
- More and more stores will shift from shopping centers to contactless pickup centers
 - Voice can come into play when a customer is reluctant to interact with a clerk. Talking to the mobile app, rather than taking the time to type a query, could easily help consumers with locating inventory or explaining how a product works..
- Meredith launched SwearBy, a new recommendation platform for the products that people honestly Swear by Meredith crowd-sources recommendations for the best products and serves them up in a searchable and shoppable way, with a fun editorial layer of interviews and round-ups.

SEVEN

WHAT BRANDS ARE DOING

Zaxby's creates a "Drive-Thru Date Night" experience, giving couples a break from pandemic meals at home



- The chicken chain Zaxby's treated participating customers to roses, a violinist, and a caricature artist as they waited in the drive-thru line
- The event also served to promote their *Zax Pax for Two*, a new product offering meant for quarantined couples

Silk Soymilk donates \$150K (~1.5 million meals) to Feeding America, as they encourage consumers to “fuel like a champion”



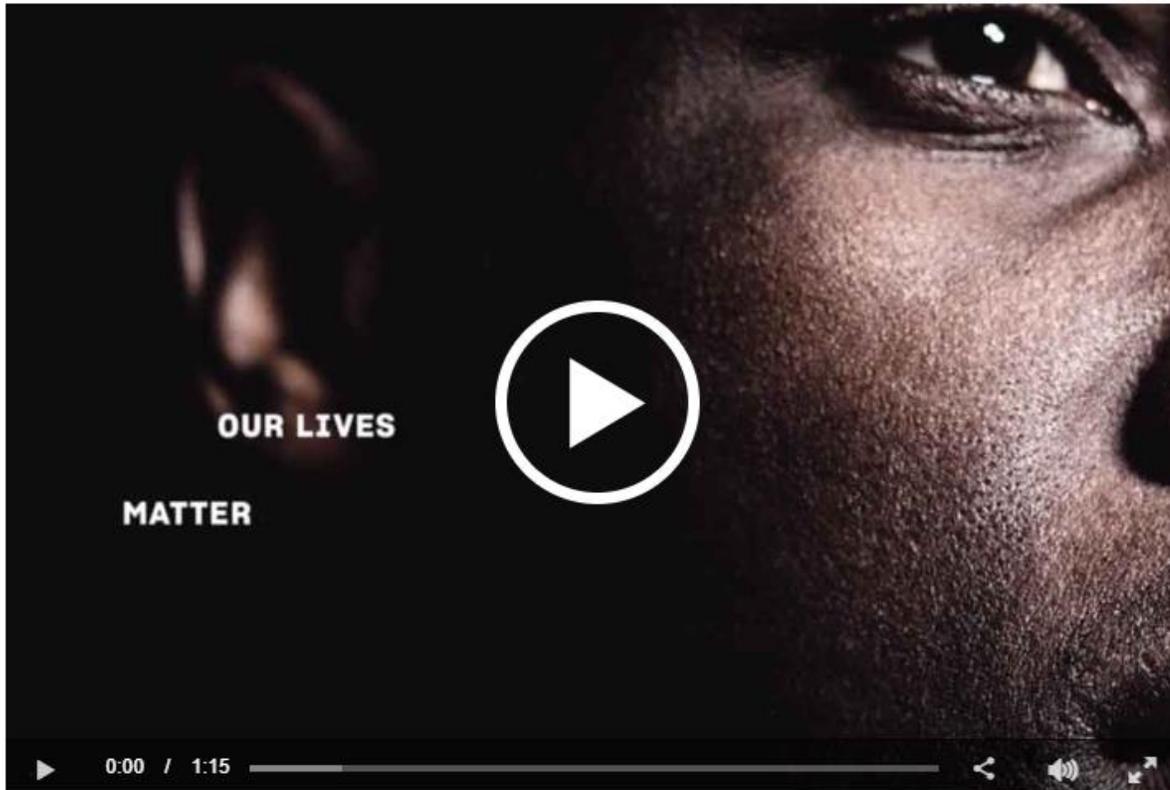
JOIN
 **TEAM**
PROTEIN
& FUEL LIKE A CHAMPION

- Silk Soymilk launches partnership with Olympic champions Aly Raisman and Michael Phelps
- With a donation of \$150,000, Silk will help provide 1.5 million meals to Feeding America®, the nation’s largest domestic hunger relief organization.

Other great COVID-19 in-market responses w.o. 6/12

DONATION & FUNDRAISING	SUPPLIES & RESOURCES	ENTERTAINMENT & INSPIRATION	WELLNESS & CONNECTION
<p><u>Burger King Brazil gamifies quarantining to encourage Brazilians to keep isolating at home by using their BK app and geolocation tools.</u></p>		<p><u>Chicken Chain Zaxby's held a "Drive-thru Date Night" at one of its TN locations for couples looking for a break from pandemic meals at home (illustrated on slide 43)</u></p>	<p><u>ASICS highlights the mental health benefits of lockdown running in their 'Run to Feel' campaign, offering training programs and challenges and inviting runners to share their feelings.</u></p>

P&G calls on the silent majority to be 'anti-racist'



- Procter & Gamble continues its “Take on Race” initiative with “The Choice”, an introspective call to action aimed at people who don’t usually speak up about systemic racism and police violence
- The spot points out the power that comes from privilege and urging those with power to use to support anti-racist efforts. "Not being racist is not enough," it reads. "Now is the time to be anti-racist."
- “Read, Listen, Donate, Plan, March, Vote, Speak Out, Step In, Step Up,” it continues, actions corresponding to resources on P&G’s dedicated “Take on Race” website.

BLM brand responses w.o. 6/12

[Babynames.com unveils a jarring reminder of black lives lost by listing dozens of names of black Americans who have died from police violence or at the hand of civilians](#)

[#SHARETHEMICNOW-Celebrities are handing over their Instagram accounts to black activists and organizations in order to help amplify black voices](#)

[Nike releases a powerful message with 'Don't Do It' when it comes to racism in reaction to George Floyd's Death](#)

[Netflix launches a Black Lives Matter collection to help users learn more about racial injustice and the black experience in America](#)

[Goodby Silverstein emblazons it's agency windows with message about racial injustice](#)

[Postmates, Uber Eats launch new black owned restaurants collection](#)

[Pinterest adds features to support Black Lives Matter to help better connect its users to resources relating to BLM](#)

[Nickelodeon airs 8:45 "I Can't Breathe" PSA in tribute to George Floyd and BLM](#)

Pride brand responses w.o. 6/12

[Skittles "Gives the Rainbow" partnership with GLAAD](#)

[Boy Smells debuts the first non-binary scented candle in first brand campaign](#)

[FOX partners with GLAAD to host #TVForAll roundtable discussion with FOX talent and GLAAD artists](#)

[Calvin Klein released a new campaign for #PROUDINMYCALVINS, shot by Ryan McGinley and featuring nine campaign stars from the LGBTQ+ community](#)

[Spotify unveils Unlike Any Other campaign to empower LGBTQIA+ creators to embrace their uniqueness and connect to audiences through the power audio](#)

[Reebok highlights 5 LGBTQIA+ activists and commissioned letters from the community entitled "Proud Notes"](#)

APPENDIX

COVID-19

Thank you

UPDATE CONTACT INFO

 *futureproof*