

COVID-19's Ripple Effect:

New Realities Sinking In

April 2, 2020

Image Source: The Irish Times



COVID culture is global.

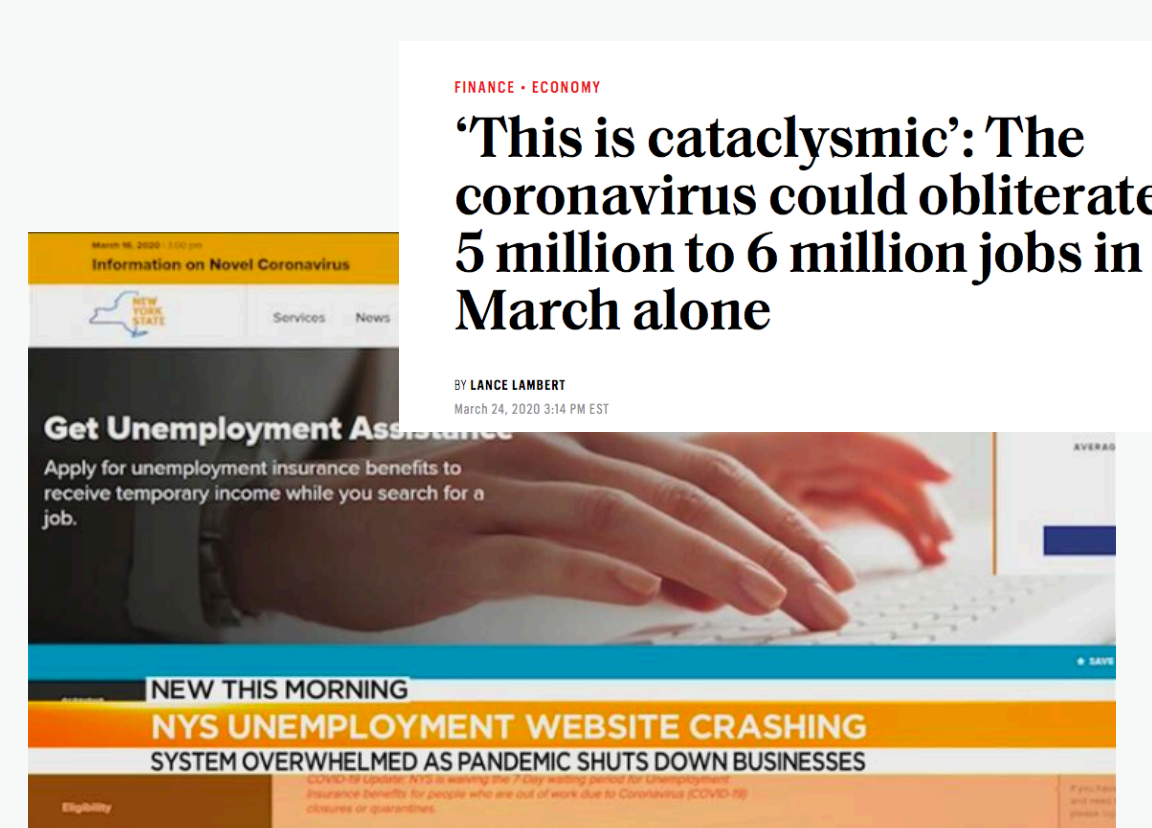
The whole planet is being affected by the Coronavirus — arguably the first truly global event of modern history. It's become an inescapable cultural experience on the biggest scale. Attendance is mandatory.

The virus is trying to force us apart, but it's human nature to unite in times of need. We can't move past this crisis without going through it together. "We" is me — "we" is all of us; people, communities, and businesses all intertwined.

United by this experience, we will get through this focusing on the collective. It's already started.

“There’s no such thing as prepared at this scale.”

- International Disaster Relief NPO Chief Marketing Officer



A sudden shock to the economy.

“Business has dropped 90%. You’re my first airport ride in a week.” - Lyft driver

“The U.S. basically lost 35% of its wealth in three and a half weeks. This is unprecedented in our times.” - Private wealth manager

SOURCE: Doner Qual

Staggering unemployment.

“About one in five people in the United States have lost working hours or jobs. Hotels are empty. Airlines are grounding flights. Restaurants and other small businesses are closing. Inequalities will widen.”

SOURCE: The Atlantic

Distribution challenges.

“If you live in an agrarian area, there will still be a supply of fresh produce. But shelf stable goods will face packaging and distribution challenges fairly quickly depending on availability of work force and shipping limitations.”

- Agricultural Economist

SOURCE: Doner Qual

Small businesses are taking the earliest, hardest hit.

“Almost 40% of small businesses could be out of business within a month”

*There are 28.8 million small businesses in the United States, according to the U.S. Small Business Administration, and they have 56.8 million employees; and over 99 percent of America's 28.7 million firms are small businesses (JP Morgan).

Doner.



No foot traffic.

“The bar is closed for 2 weeks. My staff doesn't have money for 2 weeks without getting paid. And let's be real... 2 weeks? It could be months.”

- Bar owner San Francisco

SOURCE: Doner Qual



Could spell the end.

Local fabric shop owner saw a last-minute spike in foot traffic before the shutdown last-minute project ideas while homebound but tells friends “this is probably it.”



Getting creative.

“I've started to use our Instagram page to film at-home workouts for our people.” - CrossFit owner

People want to help. 31% of Americans have purchased something from a small business as a sign of support, up from 26% last week. SOURCE: Harris Poll

We're witnessing major industry pivots.



Made shoes yesterday.
Making masks today.



You can now buy groceries from a Detroit company that usually supplies casinos, restaurants

Atlas Wholesale Food opens inventory to public



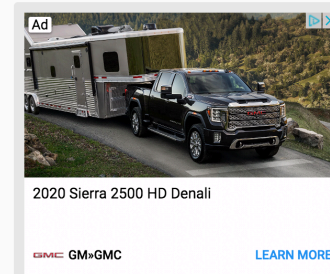
Fiat Chrysler to make face masks for U.S. health-care workers

Breana Noble, The Detroit News Published 12:53 a.m. ET March 23, 2020

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Fiat Chrysler Automobiles NV intends to convert a plant in China to make and donate face masks for first responders and health-care workers in the United States, the automaker confirmed Sunday.

The response to the COVID-19 pandemic comes after President Donald Trump on Friday invoked the Defense Production Act that allows the government to call upon private businesses to address defense needs. Experts have expressed concerns over a shortage of personal protective equipment for health-care workers, ventilators and other medical equipment because of the respiratory illness. Several automakers have said they are looking to help.



2020 Sierra 2500 HD Denali

GM-GMC

LEARN MORE



Opening the manufacturing aperture.

Louis Vuitton and popular alcohol brands are using their perfume factories/distilleries to make hand sanitizer. Car manufacturers are producing ventilators, and vacuum brands like Dyson are designing and manufacturing ventilators. Listerine announced it will convert factories to produce hand sanitizer as quickly as possible.

Finding new ways of working.

This will change the way people work in corporate America. We have proven to ourselves that we can be more fluid and flexible in our work approach. Hours, location and more are now up for discussion.

A renewed, serious emphasis on health.



COKE PUTS SOCIAL DISTANCING MESSAGE IN TIMES SQUARE

The billboard puts space between the letters in brand's normally tightly connected script logo

By E.S. Schultz, Published on March 22, 2020.



IF YOU EVER DREAMED OF PLAYING FOR MILLIONS AROUND THE WORLD, NOW IS YOUR CHANCE.

Play inside, play for the world.



Don't touch your face.

This crisis is opening eyes to how germs spread, especially how quickly they spread. It took a crisis for people to realize that they don't know how to wash their hands correctly and that they should not touch their face.

Social distancing.

Brands of all types encourage consumers to stay apart, to stay together.

45%

Are going to change their diet to be more health-focused

49%

Plan on purchasing more vitamins and supplements

55%

Are now more concerned about eating healthy foods during the pandemic

It's what we're spending on.

The health category has seen a 109% increase from March 10 to March 17, specifically with in-home gym equipment, supplements and healthy foods.

SOURCE: Attentive

Isolation is creating new ways to connect.

51% say they have checked in with someone they hadn't reached out to in a while, +7 since last week. And 23% of Americans have helped an at-risk friend or neighbor with errands, +4 increase from last week.

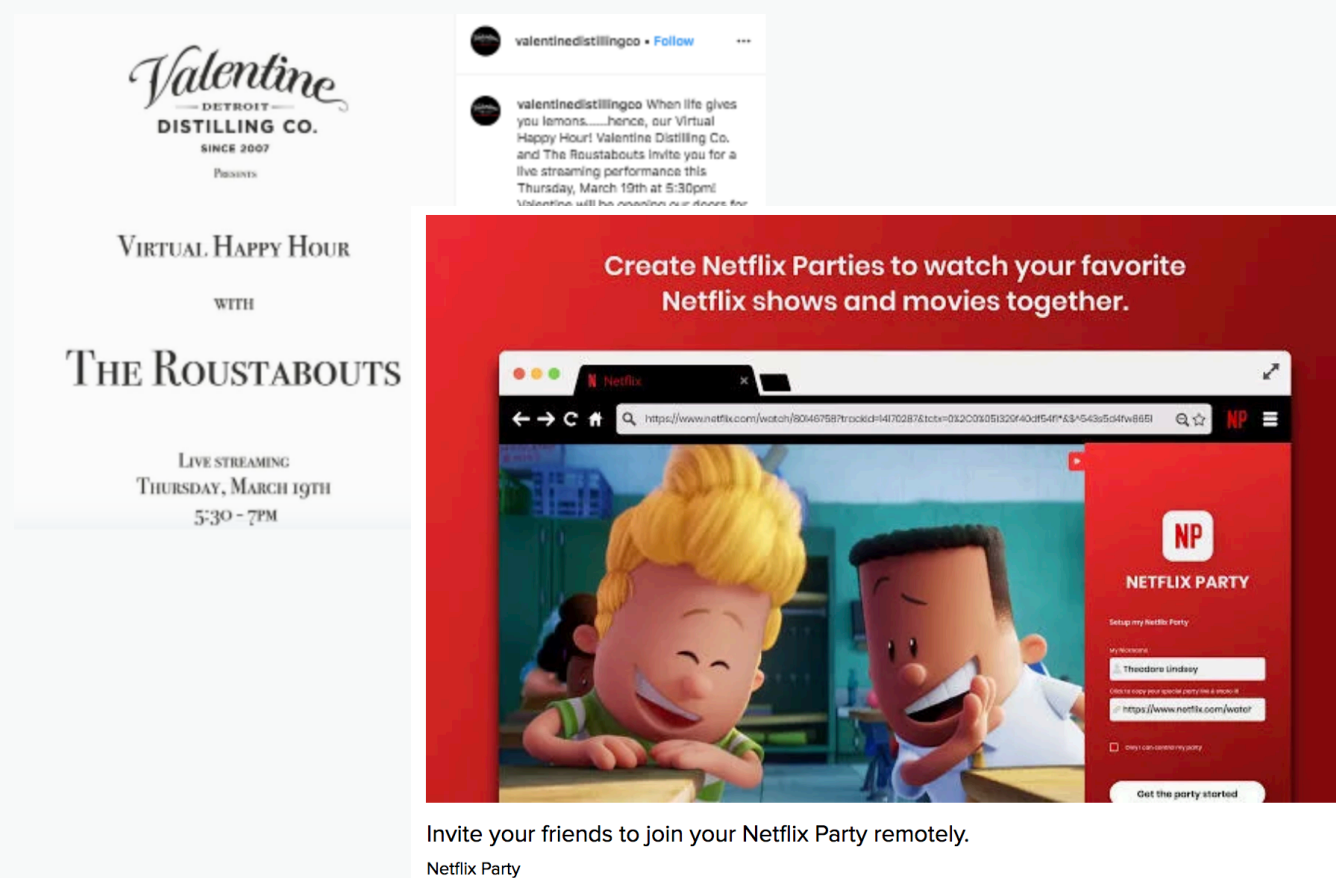
SOURCE: Harris Poll



218K 9:43 PM - Mar 24, 2020

Necessity forces invention.

Physical isolation doesn't have to mean socially kept apart.



Invite your friends to join your Netflix Party remotely. Netflix Party

Watch parties and happy hours.

Brands are finding ways to use tech to enable communal experiences. These are the brands that will win.



Distant but not isolated.

Zoom family reunions, encouraging signs, clever dating profiles... all ways to connect socially without connecting physically.



1,942,729 likes

Reimagining old ways to connect.

There was a day when we called, but now... nearly 4 in 10 Americans say they are virtually connecting with family and friends via FaceTime and other means to cope with social distancing.

SOURCE: Harris Poll

Doner.



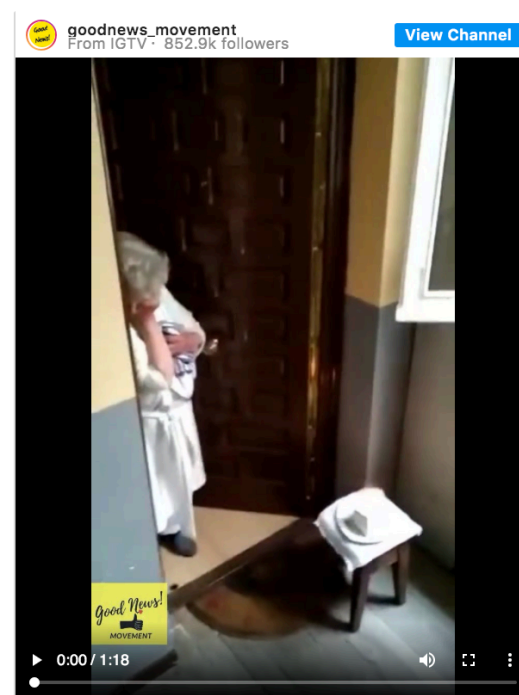
Block parties. (Stoop hangs.)

Neighbors are having happy hours from their separate driveways to stay connected with one another. Now COVID-19 compliant.

80 years deserves cake.

I'm not crying, you're crying.

*click to watch



Watch on Instagram
50,889 likes
goodnews_movement (Madrid, Spain):
Apartment residents surprise Charo, in quarantine, on her 80th birthday with a cake then sing happy birthday. The neighbor can be heard saying, "It's for you—come on out. We all got this for you: We are all out on the patio—go and say hi—come look" before singing to her. Video courtesy Nacho Garcia.
view all 1,160 comments
Add a comment...



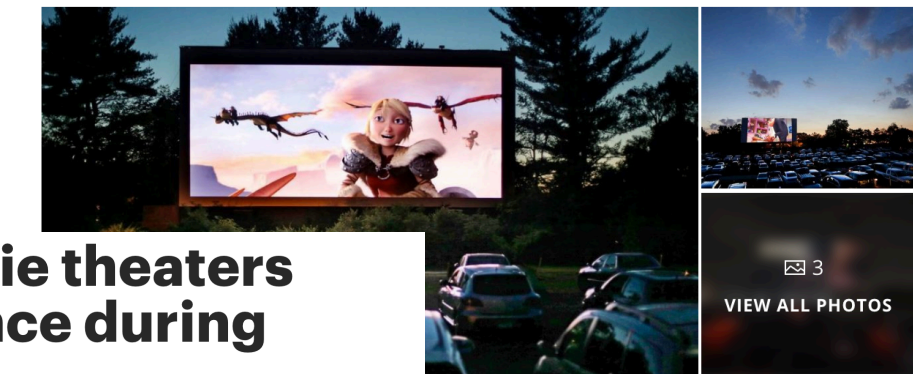
A reverse parade.

You're still crying.

*click to watch

Utah movie theater converts to drive-in during coronavirus outbreak

by McKenzie Stauffer | Friday, March 27th 2020



Drive-in movie theaters see resurgence during coronavirus

BY ZACK BUDRYK - 03/19/20 02:29 PM EDT

41 COMMENTS

Coronavirus anxiety has exes sliding into the DMs



Throwbacks abound.

Filed under: things you didn't see coming. A resurgence of exes and drive-in movie theaters.



But there are tough times ahead for us all.

AGE 

Kids missing each other.

“My kids’ friends are FaceTiming every 5 minutes.”- Mom of 2

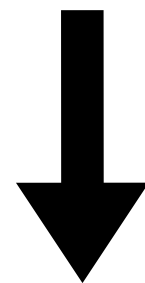
No job security.

56% of Americans fear they will lose their job due to Covid-19 - Harris Poll

Tech challenges for elderly.

“I order Instacart for my grandpa. He can’t see the screen.” - Mom of 3, daughter to 4

TOUGH



Solo baby delivery.

“Only one person is allowed in delivery then there is a 14-day quarantine. I can’t see my child for 14 days.” - Expectant father

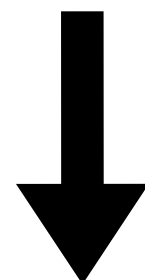
Life events canceled.

“I was scheduled to become a citizen. But now that’s postponed. Who knows if I’ll be able to vote. I was so excited.” - Disappointed soon-to-be-citizen

End of life, alone.

Can’t say goodbye at end of life moments. ICUs, nursing homes, long-term care facilities all locked down. Including funeral homes.

WHOA



Sick kids can’t see parents.

Hospitals have organized letter-writing campaign for immune-compromised long-term care children who can’t see their families. “Our daughter’s on her third transmission and we can’t buy cleaning supplies.”

Domestic abuse will go up.

“Increased abuse is a pattern repeated in many emergencies, whether conflict, economic crisis or during disease outbreaks, although the quarantine rules pose a particularly grave challenge.” - The Guardian

Death toll rising.



Steven Nash
@nashsteviej

Lost both of my grandparents in the past 24hrs to covid-19. Life comes at you fast.

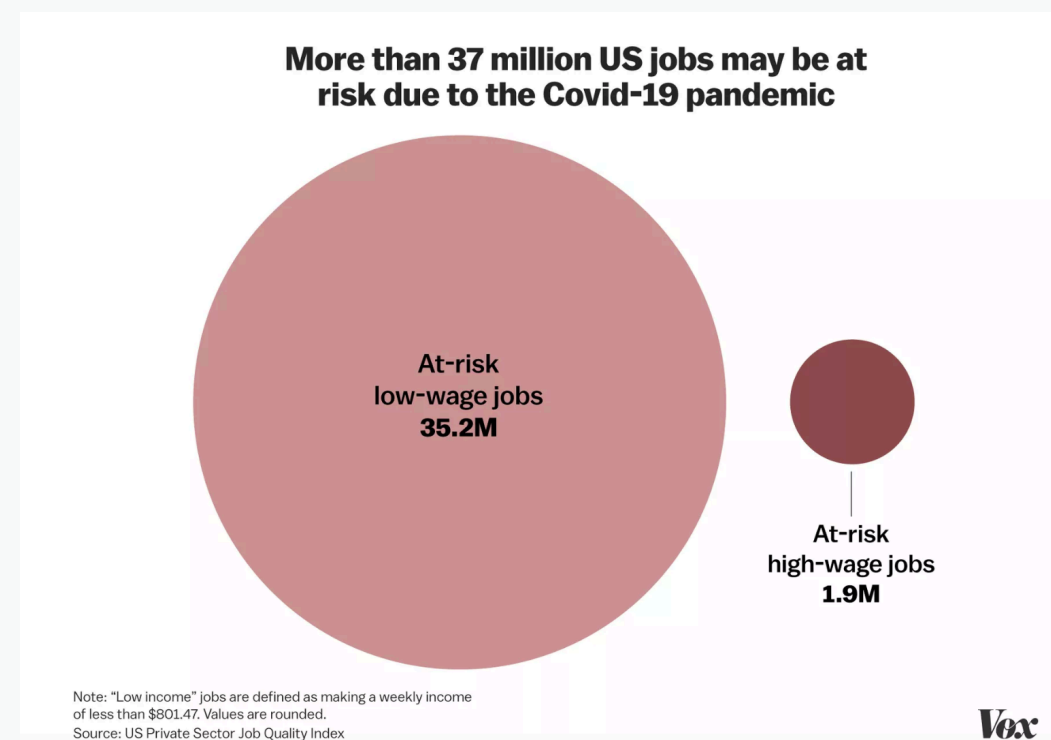
Hug your loved ones tighter

182K 9:11 PM - Mar 24, 2020

49.4K people are talking about this

Doner’s continuing qualitative reveals layers of difficulty from the tough to the impossible.

It's a white-collar quarantine.



Low-income jobs can't be done remotely.

With the most work-from-home flexibility and consistent benefits, salaried workers fare better than hourly workers by a mile. Though some may face furlough or deferred salary options, this is a white-collar quarantine and essential workers are feeling the divide.

The Coronavirus Outbreak | **LIVE** Latest Updates | F.A.Q. on Stimulus Bill | Maps | Markets | What You Can Do | Newsletter

THE INTERPRETER

As Coronavirus Deepens Inequality, Inequality Worsens Its Spread

The pandemic is widening social and economic divisions that also make the virus deadlier, a self-reinforcing cycle that experts warn could have consequences for years to come.

Inequality across online learning.

Only 8% of adults with a HHI less than \$50k say they have participated in a virtual "homeschool" class (art, math, science, etc., geared to children) vs. 18% of those with a HHI of \$100k+. Children in homes that can't afford high-speed internet are at an obvious disadvantage.

MARKETS BUSINESS INVESTING TECH POLITICS

RETAIL

With strikes and a 'sick out,' s and delivery workers take def One-time bonuses, temporary aren't enough

PUBLISHED TUE, MAR 31 2020-5:01 PM EDT | UPDATED 25 MIN AGO

By **Melissa Repko** and **Annie Palmer**

Workers prepare to strike.

Growing awareness that grocery workers are in dangerous frontline positions leads to more stringent workplace safety precautions and hazard pay. But is it enough? Too little, too late?

Doris Reina @am13fa

11:57

facebook.com

Genevieve Lechat Just now

Doris Reina-Landaverde is a working class hero on the front lines of the #coronavirus crisis. She is deep-cleaning the dorms after Harvard University's undergraduate students were ordered away from what have become their homes, places of their choosing based on the friendships they made in their first year as brand new arrivals. As a TPS holder, (a recipient of Temporary Protected Status), Doris' choice to make her home among us after she first arrived in the United States NINETEEN years ago has made our community a better place. She understands the struggle for home and community as few can. As a leader in her union, SEIU 32BJ, a warrior struggling for immigration justice, and right now protecting our health, her work is building the kind of community human beings deserve even though her place here is uncertain. Doris' protection is scheduled to end in January, 2021, so please join the struggle for #ResidencyNow and fight for her right to stay. Remember her service when her employer does not recognize the value of her work or

36.7K 8:59 PM - Mar 25, 2020

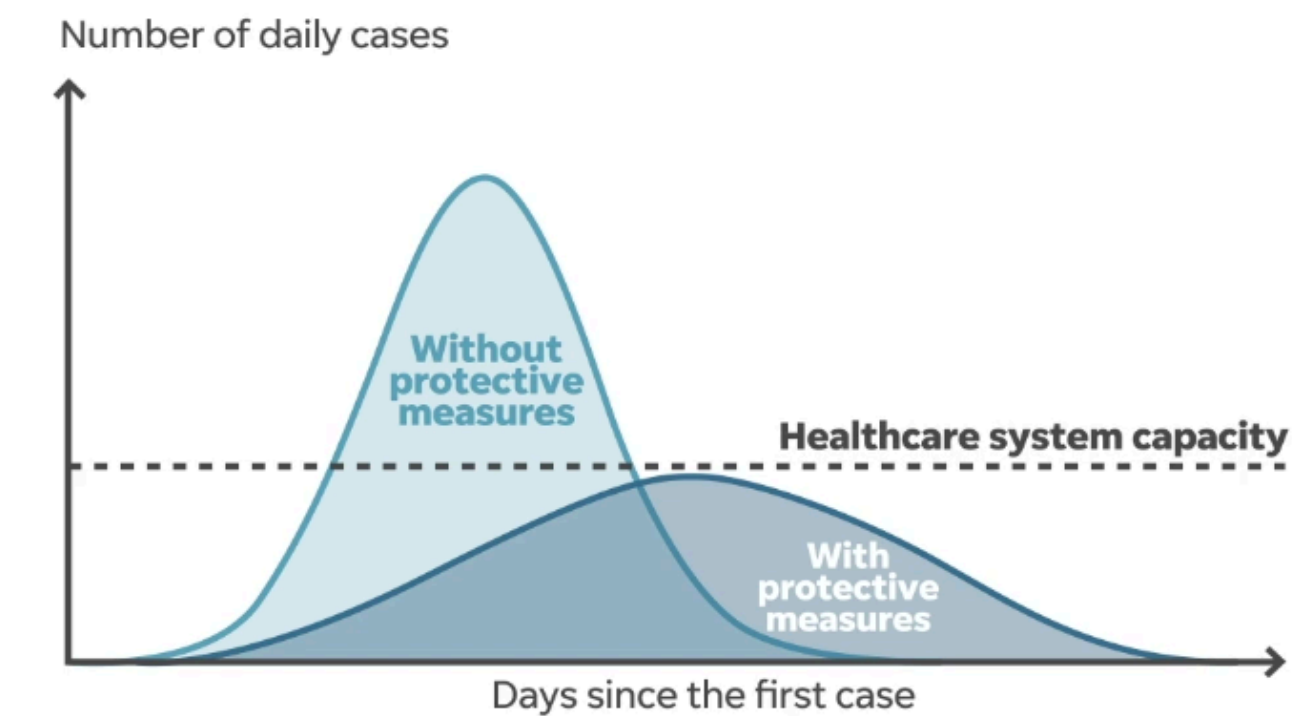
19.2K people are talking about this

Hospital systems will be challenged.

Nearly 9 in 10 Americans are concerned of a potential shortage of healthcare workers (doctors, nurses, support staff (up 8% since last week)

SOURCE: Harris Poll

Flattening the curve



SOURCE: CDC

Mass General worker infections double in the past day as coronavirus impact felt across hospitals

109 workers at Beth Israel Lahey are also infected, the first time the system has released that information.

By Patricia Wen Globe Staff, Updated March 27, 2020, 6:46 p.m.



Boston hospitals, including Massachusetts General Hospital, are seeing a growing number of coronavirus cases among their own staffs. ERIN CLARK/GLOBE STAFF

Can we flatten the curve?

What professionals say: “We need to slow the spread to ensure that health systems do not get overwhelmed with an influx of COVID-19 patients all at once, outpacing our capacity to serve.” - Cindy Donahoe, EVP Highmark Health

System disruptions abound.

“Keeping people at the right site of care is going to be the primary challenge. Second is managing patient volume and the general source of business, particularly around elective surgeries and out-patient care, which have been all but eliminated and are primary revenue drivers for many of our systems clients. Non-elective care, like cardiology and cancer - it’s unclear - there will be disruptions in course of treatment based on compromised immune systems. Chronic health sufferers and the elderly population are the most at risk, but have the least content available.”

- Pete Spender, Doner Wellness Practice Lead



Sent to battle without the right gear.

Doctors in multiple markets express the same concern: we don’t have enough masks and personal protective equipment. Nurses are being told to wear the same mask for multiple days.

SOURCE: Doner Qual

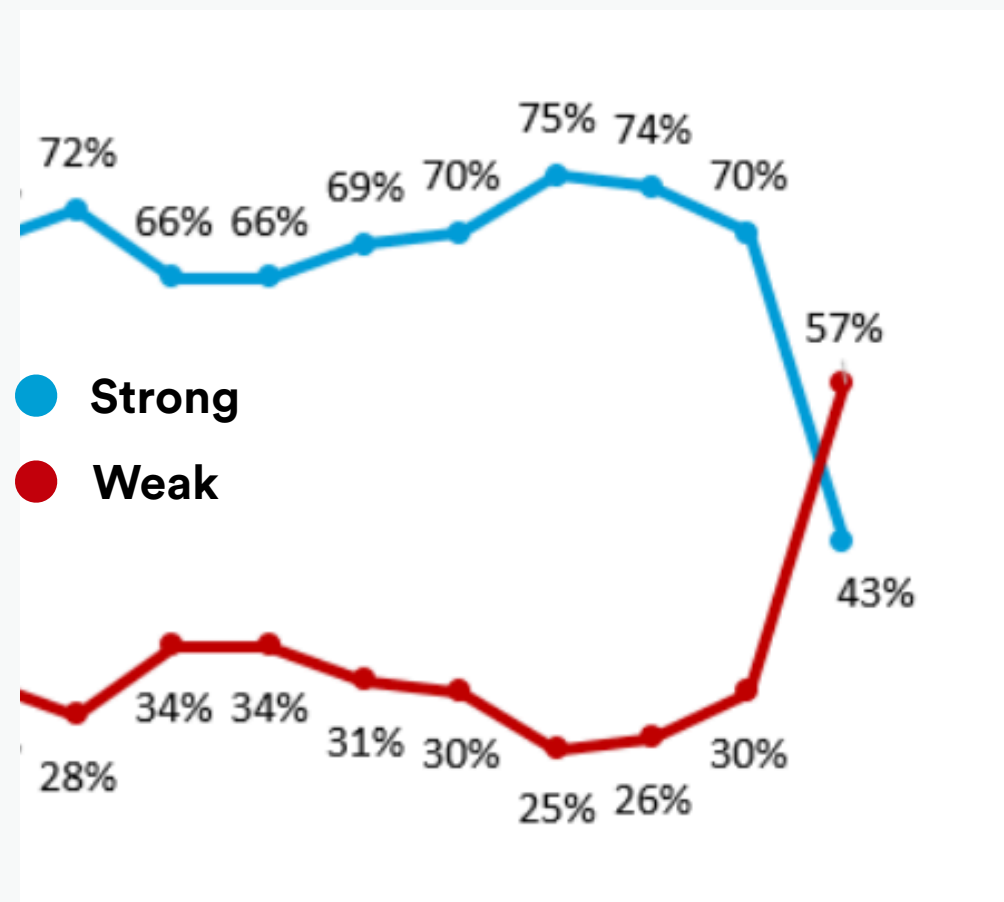
Anxiety is setting in.

A huge 35% say they fear they could die from COVID.

Nearly 7 in 10 say “I think the amount of fear is sensible” (up from 46% on March 14).

People see the rising level of fear as sensible as the pandemic progresses 46% in week 2, 50% in week 3, 61% in week 4.

SOURCE: Harris Poll



Faith in strength of U.S. economy takes a nosedive.

How strong do you think the U.S. economy is today? Notice the one-month drop from strong to weak. “These are shocking shifts.”

SOURCE: CAPS - Harris Poll

SOURCE: Doner Qual



Waffle House Index Red.

FEMA Administrator Craig Fugate coined the term and index in 2018, “If you got to areas where the Waffle House was closed, that’s not a good sign. That’s probably a place you need to start going to work.”

Detroit community leader Marlowe Stoudamire dies from coronavirus

Published 4 days ago | Coronavirus | FOX 2 Detroit

FOX 2 - Detroit community leader and business strategist Marlowe Stoudamire died from COVID-19 Tuesday according to Henry Ford Health Systems.

Stoudamire, 43, is being remembered as a dedicated husband to his wife Valencia, and father of two young children.

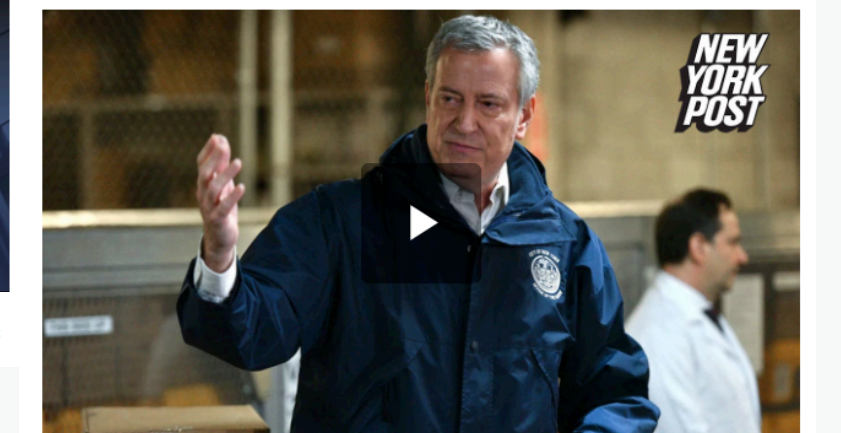


Community leader Marlowe Stoudamire dies from coronavirus. Marlowe Stoudamire, 43, is being remembered as a dedicated husband to his wife Valencia, and father of two young children.

De Blasio warns half of all New Yorkers will get COVID-19

By Julia Marsh

March 25, 2020 | 7:24pm | Updated



When you know someone, it gets real.

“My mom’s pastor’s neighbor is intubated.”

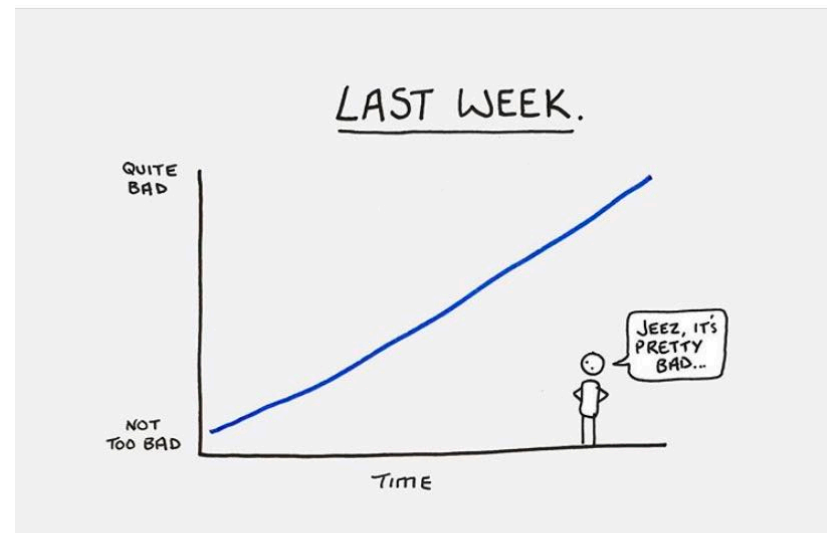
“Bill’s upstairs neighbor died and he touched his hand 3 weeks ago. And his ex is on a ventilator at St. Vincent’s!”

We're watching a spectrum of emotions & psychological reactions

79% of voters are optimistic that the U.S. will overcome the crisis within a reasonable amount of time (vs. 21% who believe we won't overcome this for years).

SOURCE: Harris Poll

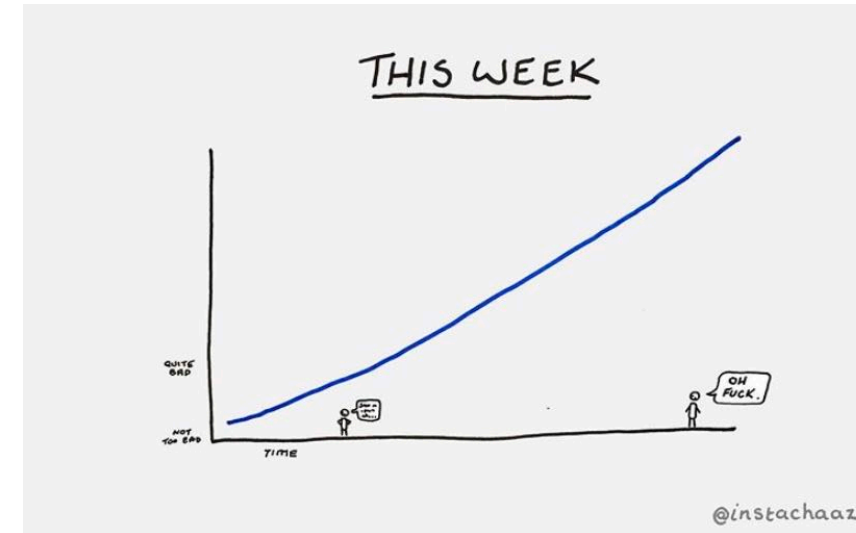
Doner.



We're fighting normalcy bias.

“Normalcy bias causes our brains to assume things will keep going as they have been normally and evaluate the near-term future based on our short-term past. As a result, we drastically underestimate both the likelihood of a severe disruption occurring and the impact of one if it does occur.”

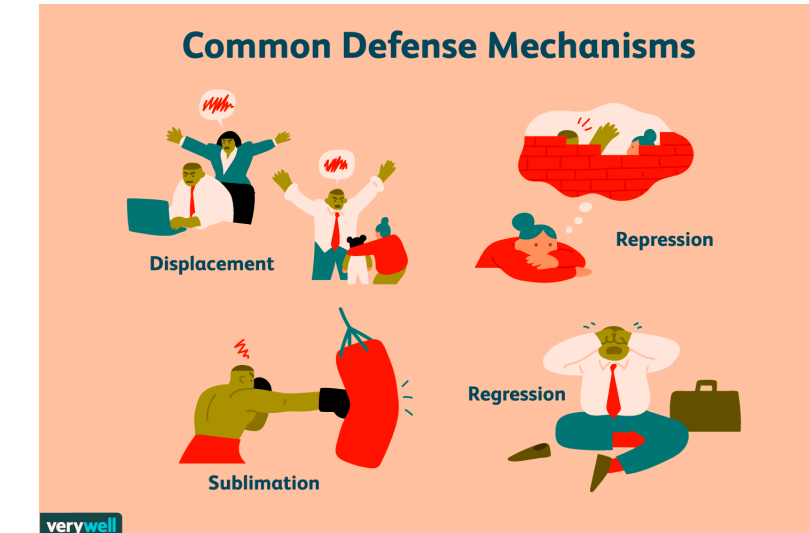
SOURCE: inc.com



We're becoming more fearful.

“I stopped watching the news.” People fear it's going to get worse and we won't get a handle on it. Realizations that no one is invincible and we don't know who to trust have some of us reeling.

SOURCE: Doner Qual



Defense mechanisms allow us to achieve equilibrium. “We've got this.”

Denial: *It'll be OK.*

Rationalization: *Just keep the sanity.*

Compartmentalization: *Appreciate the little things. Structure is comforting.*

Reaction Formation: *Calm is more important than ever.*

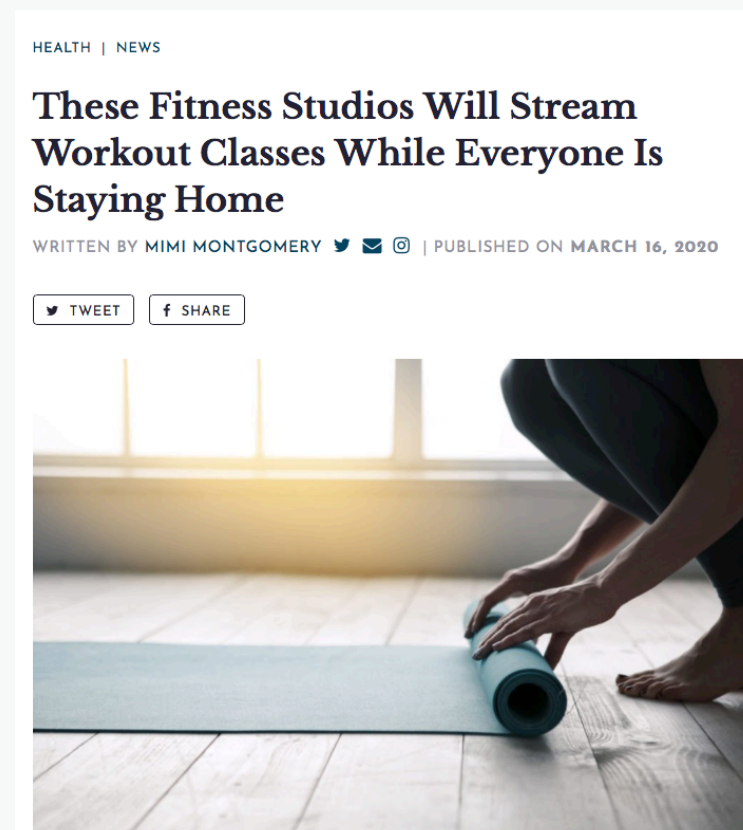
Externalization: *Live in the moment. Can't feel guilty.*

SOURCE: Doner Qual

But we're using this time for good.

36% of adults are getting back into old hobbies and 25% are picking up new ones. This is highest among Gen Z at 54%.

SOURCE:
Harris Poll



Here for it.

“Believe it or not, I’m actually kind of enjoying this Coronavirus. People are out, getting their steps in, staying healthy...”

- Angus, 10, Gen Z

SOURCE: Doner Qual

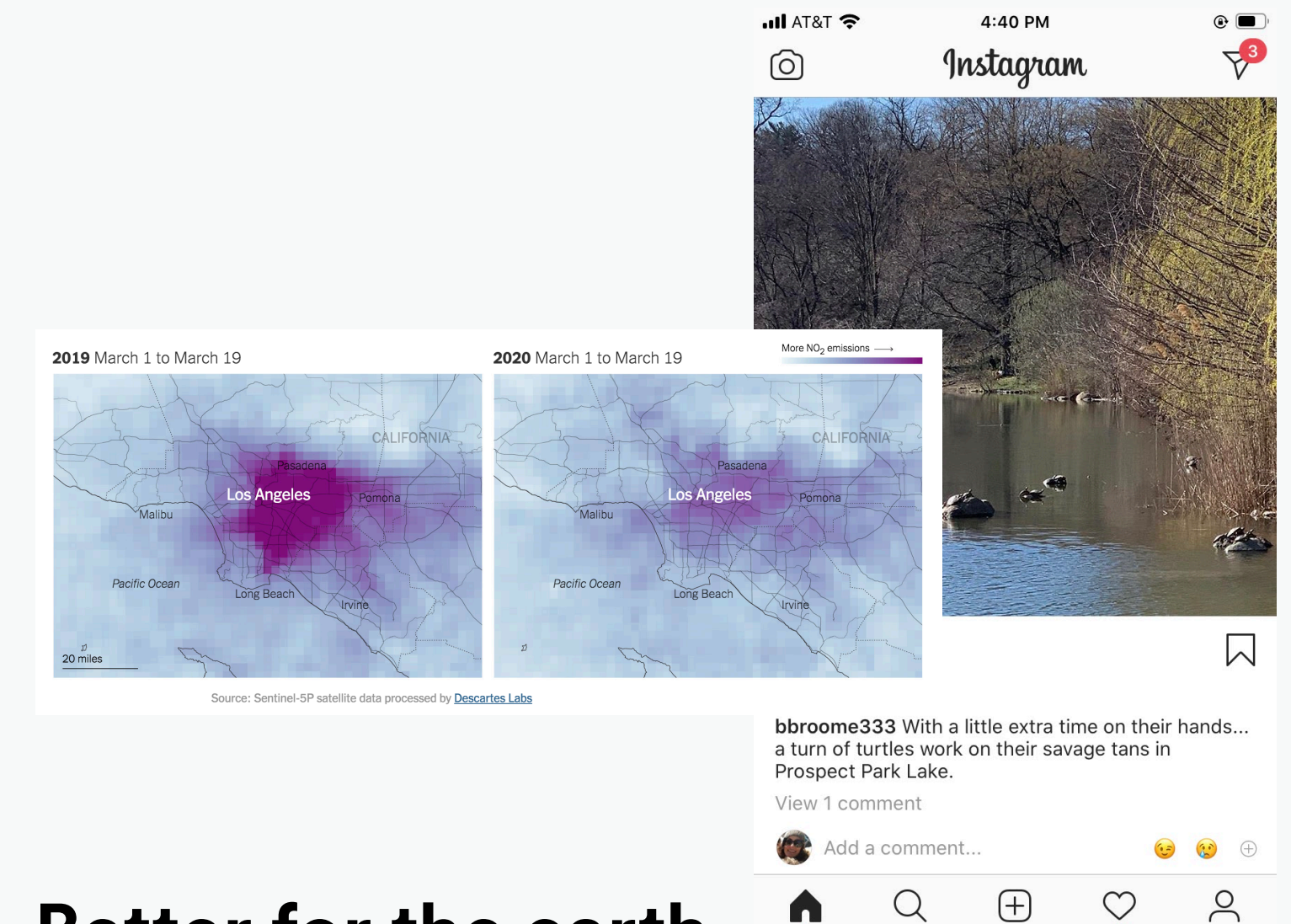
Doner.



In it together.

“After week 2, things are a bit easier. We have a routine so I’m less stressed out. There’s some comfort knowing that we’re all in the same boat.”

- Susan, 49, Gen X



Better for the earth.

Skies cleared in LA. Water in Venice is clear. Greenhouse emissions are falling globally. Did the earth demand this?

“I hear the birds and see the blossoms. They are so much more impactful to me now. They’re a sign of hope. If nature is still performing, we can do this too.”


It could be a new era of entrepreneurs.

Praveen Vaidyanathan
@v_praveen

50 iconic companies that started during a recession:

1. Adobe	18. Fortune	36. Procter & Gamble
2. Airbnb	19. General Electric	37. Revlon
3. Amazon	20. General Motors	38. Slack
4. Apple	21. Gillette	39. Sony-Ericsson
5. AT&T	22. Goldman Sachs	40. Sports Illustrated
6. Autodesk	23. Groupon	41. Square
7. Bristol-Myers Squibb		
8. Burger King		
9. 20th Century Fox		
10. Chevrolet		
11. CNN		
12. Coors		
13. Denny's		
14. Disney		
15. Electronic Arts		
16. Enterprise		
17. FedEx		

In 1665, the University of Cambridge temporarily closed due to an outbreak of the bubonic plague. As a result, Isaac Newton had to work from home. He used the time to develop calculus and the theory of gravity. Beat that.



Isolation fuels creativity.

Constraints focus the mind and provide fertile ground for creativity. Who will have the first breakthrough? Whose crazy idea will lead to a vaccine?

'Everybody vs. COVID-19': Detroit clothing brand takes on coronavirus pandemic

20% of profit to help struggling Detroit businesses



Detroit, predictably quick with the hustle.


It doesn't take long in Detroit for a cultural event to become commerce.

(Don't go changing, Detroit.)

Posted by u/cirippo 4 days ago

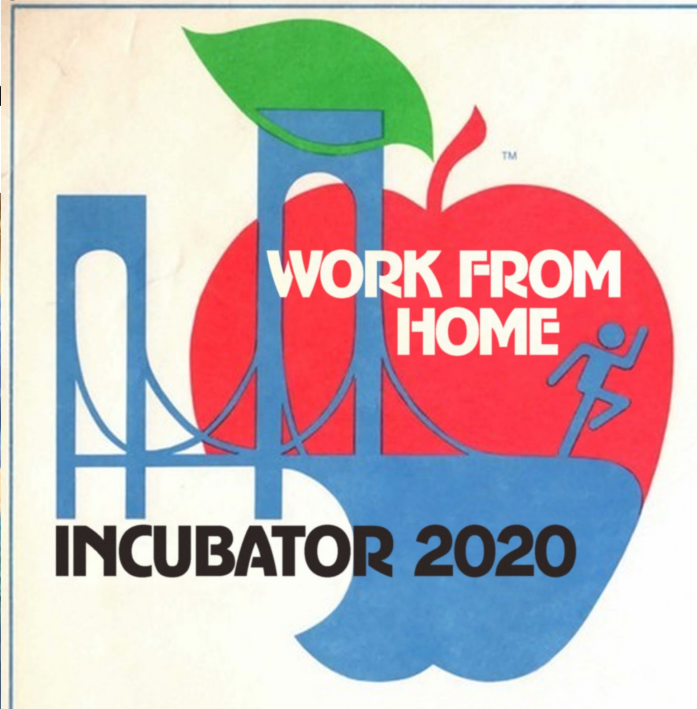
Italian guy designed a 3D printable valve to turn scuba mask ventilator mask. And it's free!

Misleading Title



981 Comments Share Save Hide Report

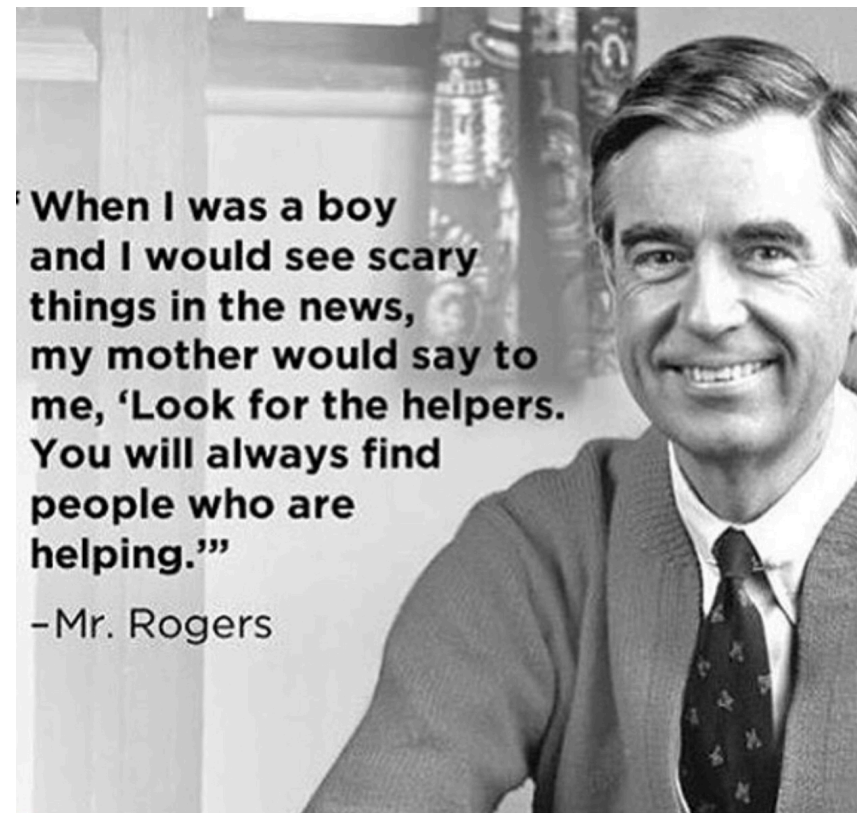
92% Upvoted



Ideas must come from anywhere.

Collaboration across fields is the key to innovation. Not since the age of Galileo could one person hold all the information to have all the ideas. Now is a time when good ideas need to travel.

Will this make us better?



Less consumerism.

81% of people are consciously reducing their spending over the next month. When we strip all of the materialism away, all of the distractions for more “stuff” then we are able to see what truly makes us happy, what’s necessary, what calms us.

SOURCE: Harris Poll

Doner.

PREV 15 / 26 NEXT
How to start meditating right f*cking now

Share on Facebook Share on Twitter +

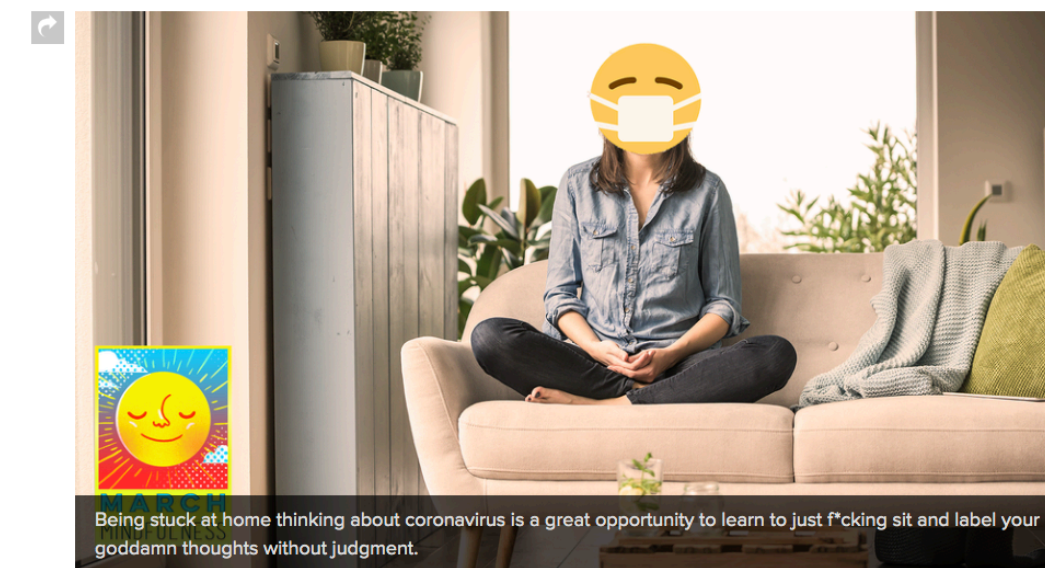


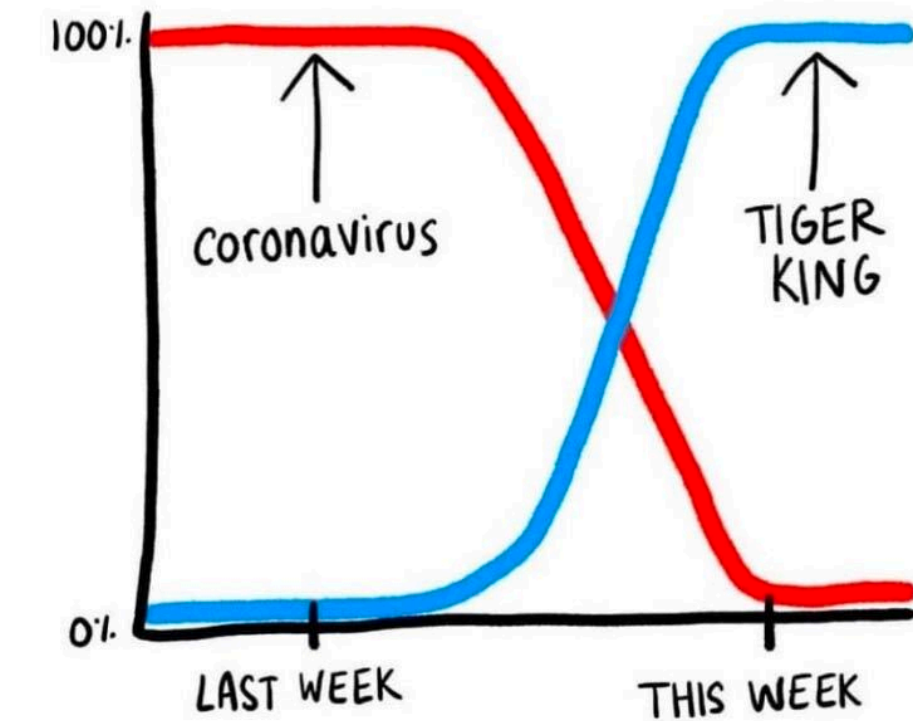
IMAGE: MASHABLE COMPOSITE: WESTEND61 / GETTY / EMOJIPEDIA

More mindfulness.

Headspace — a meditation and mindfulness app — has seen a 90% increase in time spent on iPhones in the U.S. during the week of March 1 week over week.

SOURCE: App Annie

Conversation Topics



Tiger King counts as “self-care,” right?

We already knew self-care mattered, but now it’s critical. “As the present situation only exasperates the burden moms feel, they will start to give themselves ‘permission’ to look after their own needs.”

SOURCE: MINTEL 03-2020

Implications.

Mourning our lost freedom:

- Emotional swings of isolation
- Harsh realities of COVID-19
- When will we get back to “normal”?

Cultural shifts we’re continuing to monitor:

- Actions resonate over words
- Cultural reboot, a return to the important – will it last?
- Cultural calendar shift
- Thoughtful cooking and family time
- Tensions of feeling fortunate and guilty

What we’re studying next:

- Qualitative — brand response, social media monitoring, bespoke family panel and more
- Quantitative — we’re tracking consumer attitudes toward brands with our bespoke Harris Poll

What’s next?

We’ll continue issuing updates as events unfold. If you have specific questions or could use specific data points to help make decisions, don’t hesitate to reach out.

Please contact your Brand Leader or Craig Conrad (cconrad@doner.com).

Thank you.

Doner.