

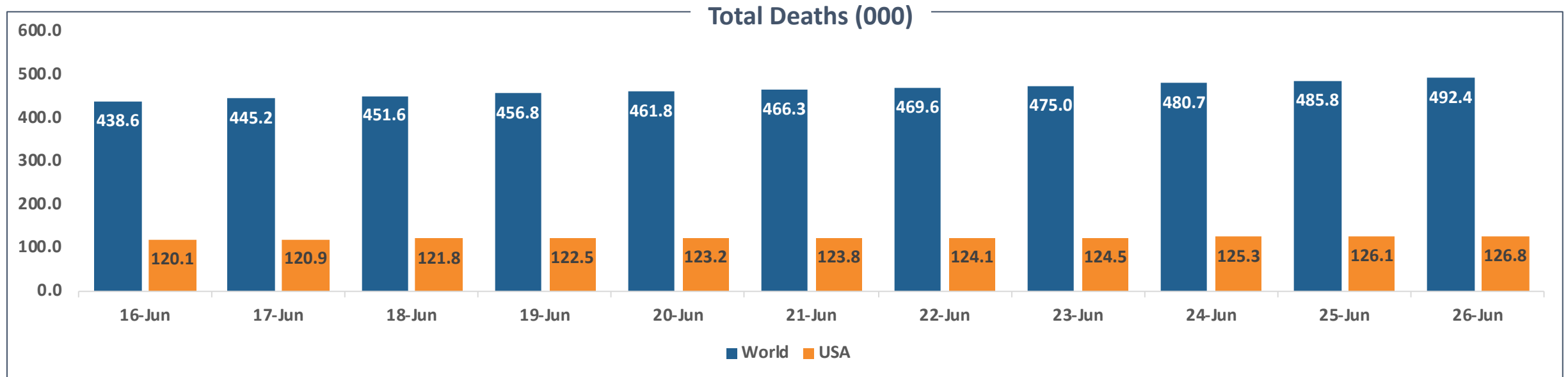
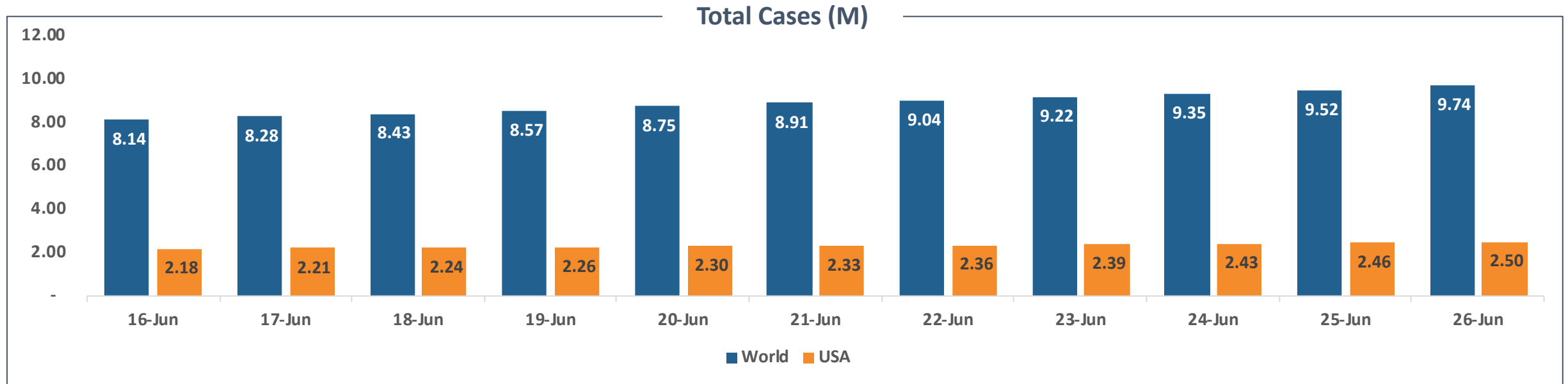
**MERKLE.**

TRUTH IN DATA  
PROOF IN PERFORMANCE

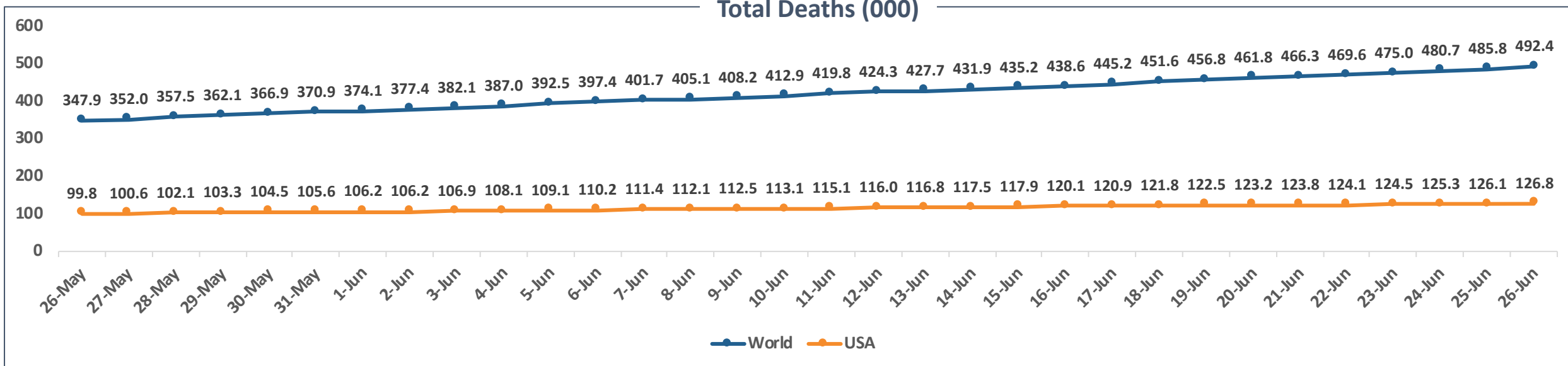
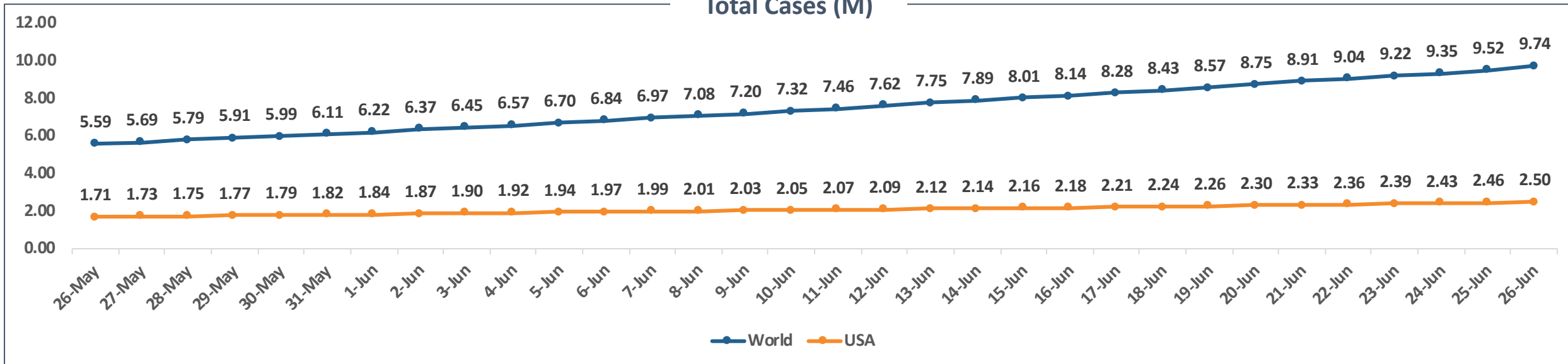
# COVID – 19

*Updates as of 06.26*

# Spread Trend: Global and US (as of June 26) - 2 Week Period



# Spread Trend: Global and US (as of June 26) - 1 Month Period



# Weekly Snapshot: Global and US

## North America

The US continues to lead the highest no. of confirmed cases across the world at almost 2.5M cases. Cases per million reached 7,568K up from 7,219K earlier this week. Top affected states in US include New York, New Jersey and California. Around 1M people have recovered while death toll reaches 126K.

## Europe

In Europe, Spain has taken over from Italy with highest number of cases at 294K up from 293K earlier this week; Italy – 239K, and Germany at 193K. No. of cases in UK increased to reach 307K. UK recorded highest no. of deaths amongst European countries.

## Russia

During last two weeks no. of cases in Russia increased exponentially. Till now Russia recorded 620K, up from 599K earlier this that's 3<sup>rd</sup> largest in the world after US and Brazil. Death toll in Russia is comparatively lower.

## Asia

China recorded new cases and reimposed lockdown in some areas. India has highest no. of cases in Asia with 491K confirmed cases. Other worst-hit countries include Pakistan – 195K and Bangladesh - 130K; there is a rapid increase in no. of cases in these countries in the last weeks.

## South America

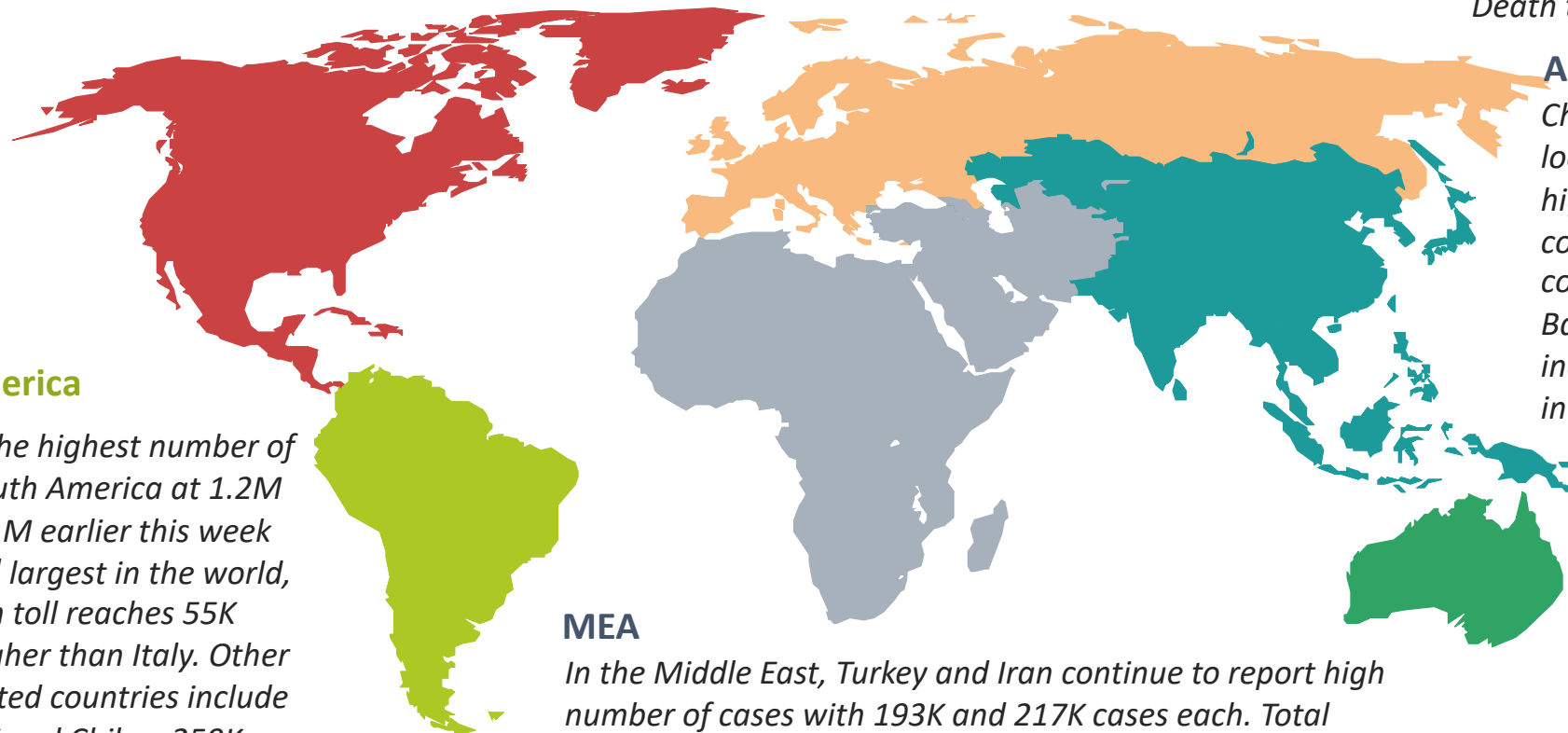
Brazil has the highest number of cases in South America at 1.2M up from 1.1M earlier this week which is 2<sup>nd</sup> largest in the world, while death toll reaches 55K which is higher than Italy. Other worst affected countries include Peru – 268K and Chile – 259K.

## MEA

In the Middle East, Turkey and Iran continue to report high number of cases with 193K and 217K cases each. Total cases in Africa is also increasing at a high rate to reach 351K. Worst-hit countries include South Africa, Egypt and Nigeria with 118K, 61K and 22K cases each.

## Australia | NZ

Australia recorded around 7.5K confirmed cases and New Zealand 1.5K cases. New Zealand recorded few new cases this week; it now has 14 active cases.



# Global and US Snapshot (as of 6/26, change from 6/23)

## Global

Confirmed Cases  
↑ (+6%)



Deaths  
↑ (+4%)



Recoveries  
↑ (+6%)



## Brazil

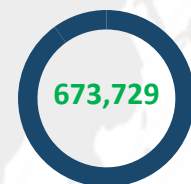
Confirmed Cases  
↑ (+11%)



Deaths  
↑ (+7%)



Recoveries  
↑ (+13%)



## Russia

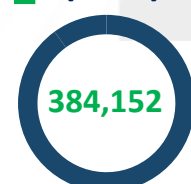
Confirmed Cases  
↑ (+4%)



Deaths  
↑ (5%)

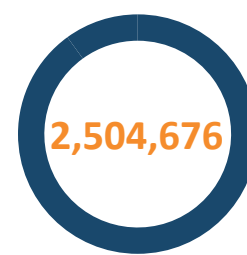


Recoveries  
↑ (+8%)

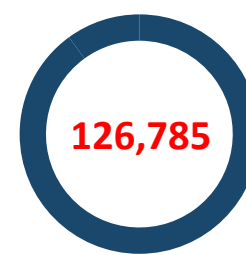


## USA

Confirmed Cases  
↑ (+5%)



Deaths  
↑ (+2%)



Recoveries  
↑ (+5%)



State	Cases	% Change from Tuesday	Deaths	% Change from Tuesday
New York	414,274	0.6%	31,373	0.3%
California	201,004	9.2%	5,809	4.4%
New Jersey	175,346	1.7%	15,012	15.2%
Illinois	139,434	1.6%	6,810	2.1%
Texas	137,152	14.6%	2,334	5.2%
Florida	114,018	13.8%	3,329	4.8%
Massachusetts	107,837	0.6%	7,963	1.1%
Pennsylvania	88,338	1.9%	6,616	2.0%
Georgia	71,095	7.8%	2,745	3.7%
Michigan	68,989	1.5%	6,133	0.6%

# Top Stories: Global

## Most Recent 1M Cases Were Reported in Just a Week

The pandemic is still accelerating, with the most recent 1 million cases being reported in one week, WHO Director-General Tedros Adhanom Ghebreyesus said. Tedros added that every country in Africa has now developed laboratory capacity to conduct diagnostic testing for the virus. The virus has sickened more than 9.27 million people around the world and killed at least 477,807 people.

## The Pandemic Still Hasn't Peaked in the Americas

Coronavirus outbreaks in the Americas, which include North, South and Central America, haven't reached their peaks yet, the WHO warned. Over a third of the new cases reported on 6/23 were from five countries in the Americas, according to WHO data. The comment by the WHO came a day after Dr. Anthony Fauci, the United States' leading infectious disease expert, expressed concern about a "disturbing surge" in coronavirus infections as states continue to reopen.



## WHO Has 'All The Support We Need,' Chief Says

The WHO said it is getting all the political and financial support it needs. At a recent conference, France and Germany expressed support for the WHO and Germany announced more than €250M in new funding for the agency. Germany also said it would donate medical equipment to the WHO for distribution to countries with shortages. (The new funding and donations are still contingent on parliamentary approval.) The news comes a month after the US said it would be withdrawing funds.

## Countries 'Highly Unlikely' to Impose Total Lockdowns Again Even with a Second Wave

Countries are very unlikely to impose another full lockdown even though there's a resurgence of new coronavirus cases in some parts of the world. "This second wave of virus is a concern for investors ... but I think the key difference is that unlike last time in March, this time it's highly unlikely that we would see a shutdown of the global economy," said Suresh Tantia, senior investment strategist at Credit Suisse's APAC CIO office.

## Nations Seeing a Spike in Coronavirus Cases

As lockdown measures have been gradually lifted, some countries, including the U.S., Germany and India, are seeing spikes in new coronavirus infections. These spikes in cases have led to growing fears of a "second wave" of the pandemic. The total number of confirmed coronavirus cases around the world now stands at over 9.4M, according to Johns Hopkins University data, and over 480,000 people have died.

## Eiffel Tower Reopens to Tourists

Paris' Eiffel Tower has reopened to tourists on Thursday (6/25) after three months — the longest time that the attraction has been closed since World War II. There are strict safety and hygiene rules in place for visitors now, however, with visitors over the age of 11 required to wear facemasks and not allowed at the highest part of the tower. Visitors also have to be prepared to use the stairs if they want to ascend the 324 meter tower as the elevators are out of action.

# Top Stories: Global

## Gulf Coronavirus Cases Reportedly Surpass 400,000

The number of coronavirus infections in the six Gulf Arab states has doubled in a month to over 400,000. As of 6/24 evening, the tally in the region stood at 403,163 infections, with 2,346 deaths. The tally comes as the region's two biggest economies, Saudi Arabia and the United Arab Emirates, fully lifted curfews this week that had been imposed back in March to combat the pandemic.

## South Africa's President Warns on Forthcoming Budget

South African President Cyril Ramaphosa has warned that "difficult decisions and difficult days lie ahead" as the country tries to deal with the economic fallout from the coronavirus pandemic. Ramaphosa highlighted that businesses in all sectors had announced job cuts or total closures as a result of losses incurred since the nation implemented strict lockdown measures on March 26.

Aware of the economic toll being wreaked by the lockdowns, the government has begun lifting restrictions, but South Africa now has 101,590 confirmed cases of Covid-19, the most on the continent, with 1,991 deaths as of Tuesday morning, according to Johns Hopkins University.

## Japan: Tokyo Says It Expects a 'Large Number' of New Cases

A new cluster of infections has been found at an office in Japan's capital, prompting Tokyo's governor to warn that the city will register "quite a large number" of new cases on Wednesday (6/24). "Clusters in the workplace have become a big problem lately," said Governor Yuriko Koike.



## Serbia: Djokovic Apologizes for Hosting Tennis Matches Where Coronavirus Spread

Top-ranked tennis player Novak Djokovic apologized on Twitter for organizing a tennis exhibition series during the outbreak. Djokovic and his wife tested positive for the coronavirus after attending the tournament.

Djokovic said he and other organizers believed health protocols were met and that the region had combated the virus well enough to gather, but "we were wrong and it was too soon." Media outlets reported that social distancing was not maintained, as players were seen hugging each other. The Serbian player caught criticism for holding the series amid the pandemic. The third stage of the series, originally planned for next week in Bosnia, was canceled. Djokovic encouraged anyone who attended the series to get tested for the virus and practice social distancing. He and his wife will quarantine for five days.

## Russia: Moscow Holds Victory Day Parade, Despite Covid-19 Threats

Russia held its annual Victory Day parade in Moscow on 6/24, commemorating the 75th anniversary of Nazi Germany's capitulation in World War II. The parade allows Russia to showcase its military personnel and equipment to the world but also offers Russian President Vladimir Putin to cement Russian patriotism. This year's parade had to be rescheduled from its original date, on May 9, to June 24. President Putin was seen greeting dignitaries with handshakes, despite Russia having the third-highest number of coronavirus cases in the world.

# Top Stories: Global

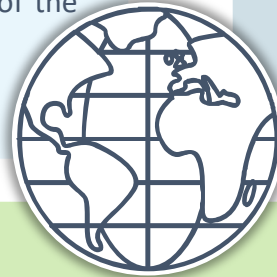
## Germany Faces Test Over Whether It Can Contain Major Outbreaks

Germany has reported a further cluster of coronavirus cases at a slaughterhouse in Lower Saxony on 6/23, the latest in a series of outbreaks seen in the country. Now, containing the potential spread of the virus is a top priority for Germany's authorities, who have so far attracted praise for their handling of the epidemic.

This is the latest in a series of infections that have been seen in the country's meat-processing industry. German media reported late Tuesday that the factory in Wildeshausen is the latest meat-processing plant to see an outbreak of the virus, with 23 workers testing positive.

## The EU is Discussing Reopening Its Borders, but US Citizens Could Remain Barred

The European Union is discussing how to reopen its external borders as the region looks to revive its economies, but visitors from the US, and elsewhere, could be barred from entering the bloc for now. Thirty European countries decided to close their external borders back in March to contain the spread of Covid-19, but that measure is due to be lifted on 6/30. Representatives of the EU governments are discussing the criteria to lift the travel restrictions from abroad, and at the moment, the main requirement is the coronavirus infection rate in the country of origin. This means that countries with high rates, such as the US and Brazil, could remain barred from entering European nations, at least for some time.

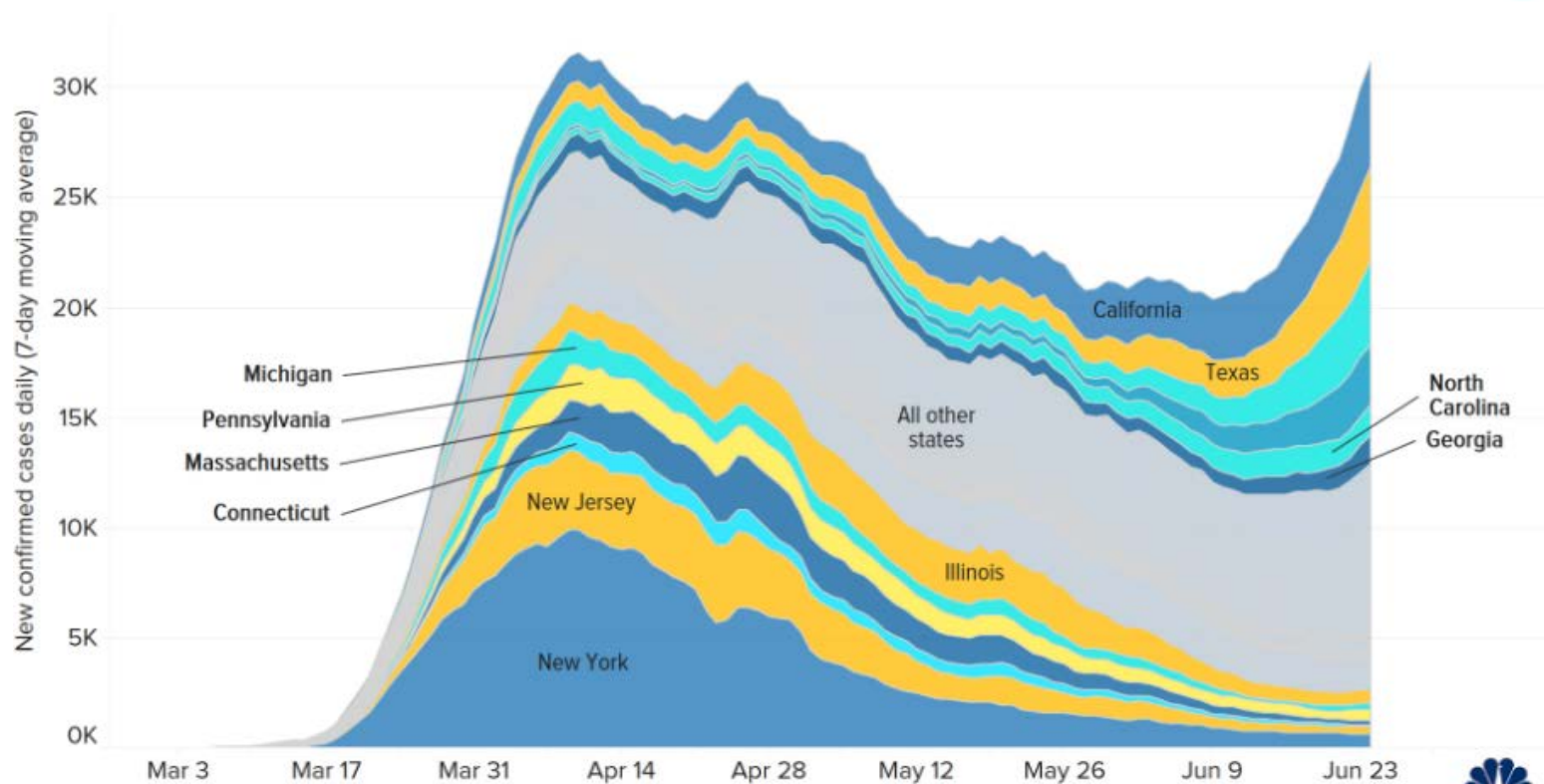


## Euro Zone Downturn Eases Significantly in June

The downturn in the euro zone continued to ease in June, according to data from IHS Markit Tuesday, giving the latest indication of the region's economic health as it emerges from the pandemic. Flash purchasing manager's index (PMI) data, that measures activity in both the services and manufacturing sector in the euro zone, came in at 47.5 in June, up from a final reading of 31.9 in May. The 50-point mark separates contraction from expansion. Economists polled by Reuters had expected the flash June PMI to come in at 42.4. The 15.6-point rise was by far the largest in the survey history with the exception of May's record increase, IHS Markit said.



## Coronavirus outbreaks



SOURCE: Johns Hopkins University



## Record spikes in US Coronavirus Cases Push Up Hospitalization Rates in 16 States

The U.S. added more than 34,400 coronavirus cases on 6/24, after health officials in California, Florida and Texas all reported record-high single-day spikes. Nationally, 39,327 new infections were reported by state health departments on 6/25 — surpassing the previous single-day record set just one day earlier. Texas alone reported a record 5,996 new cases on 6/25 and the state's rolling average has jumped by 340 percent since Memorial Day. 12 states hit record highs in daily new cases, which include Arizona, Arkansas, California and Florida. Coronavirus hospitalizations are also rising in 16 states.

## 02

### **Dr. Fauci Warns of Serious Symptoms in Young People, Disturbing Surge in Cases**

Dr. Anthony Fauci warned that health experts are seeing “more and more” coronavirus complications in young people. Though young people initially appeared to be spared from the virus’ worst symptoms early on in the outbreak, Fauci said they are at risk for suffering “deleterious consequences.”

Fauci’s comments come as more young people fail to practice social-distancing measures and test positive for the virus. He warned that parts of the U.S. are experiencing a “disturbing surge” in coronavirus infections.

## 03

### **Dr. Fauci Recommends States Seeing Surges Should Consider Pausing Reopening Phases**

States like Arizona, Florida, Texas and others with growing coronavirus outbreaks might not need to shut down again like many did in March, White House coronavirus advisor Dr. Fauci said. Instead, such states that have “a serious problem” might need to consider delaying, or rolling back, stages of reopening, he added.

“I wouldn’t necessarily say an absolute shutdown, lockdown, but if someone is going from gateway to phase one to phase two and they get into trouble in phase 2, they may need to go back to phase 1,” Dr. Fauci said.

## 04

### **VP Mike Pence to Visit TX and AZ Due to Rising Hospitalizations**

Vice President Mike Pence said he will travel to Texas and Arizona next week to discuss coronavirus response efforts with leaders there, while acknowledging that more states are reporting rises in Covid-19 cases. Pence will travel to Texas on Sunday (6/28) and on Tuesday (6/30), Pence will meet Gov. Doug Ducey in Yuma, AZ. In a WSJ op-ed last week, VP Pence said that the “panic” over the so-called second wave of the deadly virus is “overblown.” The piece also blamed the media for “fear-mongering.” Texas has seen a massive spike in coronavirus hospitalizations, rising more than 84% since Memorial Day. The number of people hospitalized in Arizona jumped 29% compared with the prior week.

## 05

### The CDC Could Be Coming to TikTok

The CDC is considering tapping social media platform TikTok to stress the importance of practicing public health precautions to young Americans. CDC Director Dr. Robert Redfield acknowledged on 6/25 that he is “concerned” about public health messaging reaching young people. “We may need to get out the message that young people are not somehow naturally immune to this virus, although they may be at lower risk of severe infection,” CDC Deputy Director for Infectious Diseases Jay Butler said. “The tools that can be used include social media. We’re exploring TikTok.” Some public health specialists have criticized the CDC for not taking a more public-facing role during the pandemic.

## 06

### Feds Sent \$1.4B to People Who Are Dead

Almost \$1.4B in stimulus checks have been sent to deceased Americans, according to a new report from the Government Accountability Office. That includes about 1.1M payments out of approximately 160M sent. The \$1,200 stimulus checks were authorized by Congress with the CARES Act.

The IRS has made it clear that those who receive stimulus checks on behalf of the deceased need to return the money. The GAO report calls for taking further action to address the situation, including sending new letters with instructions on how to return the funds and more data sharing among government agencies to prevent future errors.

## 07

### Virtual Clinical Trials Gain Popularity Amid Pandemic

Eager to streamline the drug development, researchers, pharmaceutical companies and start-ups have started virtual clinical trials, also known as remote or decentralized trials. The US FDA helped clear the path to virtual trials in March by issuing guidelines for these types of clinical studies. Whereas traditional clinical trials require participants to make frequent in-person visits to a clinic or hospital, virtual trials can allow researchers to recruit patients, gain consent, administer treatment, monitor safety and collect data without the subjects ever leaving home.

According to research firm GlobalData, more than 1,100 clinical trials across the U.S. and Europe had been disrupted as of May 20. The average cost of bringing a new drug to market has been estimated to be as high as \$2.6B, with two-thirds of the cost going to clinical trials — about 90% of which end in failure.

## 08

### The US Will Eclipse Its First Peak

Former FDA Commissioner Dr. Scott Gottlieb said daily new cases of coronavirus will surpass the country's first peak in April. He said, "We're going to eclipse the totals in April, so we'll eclipse 37,000 diagnosed infections a day. But in April we were only diagnosing 1 in 10 to 1 in 20 infections, so those 37,000 infections represented probably half a million infections at the peak."

Since April, the US has significantly ramped up the country's capacity to test broadly for the virus, including among asymptomatic and pre-symptomatic patients. That means even though confirmed cases will likely peak again, the underlying outbreak probably isn't as large as it was in April, Gottlieb said.

## 09

### No Evidence that Quarantines for Travelers Work, CDC Says

The CDC said there is no "evidence-based data" to support quarantines for travelers, like those imposed by New York, New Jersey and Connecticut. The comment by CDC Director Robert Redfield came a day after New York Gov. Andrew Cuomo announced that travelers arriving in the tri-state region from Florida, Texas and other states with spiking Covid-19 infection rates will be subject to a 14-day quarantine.

According to the CDC's website, quarantines can help protect the public by preventing exposure to people who have or may have a contagious disease. Other leaders outside the tri-state region have imposed quarantines or travel restrictions meant to curb the spread of the virus.

## 10

### US Govt. to Cut Federal Funding to 13 Testing Sites

The government is eliminating federal funding for 13 community-based Covid-19 testing sites by the end of June. The move comes as part of a previously announced plan designed to give financial support for testing through other means.

Seven sites in Texas will have their funding cut, and the other six locations are in Illinois, New Jersey, Colorado and Pennsylvania. Some lawmakers have criticized the decision and urged health officials to extend funding for the sites. The administration's testing czar Adm. Brett Giroir said the sites will remain open through state and local funding, and that there are hundreds of other testing locations supported with federal assistance.

# 11

## Cities Warn of Infrastructure Spending Cuts, More Layoffs

More than 700 cities across the U.S. plan to delay or cancel planned infrastructure projects after their responses to the coronavirus outbreak left budgets with unplugged holes, according to a National League of Cities survey. A majority of cities plan to delay or cancel equipment purchases, which could stunt local commercial activity among businesses and add to the layoffs and furloughs already underway in one-third of cities that responded to the survey, which collected data from over 1,100 municipalities in all 50 states. Most of the cities reported their largest unexpected cost involved purchases of PPE and contracting disinfecting services to keep public buildings clean as they begin to open.

# 12

## Colleges Cut Programs as Schools Take Financial Hit

As colleges and universities across the country face extreme financial distress, some institutions are cutting the academic programs that were once central to a well-rounded education. In early June, the University of Alaska system announced it will cut 39 academic programs in all, including degree programs in sociology, creative writing, chemistry and environmental science.

In order to stay afloat going forward, more schools may have to shift their priorities away from the value of a liberal arts education and focus on degrees that have a direct return on investment, according to Robert Franek, editor in chief of The Princeton Review.

# 13

## PGA Tour Procures 1,000 Smart Bands to Detect Coronavirus Symptoms in Golfers

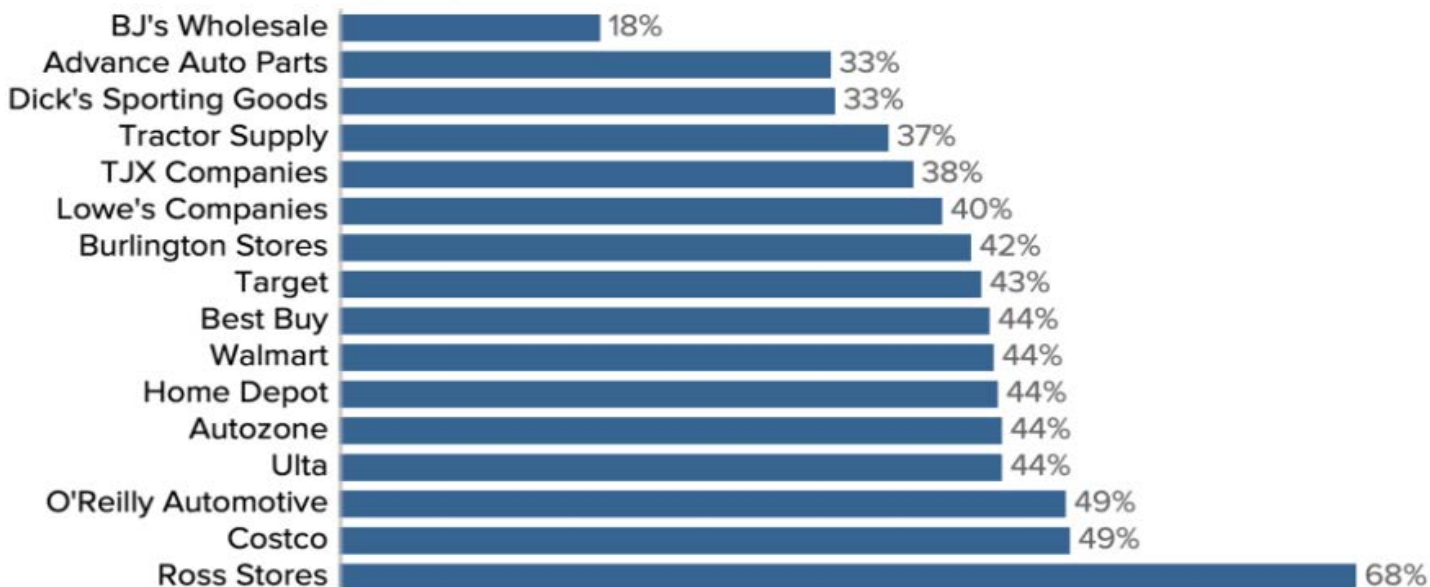
The PGA Tour announced they have procured Whoop bands for its players and caddies, as a way to detect Covid-19. Anecdotally, the device has been found to be an early detector of coronavirus symptoms as users have noticed changes in their data ahead of testing positive. Last week, PGA Tour player Nick Watney tested positive for Covid-19. The golfer said it was his Whoop wearable device that first alerted him that he may be sick and prompted him to get tested. Golfer Justin Thomas said that the data from Whoop may have possibly saved the Tour as his positive test led to Watney being quarantined rather than playing in this week's tournament.

## Retailers That Have the Most Stores in States Where Coronavirus Cases are Spiking

Research and trading firm Instinet analyzed a dozen states that as of last Friday had reported record highs in new Covid-19 cases: Florida, Texas, Utah, South Carolina, Nevada, Georgia, Missouri, Montana, Arizona, California, Tennessee and Oklahoma. It found the retailers with the greatest exposure to these 12 states to be the off-price chain Ross Stores, Costco and O'Reilly Auto Parts.

Another round of closures would hurt the so-called discretionary or apparel retailers more than stores deemed essential during the pandemic, such as Walmart and Target, according to Instinet analyst Michael Baker said. Companies may follow Apple's example of shutting down stores again in Covid-19 hotspots such as Florida, North Carolina, South Carolina and Arizona without a government mandate.

## These retailers have the most stores where Covid-19 cases are surging



Source: Instinet, Nomura



## Sonos Cutting 12% of Global Employees and Closing New York Retail Store

Sonos plans to cut 12% of its global employees due to “uncertainty and challenges stemming from the Covid-19 pandemic.” It’s also closing its retail store in New York City and six satellite offices. The company said in a May letter to shareholders that it began a review of planned investments and implemented initial actions in March to reduce operating expenses and preserve liquidity. It said those actions included cutting marketing investments, managing and “tightening” inventory and eliminating some discretionary operating expenses. The latest cost cuts are part of those efforts.

## Target Adds Fresh, Frozen Foods to Same-Day Services as More Customers Shop Online

Target customers can soon buy fresh and frozen groceries online and pick them up the same day at a nearby store. The retailer already has same-day services that allow customers to pick up online purchases like paper towels and canned goods in stores or through curbside pickup. It is now adding hundreds of items like milk, bread and frozen vegetables to the offering. It will have an expanded assortment at over 400 stores by the end of the month and more than 1,500 stores by the holidays - roughly 80% of its 1,871 stores nationwide.

Target had already planned to add the items, but that’s taken on new urgency during the pandemic. In the retailer’s fiscal first quarter, use of its same-day services, including its home grocery delivery service Shipt, grew by 278%.

## Macy’s to Cut 3,900 Corporate Jobs in Restructuring

Macy’s announced it is cutting 3,900 corporate jobs — or 3% of its total workforce — to reduce costs as it struggles with the effects of the coronavirus pandemic. The department store chain said it expects to save about \$365M through the layoffs in fiscal 2020. It said it will save roughly \$630M on an annualized basis.

“We know that we will be a smaller company for the foreseeable future, and our cost base will continue to reflect that moving forward,” CEO Jeff Gennette said in a statement. Macy’s is set to report its final Q1 earnings on July 1.

## AstraZeneca's Potential Vaccine Shows Promise in Pigs with Two Shots

AstraZeneca's potential coronavirus vaccine showed some promise in a trial of pigs, which found that two doses of the shot produced more antibodies than one dose. The research, which was published by The Pirbright Institute, suggests that a two-shot approach of the Oxford University-developed vaccine candidate might be most effective in preventing Covid-19 infection.

However, the potential vaccine still must prove it's safe and effective in humans as well. The potential vaccine, also known as AZD1222, is being developed in partnership between researchers at Oxford University and pharmaceutical company AstraZeneca. The candidate is already in human trials and the company previously said it hopes to have data on whether it's effective in preventing Covid-19 later this year.

## Sanofi CEO Says the Company Could Contribute Two Successful Coronavirus Vaccines

Sanofi CEO Paul Hudson said both of its vaccine pursuits could be successful in preventing Covid-19. Hudson said, "We think we'll definitely play a part with one, and maybe even both of our vaccines."

Hudson's comments come after Sanofi announced a potential \$2B deal with US biotech firm Translate Bio to develop a Covid-19 vaccine. Sanofi has already entered a vaccine partnership with GlaxoSmithKline. Hudson touted Translate Bio's experience working on therapeutics using mRNA technology, which tells human cells to produce specified proteins in order to produce an immune response to a particular disease. The vaccine candidate from Sanofi and Translate Bio could be ready "later in 2021."

## LabCorp Launches New Antibody Test

LabCorp announced a new test that can be used to assess the capacity of antibodies in patients' plasma to combat the coronavirus. The plasma from recovered patients is being explored as a potential treatment for the disease. Information from the new test could be used in the development of Covid-19 vaccines, the diagnostics manufacturer said. LabCorp said the antibody test will be available to biopharmaceutical companies, hospitals, blood banks and other plasma-screening facilities.

Paul Kirchgraber, head of LabCorp's drug development business, said, "The launch of this neutralizing antibody assay is the latest effort in our company's commitment to accelerate the evaluation of vaccine candidates so that a successful candidate may reach patients sooner."



## Disney Delays Reopening of California Theme Parks

Disney is delaying the opening of its California-based theme parks as state officials will not be issuing theme park reopening guidelines until after July 4. The company had proposed phased opening of its two parks in Anaheim for July 17.

Disney said it would be able to announce a new reopening date only after the company gets a better sense of when guidelines will be released and what those guidelines will be. Disney will still be opening its shopping center, Downtown Disney District, on July 9.

The company is also pushing back the July 24 release date of its movie, *Mulan*. The film was slated to be the first blockbuster to hit theaters since they reopened after being closed due to the pandemic.

## Sotheby's Auction Will Test Art Market During Coronavirus

The global art market will be tested for the first time amid the Covid-19 pandemic on 6/29 as Sotheby's auctions off more than \$300M worth of art, including a single work for \$60M. Bidders will not be able to see the artwork in person, given visitor rules at Sotheby's New York headquarters, but they will participate in a virtual live auction with telephone and online bidding and an auctioneer in London.

Sotheby's CEO Charles Stewart. "I would say that in many ways, we're seeing actually increased engagement from our collectors." Since March, Sotheby's has successfully held more than 100 online sales, compared with 40 sales in the same period in 2019. New features to Sotheby's mobile app include an augmented reality tool so users can virtually place a painting on their wall.

## Apple Will Re-Close 14 Stores in Florida, Bringing Total Re-Closures to 32

Apple said 14 stores in Florida will re-close due to Covid-19 conditions, as the state sees a sharp rise in cases. In total, Apple has re-closed 32 stores across five states in the past week. Only two Apple stores will remain open in Florida. The company also closed 7 stores in Houston, Texas this week. Last week, Apple re-closed 11 stores in Florida, North Carolina, South Carolina, and Arizona.

Apple was one of the first companies to shut its stores in response to the Covid-19 pandemic. When it started to re-open stores in the U.S. with increased safety measures such as mandatory masking, it noted that it would not hesitate to re-close stores if pandemic conditions deteriorated.

## More Consumers Are Ordering Breakfast Online

Consumers nearly doubled their spending on fast-food breakfast items ordered through third-party delivery services between the weeks of March 16 and April 13, Edison Trends found. Delivery services have provided an alternative for at-home breakfast even as fast-food chains see overall decreases in segment sales.

Edison Trends found consumers have spent more on McDonald's for breakfast than any other fast-food chain. Starbucks and Dunkin' have also seen upticks in breakfast sales since the pandemic began.

## Olive Garden Parent's Sales Fall 43% in Its Latest Quarter

Darden Restaurants, which owns Olive Garden, LongHorn Steakhouse and The Capital Grille, said that its fiscal fourth quarter revenue fell 43% as the pandemic weighed on sales. The company's same-store sales fell 47.7% across all of its brands in the quarter ended May 31.

But Darden expects business to pick up during its fiscal first quarter as dining rooms reopen. The company is projecting that its total sales will be about 70% of year-ago totals.

## Chuck E. Cheese's Parent Company Files for Chapter 11 Bankruptcy

CEC Entertainment, the parent company of Chuck E. Cheese and Peter Piper Pizza, filed for Chapter 11 bankruptcy after pandemic-induced closures upended its business. In the quarter ended March 29, which is typically its busiest time of the year, same-store sales fell 21.9%.

The company, which is owned by private equity firm Apollo Global Management, will continue reopening locations throughout the bankruptcy process. Nearly half of its company-owned locations have reopened as of Wednesday (6/24). CEC Entertainment said that it expects to use the bankruptcy process to continue talking with its financial stakeholders and landlords to restructure its balance sheet.

## Grocery Union Calls for Stricter Mask Requirements as New Hot Spots Emerge

One of the nation's largest labor unions says government officials and companies must require and enforce mask-wearing in public, especially as coronavirus cases rise in Florida, Texas and other states.

The United Food and Commercial Workers International Union, which represents thousands of people employed by grocery stores, meatpacking plants and nursing homes, said workers face more risk as new Covid-19 hot spots emerge. The union called on employers to pay essential workers at least \$15 an hour and reinstate "hazard pay" in all states where cases are rising.

## Gym Chain CEO Says Industry Could See 'Small Degradation' As People Workout From Home

Life Time Fitness CEO Bahram Akradi said that the gym industry could see a "small degradation" as more people opt for at-home workouts, although members seem even "more determined" to return to the clubs and join their communities as states begin to reopen.

While not every state has since lifted restrictions on gyms, which health professionals warn could present a high risk for Covid-19 transmission, many have allowed fitness businesses to return at reduced capacity. He said the company will work with the government every way they can in states where coronavirus cases are surging.

## Release of Christopher Nolan Film 'Tenet' Gets Pushed Back Again

For the second time, Warner Bros. is forced to postpone the release of Christopher Nolan's "Tenet" due to the coronavirus outbreak. The movie will now debut on August 12th 2020. It was originally scheduled for release on July 17, before the debut was postponed to July 31.

Warner Bros. has also delayed the 10th anniversary release of Nolan's "Inception" from July 17 to July 31. Many movie theaters across the U.S. remain shut as cases of Covid-19 have continued to climb.

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States Reopening  
News till 6/26

## 01

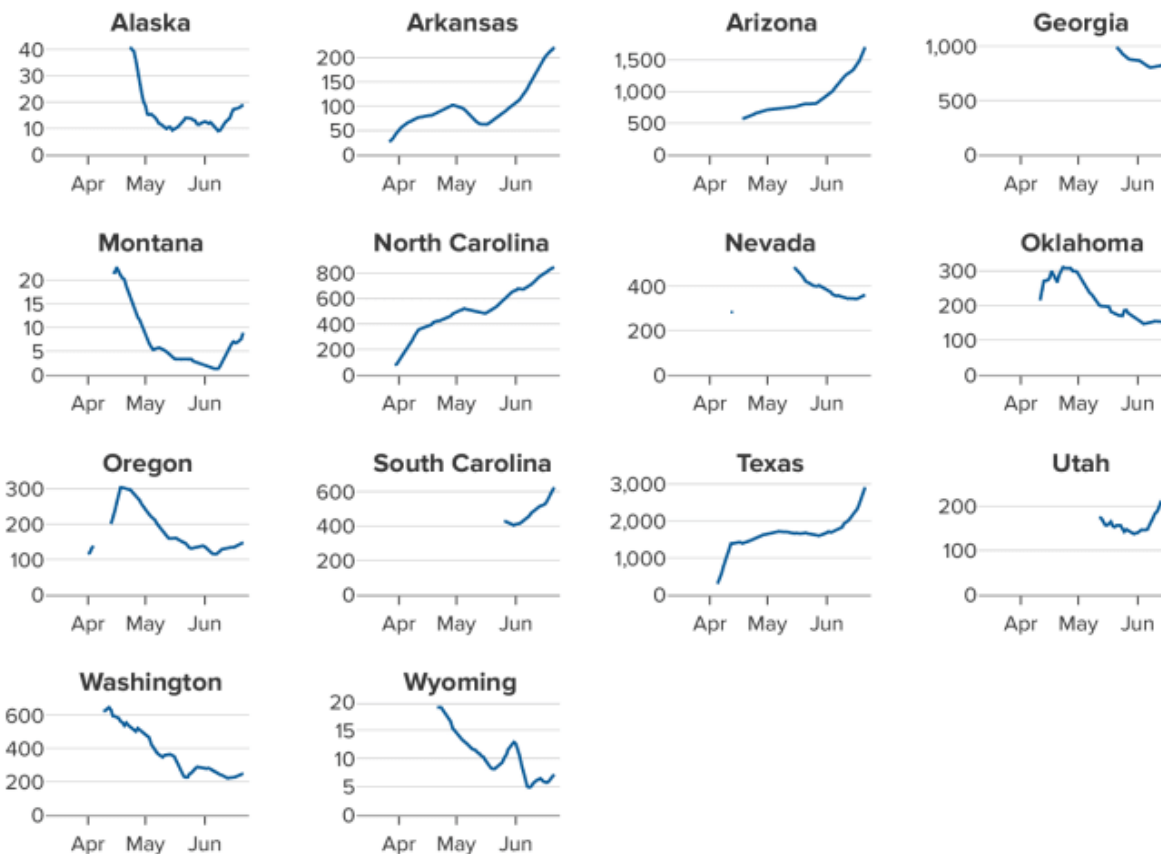
### Cases are Rising Everywhere

The Dow Jones Industrial Average dropped more than 700 points in its worst day since June 11 as the coronavirus continues to surge in states around the country, mostly in the South and West.

Florida and California, two of the largest economies in the US, reported a record number of new cases. There's growing concern that the state governments in Tallahassee and Sacramento could be forced to implement stay-at-home orders and close nonessential businesses again if the outbreak isn't brought under control.

### Where coronavirus hospitalizations are rising

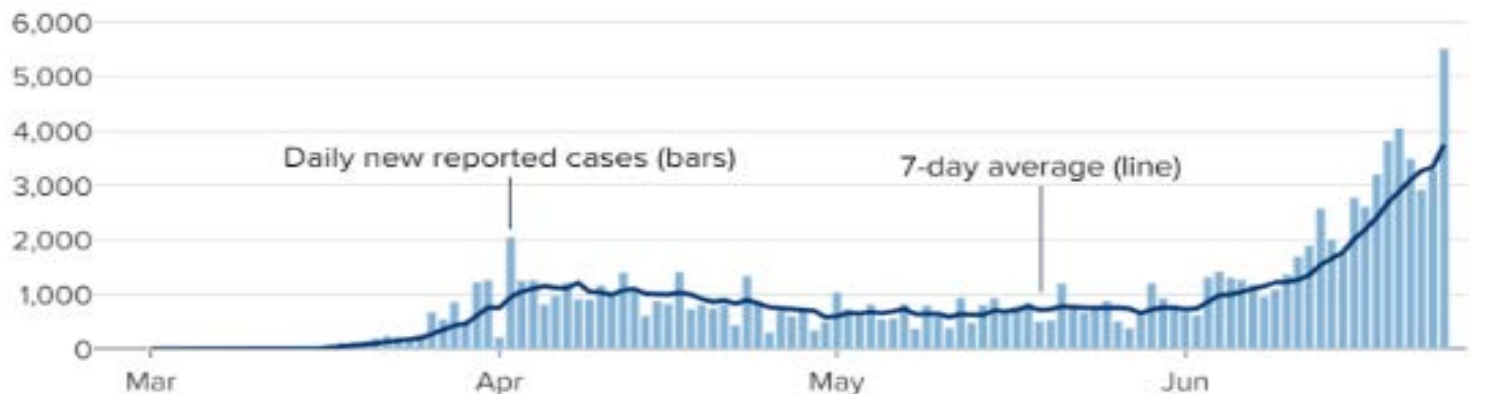
Seven-day average of current hospitalizations. Scale adjusted for each state to make curves readable.



SOURCE: CNBC analysis of data from the COVID Tracking Project. Data as of June 21, 2020. Seven-day averages of current hospitalizations are used to de-emphasize daily swings in data reporting. States started reporting current hospitalizations at different times.



## Daily new coronavirus cases in Florida



SOURCE: CNBC analysis of data from Johns Hopkins University. Data through June 24, 2020.



# 02

### Florida Governor Says State Has No Plan of Continuing Its Reopening

When asked about Florida's reopening, Gov. Ron DeSantis said that the state doesn't have plans for continuing its step-by-step plan. He added that the state "never anticipated" to continue moving forward at this point.

His comments come shortly after Texas Gov. Greg Abbott announced he would pause reopening plans for his state as coronavirus cases and hospitalizations continue to climb. Florida averaged about 3,756 daily new cases as of 6/24, a 71% increase since one week ago. DeSantis has allowed retailers, restaurants, gyms and personal care services to reopen at reduced capacity.

## 03

### Texas Pauses Reopening Plan as Cases and Hospitalizations Rise

Texas Gov. Greg Abbott announced on 6/25 that the state will pause any further phases to open as it continues to report record increases in Covid-19 cases and hospitalizations. Businesses that were permitted to open under the previous phases can continue to operate at the designated occupancy. Many businesses in Texas were granted permission to reopen in May, and it wasn't immediately made clear which businesses wouldn't be allowed to be reopen moving forward or when the order would be lifted. Texas is one of the states experiencing a recent surge in Covid-19 cases, reporting more than 5,500 additional cases on Wednesday, according to the state's health department.

## 04

### Texas Postpones Elective Procedures as Hospitalizations Rise

Texas Gov. Greg Abbott has ordered all licensed hospitals in counties that include major cities such as San Antonio, Dallas, Houston and Austin to postpone elective procedures in order to protect hospital capacity for Covid-19 patients.

The order applies to all "surgeries and procedures that are not medically necessary to diagnose or correct a serious medical condition of, or to preserve the life of, a patient who without timely performance of the surgery or procedure would be at risk for serious adverse medical consequences or death. Texas Children's Hospital in Houston said earlier this week it will begin to admit adult patients to alleviate burdened hospitals in the area.

## 05

### New Jersey Adds 1,900 Probable Deaths to Coronavirus Toll

New Jersey is counting an additional 1,854 deaths as likely stemming from the coronavirus, Gov. Phil Murphy said. This is the first time these deaths, which occurred over the length of the pandemic, have been counted among the Covid-19 toll on the state. A team at the Communicable Disease Service reviewed thousands of death certificates to determine New Jersey residents whose deaths could "with great reliability" be due to the virus. Murphy said the "currently known loss" from Covid-19 in New Jersey is 14,872, which includes the 1,854 probable deaths and 13,018 confirmed deaths in the state. The state will report the "probable" death toll separately from the Covid-19 death toll on the state dashboard, Murphy said.

## 06

### Gov. Newsom Declares Budget Emergency for State's Covid-19 Response

California Gov. Gavin Newsom issued a budget emergency proclamation, making more resources available for the state's response to the coronavirus crisis. The proclamation targets funding for personal protective and medical equipment in case of potential hospital surges and opens up funding for necessary services to vulnerable populations.

The proclamation will allow the California legislature to pass bills for the state to take from its rainy day fund. The coronavirus pandemic has already caused a \$54.3B budget deficit in California.

## 07

### California Reports More than 7,000 Cases, Biggest Daily Jump So Far

California reported an additional 7,149 Covid-19 cases since 6/23, a 69% increase in two days, bringing the state's total to 190,222 cases. While the daily case numbers are growing, Gov. Gavin Newsom said that the state performed a record number of tests on Wednesday. However, the percent of tests coming back positive has slightly increased in the last two weeks, sitting at 5.1% on a 14-day average. Hospitalizations from Covid-19 in California have also increased 29% in the last 14 days on 6/23.

## 08

### New York City Opens Up Beaches and Fireworks for Independence Day Weekend

Mayor Bill de Blasio announced that beaches in New York City will be opened to the public for swimming, ahead of the Independence Day weekend. NYC Beaches will be open for swimming on July 1st. De Blasio said social distancing and face coverings are still important.

The city will also hold a number of five-minute scatted July 4 fireworks shows starting June 29. To prevent crowds from gathering to watch, the timing of the shows will not be announced. The shows will culminate in a grand finale on July 4, which will include fireworks over the Empire State Building and a NBC broadcast with musical guests.



## 09

### **New York City Marathon Canceled**

The 2020 TCS New York City Marathon has been canceled. Scheduled for Nov. 1, the event was supposed to commemorate the 50th running of the marathon. New York Road Runners, which organizes the race, said the decision was made from a health perspective in partnership with the New York City Mayor's Office.

NYRR said runners will receive a full refund of their entry fee or complimentary entry for 2021, 2022 or 2023. They will also be invited to participate in a virtual marathon event taking place from Oct. 17 to Nov. 1. The New York City race is the world's largest marathon and counted 53,640 finishers in 2019.

## 10

### **NYC Considers 22,000 Layoffs Under Budget Constraints**

New York City Mayor Bill de Blasio said the city may lay off 22,000 people in a "last resort" effort to save \$1B. He said if the city cannot find \$1B in savings for its budget, the layoffs will take effect this fall. De Blasio previously warned of the city's financial troubles in April when he said that New York City's pandemic response will cost a projected \$7.4B in lost tax revenue over the current and next fiscal year.

## 11

### **New York Announces 14-Day Quarantine for People from Other States**

Officials in the New York tri-state region announced they would impose a 14-day quarantine on several hot spots around the country. States landed themselves on the list if they have an average of more than 10 positive tests per 100,000 residents over the past seven days or because an average of more than 10% of all tests have come back positive over the past seven days. States currently affected include Alabama, Arizona, Arkansas, Florida, North Carolina, South Carolina, Texas and Utah.

## 12

### **NYC Set to Move to Phase 3 on July 6**

New York City could begin its next phase of reopening as early as July 6, Mayor Bill de Blasio said on 6/25. The next phase would allow the city's restaurants to open their indoor dining spaces and reopen additional personal care businesses, like nail salons, spas, massage parlors and tattoo and piercing facilities with reduced capacity.

Phase three reopening would allow various recreational areas throughout the city, including basketball, tennis and volleyball courts to operate.

## 13

### **New Mexico Pauses Next Reopening Phase**

Citing a "very concerning" climb in coronavirus cases, New Mexico Gov. Michelle Lujan Grisham said Thursday the state is not ready to enter the next phase of reopening businesses. "We're not doing as good a job keeping the virus in check," New Mexico Human Services Secretary David Scrase said. State health officials, are weighing whether to reimpose more stringent health orders and increase enforcement of wearing masks in public. The state is also considering quarantine orders for visitors arriving in vehicles, not just on planes.

## 14

### **Kentucky Derby to Take Place with Spectators and Safety Measures**

Spectators will be able to attend the 146th Kentucky Derby, with safety provisions for Covid-19 in place, Churchill Downs Racetrack announced after consultation with Kentucky Gov. Andy Beshear and state public health officials.

The race is set to be held Sept. 5 and will take place with reduced venue capacity. Guests will be encouraged to socially distance, wash their hands frequently and wear a face covering at all times unless in their reserved seat.

## 15

### **Cowboys-Steelers Hall of Fame Game Will Be Postponed to 2021**

Pro Football Hall of Fame officials are expected to announce the postponement of the Aug. 6 Hall of Fame Game due to Covid-19. The contest was set to feature the Dallas Cowboys and Pittsburgh Steelers in the opening preseason game for the 2020 season. Hall of Fame officials are also expected to postpone the Hall's enshrinement ceremony until next year.

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# Updates for the Economy

## Fed Caps Dividend Payments for Big Banks over Pandemic Concerns

The Federal Reserve is suspending share buybacks and capping dividend payments for the big banks at their current levels through the third quarter of the year. The decision comes after an annual stress test of 34 banks found the coronavirus pandemic could push some institutions dangerously close to minimum capital levels.

The Fed studied how major banks would fare in a quick V-shaped recovery, a more drawn out U-shaped recession and recovery, and a W-shaped double dip recession. Several banks "would approach minimum capital levels" under the harsher U- and W-shaped scenarios, the Fed found. The central bank didn't disclose which banks would have the most problems.

## IMF Slashes Forecasts for U.S. Economy, GDP

The International Monetary Fund slashed its economic estimates for global GDP and the U.S. economy amid the ongoing coronavirus pandemic, and warned that governments' debt levels will continue to soar as they combat the crisis.

The IMF forecast a contraction of 4.9% in global GDP and estimated that the U.S. economy will contract by 8% in 2020. The new estimates were downward revisions from what the IMF forecast in April. The institution said the new figures were due to expectations that social-distancing measures will likely remain in place during the second half of 2020, hurting productivity and supply chains. The Fund also downgraded its 2020 estimates for the euro zone and its GDP forecast for 2021.

## Initial Jobless Claims Disappoint at 1.48M, but Total Claims Improve

The Labor Department's jobless report came in worse than expected as 1.48M Americans filed for state unemployment benefits during the week ended June 20, marking the 14th straight week that filings remained above 1 million.

Economists polled by Dow Jones had expected first-time applications to total 1.35M. Though the weekly number did disappoint, the total number of those receiving benefits continued to fall. Total recipients of unemployment benefits, or continuing claims, fell by 767,000 to 19.52M.

## Americans are Facing Extended Unemployment

Many Americans face a particularly risky period of joblessness, at a time when enhanced aid will soon expire and jobs are scarce. A recent federal law offered 13 weeks of unemployment benefits to workers who've exhausted their state allotment, which is typically six months.

Nearly 1.1M Americans were collecting these expanded benefits as of May 30 -- more than twice the prior week's total. The figure is set to balloon in coming weeks. Since many have been jobless for at least a half year, their odds of finding a job are lower relative to others, amid an employment crisis worse than any since the Great Depression. A \$600 weekly supplement to jobless aid also expires after July 31.

## 14% of Business Owners Expect Layoffs

About 14% of business owners expect to lay off workers after using up funds through the Paycheck Protection Program, a forgivable loan program created by the CARES Act. White House officials have credited the program for the stark turnaround in employment last month, when 2.5M Americans went back to work.

Recipients of the federal aid can only receive full loan forgiveness by rehiring laid-off or furloughed workers. However, businesses are struggling even as states have begun reopening their economies. Absent additional funding authorized by federal lawmakers, the employment rebound seen in May could prove short-lived.

## Sales of Newly Built Homes Show Big Increase, but Meeting Demand is a Challenge

Sales of newly built homes increased nearly 13% annually, according to the U.S. Census. But single-family housing starts in May were close to 18% lower annually and building permits were down about 10%, leaving builders trying to meet the demand for construction.

Some homebuilders slowed operations in March, but saw a quick uptick of interest in April, despite still producing below demand levels. Homebuilders have added 226,000 jobs in May, according to Robert Dietz, chief economist at the National Association of Home Builders, but there was already a shortage of skilled workers before the pandemic.

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# Consumer Sentiment

# Perceived risk of outside activities continues to increase

How much of a risk to your health and well-being do you think the following activities are now?

% Large risk or Moderate risk

Returning to your normal pre-COVID life

Dining in at a restaurant

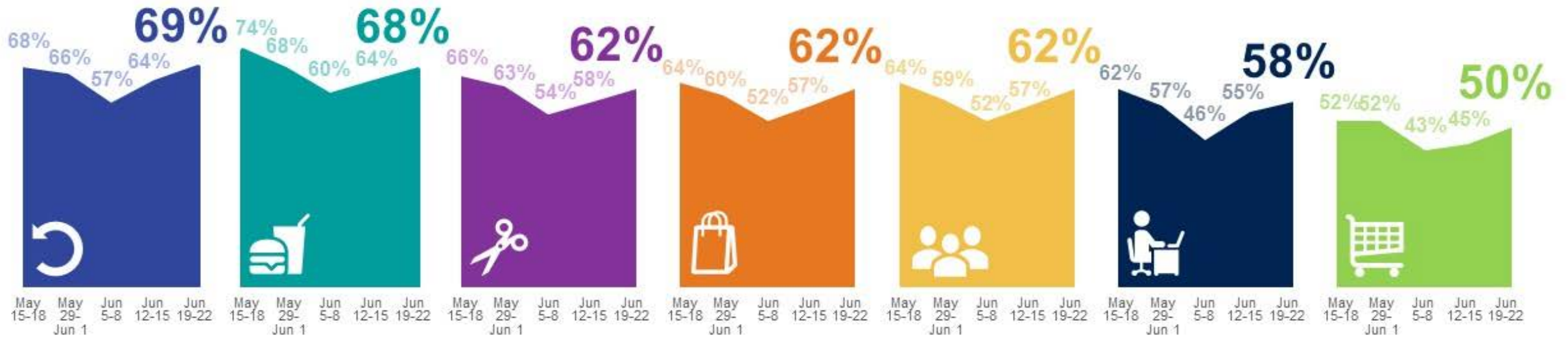
Going to a salon, barber, or spa

Shopping at non-grocery retail stores

In-person gatherings of friends/family outside of household

Returning to your normal place of employment

Going to the grocery store



# Most Americans will stay home and take own measures to reduce public exposure to a second wave

## If the following were to happen in your state, how likely would you be to stay at home and avoid others as much as possible?

*% Very/Somewhat likely*

The CDC issuing guidelines for people in your state to stay home

82%

A new spike in cases in your state

81%

Your state's governor issuing guidelines for people to stay home

80%

Nearby hospital ICUs reporting full or near-full capacity

80%

## If there is a second wave of coronavirus in your state, how likely are you to...

*% Very/Somewhat likely*

Social distance – stay home and avoid others as much as possible

87%

Stop having gatherings with friends and family outside of the home

80%

Stop going to non-grocery retail stores

74%



# Americans concerned with the coronavirus outbreak has increased notably over the past two weeks

1

Currently, **85%** of Americans are at least somewhat **concerned with the outbreak**, including 56% who are extremely or very concerned. This is up from 80% and 48% respectively in early June.

2

Concern with communities re-opening too soon (to 71% from 64%) and the possibility of getting sick (to 76% from 69%) are also up 7 percentage points over the last two weeks.

3

85% of Americans are concerned about a second wave of the coronavirus, including 59% who are extremely or very concerned.

4

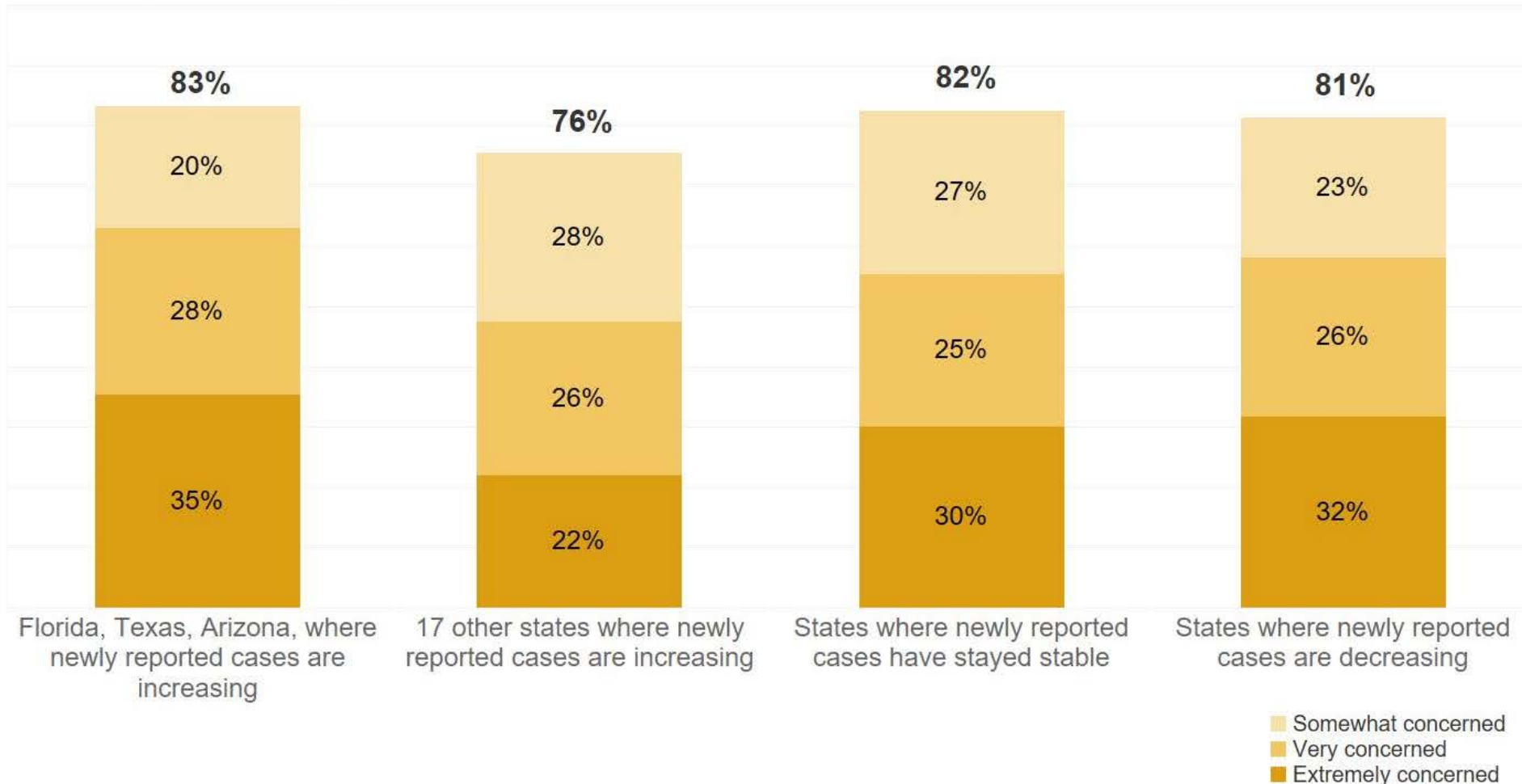
The number of Americans working remotely has also begun to decline, this week at 37% of all employed persons from 43% last week..

5

Half of Americans (49%) visited friends or relatives in the last week, up from 47% last week and 19% in early April. However, in the states with the greatest increase in cases (AZ, FL, SC) socializing with friends has declined from 52% to 44% in the last two weeks.

# Concern about a possible second wave of Coronavirus is high in Florida, Texas and Arizona

*% Extremely concerned, very concerned or somewhat concerned*



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# Updates for Marketers

# Virtual events may be the norm post-pandemic

## Types of Events that Are Very Likely to Occur Regularly Post-Pandemic According to US Marketing Professionals, May 2020

% of respondents

**Global virtual events with live video feeds from headliners speaking about big issues**

62.3%

**Virtual event designed to foster community and share thought leadership among defined groups of experts/specialists**

58.9%

**Global virtual gatherings of country and regional experts to foster global communities of those experts**

51.0%

**Member-only virtual networking gatherings designed to connect businesses with prospects**

46.8%

**AR/VR experiences shared by remote event attendees with the goal of creating unique opportunities to demonstrate/try new products/services**

24.4%

**Virtual cocktail hours with clients that include custom video feeds of performers/concerts**

15.5%

**Virtual client dinners created by boutique event producers who oversee delivered-to-the-door catering and special decorative sets for background**

10.9%

- Most in-person events have been canceled, and as concerns around face-to-face meetings persist, companies will likely be pivoting to virtual gatherings—even for intimate dinners and cocktail hours with clients.
- Virtual events will likely be a regular occurrence post-pandemic.
- Some marketers also believe that smaller gatherings will also become more frequent, at least for the time being.
- Roughly 15.5% said there will likely be virtual cocktail hours with clients that include custom video feeds of performers and concerts, while slightly fewer (10.9%) said that virtual client dinners.

# Local Radio Advertising Revenues Forecast to Sink 11% This Year

## Forecast

- With the pandemic wreaking havoc on the economy, BIA Advisory Services has lowered its 2020 revenue forecast for local radio.
- The media financial firm's **new revenue estimate is \$12.8 billion**, which includes \$11.4 billion in over-the-air sales and \$1.4 billion for digital, which also encompasses local advertising sold by streaming companies. That marks a **10% total decline** compared to the \$14.3 billion combined forecast BIA issued earlier this year.
- By comparison, in 2019 local radio stations generated \$12.8 billion in over-the-air revenue and just over \$1 billion in digital.
- While the **2020 revenue forecast calls for a 10.7% decrease** in over the air ad revenue from 2019, digital billings continue to rise, expected to reach \$1.4 billion in 2020, up from \$1 billion in 2019.

## Ad Categories

- The new forecast identifies four ad categories expected to be the biggest radio spenders this year:
  - **Financial/insurance**, led by GEICO, Progressive, Allstate, Quicken Loans and Capital One, is on track to allocate \$2 billion to the medium in 2020.
  - **Retailers** are close behind, poised to shell out \$1.97 billion.
  - Followed by **automotive** (once radio's largest category) at \$1.5 billion
  - **Tech companies** with a \$1.3 billion outlay.
- The upswing in digital revenue comes as the percent of broadcast radio listening taking place on digital devices continues to slowly rise. According to the latest Share of Ear update from Edison Research, **10% of AM/FM radio listening among Americans aged 13+ came from streams last month while 90% occurred on a traditional radio receiver.**

# Zuckerberg and Facebook Team Concede 'Trust Deficit,' Reach Out to Advertisers



- The #StopHateForProfit boycott organized by civil rights groups against Facebook advertising may not serve to make a dent in the tech giant's massive revenue, at least in the short term.
- CEO Mark Zuckerberg and his senior executives, have reached out to major ad industry players to try to calm their growing concerns about supporting a platform that has become associated with spreading racist, violence-inciting hate messaging from President Donald Trump and right-wing extremists.
- Zuckerberg, along with COO Sheryl Sandberg, this week talked with members of Facebook's client council, including executives from companies such as Unilever, Anheuser-Busch, Nestle, Dentsu and Omnicom Media Group.
- In addition, on a call with about 200 advertisers on Tuesday, Neil Potts, Facebook's head of trust and safety, was asked why companies should risk their brands' reputations by staying on the platform.

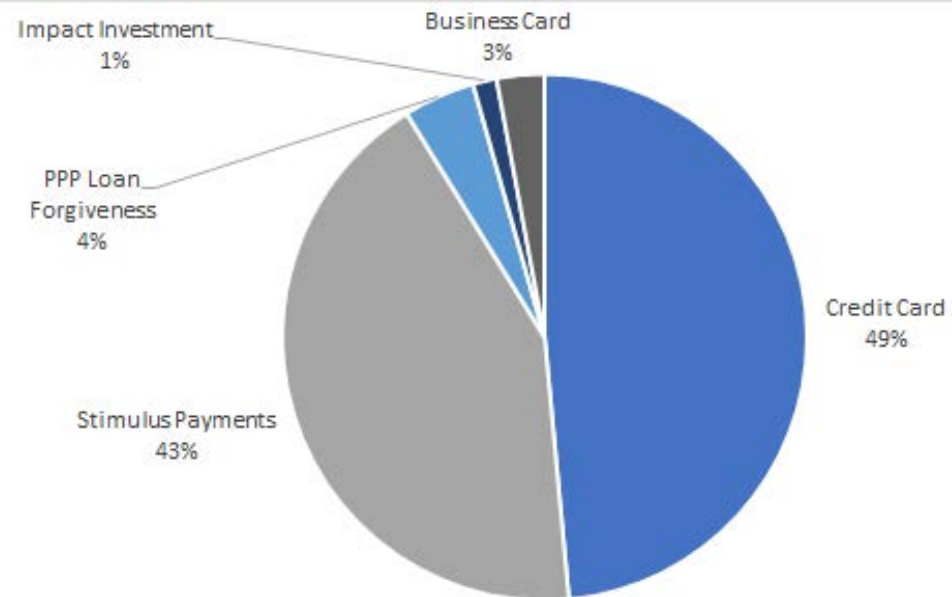
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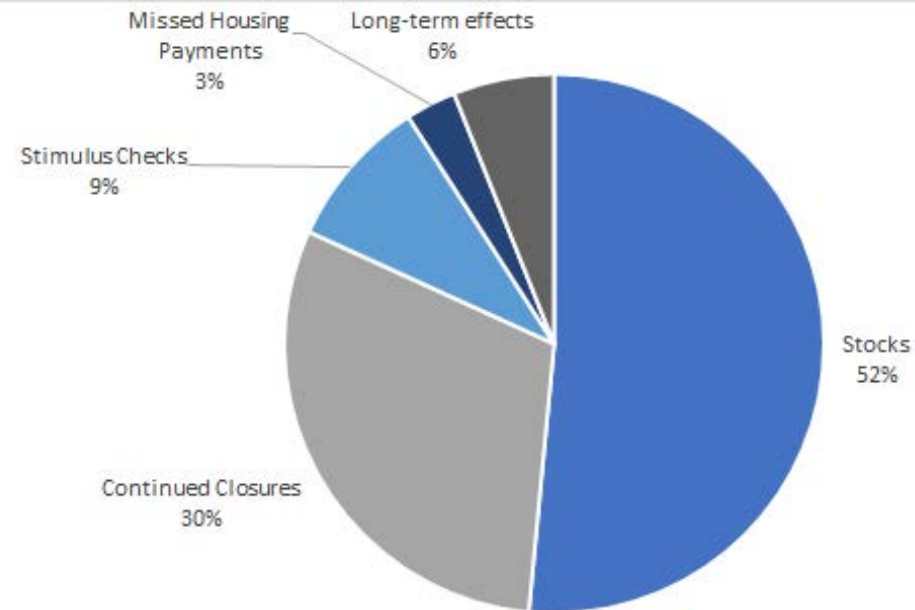
Social Listening

# Social Listening – FiServ

### What are people talking positively about?



### What are people talking negatively about?

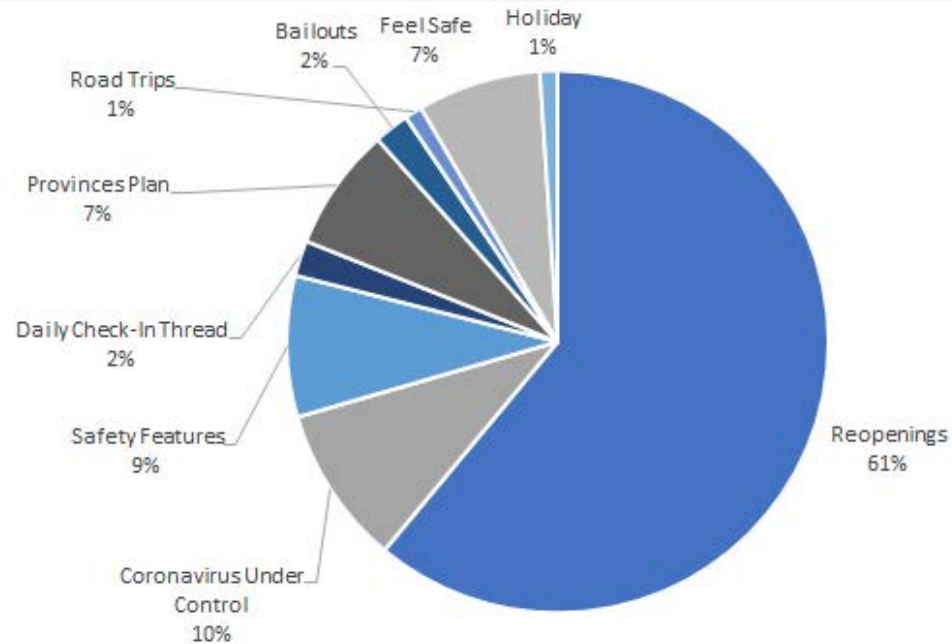


- Majority of people are talking positively about Credit Cards. Conversation about Stimulus Checks and PPP loans have also switched from negative to neutral and positive this week.
- Most negative conversation is around stock market performance. People are also concerned about continued closures and its long-term effect on their finances.

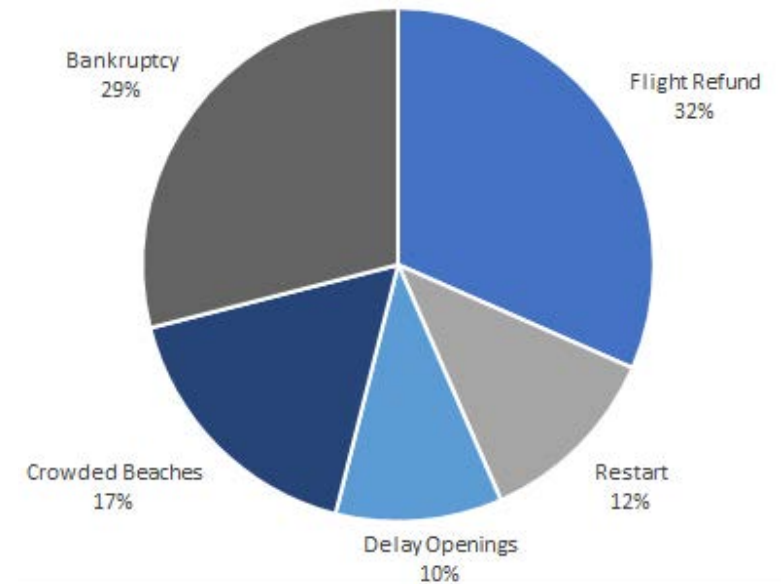


# Social Listening – Travel & Hospitality

What are people talking positively about?



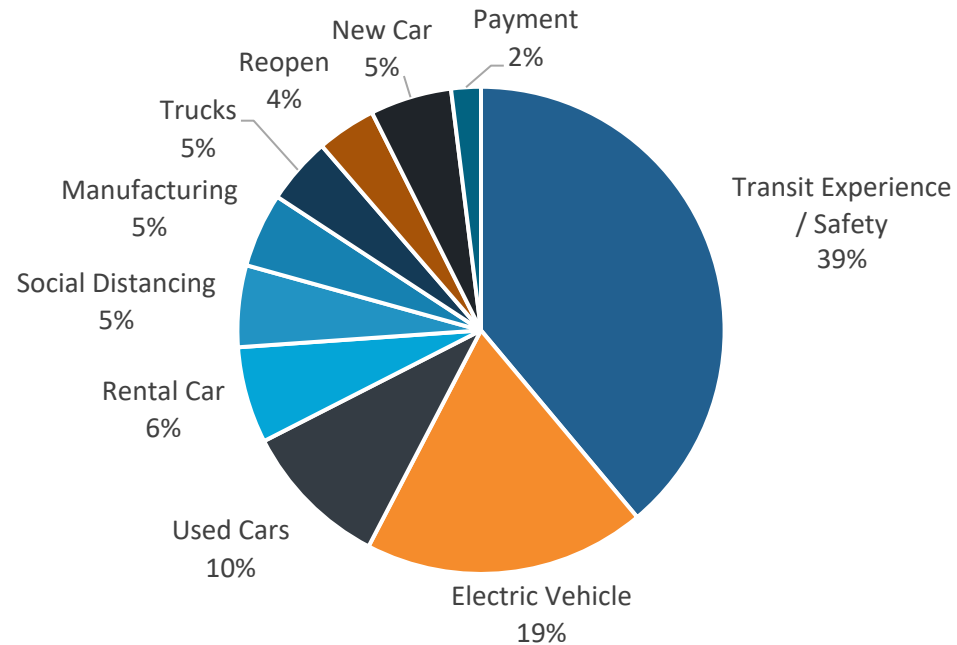
What are people talking negatively about?



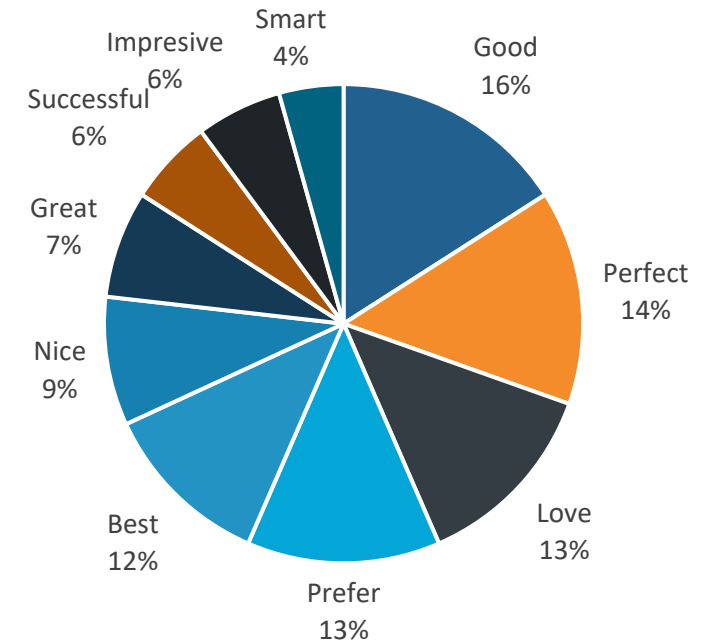
- Majority of people are talking positively about re-openings, however, there are few people who are concerned about restart.
- People also like the new aircraft and hotel safety features and are talking positively about it.
- Most of the negative conversation is around flight refunds. People are also worried about crowded beaches.

# Social Listening – Positive Conversations – Mobility

### What are people talking positively about?



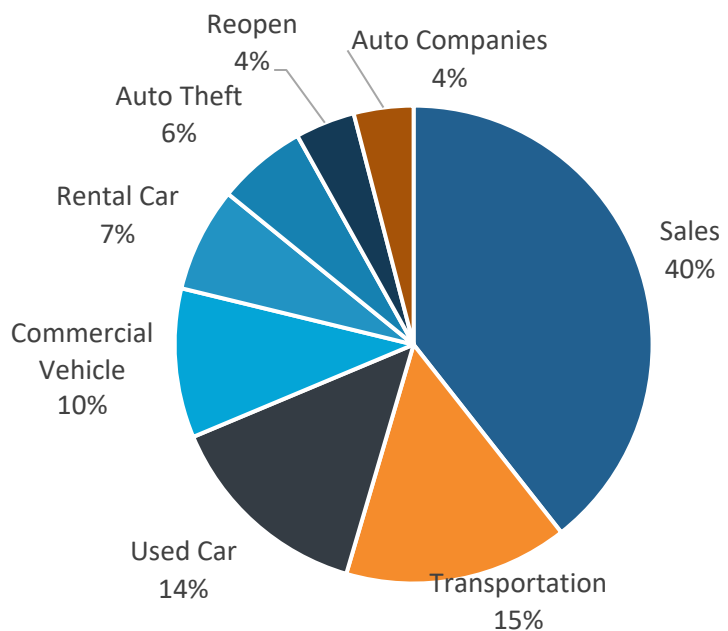
### Emotions associated with positive Comments



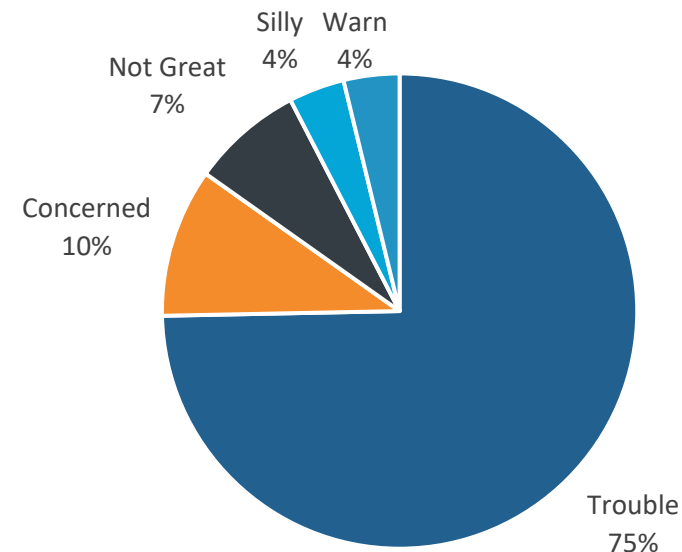
- Overall net sentiment for mobility industry decreased in this week and most of the people are talking about transit experience and safety. People are also talking about EVs as Ford launched its new F series trucks and planned to launch an electric variant in the future. Apple also updated its map to show EV charging infrastructure, part of the iOS update available later this year.
- This week, people are talking about used cars, rental cars and social distancing.
- Top emotions associated with positive discussion are Good, Perfect, Love, Prefer and Best. People are discussing whether it is a good time to buy a new or used vehicle.

# Social Listening – Negative Conversations – Mobility

What are people talking negatively about?

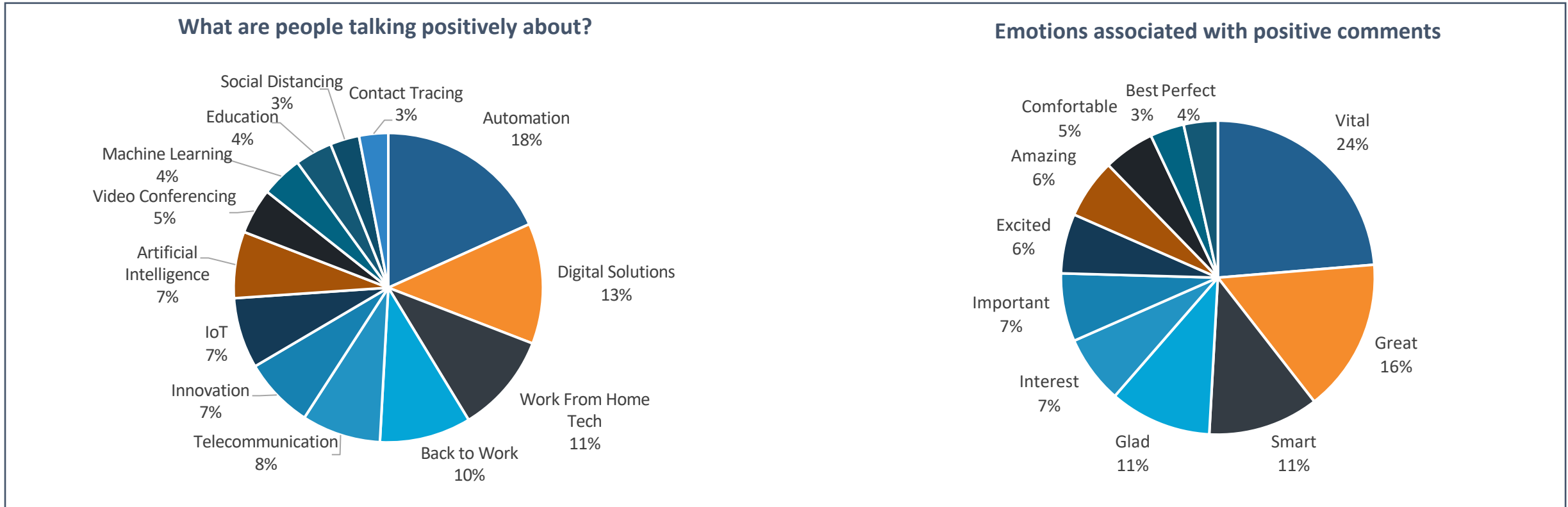


Emotions associated with negative Comments



- This week, most of the negative discussion was centered around vehicle sales, although auto companies are reporting slight increases in their monthly sales. Most of the auto companies are implementing cost cutting measures to minimize losses, Toyota decided to reduce its global production capacity to deal with outbreak.
- People are also talking about Transportation, Used Cars and Commercial Vehicles.
- Top emotions associated with the negative discussion are Trouble, Concerned and Not Great.

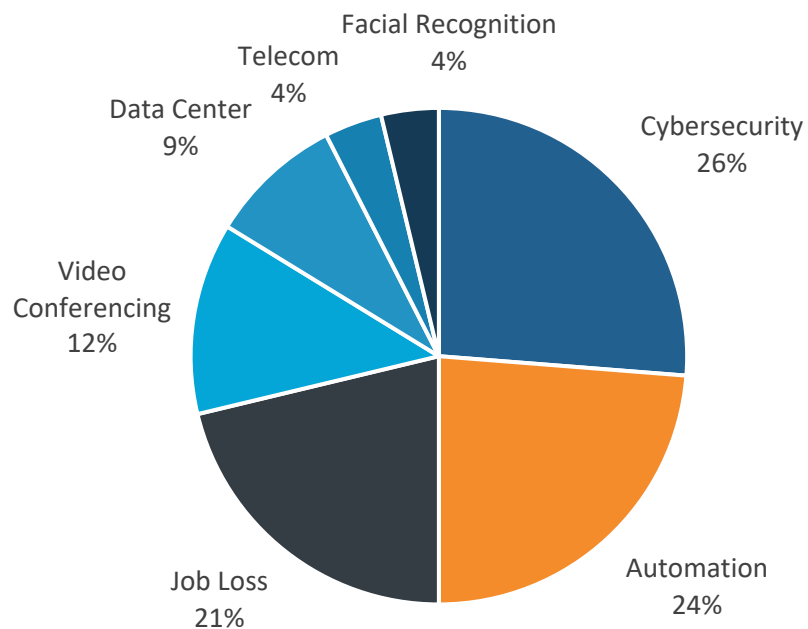
# Social Listening – Positive Conversations – High-Tech



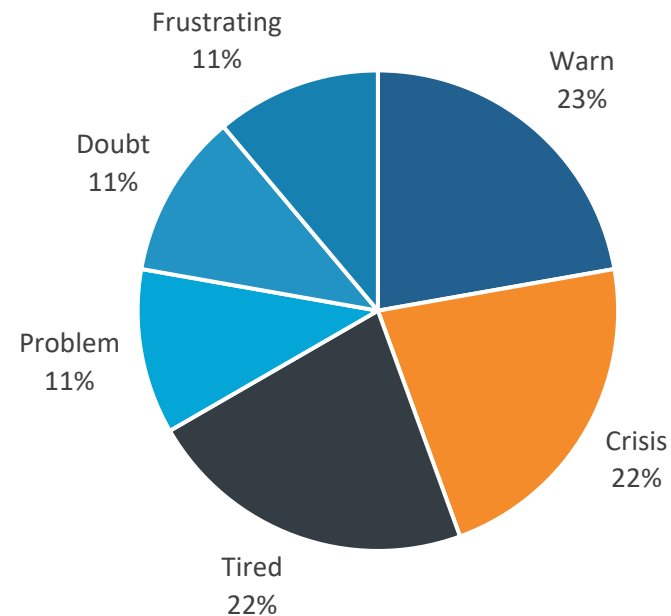
- High-Tech also recorded a decrease in net sentiment. People are talking about multiple topics including Automation, Digital Solution, Work From Home Tech and Back to Work solution.
- Tech companies continue to launch back to work solutions and work from home solutions for organizations and its employees. People are also discussing about Education, Social Distancing and Contact Tracing solutions.
- Top emotions associated with positive discussions include Vital, Great, and Smart.

# Social Listening – Negative Conversations – High-Tech

What are people talking negatively about?



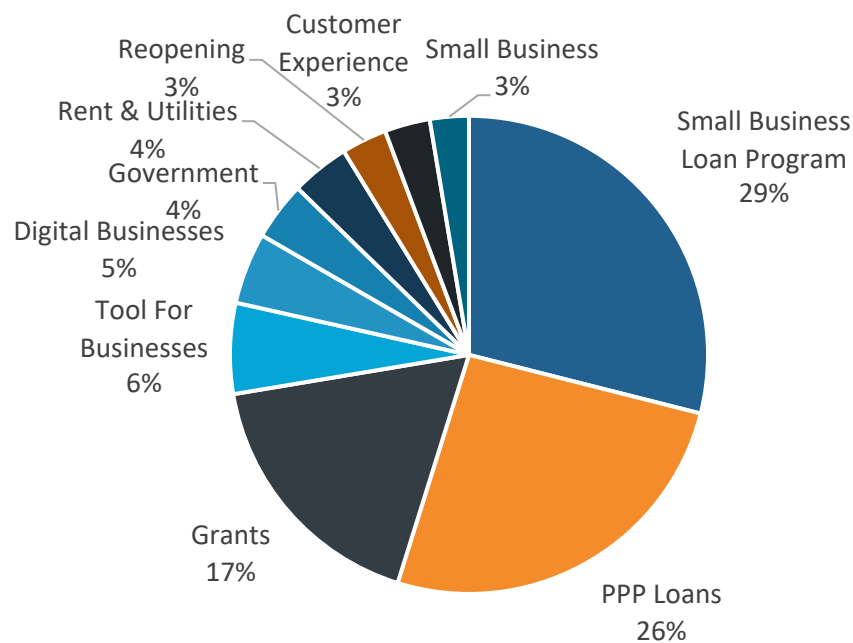
Emotions associated with negative comments



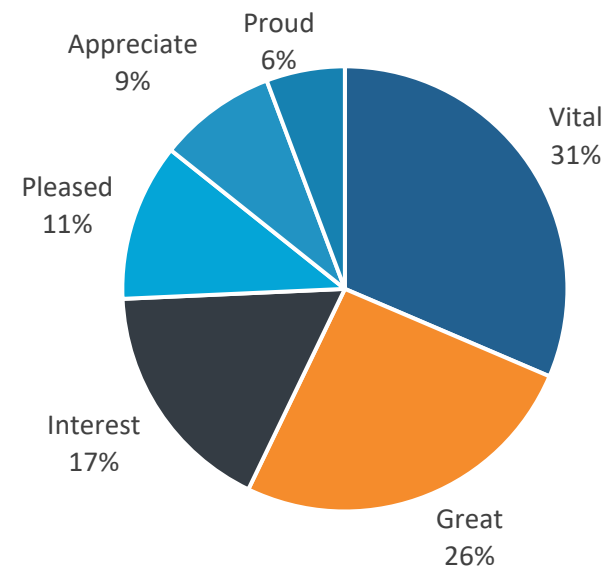
- This week also Cybersecurity was major topic for the negative discussion. People are also talking about automation, Job Losses and Video Conferencing.
- Cybersecurity companies across the world are still warning people about increased cyber attacks and threat.
- People are also discussing about Facial Recognition - in the last 3 weeks a number of organizations including IBM, Microsoft and Amazon decided to stop selling their Facial Recognition solution to government agencies. Small companies also raised concerns about this tech.

# Social Listening – Positive Conversations – B2B

### What are people talking positively about?



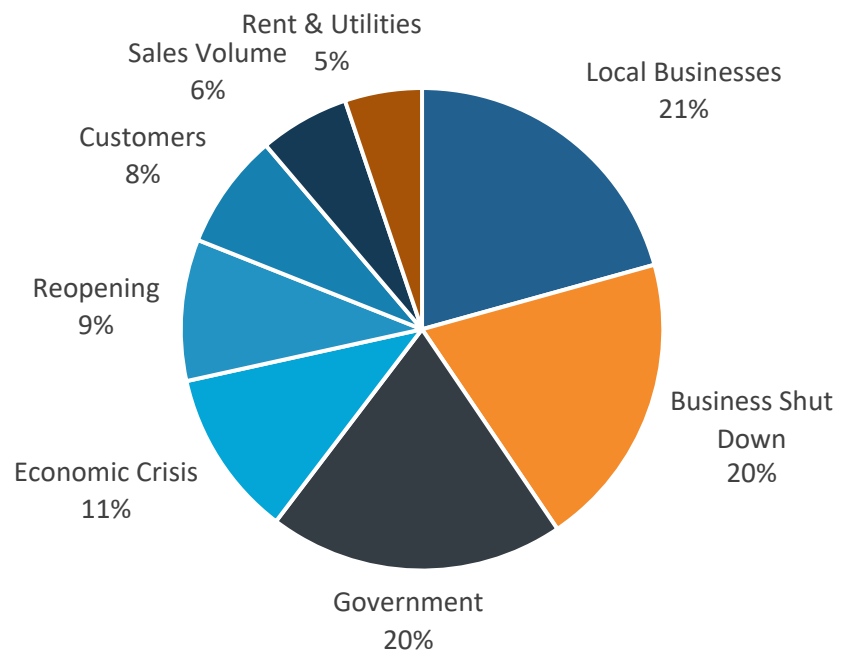
### Emotions associated with Positive Comments



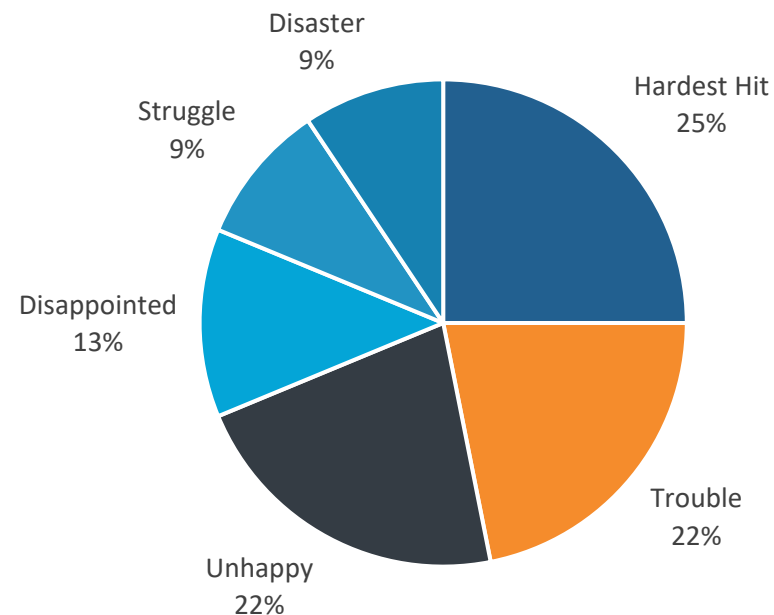
- B2B recorded a slight increase in net sentiment this week. For this week also most of the positive discussion was centered around the Small Business Loan Program, PPP Loans and Grants.
- Big organizations continue to offer grants to small businesses and minority owned businesses. People are also talking about Tools for Businesses, Digital Businesses and Consumer Experience.
- Top emotions associated with positive discussion include Vital, Great and Interest.

# Social Listening – Negative Conversations – B2B

What are people talking negatively about?



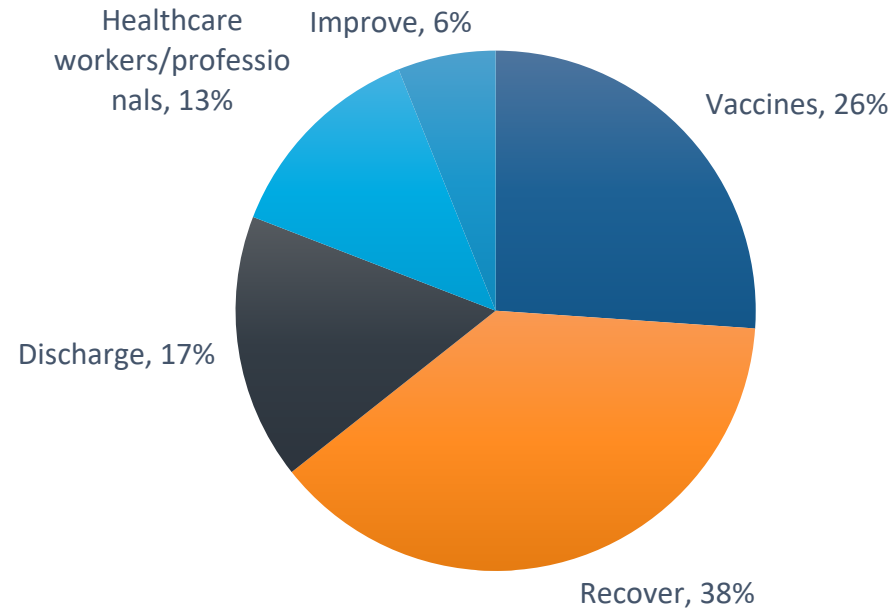
Emotions associated with negative Comments



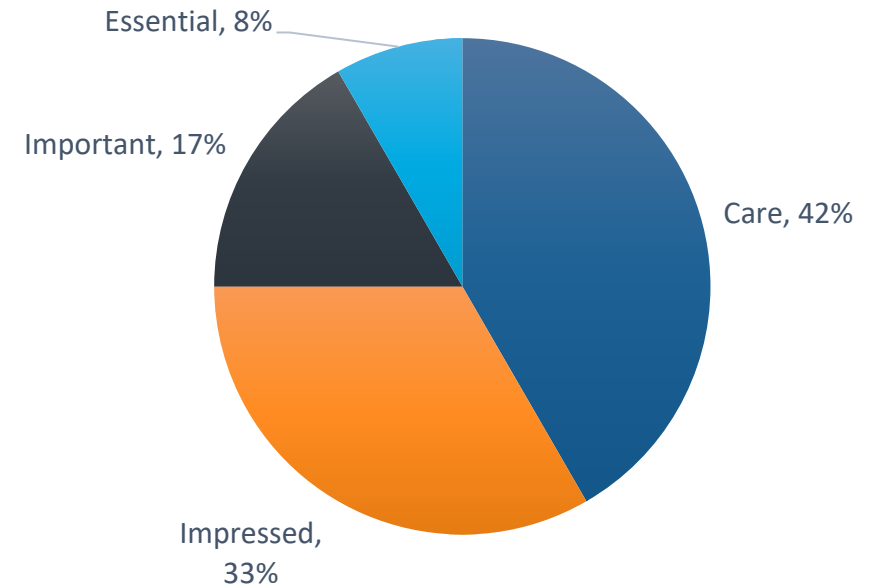
- Majority of negative discussion was centered around Local Businesses, Shut Down and Government.
- Most of the local businesses are at the verge of shutting down as they are the most affected due to the outbreak. People are also talking about Economic Crisis and reopening.
- Top emotions associated with negative discussion include Hardest Hit, Trouble and Unhappy.

# Social Listening – Positive Conversations - Healthcare

## What are people talking positively about?



## Positive emotions associated with the positive topics

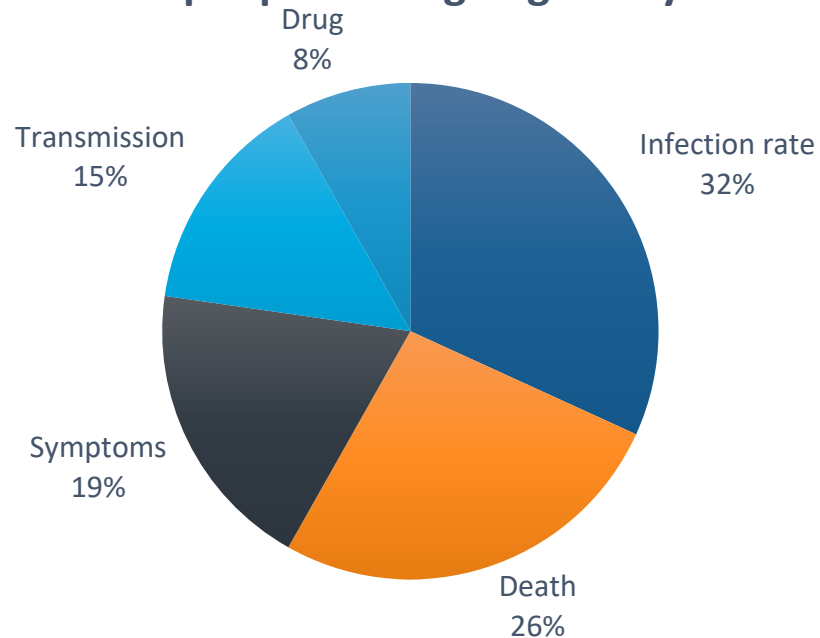


- Positive mentions formed 41% of the conversations – which shows customers are getting a bit impatient about the disease spreading and unavailability of a vaccine yet, still appreciating the efforts of the industry and the healthcare workers.
- People are mostly talking about vaccines, recovery and discharge of patients, healthcare workers, and improving patient experience by improving technology.
- Some of positive emotions exhibited are care (for patients), impressed (with findings on RNA vaccines), and important (access to affordable healthcare).

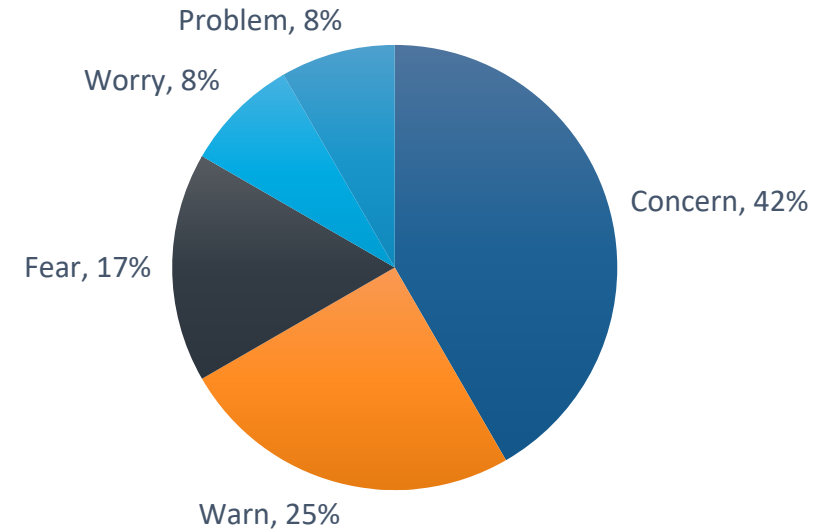


# Social Listening – Negative Conversations - Healthcare

## What are people talking negatively about?



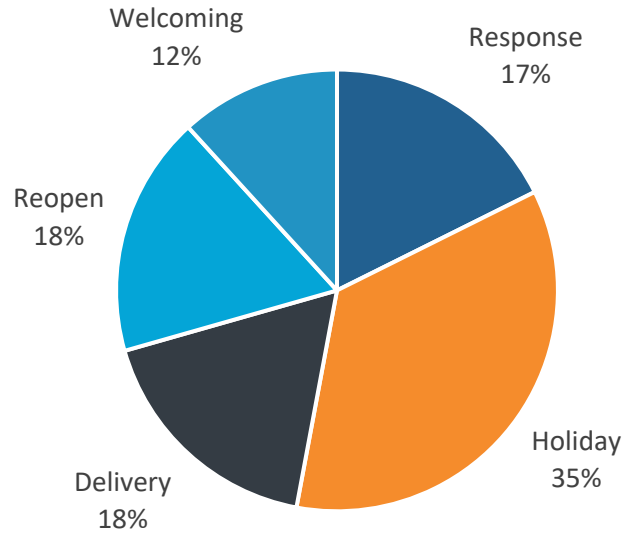
## Negative emotions associated with the negative topics



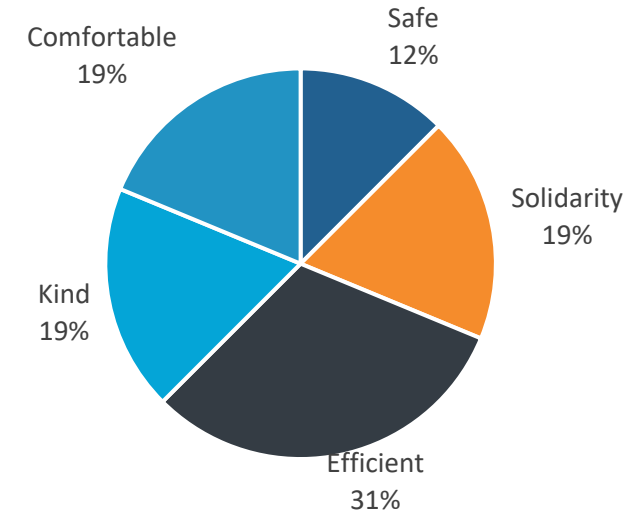
- Negative mentions formed 56% of the conversation – worry about the outbreak, spread of the disease and delayed cure.
- Negative conversations involve spread of the infection and death, symptoms changing over time, rate and mediums of transmission, and drug pricing.
- Some of negative emotions are concern (for patients infected with the virus), warn (about second wave of coronavirus), fear (of getting infected), worry (about the spikes again), and problem (as the cases increase, more testing needs to be done but infrastructure and facilities are problems).

# Social Listening – Positive Conversations - Retail

## What are people talking positively about?



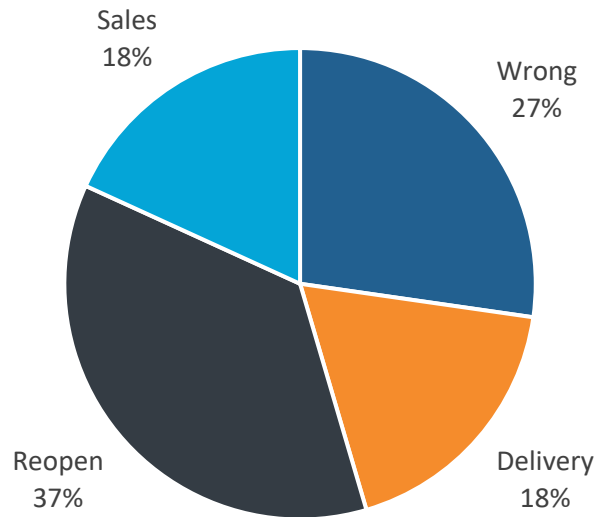
## Positive emotions associated with the positive topics



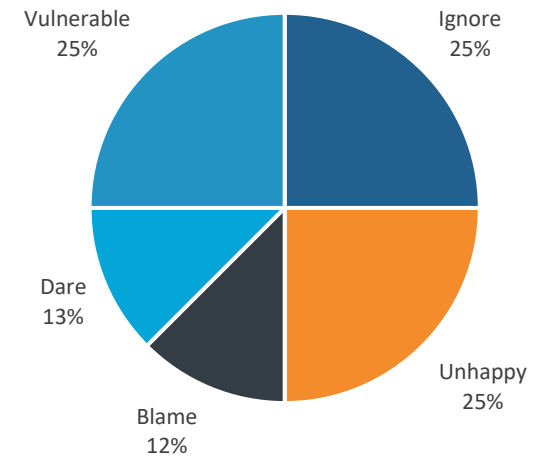
- Positive mentions formed 48% of the conversations – people angry with retailers about treating minorities badly but still appreciating the industry for recognizing Juneteenth and for efforts it has taken to help consumers during COVID – 19.
- People are mostly talking about Juneteenth as a holiday, response of companies to Black Lives Matter movement, reopening of stores, and delivery of products.
- Some of positive emotions efficient (delivery), solidarity (with the Black community), comfortable and safe (store staff making people comfortable as they reopen).

# Social Listening – Negative Conversations - Retail

## What are people talking negatively about?



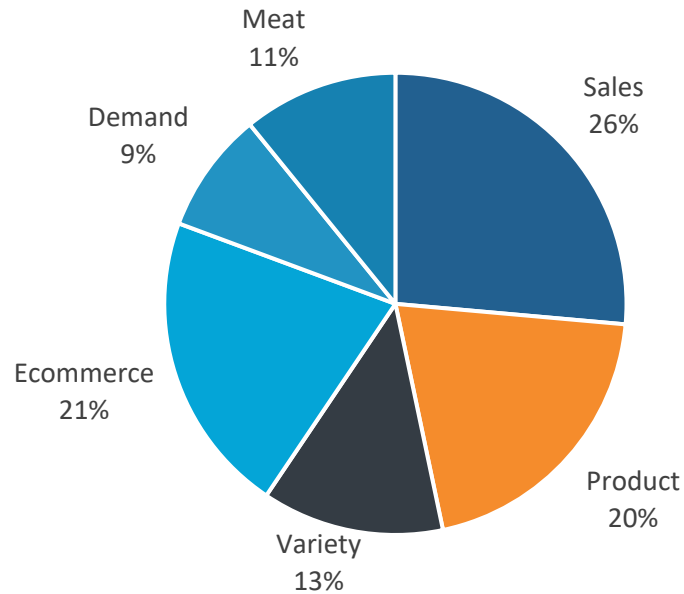
## Negative emotions associated with the negative topics



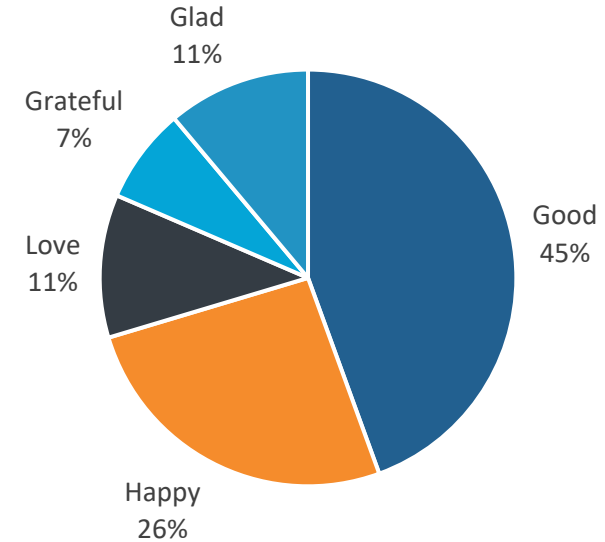
- Negative mentions formed 50% of the conversations – there is a slight decrease in the negative conversation as compared to the last week as some retailers took measures in recognizing Juneteenth.
- Negative conversations involve stopping of sales and slack in delivery due to unavailability of workers, reopening stores without being a part of the protest, and wrong products being shipped.
- Some of negative emotions exhibited are ignore (retailers ignoring the current situation of Blacks), unhappy (about retailers not support the #BlackLivesMatter protests) and vulnerable (Industry placing vulnerable communities in jeopardy by increasing costs of items, even during the pandemic).

# Social Listening – Positive Conversations - CPG

## What are people talking positively about?



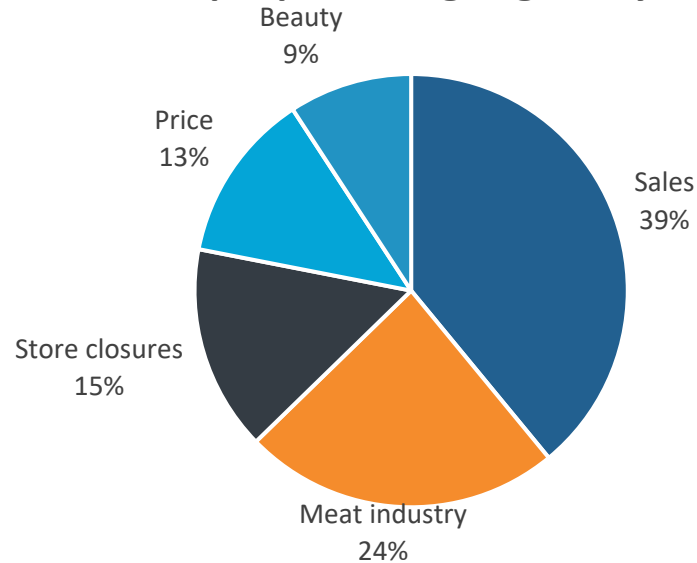
## Positive emotions associated with the positive topics



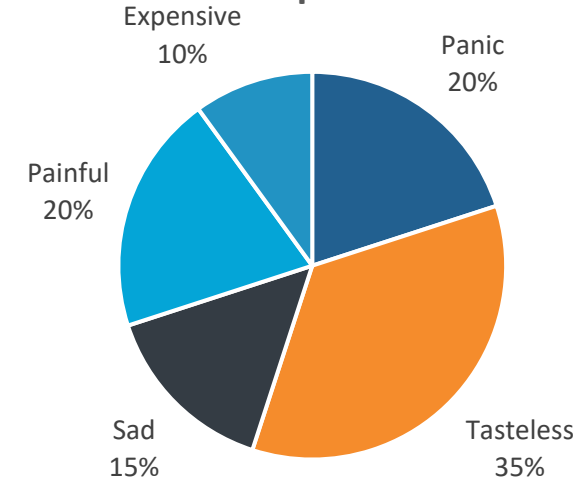
- Positive mentions formed 47% of the conversations – the positive talks have gone up since last week as there is availability of plant-based meat to substitute real meat, companies moving to sustainability and increase in the variety of products available at stores.
- People are mostly talking about a rise in sales especially ecommerce, availability of essential products, plant-based meat, and sustainable packaging.
- Some of the positive emotions exhibited are good (easy and convenient ecommerce website), glad (as stocks and variety of products in store goes up), grateful (for care packages), and love (the beauty products and their new launches).

# Social Listening – Negative Conversations - CPG

What are people talking negatively about?



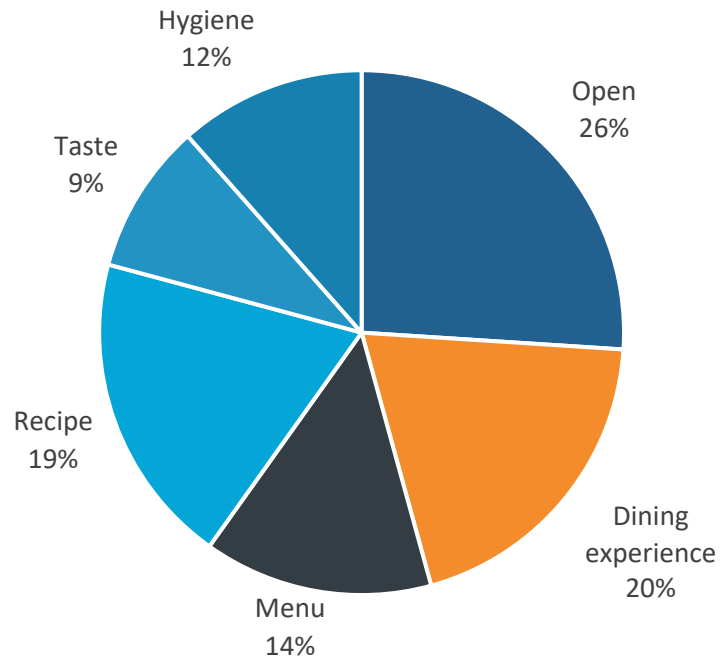
Negative emotions associated with the negative topics



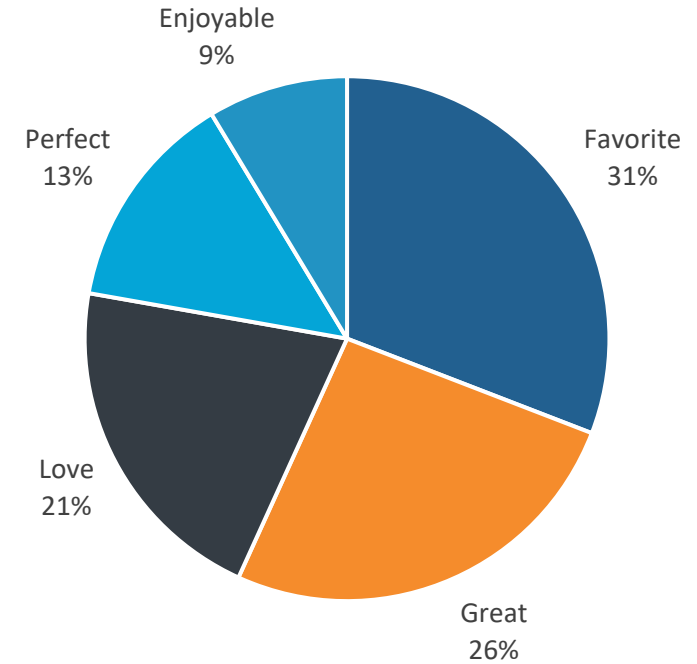
- Negative mentions formed 47% of the conversations – which could mean people are upset about non-availability of food and beauty services becoming expensive.
- Negative conversations involved talks closure of meat industry plants which spiked the meat prices and reduced the availability of meat products, beauty services getting more expensive.
- Some of the negative emotions exhibited are tasteless (plant-based meat), painful (closure of meat packaging plants and staff getting infected), expensive (beauty services).

# Social Listening – Positive Conversations - Restaurant

What are people talking positively about?



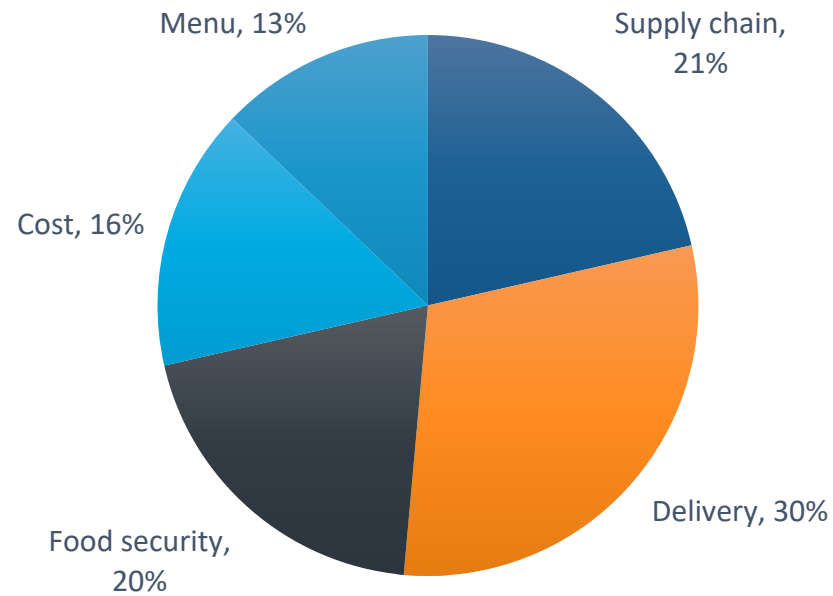
Positive emotions associated with the positive topics



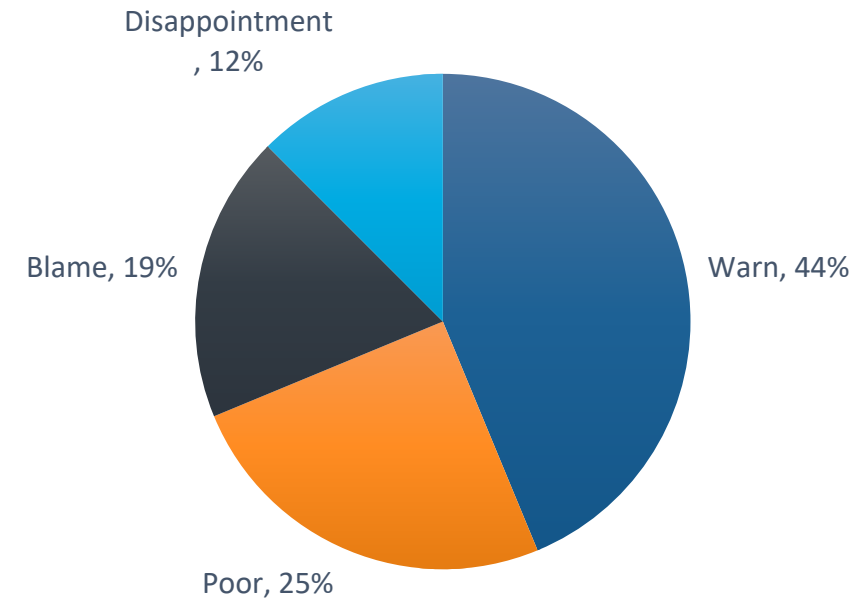
- Positive talks formed 65% of the conversations – which shows customers are happy with the restaurants being open during the coronavirus crisis and the dining experience after the restaurants are open for dining.
- People are mostly talking about restaurants reopening, dining experience, disposable and changed menu, etc.
- Some of positive emotions exhibited are favorite (availability of customers' favorite food items during the pandemic), great (dining experience with social distancing precautions), and enjoyable (restaurants sharing recipes to make at home).

# Social Listening – Negative Conversations - Restaurants

### What are people talking negatively about?



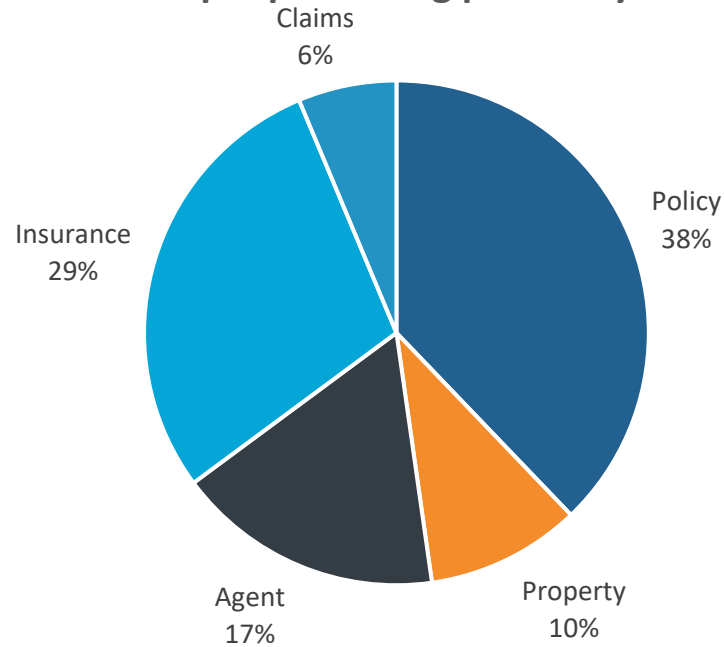
### Negative emotions associated with the negative topics



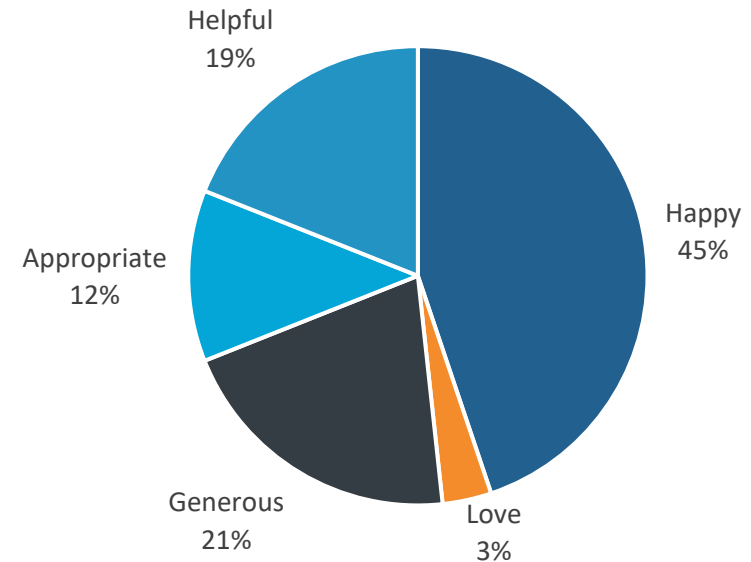
- Negative mentions formed 29% of the conversation – customers worrying about food safety, the spread of the disease and delivery fees.
- Negative conversations involve concerns regarding increase in the delivery fees, supply chain breaking, food security going forward, etc.
- Some of negative emotions exhibited warning (supply chain breaking), poor (quality of food at some restaurants), blame and disappointment (changing menu options and limiting the availability).

# Social Listening – Positive Conversations - Insurance

What are people talking positively about?



Positive emotions associated with the positive topics

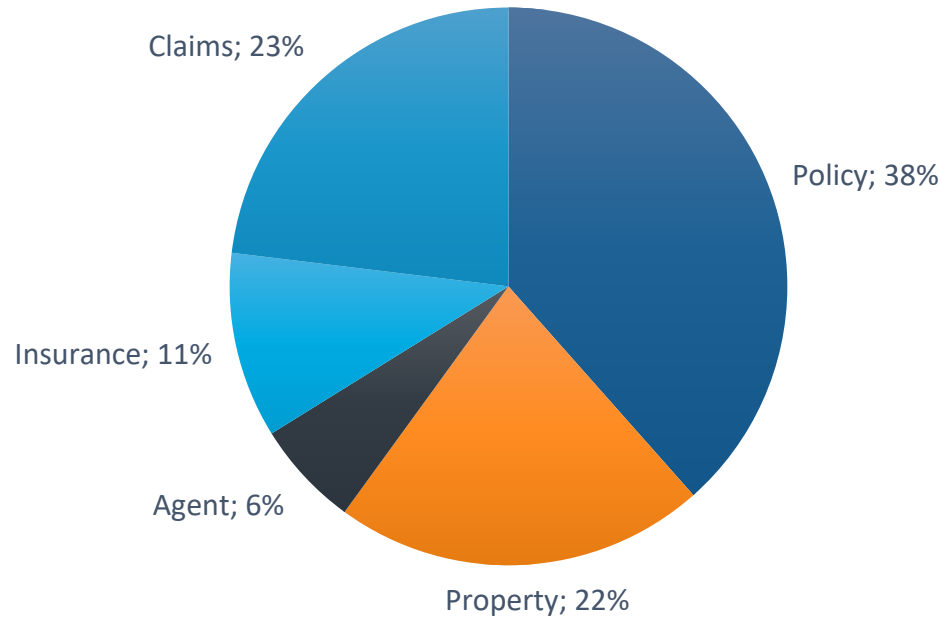


- Positive mentions formed 40% of the conversations – which shows customers are still appreciative of the industry efforts to fight COVID – 19 even though there is a bit of an irritation because of confusions regarding insurance coverage for the pandemic.
- People are mostly talking about insurance companies' response to COVID - 19 to help communities, helpful agents, unemployment insurance benefits, insurance policies .
- Some of positive emotions exhibited are happy (overall response), generous (benefits and relief), and helpful (agents)

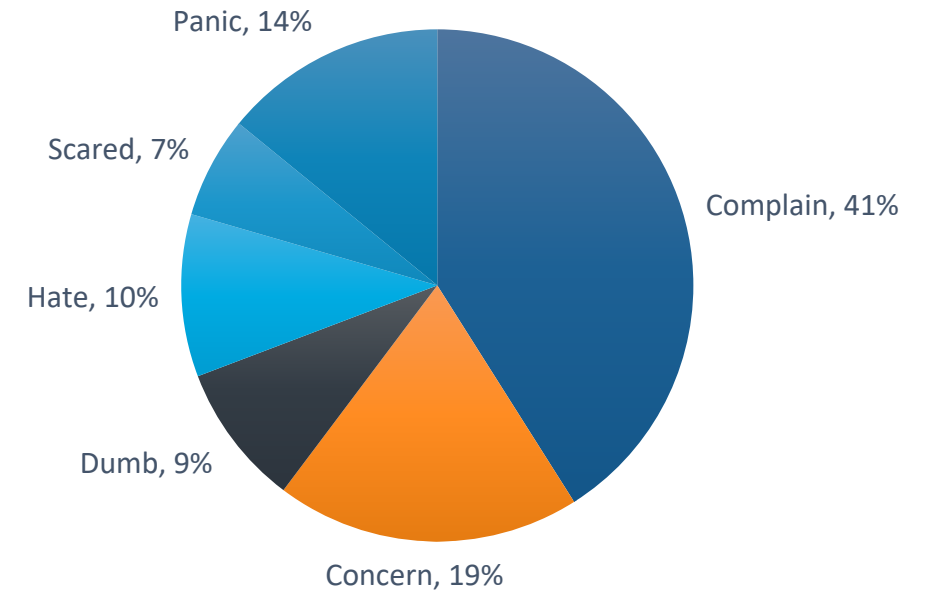


# Social Listening – Negative Conversations - Insurance

What are people talking negatively about?



Negative emotions associated with the negative topics



- Negative mentions formed 49% of the conversation – Claims denied by the insurance companies
- Negative conversations involve insurance policies, businesses suing insurance companies over business interruption claims, cost of insurance policies.
- Some of negative emotions exhibited complaints (as companies denying business claims), concerns (about continuing business), panic (about economic condition and policy cost).

# VERTICALS



Financial Services

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B2B

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Non-Profit

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CPG

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Mobility

Slide 86



Restaurants

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High Tech

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Insurance

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## Fed freezes stock buybacks, caps dividends after stress test results

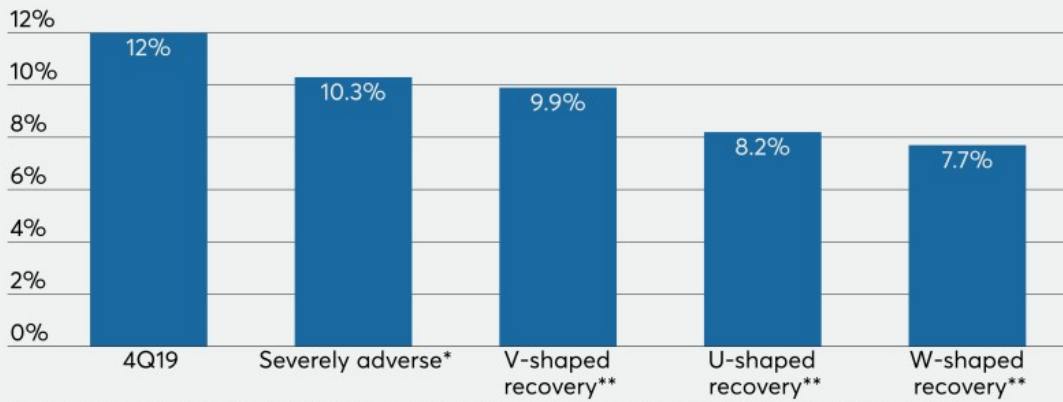
- The Federal Reserve said Thursday it will limit shareholder payouts by big banks and will also require them to reassess their long-term capital plans. The actions are necessary in anticipation of more economic fallout from the coronavirus pandemic, the Fed said after it released the results of its annual stress tests.
- The central bank will require big banks to suspend share repurchases during the third quarter of this year and limit dividend distributions to the levels banks paid out in the second quarter. Those dividend distributions could also be limited further, the Fed said, depending on each individual bank's earnings results. Many big banks had already halted share buybacks this spring. A handful of small and midsize banks reduced their dividends after COVID-19 was declared a global pandemic. The Fed took action after conducting "sensitivity analyses" of the 34 banks — each with more than \$100 billion of assets — that it reviewed for capital adequacy as part of its annual stress tests.



# Financial Services

### Blow by blow

Common equity Tier 1 capital would drop by 35% from year-end levels at large banks under the harshest economic scenario considered by the Federal Reserve



Source: The Fed (\*pre-pandemic test \*\*updated tests based on possible economic recovery scenarios)



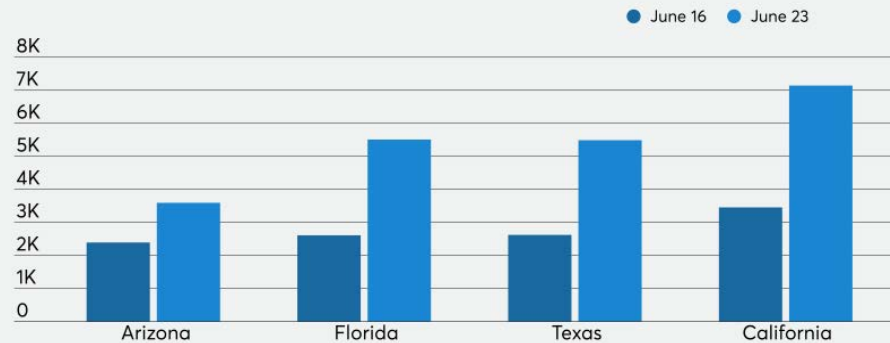
# Financial Services

## Bankers fear surge in coronavirus cases will delay economic recovery

- Bankers are beginning to worry that a surge in new coronavirus cases in states that were quick to reopen will make it tougher for the economy to find its footing again.
- States like Texas, California, Florida and Arizona have been setting new daily records for cases this week, with some seeing numbers double from just last week, according to state health department data.
- As a result, some banks are beginning to rethink their own opening plans, while considering boosting already elevated loan-loss provisions to guard against the possibility that many loans to households and businesses will not get repaid.

### Wrong direction

In just the past week, daily coronavirus cases have more than doubled in Florida, Texas and California and are up by 50% in Arizona



Source: State health departments

### Socking away

The industry set aside nearly \$53 billion for loan losses in the first quarter and indications are that loan-loss provisions will be even higher in the second quarter



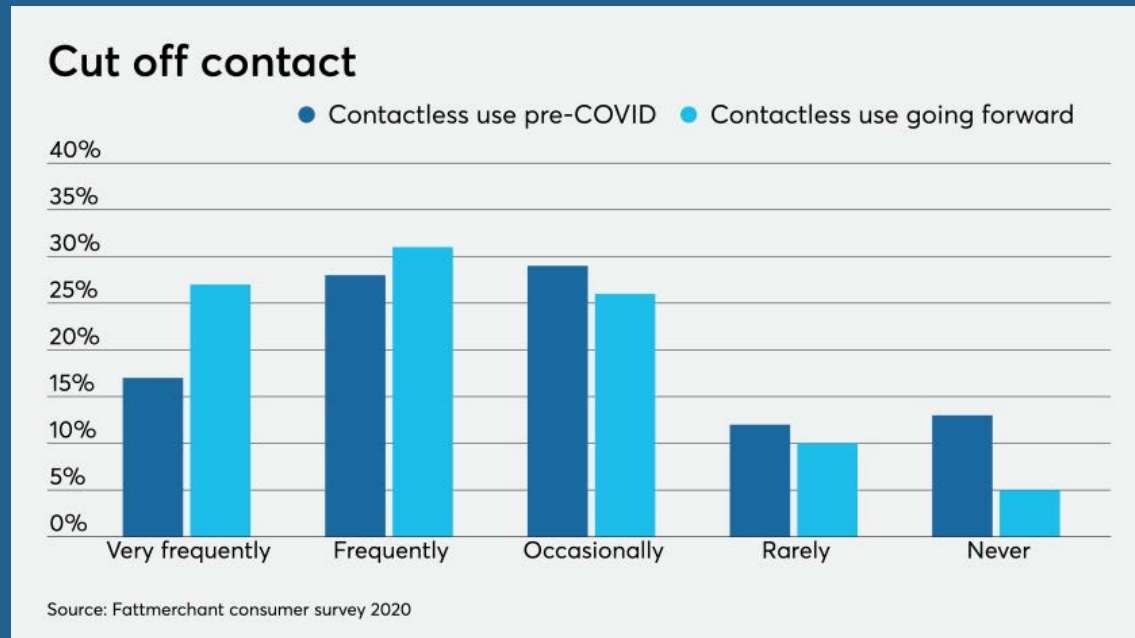
Source: FDIC

## Contactless payments: The future is here

- Industry analysts expect digital payment methods, to gain traction as Americans change their habits.
- As in-person dining was banned early on in the pandemic and curbside pickup turned into a thing, online payments, particularly using mobile apps, quickly became more ubiquitous. The eventual easing of social distancing orders is unlikely to slow that momentum, because many consumers who downloaded mobile apps when the pandemic hit have simply grown used to not waiting for their sandwiches or caramel macchiatos.
- For banks, the surging popularity of contactless payments will generate even more swipe fee revenue. At the same time, the anticipated spike in adoption puts pressure on small banks and credit unions to launch touchless products.
- American Express, Capital One, JPMorgan Chase, Citigroup and Wells Fargo are among the big banks that currently offer contactless cards.



# Financial Services



## Banking with purpose: A new social contract

- With banks and consumers navigating a crisis they did not cause, their relationship with each other is more hospitable than it was 12 years ago during the mortgage market meltdown that kicked off the Great Recession.
- A McKinsey survey indicated that banks have the benefit of public goodwill at least for now, with 87% of respondents trusting that their banks will “do the right thing” during the pandemic. About two-thirds also said they trust their banks more now than before the coronavirus outbreak.
- Many banks have taken direct action to help consumers and businesses, from suspending loan payments to refunding fees. Their most visible role has been one of “a channel for fiscal policy” through the Paycheck Protection Program and the Main Street Lending Program. Banks are also under mounting pressure to take action against racial and income inequality, amid waves of protests set off by the death of George Floyd at the hands of Minneapolis police officers.

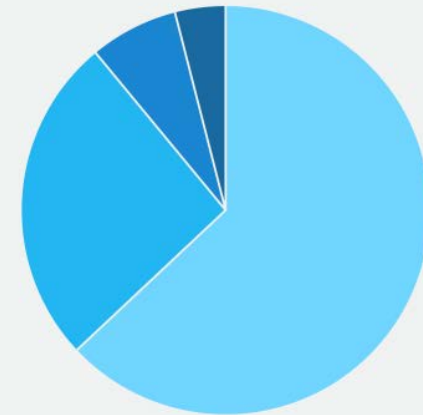


# Financial Services

### High marks

When asked if they trust their banks to do the right thing during the coronavirus crisis, nearly nine in 10 consumers surveyed said they do

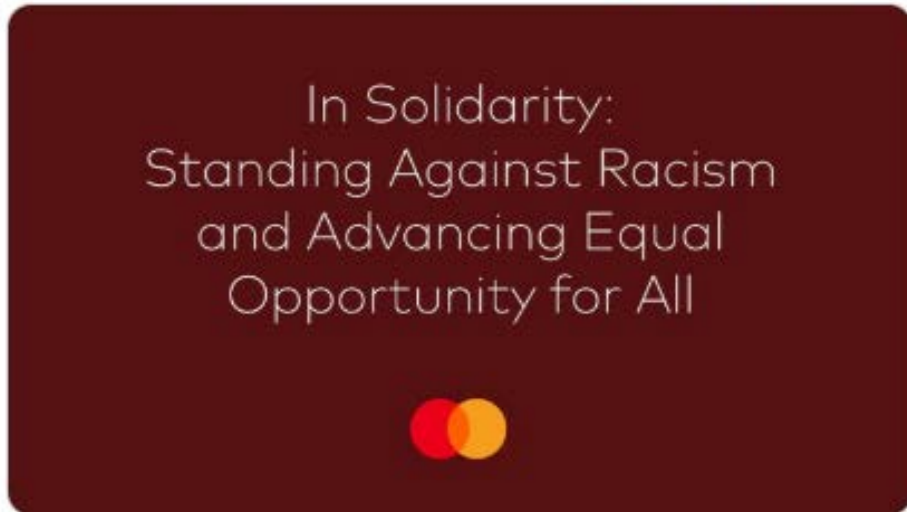
- Disagree, 4%
- Slightly disagree, 7%
- Slightly agree, 26%
- Agree, 63%



Source: McKinsey

# Impactful Creatives | Messaging | Strategic Moves for FiServ

- Mastercard shared that following 'Mastercard Day of Solidarity' on Juneteenth, they are ready to act and provided details of their plan to drive impact for people, the market and society at large.



- Merrill Edge shared that coronavirus has changed future considerations about sustainable investing and encouraged customers to learn more about the themes.



# Impactful Creatives | Messaging | Strategic Moves for FiServ

- Bank of America in its 'Here's Something Good podcast', talks about removing barriers for business owners in diverse communities.



- Chase shared that it is teaming up with family finance expert, Andrea Woroch, to share creative and budget-friendly ideas for making the most of the summer with family.







## Nonprofit

### Uber wealthy not doing their part

- The world's highest-worth individuals — those with assets in excess of \$30 million — are underperforming as charitable givers, according to the Washington, D.C.-based Milken Institute's Center for Strategic Philanthropy.
- There are 265,490 of these individuals in the world, more than one-third of whom live in the United States.
- The personal wealth of the world's richest is accumulating faster than philanthropic capital is being deployed, and faster than global issues are being solved. This may be in part because the very wealthy don't trust that their giving has the effect they desire. Among those with net worth of \$5 million or more, 78 percent do not track their contributions' effectiveness, according to the Milken Institute.
- The wealthiest donors also are less likely to make contributions that address far-flung problems, such as global diseases, poverty, or homelessness. They tend to give to recipients where their donations will be readily and publicly recognized, such as their alma maters, their children's schools, hospitals and museums. Because of this, the wealthiest 2.5 percent of organizations, where high-worth donors focus their attention, hold more than 50 percent of the nonprofit sector's wealth. In comparison, human services organizations hold 11 percent of the sector's wealth, despite comprising more than one-third of all nonprofits.
- Younger philanthropists between the ages of 18 and 40 are more likely to fund less-established organizations that have missions reflecting a global reach, such as social or environmental organizations.
- One way of spurring donations from high-net-worth individuals is speaking to them less as sources of cash and more as being participants in problem solving. They tend to respond well to structures such as matching gifts. The Milken Institute found that while these donors are more likely to contribute when a one-to-one match is offered, increasing the match to two-to-one or more does come with a similar increase of donations.

## Americans' trust of NPOs vary by economic status

- 81 percent people are confident in nonprofits to help strengthen society compared with 68 percent who said they are confident in philanthropy to help strengthen society. The more closely aligned with mission and impact, the more likely people trust those nonprofits.
- Rural communities and individuals from really poor communities have lower degrees of trust in nonprofits. The more affluent and better educated that people were, the more trust they had in nonprofits.
- Trust in nonprofits compared with a decade ago was highest among people of color (47 percent, Hispanic; 41 percent, Black, and 38 percent, Asian-American) and younger generations (49 percent, Generation Z; 42 percent, Millennials and 35 percent, Generation X, compared with 28 percent of Baby Boomers, and 15 percent among the Greatest Generation).
- Among respondents, 36 percent chose “everyday people” as those best positioned to address societal challenges, followed by government, 20 percent; nonprofit, 12 percent; private foundations and high-net-worth individual philanthropy, 12 percent; and corporations, 5 percent.



# Nonprofit

### Preferred role of nonprofit organizations in American society

**43%**

Helping the less fortunate

*Assisting those in need, improving the lives of the less fortunate, providing services to those in need*

**15%**

Being effective advocates for change

*Educating the community, increasing awareness, filling needs that the government cannot*

**9%**

Leading by example

*Being a leader for others, encouraging others, getting people involved, setting an example*

**6%**

Giving back

*Community service, financial support, volunteering*



## Nonprofit

### Impact Investing future bright despite COVID, economic issues

- Neither the global pandemic nor a worldwide economic slowdown is reducing impact investing, according to the Global Impact Investing Network's Annual Impact Investor Survey.
- While 69 percent of respondents said that impact investing market is growing "steadily," 30 percent indicated it is "in its infancy" or "about to take off." Fewer than half of 1 percent said the market is saturated, and none indicated it is declining.
- The 294 survey respondents manage a total of \$404 billion in impact investing assets. These numbers include three large investors which control 45 percent of the overall portfolio. Small investors – those managing less than \$100 million in assets – comprise 53 percent of the total respondents.
- Food and agriculture investment made up a relatively small part of fund allocation. That will change, as 54 percent of respondents anticipated increasing their investment in this category. Water, sanitation and hygiene investment will similarly increase: 52 percent plan to up their investment in this sector.
- Seven in 10 said the financial attractiveness of their investments is at least somewhat important to their decision, and 88 percent indicated their investments met or exceeded their financial expectations. Two-thirds sought risk-adjusted, market-rate returns for these investments.
- Despite this, well over half (57 percent) were unlikely to change the volume of capital they had committed through 2020, with 20 percent somewhat likely to put less into these markets and 15 percent likely to allocate more.

# Impactful Creatives | Messaging | Strategic Moves for Nonprofit

- Salvation Army shared details on how it is serving different states during the coronavirus pandemic.



- Habitat for Humanity encouraged customers to help them make cost of living affordable for all by signing a petition.



- Feeding America shared stats on what hunger looks like amid COVID-19.



**Feeding America** @FeedingAmerica · Jun 25

While food banks are at the forefront of fighting hunger amid #COVID19, they cannot be in this fight alone.

Demand at food banks is up 70% - and lines can last for hours.

To #ShortenTheLines, food banks need the help of a 15% increase in SNAP benefits. #SNAPMatters

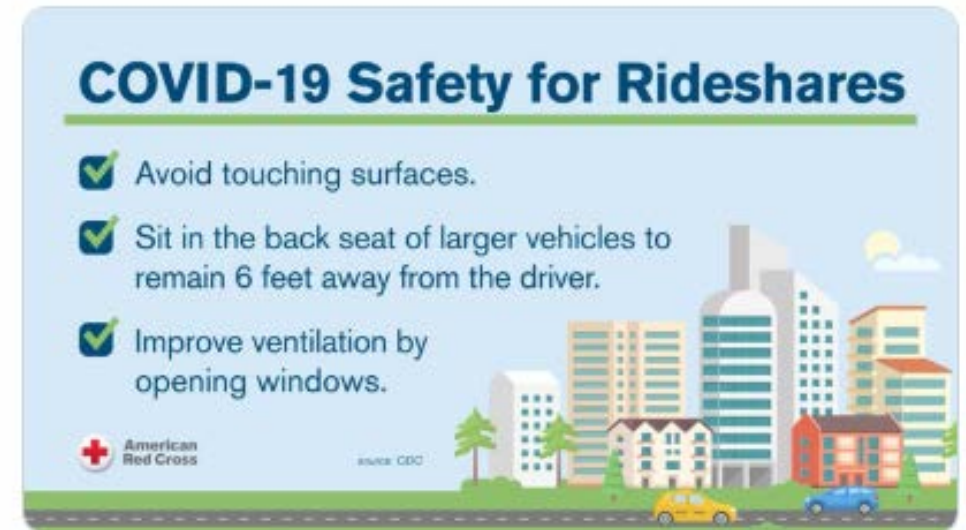


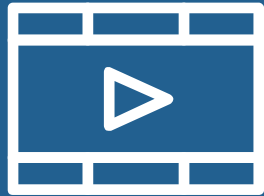
- American Red Cross shared safety instructions for rideshares.



**American Red Cross** @RedCross · Jun 25

Do you need to take a rideshare to get to your destination? Along with handwashing and wearing a face covering, make sure you practice these #COVID19 safety tips from @CDCgov. [rdcrss.org/2VdAs64](https://rdcrss.org/2VdAs64)



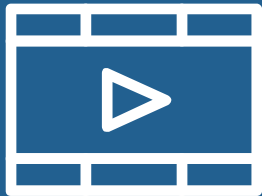


## Media & Entertainment

### Major League Baseball to begin shortened season in late July, National TV Ads to sink

- Major League Baseball is set to begin with a shortened season where national TV advertising sales for those collective games on TV networks, more than \$500 million per year, are set to take a major hit.
- On Tuesday, team owners and players agreed to a shortened, regular-season 60-game TV season beginning July 23 or 24 and running through September 27 with a 10-team post-season schedule beginning in October.
- The season would be more than cut in half. Regular-season games have been at a 162-game schedule for each team.
- Last year, Kantar Media says, Major League Baseball pulled in \$583.8 million from national TV advertising -- \$196.3 million for the regular-season games and \$387.5 million for the post-season.
- According to iSpot.tv, TV network TBS pulled in \$100.3 million in national TV advertising from airing Major League Baseball games in 2019. Fox came in at \$87.3 million, followed by Fox Sports at \$77.8 million, ESPN with \$73.5 million and MLB Network at \$20.2 million.
- The biggest national TV advertisers last season included Geico (with 1,488 airings of its commercials); Taco Bell (1,114); Gatorade (1,097); Papa John's (1,007); Wendy's (949); Lexus (865); Chevrolet (845); Home Depot (792); Expedia (770); and Progressive Insurance (768).
- Negotiations between teams and players have been contentious for weeks, with a focus on issues over salaries and protections related to COVID-19 concerns.
- Baseball teams' pre-season activities in Arizona and Florida have been at issue due to rising cases of COVID-19 in those states.

# Media & Entertainment

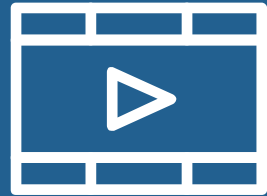


## Star-Studded Letter to Hollywood, Demands End to Anti-Black Content

- A letter was issued on June 22nd by a dizzying array of Black performers and activists demanding that Hollywood cease issuing content that promotes and justifies anti-Blackness.
- This follows the cancellation a few weeks ago of the long-running TV “reality” show COPS after a long-running campaign by Color of Change. In the letter, however, Color of Change was joined by such stars as Issa Rae and Idris Elba, Alfre Woodard and Angela Bassett, Boots Riley and Janelle Monáe. The list goes on and on.

## Daily downloads of news apps up 53% from January-April

- Daily downloads of news apps in the U.S. increased 53% from January to April 2020, according to a new report from app marketing platform Adjust.
- Daily sessions, when a user interacts with an app, grew 104% between those few months. Daily sessions decreased 8% between April and May.
- Consumers have relied more heavily on news organizations during this period of uncertainty, highlighting the media’s essential role in keeping populations informed as the global pandemic has unfolded.
- Downloads peaked in March, before returning to near pre-COVID-19 levels in May. While sessions peaked in April, they decreased 13% in May. Usage in May was still higher than pre-COVID-19 levels, according to the study, which could suggest a shift in media consumption habits.

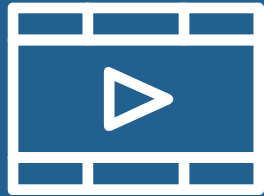


## Media & Entertainment

### YouTube personalizes TV Viewing, highlights Ad Tools in its first Virtual Broadcast

- In its first virtual Broadcast, YouTube plays off personalization and authenticity, attempting to solve some of the most pressing demands such as reaching consumers on the couch, capturing demand in the moment viewers are ready to take action, and proving performance to advertisers and creators.
- On Thursday, YouTube sent personalized videos through Broadcast Delivered, to provide a window into some of its most popular video categories, ranging from sports and music, comedy, food, to education to thousands of brand and ad agency partners including media buyers.
- For years, YouTube has argued that marketers should think of the billions of videos on its platform as they do television productions, shifting more of their budgets to its platform. New data and personalized services attempt to convince them to do just that.
- In the past year, YouTube has estimated 80% growth in watch time on TV screens, and more than 100 million monthly viewers watched the platform's videos on TV sets in the month of March. The video ads drive actions and downloads, with nearly 1 billion conversions in the past year.
- Earlier this month, YouTube launched Video Action Campaigns to help brands drive reach and convert demand. Video Action Campaigns brings video ads that drive action to the YouTube home feed, watch pages, Google video partners and any future inventory, all within one campaign.
- Nielsen's total ad rating study found 66% of the total audience reached by the target audience reached by YouTube was incremental to TV.

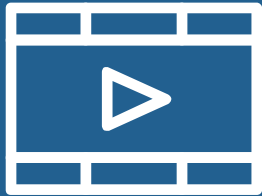




## Media & Entertainment

### Fewer TV Sports events in Mid-June, viewing levels lower than a year ago

- With many major TV sports off the air, some returning TV franchises, golf, NASCAR, and horse racing, have seen slight to major declines in viewing levels for the most recent reporting week versus the same time period a year ago.
- The highest-rated sporting event for June 15 through June 21 was NBC's "Belmont Stakes," posting 3.3 million viewers in the Nielsen-measured live program-plus-same day time-shifted metric. The race was down 33% versus a year ago. A year ago, on June 8, the race pulled in 4.9 million viewers.
- Fox's "WWE Friday Night Smackdown" came in at 2.07 million, followed by Fox's Sunday "Geico 500" race with 2.06 million and a CBS PGA golf "RBC Heritage" event, also on Sunday, at 2.04 million. Looking at similar sporting events, a Fox Sports 1 Nascar Sonoma race a year ago pulled in 2.5 million viewers on a Sunday, while CBS' golf event "Travelers Championship" took in 2.2 million.
- A year ago, for the same week, the Fox's Women's World Cup FIFA Soccer event pulled in 3.7 million viewers for a Sweden-USA match on a Thursday, while another 2.8 million watched two powerhouse soccer countries compete, France and Brazil, taking in 2.8 million viewers.
- Fox's Major League Baseball coverage on a Saturday a year ago averaged 2.9 million viewers.
- Six different sport events averaged one million viewers or more for the most recent week, while a year ago 17 different sports programs had an average of one million viewers or more.

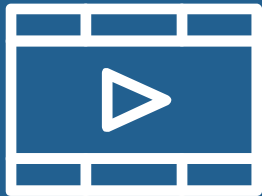


## Media & Entertainment

### Christopher Nolan's 'Tenet' delays release date again

- Warner Bros. has again pushed back the release date for Christopher Nolan's "Tenet." It's the second delay for the highly anticipated tentpole, which has been primed to reignite moviegoing after lengthy cinema closures due to the coronavirus pandemic.
- The movie, which cost \$200 million, was initially slated to arrive in theaters on July 17, but was later postponed until July 31. Now, it will be released on Aug. 12.
- The studio has also delayed the rerelease of Nolan's sci-fi blockbuster "Inception," in honor of its 10th anniversary, to July 31.
- The latest shift for "Tenet" comes after New York Gov. Andrew Cuomo announced that movie theaters in his state would not be included in Phase 4 of reopening. Without cinemas in New York City and Los Angeles back in business, the big-budget action epic will be deprived of two of the country's biggest moviegoing markets.
- For now, Disney's "Mulan" remake is expected to be the first potential blockbuster to open since theaters closed in March. The \$200 million-budgeted live-action adaptation is scheduled to debut on July 24. But many industry experts speculate that date could be moved back again.

# Media & Entertainment

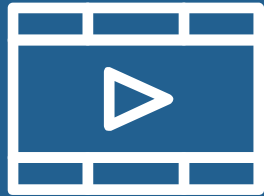


## Face masks, temperature checks at first red carpet premiere in pandemic

- Despite the ongoing COVID-19 crisis and reports that cases were on the rise once again in California, a red carpet movie premiere took place in Hollywood on Wednesday night.
- A screening and party for indie comedy “aTypical Wednesday” at The Montalban Theater Rooftop Cinema was the first red carpet premiere to take place since the start of the pandemic. The last carpet, Sony’s “Bloodshot” premiere in Westwood, was more than three months ago on March 10.
- While the space could hold 200 people, the expected guest list was about 60 attendees. Upon arrival, all guests, including Lee, had their temperatures taken and were required to wear face masks. Only six photographers were present.

## Regal Reopening Plan: Screen classic movies like ‘Star Wars’ and ‘Lord of the Rings’

- In the absence of a steady stream of new releases, Regal Cinemas will reopen its theaters across the country with screenings of classic movies and audience favorites.
- Regal Cinemas, one of the nation’s largest theater chains, plans to begin reopening venues on July 10, with theaters limited to 50% capacity — in accordance with social-distancing guidelines.
- The lineup announcement comes a few weeks ahead of major studio releases, such as Sony’s “The Broken Hearts Gallery” on July 17, Disney’s “Mulan” on July 24.
- On July 10, Regal will have screenings of “Black Panther,” “Rocky,” “Unforgiven,” “The Empire Strikes Back,” “Inside Out” and “Jurassic Park.” The Vin Diesel vehicle “Bloodshot,” which originally hit theaters in March, will also be screened, as well as Christopher Nolan’s DC Comics trilogy: “Batman Begins,” “The Dark Knight” and “The Dark Knight Rises.”



## Media & Entertainment

### HBO Max restores ‘Gone With the Wind’ with disclaimer saying film ‘Denies the Horrors of Slavery’

- “Gone With the Wind” is back on HBO Max — with an introductory disclaimer that discuss the historical context of the classic film. WarnerMedia had pulled the movie two weeks ago, citing the need to address its “racist depictions.”
- In the intro video, which now plays on HBO Max before the movie starts, Turner Classic Movies host and film scholar Jacqueline Stewart discusses “why this 1939 epic drama should be viewed in its original form, contextualized and discussed.” A second video provided with the title is a one-hour recording of a panel discussion, “The Complicated Legacy of ‘Gone With the Wind,’” from the TCM Classic Film Festival in April 2019, moderated by author and historian Donald Bogle.

### New York releases guidelines for resuming Film and TV Production

- In a detailed document released via the Governor’s website, soundstage and film productions have been instructed that any indoor facilities used for shooting must be at no more than 50% capacity. A safe distance of six feet between cast and crew will be required during production in common areas, trailers, meal areas and equipment areas. When working on hair and makeup, this may be more difficult. Performers, although urged to wear their masks, can temporarily remove them during rehearsals or shooting. Friends, family and visitors are prohibited from visiting sets. Scouting of film locations must take place virtually.
- Some of these productions, particularly late night shows featuring Jimmy Fallon and Stephen Colbert, usually take place in front of a live audience. However, this practice is remains prohibited.
- When operating equipment on set, employees are urged to follow the cleaning and disinfecting measures provided by public health officials and the CDC.

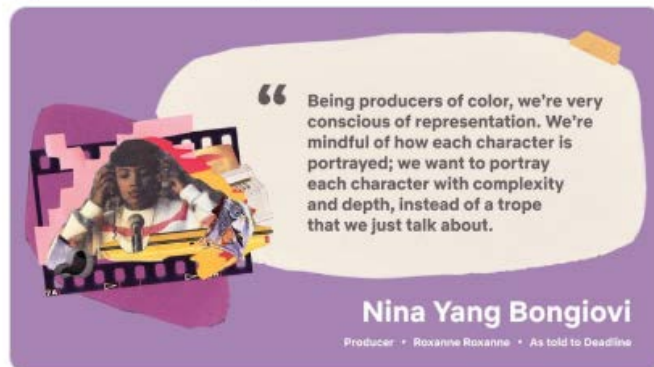
# Impactful Creatives | Messaging | Strategic Moves for Media & Entertainment

- Netflix shared a series of tweets highlighting what different people of color, who work in movie production, feel the next course of action should be for the industry.

**Netflix** @netflix · 14h  
Dennis Liu — Concept Creator/EP/Director, @RaisingDion. The eventual Netflix series was based on a comic book and short film created by Liu in 2015.



**Netflix** @netflix · 14h  
Nina Yang Bongiovi — Producer, Roxanne Roxanne. Nina also runs Significant Productions alongside Forest Whitaker.



- Disney and Hulu shared details of Pride Fest.

Disney Retweeted  
**hulu** Movement, Not a Moment – #YourAttentionPlease @h... · Jun 23  
Get ready for PrideFest 2020! 🌈 The virtual celebration starts on June 28 at 9am PT. #PrideNeverStops

Join the celebration here: [hulupridefest.com](https://hulupridefest.com)



# Impactful Creatives | Messaging | Strategic Moves for Media & Entertainment

- Amazon Studios shared it will be showcasing drive-in film screenings this summer, celebrating Black and Brown stories in cinema.

 **Amazon Studios**  @AmazonStudios · 11h  
We're partnering with @michaelb4jordan and @Outlier\_Society to bring communities a selection of drive-in film screenings this summer, celebrating Black and Brown stories in cinema. Check out the list at the link here: [ANightAtTheDrive-In.com](https://www.amazon.com/ANightAtTheDrive-In)



- For advertisers, YouTube shared details about Brandcast which offers personalized ads.

 **YouTube Advertisers**  @YTAdvertisers · 18h  
"For viewers, YouTube is a deeply personal experience. For brands, so are our offerings." To learn about how we're helping you reach engaged audiences – including solutions like YouTube Select and Video action campaigns – check this out: [yt.be/advertisers/Br...](https://yt.be/advertisers/Brandcast) #Brandcast





## Disney Parks' Splash Mountain Ride to remove 'Song of the South' references

- The Walt Disney Co. on Thursday announced that its classic ride Splash Mountain would be “completely reimagined,” amid scrutiny over the ride’s roots in the racist 1946 film “Song of the South.”
- The ride will be redesigned to draw from the 2009 film “The Princess and the Frog,” the first Disney animated movie to feature a Black princess. According to Disney, the redesign has been in the works for over a year, though no concrete timeline for its construction and relaunch has been announced.

## Disneyland Postpones Reopening of Theme Park, Resort

- Disneyland, originally planning to reopen amid the coronavirus pandemic on July 17, has delayed the reopening “pending government approvals,” Disney said in a statement on Wednesday.
- The State of California has now indicated that it will not issue theme park reopening guidelines until sometime after July 4.
- Shopping and retail area Downtown Disney, however, will still reopen on July 9 as previously announced.
- The move comes as some unions have raised concerns over workers returning to Disneyland — especially given the rise of COVID-19 cases in California — and Disney said in the announcement that it’s in negotiations with union affiliates on getting its employees back to work with “enhanced safety protocols that will allow us to responsibly reopen.”



## US Airlines seek revenue from ‘Visiting Friends and Relatives’ travel

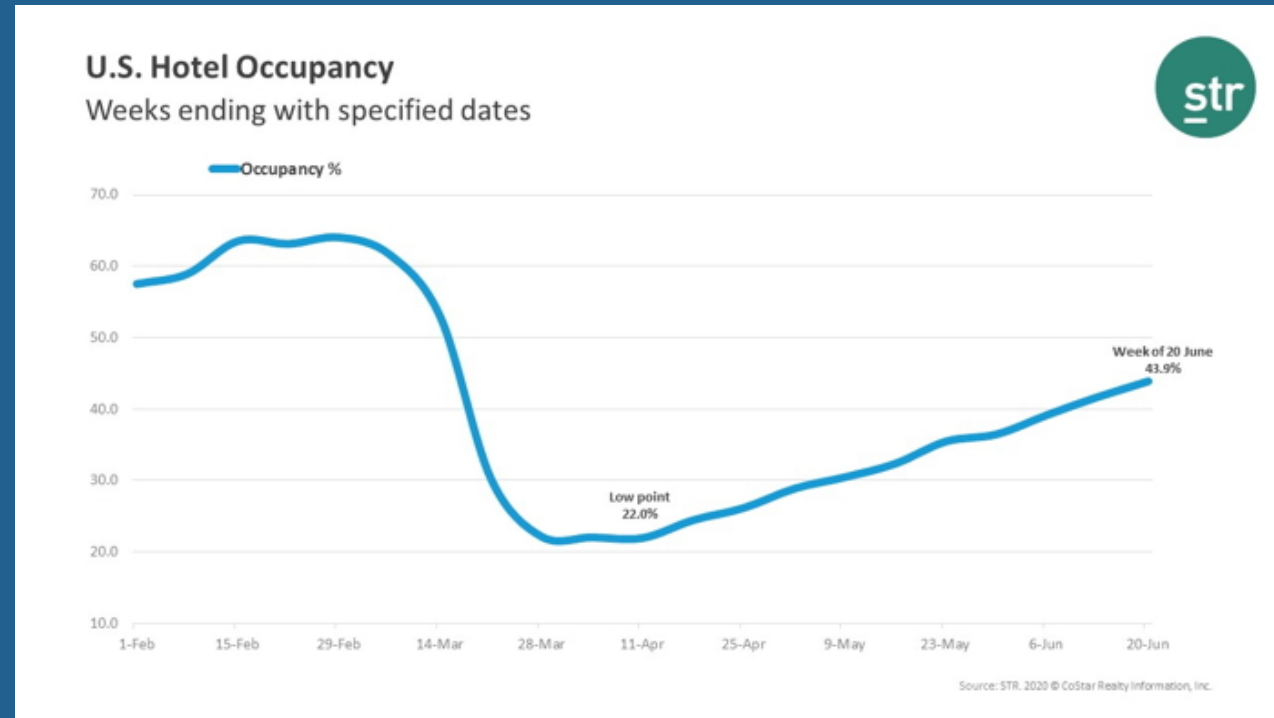
- US carriers had identified travelers visiting friends and relatives as a bright spot, even amid the Covid-19 pandemic.
- The latest airline to chase this market segment is JetBlue Airways, which reworked much of its network last week to attract more travelers seeking to fly from the Northeast to Florida, Puerto Rico and the West Coast. Its press release specifically called out “small signs of recovery” in “visiting friends and relatives travel,” along with traditional leisure travel.
- American Airlines, which usually makes much of its revenue on corporate business, made a similar move, joining airlines that already specialized in the space, including Southwest Airlines, Allegiant Air, and Spirit Airlines. With almost no business travel expected this summer, airlines have little choice but to go where they find demand.
- The visiting friends and relatives market segment, usually shortened as VFR, is different than traditional leisure. The standard vacationer needs a hefty budget plus somewhere to go, such as Disney World, Las Vegas, or just a beach hotel. But a VFR traveler needs only a friend or a relative to stay with, potentially making it an easier and cheaper proposition than a pure vacation. It may also be safer, since travelers could interact with fewer strangers than at a resort hotel or theme park.
- In typical times, VFR customers generally are not a high priority for medium- and high-cost airlines. These carriers typically need higher yielding business and leisure travelers, who pay higher prices for a slightly evaluated experience. When they do cater to these customers, non-discount carriers often segment them into basic economy products.
- But carrying VFR travelers can produce cash, needed by airlines to fund their short-term activities. In its release highlighting the new routes, JetBlue noted the flights would at least generate revenue and keep crews and airplanes busy.





## US Hotel Performance week ending June 20th shows another small rise from previous weeks

- U.S. hotel performance data for the week ending 20 June showed another small rise from previous weeks and less severe year-over-year declines, according to STR.
- 14-20 June 2020 (percentage change from comparable week in 2019):
  - ✓ Occupancy: 43.9% (-41.8%)
  - ✓ Average daily rate (ADR): US\$92.20 (-31.7%)
  - ✓ Revenue per available room (RevPAR): US\$40.48 (-60.3%)





## US airlines pledge to refund fares of travelers denied boarding due to fever

- Major US airlines have promised to refund the cost of tickets for passengers denied boarding because of elevated temperatures, which could be a symptom of coronavirus.
- The announcement by trade organization Airlines for America (A4A) on 25 June comes as carriers are desperately trying to win back the confidence of the travelling public as the global pandemic wears on. A4A represents 11 major US passenger and cargo carriers.

## Hotels could face \$9 billion in new costs to stay squeaky clean

- Hotel owners face rising operational costs to keep up with new coronavirus cleaning standards. While some technology platforms could trim labor costs, these offsets aren't expected to hit until tech-savvy business travel returns.
- Hotel management company Hotel Asset Value Enhancement estimates the range of new cleaning protocols could collectively cost the hotel industry as much as \$9 billion each year due to higher frequency cleanings and new materials.
- The figure averages to \$30,000 in added materials for a 150-room hotel at a time when operators are already grappling with low occupancy rates and depleted revenue.
- Analysts previously indicated digital efforts like contactless check-in could potentially offset higher cleaning costs by reducing some labor at a front desk. That would theoretically lower the \$9 billion figure from the HotelAVE study, which did not mention any cost offsets.



## 70% of Americans support more Economic Stimulus to help reeling travel industry recover

- A new survey conducted by Morning Consult commissioned by the American Hotel & Lodging Association (AHLA) found that while Americans remain hesitant about traveling, they overwhelmingly support efforts by Congress to help the travel industry recover including helping hotels keep their doors open and bring back employees, as well as incentivizing Americans to travel again.
- With only 18 percent of respondents reporting taking an overnight trip since March, the devastation caused to the hotel industry is already nine times worse than 9/11, with more than 8 in 10 hotels having to lay off or furlough workers during the pandemic.
- 70 percent of Americans support the passage of additional economic stimulus for the industries most negatively impacted by the pandemic, including the travel and hospitality sectors.
- By nearly a 3-1 margin, Americans support a new, temporary federal travel tax credit to encourage people to travel (61% support, 21% oppose).
- By nearly a 3-1 margin, Americans support restoring the business entertainment expense deduction to encourage business travel (57% support, 21% oppose).
- By more than a 3-1 margin, Americans support efforts by the federal government to require banks to offer debt relief or forbearance on commercial hotel mortgages (63% support, 16% oppose).

# Impactful Creatives | Messaging | Strategic Moves for Travel & Hospitality

- Choice Hotels encouraged customers to spend the Independence Day long weekend at their favorite destination, offering discounts.



- Extended Stay America updated customers about its Summer Giveaway of \$100 Visa gift card.



# Impactful Creatives | Messaging | Strategic Moves for Travel & Hospitality

- United Airlines shared details of foundations it is supporting for Pride Month.

 **United Airlines** @united · 16h  
Born This Way Foundation seeks to build a kinder and braver world for all people. Their #BeKindBeThere initiative helps young people identify when peers may be struggling and gives them the tools to help support each other.  
Donate to @BTWFoundation here: [uafly.co/3i1JYD4](https://uafly.co/3i1JYD4)



 **United Airlines** @united · 16h  
Equality Illinois works to build a better Illinois by advancing equal treatment and full acceptance of the LGBTQ community.  
Donate to @EqualityILL here: [uafly.co/31gya9X](https://uafly.co/31gya9X)

2 7



- Delta Airlines shared that due to COVID-19, Pride Month looks different this year but the fight for LGBTQ+ rights is just as important as ever.

 **Delta** @Delta · Jun 24  
Although #Pride looks different this year, the fight for LGBTQ+ rights is just as important as ever.

We still have a long road towards equality, and we're committed to using whatever means we have to move the world toward a better, more just tomorrow.



Pride in a Pandemic: Celebrating our Differences  
[news.delta.com](https://news.delta.com)



# Mobility

## Ford unveils new F-150 as tech-savvy pickup with hands-free driving and integrated power generator

- Ford Motor is bringing a new level of technology to its 2021 F-150 pickup to attract new buyers while also trying to please its loyal customers with new features tailored to them. On Thursday evening, Ford digitally unveiled traditional and hybrid versions of the pickup, both scheduled to begin arriving in dealerships this fall.
- New unique features include a segment-first hands-free highway driving system, 12-inch screens and over-the-air updates. Ford is promising its hybrid model will deliver both great performance and fuel efficiency.
- Ford did not disclose pricing and performance specifications for the pickups. Starting pricing on 2020 models ranges from about \$30,000 to \$70,000. An all-electric F-150 is expected sometime in the next two years — in line with or slightly later than new electric pickups from General Motors, Tesla and start-up manufacturer Rivian.
- The new pickup also comes with additional standard and optional safety features to prevent accidents.
- Ford produces the F-150 at plants in Dearborn, Michigan, and Claycomo, Missouri.



# Mobility

## Volvo Cars, Waymo partner to build self-driving vehicles

- Waymo and the Volvo Cars Group have agreed to develop a self-driving electric vehicle designed for ride hailing use, as part of a new global partnership, the companies said. Waymo, a unit of Alphabet Inc, said it will be the exclusive global partner for Volvo Cars for developing self-driving vehicles capable of operating safely without routine driver intervention.
- Waymo will focus on the artificial intelligence and certain hardware, including cameras, lidar and radar, for the automated “driver.” Volvo will design and manufacture the vehicles. The companies said Waymo will work with Volvo’s global brands, including Polestar and Lynk & Co.
- Waymo and Volvo did not say when or where they expect to launch their new ride-hailing vehicle.
- The Waymo-Volvo deal marks a return by Waymo to its early goal of rethinking how cars that can pilot themselves should look. Since retiring its Firefly self-driving car in 2017, Waymo has retrofitted its software and sensors into conventional vehicles such as Chrysler Pacifica minivans. Waymo also is developing technology for self-driving commercial trucks.
- Rival Cruise, majority-owned by General Motors, last year unveiled a prototype for an electric, self-driving people carrier called the Cruise Origin.
- Waymo said it will continue working with Fiat Chrysler, Jaguar Land Rover and the Renault Nissan Mitsubishi Alliance.



# Mobility

## U.S. Judge orders heads of GM, FCA to try to resolve GM racketeering lawsuit

- A federal judge in Detroit ordered the chief executives of automakers General Motors and Fiat Chrysler Automobiles to meet by July 1 to try to resolve GM's racketeering lawsuit. U.S. District Court Judge Paul Borman called on GM CEO Mary Barra and FCA CEO Mike Manley to meet in person to try to resolve a case that could drag on for years.
- "What a waste of time and resources now and for the years to come in this mega-litigation if these automotive leaders and their large teams of lawyers are required to focus significant time-consuming efforts to pursue this nuclear-option lawsuit if it goes forward," Borman said at the end of a hearing during which FCA asked the judge to dismiss GM's lawsuit.
- GM filed the racketeering lawsuit against FCA last November, alleging its rival bribed United Auto Workers (UAW) union officials over many years to corrupt the bargaining process and gain advantages, costing GM billions of dollars. GM is seeking "substantial damages" that one analyst said could total at least \$6 billion.
- A GM spokesman said the automaker has a strong case and "we look forward to constructive dialogue with FCA consistent with the court's order."
- FCA officials said in a statement they still believe the lawsuit is meritless but acknowledged Borman's concerns and said they "look forward to meeting to discuss them and ideally put this matter behind us."
- Borman said he wanted to hear from Barra and Manley personally at noon on July 1 to provide him with results from their discussion.





# Mobility

## U.S. probes Kia headlight failures, GM steering issues

- The U.S. National Highway Traffic Safety Administration (NHTSA) said it has opened two investigations into reports of headlight failures in 392,000 Kia Sorento sport utility vehicles and steering issues in 781,000 General Motors vehicles. NHTSA said it had received 74 reports of sudden, unexpected loss of headlights in model year 2011-2013 Kia Sorento vehicles including some while drivers were making a turn or traveling on the highway.
- NHTSA is also probing 781,000 Chevrolet Equinoxes and GMC Terrain SUVs from 2010 to 2012 after receiving 52 complaints over a condition that could cause increased friction in the steering system. The friction may result in drivers feeling as if the steering wheel was sticking, the agency said, and added vehicles can still be turned but may require increased effort.
- NHTSA said there was one report of an injury crash. The agency said it is reviewing vehicles that had the steering gear replaced under GM's special coverage but months later had additional steering concerns.
- GM previously issued a service bulletin to address the issue and offered extended-warranty coverage to address it. The issue is "a slight feeling of friction in the steering system that can be an annoyance to customers," GM spokesman Dan Flores said. "We've reviewed this issue internally and have reviewed it with NHTSA previously. We do not consider it to be a safety issue."



# Mobility

## Peugeot CEO says merger with Fiat Chrysler on track

- Peugeot maker PSA's boss Carlos Tavares said he was confident the merger of the French carmaker and Fiat Chrysler would go ahead as planned and yield synergies of at least \$4.2 billion.
- "The timetable of the merger with FCA is being strictly respected," Tavares told PSA's annual shareholders meeting. He added he was confident the deal would be finalized during the first quarter 2021 "at the latest".
- Last week, European Union antitrust regulators opened a four-month investigation into the proposed \$50 billion merger, saying it may harm competition in small vans in 14 EU countries and Britain.
- The two carmakers had declined to offer concessions to allay the EU competition enforcer's concerns during its preliminary review of the deal.



# Mobility

## Daimler and Nvidia team up to close tech gap to Tesla

- Daimler and Nvidia announced to develop and equip the German company's Mercedes-Benz cars with a next-generation chip and software platform that could eventually be used to help vehicles drive by themselves. The move is a response to Tesla's ability to integrate custom designed chips with thousands of lines of code, which has allowed the Silicon Valley-based company to develop new features faster than its competitors.
- While Daimler and German rivals Volkswagen and BMW have criticized Tesla's aggressive marketing of its "autopilot" features, they have struggled to match the speed with which the U.S. carmaker brings innovations to market.
- In a bid to narrow the gap, Mercedes, the world's oldest carmaker, has taken the unprecedented step of sharing its intellectual property with an outside tech company in exchange for access to Nvidia's computer processors and its software engineers specialized in artificial intelligence.
- Mercedes, Volkswagen and Audi have so far used a patchwork approach, combining vehicle platforms originally designed for combustion engine drives with electric vehicle software and components largely developed by third party suppliers.

# Impactful Creatives | Messaging | Strategic Moves for Mobility

- Ford shares an update about its new F-series lineup and highlights its performance, features and design. Ford unveiled a new lineup on 24th June in a virtual event.



**Ford Motor Company** @Ford · 3h  
Introducing the all-new #FordF150 – part of the F-Series lineup that's been America's choice for getting the job done for 43 consecutive years.



- Toyota highlights how its customers can activate SiriusXM Satellite Radio in their vehicles.



**Toyota USA** @Toyota · 11h  
Enhance the soundtrack to every adventure with SiriusXM! Learn how to activate your Toyota: [bit.ly/2BGhLRk](https://bit.ly/2BGhLRk) #LetsGoPlaces



# Impactful Creatives | Messaging | Strategic Moves for Mobility

- Mazda highlights 0% APR and no payments options on its new CX-5.



**Mazda USA** @MazdaUSA · Jun 24

The new CX-5 you want comes with the drive you need. Get 0% APR for 60 months on 2020 CUVs with no payments for up to 90 days.



Your CX-5 is waiting  
[www.mazdausa.com](http://www.mazdausa.com)

- Volvo shares an update about its partnership with Waymo; the partnership is aimed at developing self driving vehicles.




**volvocars** @volvocars · 11h

Volvo Cars and its strategic affiliates @PolestarCars and @LynkCoGlobal partner with @Waymo. The companies first intend to integrate its fully #selfdriving technology into an all-new mobility-focused electric vehicle platform for ride-hailing services [volvoca.rs/3i2blgh](https://volvoca.rs/3i2blgh)



# Impactful Creatives | Messaging | Strategic Moves for Mobility

- Lexus talks about the interior and exterior design of its new 2021 Lexus IS.

 **Lexus** @Lexus · Jun 23

The interior of the new 2021 Lexus IS features advanced technology and Takumi craftsmanship throughout, even down to the available F SPORT pedals. What part of the 2021 Lexus IS inspires you? Learn more. [lexus.us/2BsjsxFM](https://lexus.us/2BsjsxFM)



 **Lexus** @Lexus · Jun 24

The exterior of the brand new 2021 IS has been redesigned front to back to create the ultimate expression of driving performance. What's your favorite detail of the new design?

Sign up to learn more: [lexus.us/2BvOk4H](https://lexus.us/2BvOk4H)



- AutoNation talks about entry-level starter sports cars and highlights the top 5 starter sports cars.

 **AutoNation** @AutoNation · Jun 24

Are you looking for an entry-level starter sports car to satisfy your need for speed? Check out our list of 5 Great Starter Sports Cars!

Read more here: [bit.ly/2Z5V6Gf](https://bit.ly/2Z5V6Gf)



# Email Creatives : Mobility

- Honda talks about vehicle service and shares a reminder about it. It also highlights discounts on services and parts.

**HONDA**  
GENUINE PARTS + SERVICE

WE CARE SO YOU'RE CAREFREE.  
It's the Honda Way.

Enjoy our special offers now at Faulkner Honda.

**Discount on Vehicle Service**

- \$5.00 Discount on service from \$19.99 - \$99.99
- \$10.00 Discount on service from \$100.00 - \$149.99
- \$15.00 Discount on service from \$150.00 or more

Faulkner Honda (717) 213-3351

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires 06/31/2020. Valid for VIN ending in J\*\*\*\*\*

**Oil Change with Multi-Point Inspection** **\$3.00 OFF**  
with coupon

**Includes:**

- Replacing engine oil per specifications (up to 5 quarts)
- Assessing/Adjusting fluid levels
- Complimentary multi-point inspection

Faulkner Honda (717) 213-3351

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Expires 06/31/2020. Valid for VIN ending in J\*\*\*\*\*

**Schedule service**

**Print offers**

- BMW talks about its all new Alpine XB7 and its features. BMW also says that by end of this year it will power its facilities worldwide entirely with green energy.

**BMW** The Ultimate Driving Machine®

**BMW ANNOUNCES THE FIRST-EVER ALPINA XB7**

**Watch Video**

**BMW IS MOBILIZING FOR GOOD TO SUPPORT OUR EVERYDAY HEROES.**

During these times, BMW wants to give back to those essential workers risking their well-being for all of us. Nourishing us, healing us and protecting us. That's why we're providing vehicles for 30 days to keep these heroes moving.

We asked people who are supporting relief efforts and in need of mobility to send a video or written submission and tell us their story. Submissions were opened in May and winners will be picking up their vehicles in June, with our thanks.

**FAST FACT**

By the end of this year, BMW will power its production facilities, office buildings and research centers worldwide entirely with green energy.

Every piece of the ALPINA XB7 is a masterpiece. The layout and handcrafted details enhance the versatility and exclusivity of this astonishingly powerful Sports Activity Vehicle.

Driving comfort at any speed, exceptional handling and aerodynamic enhancements, signature badging and more make the ALPINA XB7 a showpiece that must be seen to be believed.

**Replay the Live Reveal**



## High-Tech (B2B)

### Siemens, Salesforce aim to sell products for COVID-19 back-to-work plans

- Siemens and Salesforce will work together on products to help companies' employees get back to work while following rules to prevent the spread of the new coronavirus, the firms said on Tuesday. The project will link Salesforce's Work.com platform with products from Siemens Comfy and Enlighted, part of its Smart Infrastructure businesses, to give employees data on their mobile phones when they return.
- Solutions will include "boarding passes" for building and elevator entry, and a safe occupancy management system which will send warnings when room occupancy limits are reached.
- Employee check-in and contact tracing will be also be available for companies if an emergency response is needed to limit the spread of COVID-19. Data will be collected many times per second using Siemens sensors, and delivered to workers and managers via apps.
- Many companies are slowly allowing staff to return to work, albeit on staggered or voluntary basis, although some like Swiss bank UBS have said they plan to increase employees working from home permanently.
- "The safe return of people to the workplace is a global challenge, and it's vital that companies protect their employees to build trust and confidence," said Roland Busch, Deputy CEO and member of the Siemens managing board.





## High-Tech (B2B)

### KPMG rolls out Power Platform-fueled assessment tools for workplace re-entry

- KPMG is using Microsoft's Power Platform low-code/no-code tools to create a new risk-based framework meant to help companies implement a workplace-re-entry program during the COVID-19 coronavirus pandemic. The framework integrates Power Apps, Power BI and Power Automate with apps and services that customers can use to create a data-driven return-to-work strategy, KPMG officials announced on June 25.
- KPMG's "Restarting America program" digital toolkit consists of six major components: A mobile app meant to be used by employees, fans, crews, and others who need to handle wellness tasks like daily check-ins, status reports, travel or stay-at-home requests, etc. This app was built with Power Apps which also can be integrated into Microsoft Teams.
- KPMG officials said they've built accelerators, or user-customizable blueprints, for each of the six components. The framework pieces plus accelerators are custom-built, so pricing varies depending on integration and other the type of specialized workflows users need built.



## High-Tech (B2B)

### Apple acquires startup aimed at managing corporate Macs, iPads

- Apple acquired Fleetsmith, a San Francisco-based startup company whose technology helps businesses manage Apple's Mac and iPad devices among their employee bases.
- The move is a push by Apple into the mobile device management industry, a category of business software dominated by players such as Microsoft and VMware. Fleetsmith announced the deal in a blog post. Apple confirmed the acquisition, but the companies did not disclose a price.

# Impactful Creatives | Messaging | Strategic Moves for High-Tech (B2B)

- AT&T hosted a webinar for small businesses about how technology can help businesses stay agile.



**AT&T Business** @ATTBusiness · 13h

We're one hour away from our Virtual Viewpoints talk! It's not too late to register & learn all about how technology help your small business stay agile. Register here: [go.att.com/ViewpointsSMB](https://go.att.com/ViewpointsSMB)

**VIRTUAL Viewpoints**

Webinar: June 25, 2020 | 1:00PM CDT

**How technology can help your business stay agile**

AT&T Business

Register now

- CenturyLink talks about costs incurred by SMBs due to cyberattacks and highlights its DDoS Mitigation service to protect businesses.



**CenturyLink Business** @CenturyLinkBiz · Jun 23

\$1.9M = the average cost of a #SMB disruption due to a #cyberattack. Protect your business with @CenturyLinkEnt #DDoS Mitigation. [bit.ly/2VabN29](https://bit.ly/2VabN29)

CenturyLink®

**CenturyLink® DDoS Mitigation Service.**  
**Simplifying the security experience.**

Cost constraints, lack of affordable options and lack of IT resources can leave your business exposed.

Let's fight back – together.

# Impactful Creatives | Messaging | Strategic Moves for High-Tech (B2B)

- Workday highlights its newly launched solutions for businesses to create personalized employee experiences and to better understand the workforce.



**Workday** ✓ @Workday · Jun 24

We've launched three new solutions to empower companies to create hyper-personalized employee experiences, respond faster, and better understand their workforce. Pete Schlamp, our Executive VP, Product Development, shares more: [bit.ly/319KJ72](https://bit.ly/319KJ72) #HR #machinelearning



- SAP talks about how mid size businesses can leverage intelligent technology to transform its operations and run faster and smarter.



**SAPMidsize** @SAPMidsize · 20h

With a little help from intelligent technologies, your #midsize business can transform its operations to run faster and smarter.

Learn more: [sap.to/6017GKqal](https://sap.to/6017GKqal)




# Impactful Creatives | Messaging | Strategic Moves for High-Tech (B2B)

- DXC Technology talks about its Enterprises Asset Management solutions and how it can help organizations reduce capital expenses, maximize asset utilization and improve the consumer experience.

 **DXC Technology** @DXCTechnology · 20h  
Unlock the value of your enterprise asset management system. Learn how you can reduce capital expenses, maximize asset utilization and improve the consumer experience with DXC Digital EAM: [dxc.to/3dBrrtD](https://dxc.to/3dBrrtD)



- Zoho is hosting a live chat session on Twitter for MSME's to discuss how Zoho can support and empower MSME's.

 **Zoho** @zoho · 18h  
#MSMEDay is just around the corner.

We're hosting a #ZohoMSMEChat to discuss how we can support and empower MSMEs in this changing world.

Join us live on Twitter tomorrow. We'd love to hear your views!

**The Future of MSMEs**  
How can we empower them to be more agile and resilient in this changing world?

📅 Friday, June 26th  
🕒 10:30am EDT | 8:30pm IST

#ZohoMSMEChat





## High-Tech (Software)

### Salesforce launches Salesforce Anywhere, an app that embeds collaboration, data across platforms

- Salesforce has launched Salesforce Anywhere, an app that brings chat, alerts, comments and video directly into customer relationship management software in a unified view.
- Salesforce Anywhere is available in beta in July with an iOS app. The beta is free for all current Salesforce customers on desktop and mobile. Pricing is to be determined, but some services within Anywhere will be an add-on.
- According to Salesforce, Anywhere incorporates lessons from the Quip app to reinvent collaboration within Salesforce. On some level, Salesforce Anywhere ingests Chatter, which will remain as a separate product line for now. The problem Salesforce faces is the same as many enterprises in that collaboration streams often live in different apps and silos. Salesforce Anywhere looks to deliver conversations, ideas and threads in a way that doesn't pull you to another window. This concept is increasingly important given the move to remote work amid the COVID-19 pandemic.
- Sarah Franklin, executive vice president and general manager of Platform, Trailhead & Developers at Salesforce, said Salesforce Anywhere is aimed at growth as enterprises reopen amid COVID-19. Salesforce Anywhere is phase three in a trio of product launches that started with Salesforce Care and then Salesforce Work.com, she said.



## High-Tech (Software)

### Amazon launches a cloud service to help non-coders build apps

- Amazon's cloud unit announced the introduction of Honeycode, a service that non-coders can use to write applications. The move could help Amazon Web Services broaden its audience beyond programmers. AWS leads the cloud infrastructure market, topping Google and Microsoft. As more services get introduced, AWS aims for customers to spend more money, which is important because the unit accounts for most of Amazon's operating income.
- The service is free for up to 20 users and as many 2500 rows of data in a spreadsheet that's part of the product. AWS will charge based on storage and number of users. Longtime AWS customers Slack and SmugMug are among those planning to use the service, the company said. The service is available today, currently in one AWS region. AWS plans to make it possible to export data from Honeycode.
- The announcement comes months after the departure of Adam Bosworth, who worked at Google, Microsoft and Salesforce before joining AWS as a vice president in 2016. Bosworth created and led the development of a product that was kept secret for years but was expected to be software that people can use to write applications with little to no coding. Bosworth worked on Honeycode at Amazon, Larry Augustin, a vice president at the company, said on Wednesday.



## High-Tech (Software)

### Salesforce invests in security software provider Tanium at \$9 billion valuation

- Salesforce’s venture arm, which has emerged as among the most active corporate venture groups in technology, is investing in Tanium in a funding round that values the security software vendor at \$9 billion.
- The investment, announced on Thursday (25<sup>th</sup> June), is part of a strategic tie-up between the two companies that will bring Tanium’s security tools into Salesforce’s massive customer base. Tanium’s technology gives IT teams visibility into all those devices that employees are now using from home, an issue that’s becoming more important by the day as the coronavirus pandemic drags on and companies keep their staffers out of the office.
- Tanium said in an emailed statement that the new investment brings the total amount its raised to \$900 million, suggesting a new investment by Salesforce of about \$100 million. While the company didn’t disclose the size of the round, it had previously raised a total of about \$800 million at the time of its last fundraising in 2018, which valued Tanium at \$6.5 billion.
- Salesforce said that it’s partnering with Tanium to develop “a help desk that gives employees a one-stop shop to self-serve, submit, track and resolve service requests or incidents,” as well as tools that help IT managers view and manage employee incidents and the ability to use Salesforce’s technology “to further automate common tasks.”





## High-Tech (Software)

### Face recognition vendor vows new rules after wrongful arrest in U.S. using its technology

- Facial recognition vendor Rank One Computing said it would “add legal means” and research other ways to thwart misuse after its software was involved in the first known wrongful arrest based on the technology in the United States.
- Robert Williams, who is Black, spent over a day in Detroit police custody in January after Rank One’s face recognition software connected his driver’s license photo to surveillance video of someone shoplifting, the American Civil Liberties Union of Michigan (ACLU) said.
- Police have used facial recognition in convictions for over a decade. But activists contend its increasing use requires greater precautions because of possible issues including technological weaknesses in identifying Black people.
- Rank One Chief Executive Brendan Klare said in an email that the Denver-based company “will add a legal means to revoke any use of our software that violates our Code of Ethics, and conduct a technical review of additional safeguards we can incorporate into our software to prevent any potential for misuse.”
- Rank One has described concerns about facial recognition misidentifying Black people as “misconceptions,” citing U.S. government research about the high accuracy of top systems.
- Microsoft and Amazon halted facial recognition sales to police this month following nationwide protests that have demanded an end to law enforcement tactics that unfairly target African Americans and other minorities.

# Impactful Creatives | Messaging | Strategic Moves for High-Tech (Software)

- Salesforce shares an update about its new Salesforce Anywhere CRM for the all-digital work-from-anywhere world with a single view of every customer.



**Salesforce** @salesforce · 11h

Today, we need to sell *service market collaborate* from anywhere.

Introducing Salesforce Anywhere — CRM for the all-digital work-from-anywhere world with a single view of every customer. [sforce.co/31c0Wsh](https://sforce.co/31c0Wsh) #TDX20

Introducing Salesforce Anywhere.

80.3K views 0:24 / 2:31

- SAS Software talks about its partnership with KPMG to help organizations to move to the cloud. It also shares insights about how analytics can help life sciences organizations face COVID19 challenges.



**SAS Software** @SASsoftware · 15h

SAS collaborates with @KPMG to help organizations accelerate the move to the #cloud. This includes a plan to establish Cloud Acceleration Centers with specific focuses in North America, Europe and Asia Pacific [2.sas.com/6015GM7rz](https://2.sas.com/6015GM7rz)

**SAS Software** @SASsoftware · 20h

How can analytics help life sciences organizations face #COVID19 challenges? [2.sas.com/6015GMn2R](https://2.sas.com/6015GMn2R)

# Impactful Creatives | Messaging | Strategic Moves for High-Tech (Software)

- Slack launched Slack Connect, which will enable businesses to securely work with up to 20 different organizations in a single channel. Slack markets it as the future of business communication.



**Slack** @SlackHQ · Jun 24

Until now, for the vast majority of you, Slack has been something you've only used internally, but what about conversations with external partners? Enter Slack Connect, a more secure and productive way for organizations to communicate.



Introducing Slack Connect: the future of business communication  
Organizations can now work securely with multiple partners and vendors in Slack, driving stronger relationships and faster results  
[slackhq.com](https://slackhq.com)

- Red Hat talks about its partnership with IBM and SAP to offer SAP's managed services.



**Red Hat Partners** @RedHatPartners · 17h

#RedHat is collaborating with @IBM and @SAP to bring #SAP's managed services on-premises using @OpenShift #virtualization: [red.ht/3fRBb4M](https://red.ht/3fRBb4M).



# Impactful Creatives | Messaging | Strategic Moves for High-Tech (Software)

- Nokia launched a cloud-native Digital Operations Center software to drive 5G monetization.





## High-Tech (Hardware )

### GlobalFoundries eyes new chip plant as Washington mulls semiconductor stimulus

- GlobalFoundries CEO said it could expand output at its flagship U.S. plant or break ground on a new one next to it.
- U.S.-based GlobalFoundries, a unit of Abu Dhabi's state-owned fund Mubadala, could install new equipment to take advantage of 30% to 40% of floor space that is unused at its Malta, New York factory, which would boost output within 12 to 14 months. In a second phase, it may build an adjacent plant that could be producing chips by 2024, CEO Tom Caulfield said.
- Caulfield said the plans would hinge on customer demand - which has been difficult to predict during the coronavirus pandemic - and could be significantly sped up if U.S. lawmakers pass a \$22.8 billion package to bolster domestic chip manufacturing.
- GlobalFoundries, which makes specialty chips for customers such as AMD and Broadcom, said it had secured a purchase option agreement for about 66 acres of undeveloped land adjacent to its Malta plant. Expanding the existing plant would cost "in the single-digit billions" while building a new plant would cost "high single-digits or higher."
- Lawmakers in Washington are calling for more funds to fuel growth of U.S. chip foundries, as the government faces off with Beijing to dominate the high-tech industry.



## High-Tech (Hardware )

### Facebook cancels its cheapest VR headset to focus on pricier, more powerful models

- Facebook announced it will discontinue sales of its entry-level Oculus Go headset as it focuses on its higher-end virtual-reality products. “We’ll end sales of Oculus Go headsets this year as we double down on improving our offerings for Quest and Rift,” the company said.
- Facebook introduced the Go in May 2018 starting at \$199. The device is an all-in-one VR headset capable of operating without tethering to a computer or relying on a smartphone for its computing power. Since then, Facebook has launched the \$399 Quest, a more powerful all-in-one headset, and the \$399 Rift S, which must be connected to a computer to function.
- Facebook’s decision to end sales of the Go comes one day after it was announced that the company acquired Ready at Dawn Studios. The deal is the latest in a spree of VR studios acquired in the past year by Facebook.
- Facebook will continue to ship bug fixes and security patches for the Go through 2022, but it will no longer ship new features. Facebook will also stop accepting new Go apps and updates after Dec. 4, 2020.



## High-Tech (Hardware )

### Panasonic unveils Toughbook A3 rugged tablet, productivity+ Android software suite

- As Microsoft has withdrawn support for its Windows Embedded CE and Windows Embedded Handheld mobile operating systems, Android has been scooping up market share for rugged enterprise devices. Businesses making such transitions, however, often deal with a number of migration issues, which has led Panasonic to create a new Android-based platform to ease the move away from Windows CE.
- Dubbed productivity+, the suite encompasses hardware, software, and support for enterprise migrations to Android. As part of the productivity+ introduction, Panasonic has launched a new rugged tablet to serve as a flagship device for the new approach. The Toughbook A3 is a 10.1-inch slate running Android 9.0 (Pie) and providing the durability features that have made the Toughbook brand arguably the most well-known in the rugged PC category.
- Durability features include a 6-foot drop rating, IP65 certification for resisting dust and water, and build quality that can meet the latest MIL-STD-810H rugged standards. Panasonic rates battery life at 9 hours, and users can hot-swap batteries to extend time away from a power outlet without the loss of their current work. Optional accessories include a (passive) stylus, insertable card reader, and 1D/2D barcode reader. The A3 is available now through the Toughbook network of sales partners, with a starting price of \$2,699.

# Impactful Creatives | Messaging | Strategic Moves for High-Tech (Hardware)

- Panasonic talks about its new TOUGHBOOK A3 Android Tablet and the Productivity+ support solution suite. Panasonic highlights the ruggedness of its new tablet.

**Panasonic TOUGHBOOK** @TOUGHBOOK · Jun 24  
Meet productivity+, a suite of #Android support solutions designed to future proof mobile workers' transition to Android. And to further help with this transition, we're also introducing the TOUGHBOOK A3, the latest Android tablet from Panasonic. [bit.ly/2VaU5LN](https://bit.ly/2VaU5LN)

**Panasonic TOUGHBOOK** @TOUGHBOOK · Jun 24  
As warehouse managers and workers aim to optimize processes and adapt to changes quickly, they need flexible technology and unmatched support. Find out how productivity+, a suite of solutions for Android mobile devices, can work for you. [bit.ly/2Z8qunL](https://bit.ly/2Z8qunL)

**THE RUGGEDNESS YOU NEED WITH THE SMARTS YOU WANT**  
**TOUGHBOOK DEVICES ON ANDROID**

Panasonic TOUGHBOOK

- Equinix shares an update about its new flagship data center in Dallas, Texas.

**Equinix, Inc.** @Equinix · 14h  
Say hello to our latest flagship data center: Equinix DA11 in Dallas, Texas.  
[eqix.it/LaunchDA11](https://eqix.it/LaunchDA11)

EQUINIX INTERCONNECTIONS BLOG  
**CAN DATA CENTERS HAVE "THAT NEW CAR SMELL?"**  
Equinix opens new, cutting-edge IBX data center in Dallas  
By Jon Lin  
President, Americas at Equinix

EQUINIX



# Impactful Creatives | Messaging | Strategic Moves for High-Tech (Hardware)

- Cisco talks about its Intent Based Networking solution and how it can optimize performance and also shares views from experts about it.



**Cisco** @Cisco · 12h

Our [#IntentBasedNetworking](#) solution is gaining momentum with optimized performance and analytics. See why [#cloud](#) expert [@digitalcloudgal](#) thinks it's a big deal:

[#networking](#)

[Visit newsroom.cisco.com](#)

1.1K views 4:00 / 4:00

- Dell talks about its PowerFlex devices and highlights how it can reduce operational complexity.



**Dell EMC Storage** @DellEMCStorage · 18h

Introducing [#PowerFlex](#)

Reduce operational complexity with simple orchestration & full-stack lifecycle automation with PowerFlex.

[dell.to/2Z49a2Z](#)

[#PoweredUp](#)

[Visit delltechnologies.com](#)

803 views 0:04 / 0:07



## High-Tech (Consumer)

### Apple will re-close 14 stores in Florida because of rising Covid-19 rates, bringing total re-closings to 32

- Apple will re-close 14 stores in Florida as Covid-19 cases rise in the state, the company said y. The stores will re-close on Friday. The shutdowns come after Apple re-closed seven retail stores in Texas on Wednesday (24<sup>th</sup> June), and 11 stores across Florida, North Carolina, South Carolina, and Arizona last week. Apple has now announced the re-closing of 32 stores in the United States.
- An Apple representative said in a statement: “Due to current COVID-19 conditions in some of the communities we serve, we are temporarily closing stores in these areas. We take this step with an abundance of caution as we closely monitor the situation and we look forward to having our teams and customers back as soon as possible.”
- Apple was one of the first companies to shut its stores around the world in March in response to the Covid-19 pandemic, although some stores in the U.S. have re-opened in recent weeks with increased safety measures including mandatory masking, space for social distancing, and temperature checks. Many locations are only open for curbside pickup or service by appointment.



## High-Tech (Consumer)

### Verizon's 5G home broadband gets speed, coverage boost in Houston

- Verizon has led the charge in using 5G as an alternative to standard home broadband, even if the service is in just a few markets with a limited number of customers. But the company is upgrading its 5G Home offering in Houston to cover more people and offer a speed boost.
- Verizon is upgrading the Houston market to the industry-standard version of 5G, which the company said will expand the coverage area by one and a half times. Download speeds will double with the technology changeover.
- Beyond the Houston transition, Verizon also said it's working with a company called Pivotal Commware to bring 5G Home to apartments and dorms through repeaters that can extend 5G signals. The companies are trialing the technology in Dearborn, Michigan.
- The moves get Verizon closer to fulfilling the promise of 5G as a true replacement for cable or DSL. By switching to the industry-standard version of 5G, Verizon will be able to reach more customers and offer a faster service. The company isn't the only one looking at offering fixed-mobile broadband as a service -- T-Mobile has also talked about its ambitions to become a home broadband provider through 5G.
- Rivals T-Mobile and AT&T each already offer broader 5G networks using lower frequency "low band" spectrum, with T-Mobile's available to over 200 million people nationwide and in all 50 states and AT&T's recently expanding to cover 160 million people.



## High-Tech (Consumer)

### Apple Watch will soon let doctors remotely monitor patients as they age

- Apple introduced a slew of new features for its Apple Watch this week, ranging from sleep tracking to hand-washing reminders, most of which were targeted to all consumers. Apple shared in a news release that the watch and iPhone can now track low-range cardio fitness, walking speed, double support time, step length and six-minute walk distance, among other metrics. The data will be available in the Health app in the fall.
- The company said that, because of these updates, it now has a way to track “functional (aerobic) capacity” through the Apple Watch. That means it can start to assess a patients’ mobility in a standardized way.
- Apple said it is currently working with Zimmer Biomet, an orthopedics products company, on a service called mymobility, which uses Apple Watch’s gait metrics to collect a user’s walking speed and double support time — a measurement of when both feet are on the ground — on flat surfaces without GPS. This could be useful data for physicians after a procedure, like a knee or hip replacement, to assess their patients’ rate of recovery between clinic visits.
- Not every physician said they’re blown away by the update. Some say that Apple needs to do a lot more for the medical community, and focus less on wellness features. They note that there are other ways of tracking movement, which are good enough for their purposes, but that Apple should focus on more sophisticated medical monitoring.



## High-Tech (Consumer)

### Intel aims to bring AI education to community colleges

- Intel is aiming to bring artificial intelligence curriculum to community college via an associate degree program in Tempe, Arizona. The chip giant designed an associate degree program for Maricopa County Community College District (MCCCD) based in Tempe, Arizona. The Arizona Commerce Authority provided a workforce grant of \$100,000 to support the program.
- Intel's effort is notable since it is democratizing AI in the higher educational ranks. In addition to providing jobs to students in various industries, community colleges can help diversify the worker base in AI. The associate degree can be transferred to a four-year college.
- Maricopa County Community College District (MCCCD) is the largest community college district in the US with more than 100,000 students, 10 campuses and 10,000 staff and faculty. The program's first phase will be piloted online at Estrella Mountain Community College and Chandler Gilbert Community College in fall 2020 with in-person classes depending on COVID-19 restrictions. .
- As for the courses, Intel is providing its software and tools such as Intel Distribution of OpenVINO Toolkit and Intel Python. Intel will also provide training, internships and mentors for students and faculty. Curriculum will also include skills such as data collection, AI model training, coding and societal impact.

# Impactful Creatives | Messaging | Strategic Moves for High-Tech (Consumer)

- Google talks about the new features of its Nest devices and also highlights redesigned Google Photos and its updated features.

The screenshot shows a Twitter thread. The top tweet is from Google (@Google) posted 13 hours ago. The text reads: "Today we're launching a redesigned @GooglePhotos to help you find and relive your most treasured moments → [goo.gle/3i40Jxd](https://goo.gle/3i40Jxd) 📷 A new search tab to find what you're looking for faster 📍 An interactive map of all your photos 📅 More types of Memories". Below this is a screenshot of the Google Photos app interface showing search filters like "People & pets" (with a dog named Oliver) and "Places" (with San Francisco). The second tweet is from Google Nest (@googlenest) posted 12 hours ago. The text reads: "Shows, tunes, family, friends—they're all in one place. And now, you can say hi to a few familiar faces with Duo group calls or hang out with up to 100 people with Google Meet on your Nest Hub Max. [goo.gle/2NqWQo7](https://goo.gle/2NqWQo7) #HelpAtHome". Below this is a video thumbnail for a video titled "Stay in touch with Grandma" showing a woman on a tablet screen. The video has 15.9K views and is 0:04 / 0:30 long.

- AT&T highlights that the Samsung Galaxy A71 5G device is available for pre orders and also talks about its 5G customer base.

The screenshot shows a Twitter post from AT&T (@ATT) posted 13 hours ago. The text reads: "Pre-orders are now available for the Samsung Galaxy A71 5G. Not only does it offer fab photo features like the quad camera (hello, perfect selfie) but if you're one of the 160 million customers in our expanded 5G network, you'll experience all that 5G has to offer." Below the text is a video thumbnail for a video titled "SAMSUNG Galaxy A71 5G". The video shows the phone's quad camera and has 1.4K views. The video is 0:04 / 1:01 long.

# Impactful Creatives | Messaging | Strategic Moves for High-Tech (Consumer)

- Comcast talks about its partnership with Firefox to improve consumer privacy.



**Comcast** @comcast · 14h

Today we announced a partnership with @firefox that helps to further protect consumer privacy online. Learn more.



Xfinity Internet Joins Firefox's Recursive Resolver Program, Committing t...  
Today, Mozilla, the maker of Firefox, and Comcast have announced Comcast as the first Internet Service Provider (ISP) to provide Firefox ...  
[corporate.comcast.com](https://corporate.comcast.com)

- Bosch talks about its home appliances and highlights that its appliances are Energy Star Certified.



**Bosch Appliances US** @BoschHomeUS · Jun 25

Design your dream laundry room with peace of mind knowing that nearly all of our compact laundry pairs are @EnergyStar certified. Better for your clothes, your family & the environment. [bit.ly/LaundryProduct...](https://bit.ly/LaundryProduct...)  
[#BoschHome](#) [#EnergyStar](#) [#Laundry](#)



# Email Creatives : High-Tech (Consumer)

- Samsung highlights its Galaxy devices and also talks about free shipping and pay later options. Samsung uses the subject line “Hey, Samsung Customer. Find the perfect phone to match your lifestyle”.

**SAMSUNG**

It's time to upgrade. Find the perfect phone to match your lifestyle.

**Galaxy S10 Lite | S10 | S10+**

Up to 1TB of memory. Wireless power share. Intelligent Wi-Fi.

Perfect for downloading all the latest podcasts or audiobooks and staying connected from anywhere.

**Galaxy S20 5G | S20+ 5G | S20 Ultra 5G**

Revolutionary 8K cameras. 5G connectivity. Up to 100x Space Zoom.

Perfect for working or learning from home and capturing all your favorite moments in a future-proof format.

Unlocked models start from \$9.17/h APR<sup>®</sup> or \$329.99 with eligible trade-in<sup>†</sup> and a \$200 instant credit for a limited time.

**Shop**

**BUY NOW** Get the Shop Samsung App

Unlocked models start from \$13.81/mo for 36 mos<sup>®</sup> or \$499.99 with eligible trade-in<sup>†</sup> and a \$200 instant credit for a limited time.

Galaxy S10+ is available with 1TB of memory with additional memory card. Galaxy S10 and S10 Lite can reach memory with additional memory card.

GET IT ON Google Play | Download on the App Store

**PAY LATER.<sup>®</sup>** Convenient financing available with \$0 down.\*

**FREE SHIPPING.** Get your favorite items delivered right to your doorstep.

**GET REWARDED.** Earn Samsung points on every purchase.

- Lenovo talks about a 4th of July sale and highlights discounts on its products. It also highlights features and newly launched products.

**Lenovo** LAPTOPS TABLETS DESKTOPS ACCESSORIES DEALS

**NEED IT FAST? SHOP PCS THAT SHIP QUICK AND FREE!**

**4th of July Sale**

Up to **56% off** on select PCs and accessories

**Shop Deals**

**Extended:** Up to **62% off** select ThinkPad PCs.

**Shop Deals**

**Meet the IdeaPad Flex 5 14" and 15" 2-in-1 Laptops**

Featuring a FHD IPS touchscreen with a 360-degree hinge, physical webcam shutter, fingerprint reader, and optional digital pen. Perfect for work, home, or school.

Up to 10th Gen Core™ i7 Processor

Up to 16 GB Memory

Up to 1 TB Storage

Intel® UHD Graphics

Dolby Audio™ Speaker System

Starting at **\$559.99**

**Shop Flex 5**

**VIVE Virtual Reality Systems**

Enjoy immersive experiences and 3x MyLenovo Rewards with purchase.

**Shop Deals**



## Microsoft launches investments in Black and African American-owned partner businesses



B2B

- As part of a broad initiative aimed at bolstering racial justice in the U.S., Microsoft on Tuesday announced investments to bring more Black- and African American-owned partner businesses into its U.S. partner community. The investments include a \$50 million partner fund to assist such businesses with access to capital during their startup phase, along with \$20 million in financing for supporting cash flow requirements, Microsoft CEO Satya Nadella said in an email to employees, which Microsoft posted on its website.
- "We recognize that a stronger and more productive ecosystem requires better representation of the diversity in our communities," Nadella said in the post. "We will evolve our engagement with our supply chain, banking partners, and the broad Microsoft partner ecosystem in this effort."
- The tech giant is also committing to spend \$3 million on training programs--including tech solutions, go-to-market readiness and financial management--for such partner businesses, he said.
- Another step announced by Nadella is an effort within Microsoft to increase its representation and inclusion. By 2025, company is committing to double the number of Black and African American individuals who are serving as managers, senior individual contributors and senior leaders in the U.S.



**B2B**

## Trade show buyers flock to a digital alternative

- With traditional trade shows on hold because of the coronavirus pandemic and the clock ticking on the buying season for the fourth quarter, sales on the ShopZio B2B digital marketplace operated by International Market Centers more than doubled during May.
- Month-over-month sales volume on ShopZio jumped 116% in May from the previous month, the trade show company says. The average order size rose to nearly \$1,100 per transaction, putting that metric on par with pre-COVID-19 spending levels, the company says. In addition, June sales on the platform are showing double-digit gains from May, says Eric Dean, president of IMC\_di, which is IMC's digital innovation division.
- Home furnishings, which includes furniture and home décor, was the top category, accounting for 74% of sales volume, followed by giftware, which accounted for 20% of sales. The breakdown in sales by category mirrors the focus of IMC's recently concluded High Point Virtual Market, as well as the historical strength of ShopZio.
- IMC also has plans in the works to integrate ShopZio with IMC's market websites next month. The integration of ShopZio to IMC's show websites—AmericasMart.com, IMCHightPointMarket.com and LasVegasMarket.com—is expected to help vendors reach new buyers, capture leads and grow sales. Retailers and designers will also be able to source products and shop. Once linked to IMC's show websites, buyers on ShopZio will have access more than 1,000 brands and more than 2 Million SKU's.

## 3M and HP collaborate on Signage Templates to encourage social distancing

- 3M and HP announced a new collaboration to share free-of-charge large-format graphics for commercial signage applications that are vital to providing useful information about social distancing and health and safety measures.
- The 3M Graphics COVID-19 Related Signage library for HP is a free, online resource providing templates, design elements and poster artwork created to communicate guidance on social distancing and signage for wayfinding, in addition to signage for public health awareness. The content can be accessed through HP PrintOS or HP Applications Center. The ready-made design elements make it easy for designers and HP Large Format print service providers (PSPs) to create and produce applications including:
  - Rollups and signage to enhance customers' confidence by reassuring them of established social distancing practices.
  - Floor and carpet graphics for social distancing and wayfinding that are durable, removable, cleanable and UL 410 approved for anti-slip.
  - Display custom window signs or decals for storefront windows, mirrors, and glass.
  - Posters to show support for medical teams and general public awareness.
- "We recognize the unique and critical role that many of 3M's products have in addressing this global crisis and helping promote health and safety for workers and the public, especially during this important period as people return to work, and stores and restaurants reopen. The 3M Graphics COVID-19 Related Signage library makes it easy to design and create graphics that will be necessary as the world adapts to new public health safety requirements," said Silvia Perez, Vice President and General Manager, 3M Commercial Solutions Division.



**B2B**

## DHL supply chain launched platform to accelerate implementation of warehouse robotics through standardization



B2B

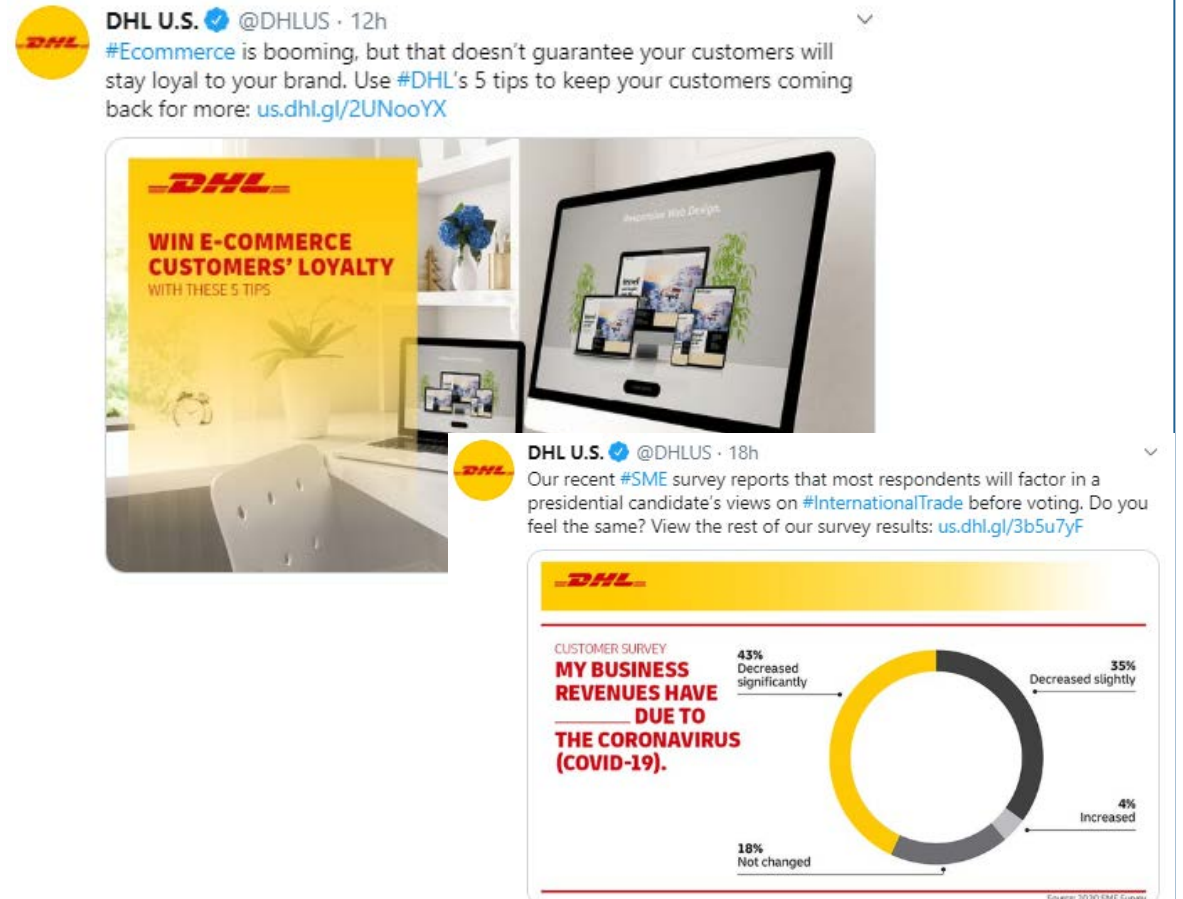
- DHL Supply Chain has just launched a new "plug & play" robotics platform in collaboration with Microsoft, and leading artificial intelligence (AI) driven digital fulfilment provider Blue Yonder. The robotics platform significantly reduces integration time and programming efforts to on-board new automation devices into warehouse facilities, while giving DHL customers more flexibility in selecting suitable robotics systems according to their individual business needs. The solution leverages Microsoft Azure IoT and cloud platform services.
- “The global deployment of robots and robotic systems is integral to our strategy to support our employees and improve customer operations,” says Markus Voss, Global CIO and COO at DHL Supply Chain. “Automation and collaborative robotics help us make operational processes more flexible, ergonomic and more attractive to our employees by replacing monotonous, repetitive and particularly strenuous activities. The aim is not to replace employees over time, but to assign the more attractive and interesting tasks to our human workforce.”
- With this collaboration, DHL Supply Chain, Microsoft and Blue Yonder combine their strengths in customer-centric contract logistics, secure cloud computing at global scale, and seamless end-to-end supply chain integration to improve warehouse management and operational excellence for a wide range of industry customers.
- While the new platform is just one part of DHL Supply Chain’s company-wide digitalization strategy – that includes the use of DHL’s focus technologies such as robots, smart operations through wearable devices and data analytics – it plays an essential role in facilitating and accelerating the deployment of new technologies on a large scale.

# Impactful Creatives | Messaging | Strategic Moves for B2B

- 3M and HP partnered to offer signage for workplaces to ensure social distancing.



- DHL shares tips for businesses about how to improve customer loyalty. DHL also shares insights from its SME survey.



# Impactful Creatives | Messaging | Strategic Moves for B2B

- Amazon shares insights about different procurement strategies and how it can help businesses.



**Amazon Business**  @AmazonBusiness · 18h

Government buyers are rethinking purchasing in the context of business continuity, mindful of cost optimization and supporting safe, healthy communities. Here are three procurement strategies to facilitate this shift:



Resilient procurement strategies for the public sector  
Government buyers are rethinking purchasing in the context of business continuity, mindful of cost optimization and supporting safe, healthy ...  
[business.amazon.com](https://business.amazon.com)

- BestBuy highlights that it can supply smart home technology and appliances for any builder project of any size in an easy and hassle-free manner.



**Best Buy Business**  @BestBuyBusiness · 19h

Best Buy Business makes supplying smart home technology and appliances for any builder project of any size both easy and hassle-free.





## Healthcare

### Gilead to Test a Version of Remdesivir That Can Be Inhaled

- Gilead Sciences will soon start trials of an inhalable version of remdesivir, an antiviral drug that has shown promise as a therapeutic against the coronavirus in early trials.
- Remdesivir is currently given intravenously, which restricts its use to hospital settings. “That’s been the limitation” with this drug, said Dr. Mangala Narasimhan, a pulmonologist and regional director of critical care medicine at Northwell Health.
- Gilead’s inhalable version of the treatment would be administered through a nebulizer, a device that sends a mist of therapeutic liquid into the airway and is often used by asthma patients. Some nebulizers are portable; Gilead scientists hope that a more convenient treatment would be used by patients at various stages of infection.

### Inovio gets U.S. government backing for vaccine delivery device

- Inovio won a \$71 million contract from the U.S. Department of Defense to bolster manufacturing of the device it uses to deliver its coronavirus vaccine.
- The funding will help spur large-scale production of the Collectra 3PSP device and may pave the way for delivery of hundreds of millions of doses of vaccine next year, Inovio said in a June 23 release. Previously, the company had committed to producing 1 million doses this year.
- News of the cash infusion comes as Inovio prepares to release results from a phase 1 trial of its INO-4800 vaccine in the coming days. Assuming positive results, the company plans to start a late-stage trial as early as July.



## Price for Gilead's COVID-19 drug should shrink if cheap steroid widely used, ICER says

- Gilead's COVID-19 drug remdesivir would be cost effective at a price between \$2,500 and \$2,800 per treatment course if the steroid dexamethasone is also used to treat patients hospitalized with coronavirus infections, according to a new estimate published Wednesday by the nonprofit group known as ICER.
- The price range is substantially lower than the roughly \$4,500 figure ICER calculated in May would be cost-effective. Since then, a large study in the U.K. showed dexamethasone, an inexpensive generic drug, reduced the risk of death in the sickest coronavirus patients. A U.S. trial found remdesivir could shorten hospital stays by four days, but didn't conclusively show a mortality benefit.
- If subsequent testing doesn't prove remdesivir can help COVID-19 patients survive, remdesivir's cost-effective price would fall to just \$310 a course, said ICER, short for the Institute for Clinical and Economic Review.





## Healthcare

### Moderna aims for light-speed COVID-19 shot rollout with Catalent fill-finish deal

- Moderna has tapped CDMO Catalent to help out on the finishing stages of its shot with the goal of churning out millions of doses within months.
- Catalent will handle fill-finish duties for up to 100 million doses of Moderna's mRNA COVID-19 vaccine hopeful at the CDMO's Bloomington, Indiana, site, the partners said.
- Catalent will put its team into 24-7 production mode to start churning out Moderna's vaccine as soon as the third quarter, filling vaccine vials and packaging them up for distribution in the U.S. The partners are in talks for capacity beyond the initial 100 million-dose order, the companies said.
- Also part of Moderna's aggressive expansion plans is a deal with Lonza, inked in early May, to flesh out manufacturing suites at two of the CMO's facilities to boost production. The agreement will initially bring suites online at Lonza facilities in the U.S. and Switzerland, with technology transfer scheduled to begin this month.



## Healthcare

### Sanofi, in the Covid-19 vaccine race, accelerates its plans

- The drug maker Sanofi Pasteur has been more cautious than some of its rivals in projecting when its Covid-19 vaccines might be ready. Now, it's announcing an acceleration of clinical trials to reach the market faster — and striking a \$425 million deal to broaden its partnership with a smaller biotech company to develop one of them.
- The start of a Phase 1/2 clinical trial for a vaccine that Sanofi is developing with GSK has been pushed up to September from December. And a first-in-human study of the vaccine it is developing with Translate Bio, based on mRNA technology, will begin in the fourth quarter, Sanofi said.
- Sanofi, which has deep experience in vaccinology but has had one of the more conservative timelines of the major players in the race to develop Covid-19 vaccines, is now predicting it will be able to catch up to competitors that got off to an earlier start in clinical trials than it did.
- The vaccine, which Sanofi expects to reach the market sooner than the vaccine it is partnering with Translate Bio on, employs the approach used to make the company's flu vaccine, Flublok, called a recombinant vaccine. Genetic material from the surface protein of the SARS-CoV-2 virus is inserted into insect cells, which express antigen that is then purified.
- The company said its experience working with the recombinant platform will help as it ramps up production.

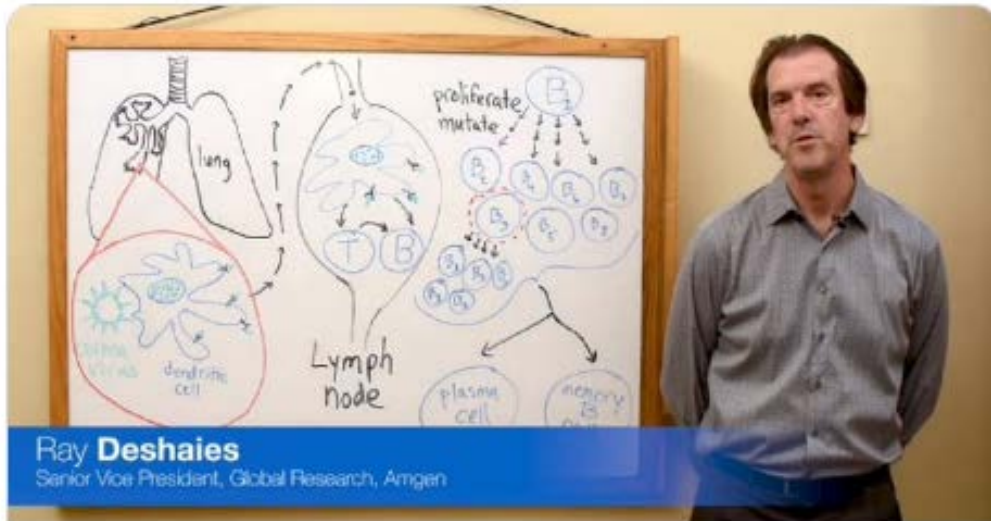
# Impactful Creatives | Messaging | Strategic Moves for Healthcare

- Amgen shares a video where its Senior VP, Ray Deshaies, talks about what it takes to build an antibody research approach to fight coronavirus.



**Amgen** @Amgen · Jun 24

Amgen's Ray Deshaies breaks down in 7 minutes and 11 seconds what it takes to build up an [#antibody](#) research approach focused on [#COVID19](#). Watch his video and others about COVID-19 via the link below.



**Ray Deshaies**  
Senior Vice President, Global Research, Amgen

Amgen's COVID-19 Antibody Research Approach  
[www.youtube.com](http://www.youtube.com)

- AstraZeneca says that during the pandemic it is important for people with heart failure to take proper care as they are more vulnerable to COVID - 19.



**AstraZeneca** @AstraZeneca · Jun 23

Amidst [#COVID19](#), it is important for people with heart failure to continue to take measures to protect themselves, including monitoring symptoms and staying connected with specialists. Visit [@worldheartfed](#) for info: [bit.ly/2V8ILAc](https://bit.ly/2V8ILAc) [#UseYourHeart](#)



# Impactful Creatives | Messaging | Strategic Moves for Healthcare

- Novartis says that according to a research more technology talent are joining the pharma industry, since the start of COVID – 19, in solving healthcare challenges.



**Novartis**  @Novartis · 21h

Novartis research shows technology talent increasingly drawn to pharma industry since #COVID19, to solve healthcare challenges  
[#NovartisPowerfulPairing](#)



- Emblem suggests a few low-risk, outdoor activities that people can enjoy with friends and family while abiding by social distancing protocols.



**EmblemHealth**  @EmblemHealth · Jun 22

Saturday was the first day of #summer, but it may not feel like it because of #socialdistancing protocols. Luckily, there are lots of low-risk, outdoor activities you can enjoy with your friends while staying safe:  
[bddy.me/3dqCYfx](https://bddy.me/3dqCYfx) #COVID19 #nyc #StaySafe



# Impactful Creatives | Messaging | Strategic Moves for Healthcare

- Anthem introduces its digital health platform, Sydney, that offers individuals a personalized one-stop shop for everything related to healthcare.



**Anthem, Inc.** @AnthemInc · Jun 22

Sydney, our digital health platform, offers individuals a personalized one-stop shop for all things health care. Learn more about how Sydney is improving the care experience in our 2019 Annual & Corporate Responsibility Report.



Anthem: Taking a Digital-First Mindset to Focus on Whole-Person Health  
[www.antheminc.com](http://www.antheminc.com)

- Cleveland Clinic says that even though cities are reopening for businesses and rolling back coronavirus restrictions, things are not going back to “normal”. The organization throws light on what is stopping things from getting back to normal.



**Cleveland Clinic** @ClevelandClinic · 11m

Despite cities and states rolling back certain coronavirus restrictions, things definitely aren't returning to "normal". What you should know:



No, Things Still Aren't 'Back to Normal' With the Coronavirus Pandemic  
Despite business re-openings, there's still a long way to go  
[health.clevelandclinic.org](http://health.clevelandclinic.org)



## Retail

### New Amazon 'counterfeit crimes unit' aims for zero fakes

- Amazon on Wednesday said that it has gathered a team of former federal prosecutors, investigators and data analysts for a global "Counterfeit Crimes Unit."
- The group will aid Amazon's existing effort battling sales of fakes through its site, with a goal of driving down the number to zero.
- While the e-commerce giant said its priority remains prevention, the new team will investigate cases where "a bad actor has attempted to evade Amazon's systems and listed a counterfeit in violation of Amazon's policies." That will make it easier to get results through civil and criminal legal action.

### Ikea debuts platform for testing home design experiments

- Ikea recently introduced a new platform from its Space10 research lab called EverydayExperiments.com, which will showcase various "experiments" using artificial intelligence, machine learning, augmented reality and spatial intelligence technology.
- Through EverydayExperiments.com, the furniture retailer aims to highlight tech and design experiments and help viewers reimagine homes and spaces.
- The company has enlisted multiple designers and studios to participate, including Philip Price Hennigsen, Strømmlin, Set Snail, Alonso Holmes and Timi Oyedeji, per the company statement.



## Retail

### More Kmart, Sears stores to close

- More Sears and Kmart stores are disappearing from the landscape. A spokesperson for Transform Holdco (also known as Transformco), which owns the remaining Sears and Kmart stores, declined to comment.
- In recent weeks, local media have reported on numerous closures, including Kmart stores in North Carolina, Pennsylvania (Walnutport and West Hempfield Township), New Hampshire, North Dakota and Minnesota, as well as Sears stores in Ohio and Texas, and a Sears Hometown in South Dakota. (Sears Hometown was acquired last year by Transformco.)
- Earlier in June, Seritage Growth Properties announced it was terminating 12 leases for Sears and Kmart stores for a \$5.3 million fee once going-out-of-business sales have completed or by Sept 30. (Seritage was spun off from Sears Holdings in 2015 as a real estate investment trust with properties formerly owned by Sears. The REIT is chaired by current Transformco chairman Eddie Lampert, who also owns Transformco's parent company, ESL Investments.)

### GNC files for bankruptcy, could close up to 1,200 stores

- GNC filed for Chapter 11 Tuesday with plans to reorganize or, alternately, sell itself in bankruptcy.
- The supplement retailer has a plan backed by major lenders that would provide \$100 million in new debtor-in-possession financing, as well as exit financing for a reorganization that would turn over ownership to lenders.
- The retailer said in a press release that it plans to close 800 to 1,200 of its stores while also investing in its omnichannel capabilities and branding. The company anticipates exiting Chapter 11 in the fall.



## Retail

### J.C. Penney announces 13 additional store closures

- J.C. Penney on Monday stated that the company is shutting an additional 13 stores, according to a company email sent to Retail Dive.
- Store closures include two locations in Washington, seven in Michigan, one in Maryland, two in New York, and one in California, pending court approval. Store sales are expected to begin on or around July 3, according to the company.
- "These decisions were made based on a comprehensive evaluation of our retail footprint and a careful analysis of store performance and future strategic fit for JCPenney," a company spokesperson said.

### Resale market expected to be valued at \$64 billion in 5 years

- The secondhand apparel market is valued at about \$28 billion today and is forecast to reach \$64 billion within the five years, according to a new report by ThredUp and GlobalData Retail.
- It said the resale market grew 25 times faster than the overall retail market last year, with an estimated 64 million people buying secondhand products in 2019.
- Secondhand goods are expected to make up 17% of a person's share of closet space by 2029, up from just 3% in 2009. That would put it behind only merchandise bought from off-price outlets such as TJ Maxx, at 19%. Department stores' share of a closet is expected to be at 7% in 2029, down from 22% two decades earlier.
- Thredup and GlobalData expect that secondhand marketplaces, Amazon's fashion business and off-price retailers will be the only apparel sectors that will gain new customers this year.





## Retail

### David's Bridal introduces virtual appointments via Zoom

- Using the video conferencing software Zoom, David's Bridal is introducing video into its virtual appointment service, which will allow its stylists to assist brides and bridal parties remotely, the wedding retailer announced.
- Customers can schedule appointments with the retailer's stylists to receive guidance on everything from dresses and color swatches to accessories and veil styles.
- Though the video feature was announced on Tuesday, the company noted that it has already received hundreds of video appointment bookings "in the first few days." The company also mentioned that it has reopened most of its brick-and-mortar locations after temporarily shutting due to COVID-19.

### Macy's to slash 3,900 corporate jobs in restructuring

- Macy's said it is cutting 3% of its workforce to reduce costs as it struggles with the effects of the coronavirus pandemic.
- The department store chain said it expects to save about \$365 million through the layoffs in fiscal 2020. It said it will save roughly \$630 million on an annualized basis.
- Macy's said it has reduced staffing across its stores, supply chain and customer support network, which it will adjust as sales rebound. The company said it plans to spend about \$180 million in fiscal 2020 for the fresh restructuring moves, most of which will be recorded during the second quarter.

# Impactful Creatives | Messaging | Strategic Moves for Retail

- Bloomingdale's thanks its customers for their donations which the company would donate towards the relief efforts of CDC Foundation, Child Mind Institute and World Central Kitchen.

thank you, thank you, thank you

It's amazing what we can do when we come together. Your generous donations have helped us raise **over \$180,000** for the COVID-19 relief efforts of the CDC Foundation, Child Mind Institute and World Central Kitchen. We are so incredibly grateful for your outpouring of support.

🙏

**bloomingdales** • Follow

**bloomingdales** Bloomie's community, you've blown us away with your generosity: Thank you for helping us raise over \$180,000 (and counting!) for COVID-19 relief efforts

1d

**ruthharknessloftus** I have sent a DM. Need to return and item. Worried as responses below do not look promising. What's going on? Not had this with any other company.

15h Reply

View replies (2)

1,254 likes

1 DAY AGO

Add a comment... Post

- Nordstrom informs customers about its NYC stores reopening. The company shows excitement about welcoming customers back to their stores.

**nordstrom** • Follow

Nordstrom NYC

**nordstrom** Nordstrom NYC is now open! You'll find updates to our store environment to keep you and our employees safe and comfortable while you shop, as well as grab-and-go eats from our coffee bars. We can't wait to welcome you back! #nordstromnyc

11h

**barbiemethven** Are the dressing

4,530 likes

11 HOURS AGO

Add a comment... Post

# Impactful Creatives | Messaging | Strategic Moves for Retail

- Neiman Marcus suggests outdoor furniture to convert the backyard into “a private oasis”, especially for the people who are dreaming of vacations during the summer but can not experience them.



**Neiman Marcus**  @neimanmarcus · 17h  
Vacation dreaming? Turn your backyard into your own private oasis with elevated accents from our curated home collection, including exclusive outdoor furniture & more thoughtful pieces designed to provide an idyllic escape at home. [bit.ly/3hWCwJp](https://bit.ly/3hWCwJp) #NeimanMarcus



- Neighborhood Goods talks about its collaboration with a Texas-based artist and says that together they are donating 20% of their proceeds to The Okra Project, a collective that supports Black Trans Lives.



**Neighborhood Goods** @nbhdgoods · 19h  
Our exclusive collaboration with TX-raised artist Rob Wilson is available in our Texas stores and online now. We're donating 20% of the proceeds from the prints to [@TheOkraProject](https://www.theokraproject.com/), a collective supporting Black Trans Lives. Read our Q&A with Rob: [ngoods.co/2zZfnEW](https://ngoods.co/2zZfnEW)



# Impactful Creatives | Messaging | Strategic Moves for Retail

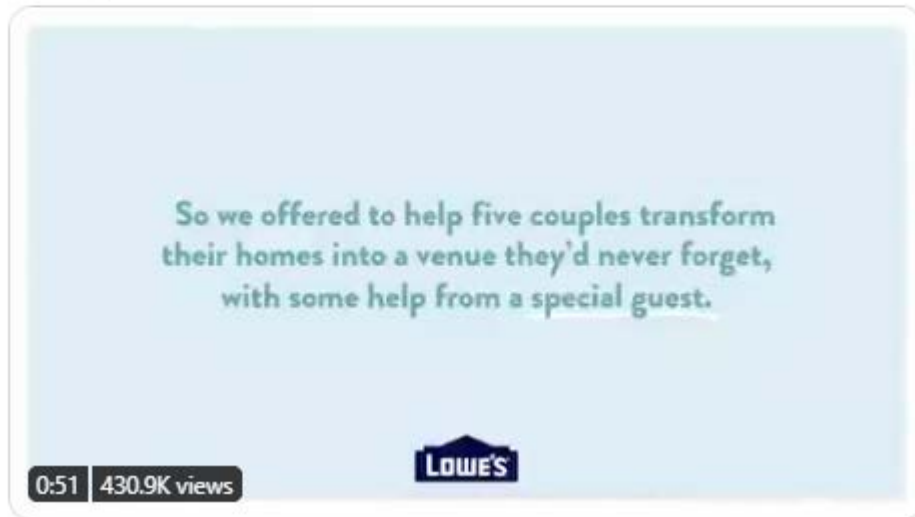
- Lowe's collaborates with designer Boddy Berk, to design backyard weddings for 5 couples who had faced canceled celebrations. The company introduces those couples and shares their experiences.



**Lowe's**  @Lowe's · Jun 23

Instead of rescheduling another milestone due to COVID-19, we asked [@bobbyberk](#) to help us design backyard weddings for five couples facing canceled celebrations.

Meet our lovebirds and be the first to see these special days come to life by following [#HomeUnitesUs!](#)





## Sephora launches on Instagram checkout with over 80 brands

- Sephora on Wednesday opened up on Instagram checkout through a digital storefront that allows shoppers to buy products directly from a user's Instagram feed or stories, according to a company press.
- The beauty retailer is selling more than 80 brands on Instagram checkout, including Drunk Elephant, Milk Makeup and others, and shoppers will be able to make purchases either on Sephora's Instagram account or on "several" of its brand partners' accounts without leaving the Instagram platform.
- Instagram shoppers who are loyalty members will still get perks, including earning Beauty Insider points on their purchases.

## Tyson Foods to shutter South Carolina plant, lay off 150 workers

- Tyson Foods is closing a plant in August that makes taco filling and pizza toppings in Columbia, South Carolina. A Tyson spokesperson said that about 150 team members work at the plant, and the pandemic did not influence this decision.
- The company said it plans to work with state officials to ensure the employees impacted by the closure know about unemployment benefits and any potential opportunities at Tyson.
- Tyson said the closure is part of ongoing efforts to increase efficiency in its business and they made this "very difficult decision in order to continue focusing on and investing in strategic growth priorities."



## CPG consumption surges as coronavirus restrictions ease

- Packaged food consumption rose 20% for the week ended June 20 compared to 2019, doubling the increase of 10% the prior week, Credit Suisse said in a research note that cited data from Catalina.
- The report said the increase "demonstrates that consumers continue to eat more of their meals at home," even though state governments have been lifting restrictions, allowing restaurant dining rooms and other establishments to reopen.
- Credit Suisse said companies with brands skewed to home cooking, such as B&G Foods and McCormick & Co., are best positioned to win, as consumers have been able to improve their cooking skills during the pandemic. Kraft Heinz also could be a winner with its cheese and sliced meat offerings, since people now make more lunches at home. The financial services firm said General Mills could be negatively impacted, with its portfolio heavy on pet food and yogurt.

## Chicken-crust frozen pizza launches nationwide from Foster Farms

- Foster Farms is introducing its new Smart Crust frozen pizza line, swapping out traditional wheat-based crust for one made of a mix of Foster Farms chicken breast, egg whites and cheese.
- This substitution lowers the carb count to 4 grams per serving and boosts the protein to 25 grams per serving. The frozen pizzas are gluten-free, grain-free and keto-certified before toppings are added.
- Each pizza will retail for \$5.99, The Smart Crust line comes in three varieties: Four Cheese, Uncured Pepperoni and Uncured Bacon Club. The new product will be sold nationwide at major retailers.



## US senators to investigate meatpackers over Covid-19 conduct

- US senators Elizabeth Warren and Cory Booker have opened an investigation into several major meatpackers regarding their handling of pork exports and worker safety during the coronavirus pandemic.
- The investigation will examine the actions of Tyson Foods, JBS USA, Cargill and Smithfield Foods, and follows reports of record pork exports to China despite warnings of potential meat shortages in the US.
- A statement released by the office of Senator Warren alleges that these companies warned the US was “perilously close to the edge in terms of our meat supply” and that “the food supply chain is breaking,” while publicly pressing federal, state, and local officials to keep meat plants open.
- Reuters’ analysis of US Department of Agriculture (USDA) data revealed last month that as the number of pigs slaughtered each day had dropped by about 40% since mid-March, over the same period, shipments of American pork to China more than quadrupled.
- Responding to the allegations, a spokesperson for Tyson told US news agency CNBC: “in recent months, we’ve prioritized supplying meat to the US domestic market and have voluntarily curtailed shipping those pork export items that are also used by domestic consumers to try to meet US demand.”
- Tyson Foods has temporarily halted production at several US meat plants during the pandemic due to Covid-19 outbreaks.

# Impactful Creatives | Messaging | Strategic Moves for CPG

- Nestle launches Nescafe Dolce Gusto, which is a combination of roast and ground chicory with Arabica coffee.



**Nestlé** @Nestle · Jun 23

The coolest coffee ever? For this launch, our R&D team combined roast and ground chicory with Arabica coffee – to deliver a smooth, fresh beverage adapted to our Nescafé Dolce Gusto system. Learn more about innovation at Nestlé: [nes.tl/InnovatingFast](https://nes.tl/InnovatingFast) #Coffee #Innovation



- Unilever says it is committed to a portfolio of skincare that is inclusive of all skin tones. The company removes the words "fairness", "whitening" and "lightening" from its products, and changing the Fair & Lovely brand name.



**Unilever #StaySafe** @Unilever · 5h

We're committed to a skin care portfolio that's inclusive of all skin tones, celebrating the diversity of beauty. That's why we're removing the words 'fairness', 'whitening' & 'lightening' from products, and changing the Fair & Lovely brand name.



Unilever evolves skin care portfolio to embrace a more inclusive vision ...  
Unilever announced today the next step in the evolution of its skin care portfolio to a more inclusive vision of beauty – which includes the ...  
[unilever.com](https://unilever.com)





- Reckitt Benckiser partners with The Mom Project to provide job opportunities to women and support them in their career.





## Restaurants

### Domino's creates Rain Check Registry for couples whose weddings were cancelled

- Domino's Pizza has created a website where friends and family can honor couples whose wedding plans have been sidelined by the coronavirus pandemic with themed digital gift cards, the brand said in a press release.
- Friends and family can send couples pizza through Domino's new Rain Check Registry at [dominosweddingregistry.com](https://dominosweddingregistry.com). The site features themed gift packages, including the "Virtual Bachelorette Party" and "Vendor Call-A-Thon," which consist of digital gift cards in varying amounts that can be spent on anything at Domino's Pizza.
- Couples can create their own Rain Check Registry by signing in with Google or Facebook, choosing from themed packages such as "Small Wedding Now, Big Celebration Later" or the "Bridal Shower, but Make it Virtual" and sharing the registry with friends on social media.

### Starbucks continues plant-based push with Impossible breakfast sandwich

- Starbucks expanded its summer menu on Tuesday to include the Impossible Breakfast Sandwich, as well as the Cold Brew with Cinnamon Almondmilk Foam, Cold Brew with Dark Cocoa Almondmilk Foam, according to a company announcement.
- The new menu is part of the company's sustainability commitment, which included a focus on providing more plant-based ingredients and products for customers.



## Restaurants

### Uber Eats users can now use a map to view restaurants offering pickup

- Uber Eats added a map feature to its pickup tab on its app on Tuesday.
- Instead of seeing only a list of nearby restaurants, users can click a map to view restaurants that are available.
- The company also extended its 0% marketplace fee for pickup orders for restaurants in the U.S. and Canada. While there isn't a specific end date, the company said it is expected to run through at least the end of summer and will be reevaluated.

### Square partners with Postmates to offer on-demand delivery capabilities

- Square launched On-Demand Delivery for Square Online Store on Thursday to allow its merchants to dispatch a courier for orders placed directly on a company's website.
- Sellers will pay a flat fee of \$1.50 per order to Square and a fee to a delivery partner that is based on distance and other factors. Sellers will be able to pass this fee entirely to the buyer or offer custom delivery promotions.
- The company partnered with Postmates to be its On-Delivery partner with more partners expected soon. Processing will be free on all-demand delivery orders through July 8, up to \$50,000 in sales. Square is also waiving dispatch fees until July 1.



## Restaurants

### Chipotle ranks No. 1 among QSRs for COVID-19 safety measures

- Chipotle ranks as the top restaurant brand for health and safety compliance during COVID-19, according to data from global market research firm Ipsos' Consumer Health & Safety Index. Ipsos mystery shoppers conducted in-store visits at over 5,700 retailers across the U.S. and assessed which brands were successfully implementing health and safety measures and which were not.
- Employees at 90% of the Chipotle locations visited were consistently wearing masks, while 83% of locations included employees wearing gloves. Further, 49% of Chipotle's locations have hand sanitizer available at the entrance and 82% have hand sanitizer available in restrooms. The industry average for the latter metric is just 24%.
- McDonald's and Starbucks both also were among the top for QSRs. At 95% of McDonald's locations visited, there were barriers in place at checkout and 87% had motion-activated or touchless fixtures in bathrooms. The report said 93% of Starbucks employees at locations visited wore masks while 83% of stores visited had contactless payment options.




## Restaurants

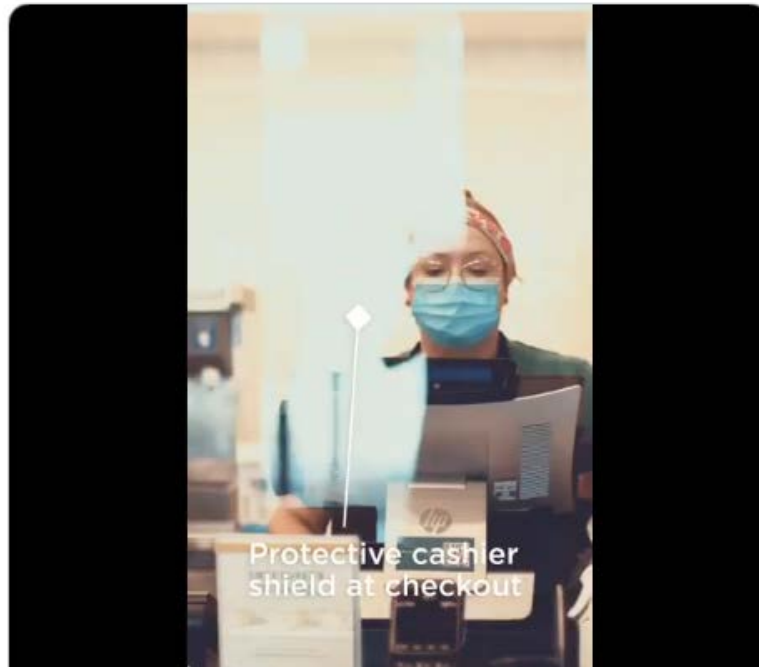
### Chuck E. Cheese parent files for Chapter 11 bankruptcy

- CEC Entertainment, parent company of Chuck E. Cheese and Peter Piper Pizza, filed for voluntary protection under Chapter 11 bankruptcy on Thursday. The company said it had between \$1 billion and \$10 billion in liabilities in the filing. It plans to use the time and legal protections to continue its discussions with financial stakeholders and its landlords to work toward a balance sheet restructuring that will help reopening and its long-term strategic plans. The filing doesn't impact CEC's franchised locations, of which there were 83 domestic and 103 international locations as of Dec. 29, 2019.
- As of June 24, 266 company-operated Chuck E. Cheese and Peter Piper Pizza locations reopened. The company expects to maintain operations at these locations during the bankruptcy process providing dine-in, delivery and carryout, hosting birthday parties during dedicated hours and supporting fundraisers and events in the weeks and months ahead. The company plans to open more locations each week.
- During the bankruptcy process, the company will pay employees and continue existing benefits programs, honor guest gift cards and uphold its commitments under franchising and licensing agreements.

# Impactful Creatives | Messaging | Strategic Moves for Restaurants

- Sweetgreen informs customers that it is opening doors for in-store ordering with elevated safety measures and takes customers through those measures in a video ad on Twitter.

 **sweetgreen** ✓ @sweetgreen · Jun 24  
We're reopening our doors for in-store ordering, with elevated safety measures to keep you healthy + connected to real food. Watch below to see all the ways we're keeping you safe — and visit [order.sweetgreen.com](https://order.sweetgreen.com) to see if your local sg is open. We can't wait to see you IRL!



- Burger King floats a new offer for customers to get a free Whopper. The company asks customers to stop their smart cars at a Burger King outlet, take a picture/video and share with certain hashtags to get a code that can be used on the company's app to get a free Whopper.

 **Burger King** ✓ @BurgerKing · Jun 23  
looks like AI even knows what you're in the mood for.

pull up with your smart car, share a video/pic with [#autopilotwhopper](https://twitter.com/hashtag/autopilotwhopper) + [#freewhopper](https://twitter.com/hashtag/freewhopper) & we'll DM you a free Whopper code to use when you order on the BK app. see [Bk.com/offer-terms](https://bk.com/offer-terms).

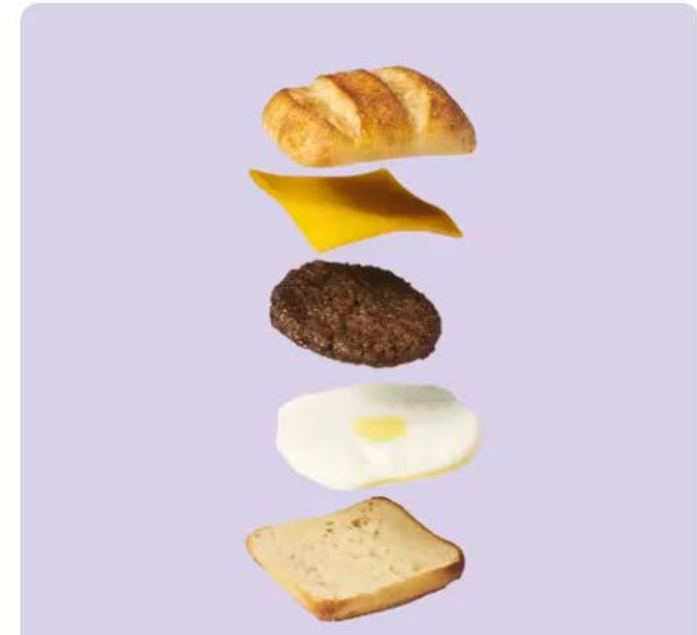


# Impactful Creatives | Messaging | Strategic Moves for Restaurants

- Chili's takes a humorous spin on the expression "Eat off the floor" to let the customers know the safety precautions the company is taking to ensure safety.



- Starbucks introduces Breakfast Sandwich made with plant-based sausage patty from Impossible Foods.





# Impactful Creatives | Messaging | Strategic Moves for Restaurants

- Domino's creates "The Rain Check Registry" for the weddings that got postponed. The company provides "Rain Check Registry Packages" that the people can gift couples to celebrate until their new wedding dates.

 **Domino's Pizza**  @dominos · 21h  
Weddings look a lil' different these days. Sooo we made a Rain Check Registry filled with cheesy gifts just for that reason. 🍕  
Any engaged couples out there? @ 'em & head to [dominosweddingregistry.com](https://dominosweddingregistry.com) 📍



Domino's Wedding Registry  
Domino's made a registry for postponed weddings, and on a totally unrelated note, our wedding is now postponed!  
[dominosweddingregistry.com](https://dominosweddingregistry.com)



## Insurance

### Beazley launches coverage for virtual events

- Specialist insurer Beazley has announced the launch of a contingency policy designed to cover event organizers if a transmission failure disrupts or cancels a virtual event. With social distancing rules in place to stem the spread of COVID-19, many organizations have moved scheduled events online.
- Beazley's new virtual events transmission policy covers organizers whose success relies on technology platforms delivering uninterrupted transmissions to their audiences. If an event is canceled due to a transmission failure, the policy covers first-party losses including organizational costs, expenses, or gross revenue from advertising and ticket sales. The coverage is available on a global basis and offers limits of up to \$10 million, Beazley said.

### Insurers will see cyber coverage rise in wake of COVID-19

- The rise in remote working due to the COVID-19 pandemic will increase the risk of cyberattacks, giving insurers an opportunity to improve their cyber insurance penetration rate, according to analytics firm GlobalData. The company said that cyber uptake had been on the rise even prior to the outbreak.
- "Cyber insurance uptake has been most impactful among micro businesses, which saw a 300% increase between 2016 and 2019, reaching 17.8%," said Jazmin Chong, GlobalData analyst. "This huge increase is due to the very low proportion of micro businesses that held cyber insurance in the past. However, small and medium businesses have also recorded notable rises. More than 50% of medium enterprises now hold cyber insurance, highlighting the growing awareness around the importance of protection against cyber incidents among larger-sized businesses. Meanwhile, 40% of small enterprises held cyber insurance as of 2019."



## Impact of COVID-19 on retail insurance distribution

- COVID-19 is fundamentally reshaping retail insurance distribution. With customers demanding greater choice and ease of use, and carriers and brokerages across the spectrum converging on omnichannel distribution, large structural changes in retail insurance distribution were afoot long before COVID-19.
- New-age retail distribution models such as comparative marketplaces, call center/virtual brokerages, and carriers/MGA's going direct are rising at the expense of the traditional brokerages that have historically relied on in-person consultation and are unable to offer choice and ease of use that customers now demand.
- Brokerages that relied primarily on storefronts and in-person consultations for new business production faced an immediate slowdown with social distancing in effect. Now with COVID-19 accelerating the customer's transition from in-person to online, traditional brokerages who do not have the technology to support a digital customer journey could lose market share permanently.
- The value retail agents need to bring to the table for both carriers and customers aren't the same as they used to be. With the rapid advancement of technology, carriers no longer need to rely on agents for risk selection and pricing
- Major changes in retail insurance distribution were materializing long before COVID-19, but those changes are now more immediate, forceful, and, in many cases, lasting.



## Insurance

### Insurer Lemonade Seeks to Raise \$286 Million in IPO

- Insurance startup Lemonade Inc., which is backed by SoftBank Group Corp., said it was looking to raise up to \$286 million in its U.S. initial public offering (IPO), as the IPO market gains momentum after COVID-19 put many debuts on hold.
- Lemonade's public listing comes amid a strong appetite for new stock offerings, especially those with an online-focused business against the backdrop of the pandemic.
- Lemonade intends to sell 11 million shares in the IPO, and has set a target range of \$23-\$26 per share, according to a regulatory filing.
- The higher end of the range gives the firm a valuation of \$1.43 billion.
- The company says it has digitized the entire insurance process, replacing brokers and paperwork with algorithms and providing policies in as little as 90 seconds and claim payments in three minutes.
- Last year, it raised \$300 million in a funding round led by Japan's SoftBank, which also included insurer Allianz SE , Alphabet Inc's venture capital arm GV, General Catalyst, OurCrowd and Thrive Capital.
- Goldman Sachs, Morgan Stanley and Barclays are among IPO underwriters.

# Impactful Creatives | Messaging | Strategic Moves for Insurance

- GEICO supports NASCAR in its commitment to eliminate racism from the sport. The company cheers NASCAR for its competitive spirit and the sense of togetherness it brings to its fans and drivers.

 **GEICO** ✓ @GEICO · Jun 24  
GEICO supports @NASCAR for its competitive spirit and the sense of togetherness it brings amongst its loyal fans and the drivers. GEICO joins NASCAR's commitment to eliminate racism from the sport and make every track experience welcoming to all. #TogetherWeStand



- AARP talks about the vulnerabilities the LGBTQ community faces in regards to healthcare during the pandemic. The company asks customers to seek help if they think they need it.



**Real Challenges Facing LGBTQ Older Adults AARP Is Here To Help**



**57%** of LGBTQ find Healthcare Providers Insensitive

**BOTTOM LINE: AGE + RACE + ETHNICITY + SEXUAL ORIENTATION + GENDER IDENTITY = HEIGHTENED DISCRIMINATION**

**FEELING ALONE? KNOW SOMEONE WHO IS?**  
visit [aarp.org/pride](https://aarp.org/pride)

This infographic is based on 2020 report, Maintaining Dignity: Understanding and Responding to the Challenges Facing Older LGBT Americans (Houghton and Quartey)

# Impactful Creatives | Messaging | Strategic Moves for Insurance

- State Farm provides tips to help pet parents keep their pets happy and safe during the Independence Day festivities that is happening all around in the neighborhood.



**State Farm** @StateFarm · 1h

Pet parents: follow these tips to help keep your animals happy and safe during Independence Day festivities happening around the neighborhood. [st8.fm/Fireworks](https://st8.fm/Fireworks)



- As travel options open, USAA asks customers about their travel plans for this summer.



**USAA** @USAA · 20h

As more travel options become available, we wanted to know: What are your plans this summer?

Can't wait to book a trip

Road tripping w/family

Staycation for us

No way. No travel plans

# Impactful Creatives | Messaging | Strategic Moves for Insurance

- Travelers talks about its two new ads that will be featured on CBS and the Golf Channel during the telecast of The Travelers Championship.

 **Travelers** @Travelers · 1h  
2/2: They'll air during the @TravelersChamp, but we'll share them here, too. First up, "A Better Tomorrow." And tune in to watch our best player field yet. [travl.rs/31fNKm9](http://travl.rs/31fNKm9)



 **Travelers** @Travelers · 1h  
Our second ad is called "Pass it On." Watch it here to see what it's all about: [travl.rs/2Vi3xNG](http://travl.rs/2Vi3xNG). And tune in to watch our best player field yet.



 **Travelers** @Travelers · 1h  
1/2: We're premiering two new ads this week on @CBS and the @GolfChannel. They speak to who we are, the good that we do and the moment we're in.



- Progressive provides severe weather preparation tips to help people save their properties during a natural calamity.

 **Progressive** @Progressive · Jun 24  
Finding out the elevation level of your property could help you preserve valuables if a flood occurs. See more tips here. #SevereWeather



Preparing for Severe Weather  
[www.progressive.com](http://www.progressive.com)

**MERKLE**

TRUTH IN DATA  
PROOF IN PERFORMANCE

# Appendix



## Coronavirus/COVID-19 Response Guidelines for Marketers



### Engage with your customers

- Develop messaging to convey that the brand places high priority on the situation; consider full range of channels available and choose most appropriate to your business and customers
- Put digital channels at the forefront (email, site, SMS, apps) to allow you and your consumers to connect quickly to rapidly changing events
- Communicate frequently at a level that makes sense for your brand as the situation evolves
- Provide training and talking points to all customer care/customer-facing staff



### Provide information updates

- Consider creating a landing page/hub for content/updates related to COVID-19; promote through short emails with link to content hub
- Information should be dynamic and updated regularly to match the changing nature of the pandemic
- Provide information on any changes to your products, services, branch availability, and communicate rule changes, exceptions, extensions
- Consider temporary changes to procedures, rules, and qualification criteria for certain benefits or transactions that may be impacted
- Rather than developing bespoke content, consider linking to publicly available [CDC information](#)
- Warn customers to be alert to fraud, and consider providing links to [FTC virus-related scam warnings](#)
- Reinforce relevant benefits, or resources or content that may be useful, as appropriate
- Develop related messaging strategies specific to your customers and category (i.e., wealth management firms will have perspective on market volatility, travel industry will share changes in government protocols/travel restrictions)



### Reassure and reduce anxiety

- Use the right tone: acknowledge the challenge, but reinforce that company is making extra efforts to support customers, and the community – consider this as it relates to call-center hours of operation, branch hours, etc.
- Detail the steps being taken to keep public spaces clean and protected
- Identify ways for your organization to support response efforts in your community and support for vulnerable constituencies



### Encourage consumers to engage

- Encourage customers to use self-service tools whenever possible, including online self-servicing and mobile apps
- Provide links to download apps and access self-service, as well as links to instructions and tutorials for first-time users
- Consider specific communication/outreach for at-risk segments (e.g., senior citizens) who might rely on face-to-face servicing
- Ensure call centers are staffed to handle increased volume, and ensure online servicing tools have capacity to handle a spike in demand; be transparent about the potential delays, wait times, etc.



### Review your current marketing

- Encourage and empower marketing teams to review/consider possible impacts of core outbound communications
- Be ready to adjust media flighting and messaging to a changing situation
- Consider the full spectrum of customer response/experience channels (with particular emphasis on digital options), as consumers may shift from stores, branches and physical locations
- Pay attention to specific regional events (e.g., lockdowns), and respond accordingly communicating impacts/options to affected customers