

The Friday Surge: Laughter may not be the cure, but it helps.



The Friday Surge

Hi there! I'm [Joy Levin](#). You are receiving this email because you opted in to receive information from me. The Friday Surge is a weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. I also try to make it fun and interactive. Thanks for reading!

*Note: If this newsletter was forwarded to you by a friend or a colleague, you can [subscribe here](#) to get your own copy in the future.

Normally, this newsletter would be full of interesting marketing news and statistics, but these times are anything but normal.

There is enough upsetting news (and I am avoiding looking at the stock market) that I thought I would share some of the more lighthearted, entertaining things I have come across this past week. We could all use a good laugh. As I promise to make this newsletter as interactive as possible, this week's edition is no exception.

And the winner is...

Here are some of the funniest COVID-19 related-things I have come across this week:

- [A simple test to know if you are at risk](#) (from [@Doranimated](#)).
- [What do do if your cruise is cancelled](#) (Make sure to take note of the item near the "passenger's foot closest to the camera) (from [@JaneyTrill](#))
- The new [currency](#)
- [This](#) is actually a few years old, but particularly relevant today.
- But maybe [this one](#) is even funnier.

This week's poll, below, asks: Which of these do you think is the funniest? Please vote:

[A simple test](#)

[What to do if your cruise is cancelled](#)

[The new currency](#)

[BBC interview \(male\)](#)

[BBC interview \(female\)](#)

I will publish the results in next week's newsletter.

In the news

A snapshot study conducted by [Colling Media](#) indicates that Americans have changed their media consumption habits as a result of "social distancing."

Some key findings of the study, conducted on March 17, 2020 among 500 American adults age 18+. Compared with the prior week, more than half reported watching more TV, and looking at websites than they had been the week prior, 46% looked at social media more often, and four in 10 are on desktops/laptops more often. More results can be found by clicking the button below.

[Take me to the study](#)

Good things

Here are some brands that are stepping it up and offering some great things while we navigate the current climate:

For our frontline heroes: [pizza](#) is offering free pizza (delivered free) to all those who work in a hospital.

Stay active and fit (and reduce your stress) with on demand workouts from [Planet Fitness](#). If you are a [Gold's Gym](#) member at a location that is temporarily closed, you maybe be able to get their app, Gold's Amp for free through May 31st. Contact your gym for details

For video streaming aficionados, Netflix is offering [Netflix Party](#), a Google Chrome extension for friends to watch movies together virtuell. It even comes with a chatroom so you can share reactions in realtime. A great antidote to loneliness, and you don't even have to "shush" anyone.

Thank you to these brands for doing what they can. If you hear of other brands doing #goodthings, please let me know and I will mention them in an upcoming newsletter.

Marketing musings

"Difficult roads often lead to beautiful destinations." - Zig Ziglar

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