

THE GRAVEYARD OF FAILED BRANDS

Today, you will have a chance to research and learn about brands whose lives were cut short (tombstones). You will learn what they did, and uncover the details of their downfall. You will also learn about comeback stories (ghosts) - those who almost met their demise, but were able to turn things around and get back to profitability.

Examples of each are on slides 2 and 7. Full directions can be found on Slides 4 and 9. On Slides 5 and 10, you will find a list of companies you may choose to research.

Complete your work on Slides 6 and 11 and cite the websites you use on Slide 12. When you finish, delete ALL slides except YOUR tombstone, YOUR ghost, and YOUR Works Cited slide, then submit it for credit on Canvas. If time allows, we will print your tombstone and ghost and you can color them (using the company's branded colors) and cut them out for display.



BLOCKBUSTER

ABOUT THE BRAND

Before the advent of streaming, Blockbuster was a popular video rental store where customers could rent their favorite movies on VHS tapes or DVDs and watch them at home. Blockbuster was extremely popular. It was the largest video rental company in the world with over 9,000 stores and over 50 million members.

THE DEMISE

Blockbuster failed because it did not keep up with a changing market. As more and more customers watched movies from business with other formats, including mail delivery and online services, Blockbuster focused on its brick and mortar structure.

ALTERNATIVES

Blockbuster had the chance to buy Netflix when it was still a small start-up company, but turned it down. Perhaps if it had partnered with Netflix and used the mail and streaming model within its own business, it would still be a successful company.

INTERESTING FACT

Today, one Blockbuster store remains. It is in Bend, Oregon.

FOUNDED 1985 – FAILED 2011

Works Cited

Copy the URLs from all websites where you found information that you used on your tombstone. You should have at least three reputable sources.

- <https://www.indigo9digital.com/blog/blockbusterfailure>
- <https://www.zippia.com/blockbuster-llc-careers-1327661/history/>
- <https://kids.kiddle.co/Blockbuster#:~:text=Blockbuster%20was%20founder%20in%201985,executive%2C%20replaced%20Antioco%20as%20CEO>

1. Insert the company logo here. Resize it to fit in the space.

2. Type the name of the company in this text box (replace the text). It will automatically resize to fit if necessary. Find a font that is similar to the one used by the brand.

3. Place your cursor just below the heading and start typing. This paragraph should be about the business. What did they do? Why were they successful? How were they different from other similar businesses?

4. In this paragraph, explain what caused the brand to fail. What problems did it face?

5. Here, talk about things that might have led to continued success for the brand. This might be an idea you read about, or it could be your own idea based on facts from the articles you reviewed.

6. Include an interesting fact you learned about the brand while doing research.

7. Enter the years the company started and ended.

8. List all websites you used on the "Works Cited" slide.

Famous Brands that are No Longer in Business

Borders

Tower Records

Vine

**Ringling Brothers and
Barnum & Bailey Circus**

Friendster

Radio Shack

Pier One

Pontiac

Sears

Saturn

Pan Am Airline

Pets.com

Compaq

General Motors



Company Name

ABOUT THE BRAND

Replace this text

THE DEMISE

Replace this text

ALTERNATIVES

Replace this text

INTERESTING FACT

Replace this text

FOUNDED ** – FAILED ******



airbnb

**ALMOST GONE IN
2009**

THE DOWNFALL

When AirBNB first launched, it got off to a very rough start. They were making only \$200 per week, and investors were not interested.

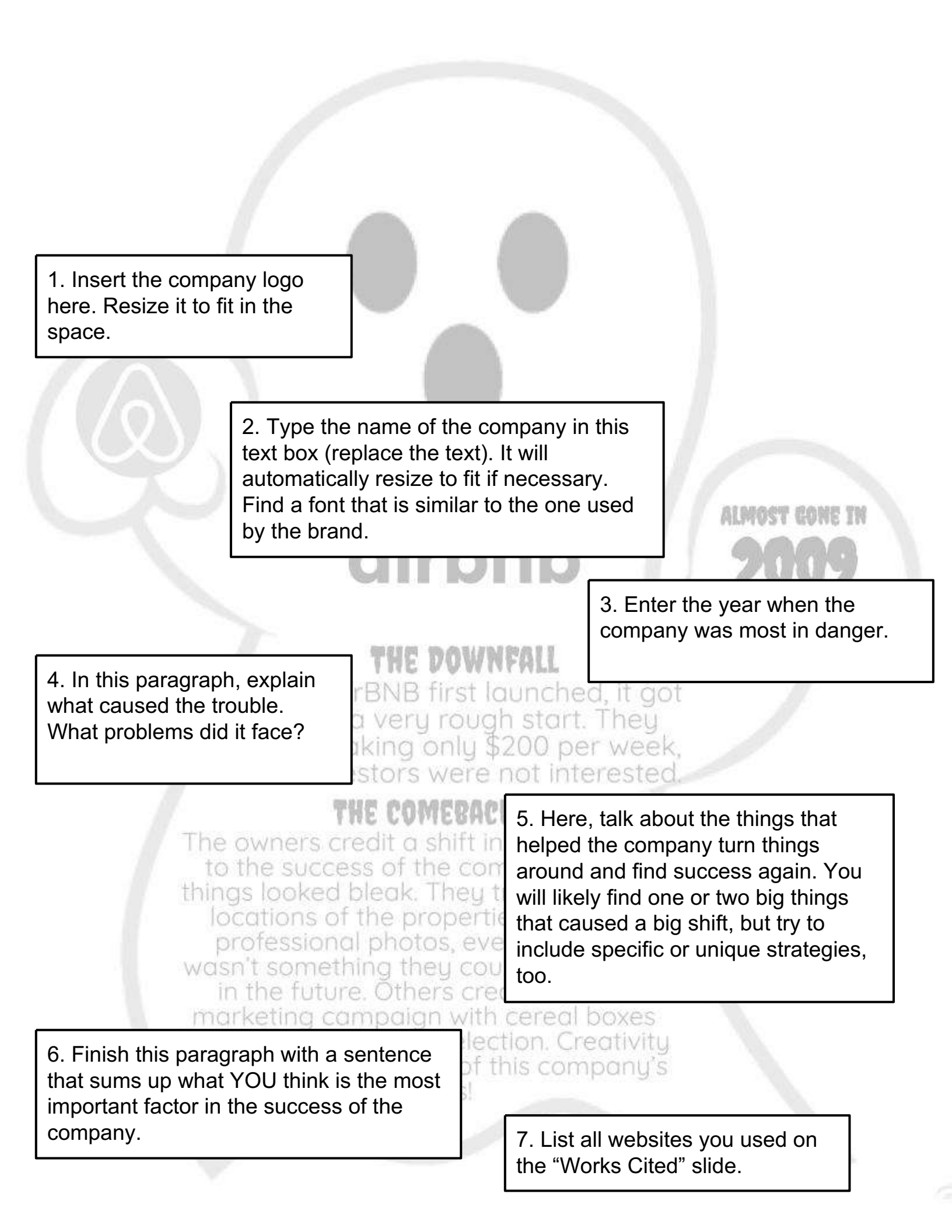
THE COMEBACK

The owners credit a shift in their thinking to the success of the company when things looked bleak. They traveled to the locations of the properties and took professional photos, even though it wasn't something they could keep doing in the future. Others credit a clever marketing campaign with cereal boxes tied to the presidential election. Creativity seems to be a big part of this company's success!

Works Cited

Copy the URLs from all websites where you found information that you used on yourghost. You should have at least two reputable sources.

- <https://www.indigo9digital.com/blog/blockbusterfailure>
- <https://review.firstround.com/How-design-thinking-transformed-Airbnb-from-failing-startup-to-billion-dollar-business>



1. Insert the company logo here. Resize it to fit in the space.

2. Type the name of the company in this text box (replace the text). It will automatically resize to fit if necessary. Find a font that is similar to the one used by the brand.

3. Enter the year when the company was most in danger.

4. In this paragraph, explain what caused the trouble. What problems did it face?

5. Here, talk about the things that helped the company turn things around and find success again. You will likely find one or two big things that caused a big shift, but try to include specific or unique strategies, too.

6. Finish this paragraph with a sentence that sums up what YOU think is the most important factor in the success of the company.

7. List all websites you used on the "Works Cited" slide.

Brands that were at Risk of Going Out of Business

Polaroid

Chrysler

Converse

AIG

Marvel

Starbucks

Six Flags

Burberry

Adidas

CBS

Reddit

Apple

Evernote

Lego

Old Spice

Nintendo



Brand Name

**ALMOST GONE IN

THE DOWNFALL

Replace this text

THE COMEBACK

Replace this text

Works Cited

Copy the URLs from all websites where you found information that you used in your research. You should have at least three reputable sources for your tombstone, and at least two for your ghost.

Tombstone

- Replace this text with the URL from your first source.
- Replace this text with the URL from your second source.
- Replace this text with the URL from your third source.

Ghost

- Replace this text with the URL from your first source.
- Replace this text with the URL from your second source.