

# SLIDES CREATED FROM MORNING BREW, THE HUSTLE, PLEASE ADVISE & THE DONUT

2021 - 2022 School Year

[Link to 2020 - 2021 slides](#)

[Brain breaks, SEL checks, Reflection Slides](#)

# CONVERSATIONAL COMMERCE IS CHANGING HOW WE SHOP | BUSINESS CASUAL



Questions:

1. What is conversational commerce?
2. What do you think the *future* of retail will be? Live/video shopping or conversational commerce - why?
3. Tell me about something new you've learned from this video.

# MY USED SLIDES...

(new slides will always be above this one)

# Champs Sports opens a new experiential concept in Florida ([Link](#))

- Champs Sports Homefield
- 35,000 square feet, the store is the company's biggest ever.
- A regulation-size basketball court
- Customers can also do a vertical jump and shuttle run to size up their athletic skills in a digital VR combine
- There's a health and wellness section that has everything from treadmills and stationary bikes to nutritional products from GNC
- [What's in store for what's in stores?](#)



**Your Task:** Create a new store concept for a brand of your choice. Your concept must align and strengthen the brand's mission. Where will your store be placed and why?



Students, write your response!

# THE DRONES ARE COMING

Walmart is expanding drone delivery to six states.

⚙️ How it works... Once you press “order”, Walmart workers are notified to pack your item(s) into a box, and then secure the box to a drone. Then, a pilot flies the drone to your address, dropping the package onto the front lawn using what looks like a giant claw. The company aims to deliver 1 million packages by drone annually.

4 million households living within 1.5 miles of a drone-capable store in Phoenix, Orlando, Dallas, Salt Lake City, and Richmond will now be able to access the service.

Delivery isn't limited to certain items; customers can purchase 100,000 different products in all, up to a total of 10 pounds — then get that order delivered by drone for \$3.99.



Question: What do you think about drone delivery? Do you think \$3.99 is a fair delivery price? Who do you think are the competitors of drone delivery?



Students, write your response!

# THE END OF PASSWORDS?

## QUESTION: WHAT ARE YOUR THOUGHTS ON THE END OF PASSWORDS?

### Are passwords over?

They're the root cause of 81% of data breaches, but due to the dizzying number of online accounts people have, 65% of us still reuse them.

**But guess what?** Apple, Google, and Microsoft will roll out no-password login options over the coming year, per the Fast Identity Online (FIDO) Alliance, which sets standards for passwordless authentication.

Instead of using a password, you'll sign in with your smartphone or other devices — similar to 2-factor authentication. But this method is called “public key cryptography.”

**Fun fact:** A recent survey by digital safety platform Aura found 39% of US pet owners have used their pet's name in a password — 48% of whom have also posted their pet's name online.

### How it works

Let's say you decide to create an account with your favorite online retailer, CuteKittySocks.com.

When you register, a key pair is made: a public key shared with CuteKittySocks.com, and a private key that stays on your phone.

Keys are just big-ass connected numbers. For example, a private key could be 2 long prime numbers, and a public key would be what you'd get if you multiplied them.

But you won't see these digits. You log in the same way you unlock your phone (e.g., entering a PIN or scanning your fingerprint). Your phone verifies with CuteKittySocks.com that you have the right key and, meow, you're in!



Students, write your response!

# PASSWORDS WITH EIGHT CHARACTERS OR FEWER CAN BE HACKED WITHIN ROUGHLY EIGHT HOURS, PER A NEW STUDY.

- The findings suggest that even an eight-character password — with a healthy mix of numbers, uppercase letters, lowercase letters and symbols — can be cracked within eight hours by the average hacker.
- Anything shorter or less complex could be cracked instantly, or within a few minutes, by any hacker who knows what they're doing, even if they're only using fairly basic equipment.
- Meanwhile, a password that's 18 characters in length – and which uses a mix of numbers, lowercase and uppercase letters, and symbols – could take up to 438 trillion years for the average hacker to crack, according to Hive Systems.

2022					
Number of Characters	Numbers Only	Lowercase Letters	Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters, Symbols
4	Instantly	Instantly	Instantly	Instantly	Instantly
5	Instantly	Instantly	Instantly	Instantly	Instantly
6	Instantly	Instantly	Instantly	Instantly	Instantly
7	Instantly	Instantly	2 secs	7 secs	31 secs
8	Instantly	Instantly	2 mins	7 mins	39 mins
9	Instantly	10 secs	1 hour	7 hours	2 days
10	Instantly	4 mins	3 days	3 weeks	5 months
11	Instantly	2 hours	5 months	3 years	34 years
12	2 secs	2 days	24 years	200 years	3k years
13	19 secs	2 months	1k years	12k years	202k years
14	3 mins	4 years	64k years	750k years	18m years
15	32 mins	100 years	3m years	46m years	1bn years
16	5 hours	3k years	173m years	3bn years	92bn years
17	2 days	69k years	9bn years	179bn years	7tn years
18	3 weeks	2m years	467bn years	11tn years	438tn years

**Question:** What is something you can do today to improve your passwords?



Students, write your response!



# WORK SMARTER? (QUICK VIDEO)

Robots are at [the grocery store around the corner](#). They're scanning shelves, checking for spills, cleaning floors, making deliveries...should we keep going?

But this isn't a full-on takeover. Grocers and the companies behind the bots are looking at how they [can be a solution](#) to staffing shortages and a relief to multitasking associates.

Aisle-scanning bot Tally, for example, does work that store associates can't or don't have time for—like digitizing product location and availability

Grocery workers “wear many, many hats,” from stocking to checkout, and Bologea said that Tally allows retailers to “more optimally redeploy or refocus that labor” by having a robot do the work of identifying the problems (like missing items) that staffers need to address.

The bot has become “a foundational piece of store operations” by reducing out-of-stocks on shelves (and increasing sales by doing so). But the work itself is still performed by associates, he noted, with Tally becoming like “a personal assistant” to them.



**Question:** What do you think about robots assisting humans on the job? Think of 1 positive and 1 negative.



Students, write your response!



# MCDONALD'S HAS ENTERED A STRATEGIC PARTNERSHIP WITH IBM TO DEVELOP ARTIFICIAL INTELLIGENCE (AI) TECH TO AUTOMATE THE FAST-FOOD CHAIN'S DRIVE-THRU LANES.

Details: IBM is technically acquiring McD Tech Labs, an AI startup that was formerly known as Apprente before McDonald's bought it in 2019. The two companies will partner to "accelerate McDonald's efforts to provide an even more convenient and unique customer and crew experience."

You can think of the Apprente tech like Siri, Alexa, or any other voice assistant that uses AI to interact with humans. In other words, just drive up and say "Hey Ronald..."

- McDonald's tested it at a handful of Chicago restaurants this summer, showing "substantial benefits" to customers and employees, according to CEO Chris Kempczinski.
- The new system could handle about 80 percent of the incoming orders with about 85 percent accuracy.

**Looking ahead...** A timeline for implementation of the AI-powered tech wasn't given, but it'll likely be a while. "[T]here's a big leap from going to 10 restaurants in Chicago to 14,000 restaurants across the U.S., with an infinite number of promo permutations, menu permutations, dialect permutations, weather — and on and on and on," Kempczinski said before this summer's test.



Questions:

1. Explain how Apprente works.
2. How accurate is it?
3. What problems can you predict?



Students, write your response!

# WHY APPLE'S IMESSAGE IS WINNING: TEENS DREAD THE GREEN TEXT BUBBLE

From the beginning, Apple got creative in its protection of iMessage's exclusivity. It didn't ban the exchange of traditional text messages with Android users but instead branded those messages with a **different color**; when an Android user is part of a group chat, the iPhone users see green bubbles rather than blue. It also withheld certain features. There is no **dot-dot-dot icon** to demonstrate that a non-iPhone user is typing, for example, and an iMessage **heart or thumbs-up annotation** has long conveyed to Android users as text instead of images.

Apple later took other steps that enhanced the popularity of its messaging service with teens. It added popular features such as animated cartoon-like faces that create mirrors of a user's face, to compete with messaging services from social media companies. Apple's own survey of iPhone holders made public during the Epic Games litigation found that customers were particularly fond of replacing words with emojis and screen effects such as animated balloons and confetti. Avid teen users said in interviews with The Wall Street Journal that they also liked how they could create group chats with other Apple users that add and subtract participants without having to start a new chain.



## Question:

1. Do Apple and other tech companies create products that consumers simply find indispensable, or are they building near-monopolies that unfairly stifle competition?
2. Why do you think it is important to teens to have an iPhone?



Students, write your response!

# DRIVERLESS VEHICLES?

Would you ride in one if given the opportunity?

YES

NO

When do you think you would get the opportunity?

- ☐ 2025 and 2029
- ☐ 2030 and 2034
- ☐ Beyond 2035



Students, drag the icons!



Pear Deck Interactive Slide  
Do not remove this bar

# WHY APPLE'S IMESSAGE IS WINNING: TEENS DREAD THE GREEN TEXT BUBBLE

From the beginning, Apple got creative in its protection of iMessage's exclusivity. It didn't ban the exchange of traditional text messages with Android users but instead branded those messages with a **different color**; when an Android user is part of a group chat, the iPhone users see green bubbles rather than blue. It also withheld certain features. There is no **dot-dot-dot icon** to demonstrate that a non-iPhone user is typing, for example, and an iMessage **heart or thumbs-up annotation** has long conveyed to Android users as text instead of images.

Apple later took other steps that enhanced the popularity of its messaging service with teens. It added popular features such as animated cartoon-like faces that create mirrors of a user's face, to compete with messaging services from social media companies. Apple's own survey of iPhone holders made public during the Epic Games litigation found that customers were particularly fond of replacing words with emojis and screen effects such as animated balloons and confetti. Avid teen users said in interviews with The Wall Street Journal that they also liked how they could create group chats with other Apple users that add and subtract participants without having to start a new chain.



## Question:

1. Do Apple and other tech companies create products that consumers simply find indispensable, or are they building near-monopolies that unfairly stifle competition?
2. Why do you think it is important to teens to have an iPhone?



Students, write your response!

# MINDFULNESS MOMENTS

MINDFULNESS HELPS US SEE REALITY AS IT IS, BRINGING AWARENESS AND FOCUS TO THE MOMENT.

1. Set an intention for your day each morning
2. Take a three-minute breath break (so simple but I've found it effective)
3. Eat mindfully
4. Do one thing at a time (sorry, multitaskers)
5. Use technology to your benefit (meditation/journaling apps, calendar reminders, etc.)
6. Write mindfully
7. Check-in with your thoughts and feelings
8. Move mindfully

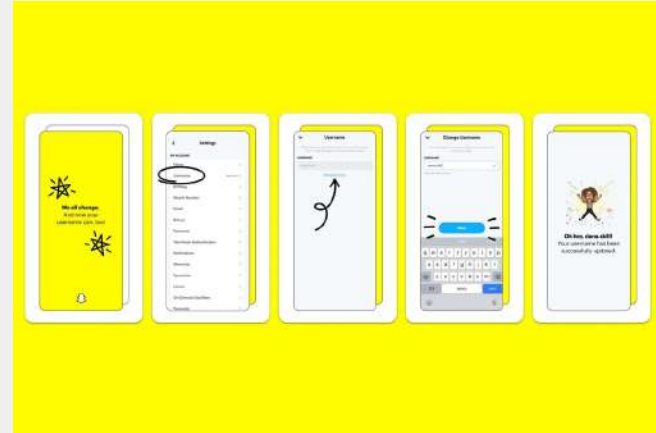


# SNAPCHAT WILL START LETTING YOU CHANGE YOUR USERNAME LATER THIS MONTH

Be warned that you can only change a username once in a year, and Snap adds that you won't be able to pick a handle that's been used in the past, even by yourself.

So if you were hoping to secure a username that's already registered and inactive, this change won't help there.

Plus, once you switch, it seems your old username is gone forever.



Question: What do you think about snapchat allowing users to change their username?



Students, write your response!



# THE FISH IN THE MIRROR - JUST FOR FUN!

**Fish may be self-aware**, according to the results of a [study](#) published last week in the peer-reviewed journal *PLOS Biology*, which follows up on a controversial [2019 study](#) claiming the same thing.

- In both studies, a team of Japanese researchers subjected a type of fish called the cleaner wrasse to a famous experiment known as the mark test (or mirror test).

## How it works...

- An artificial mark is placed on an animal while it's anesthetized in a place where it wouldn't normally see.
- When the animal comes to, it's given access to a mirror.
- If the animal inspects the mark on its body, or tries to touch it or remove it, that suggests the animal recognizes itself in the mirror and is self-aware.

**The big picture:** A handful of mammals and birds have passed the mark test, including magpies, chimpanzees and dolphins. These researchers are the first to claim that a fish has done so, too.





# THE 10-MINUTE TIKTOK IS UPON US

First, it was 15 seconds. Then 60 seconds. Then three minutes. Now, TikTok is going to 40x its initial limit, extending the max length of videos to 10 minutes.

In a statement to journalist Chris Stokel-Walker that he posted on his Twitter, a TikTok spokesperson said they hope the change will “unleash even more creative opportunities for our creators around the world.”

**Switching places:** The change comes less than a year after TikTok’s last limit increase and just weeks after YouTube announced that its TikTok rival, Shorts, has surpassed 5 trillion views since the format debuted in 2020.

While Shorts (which can be max 60 seconds) do not include ads, YouTube videos that are 8 minutes or longer allow for mid-roll ads. Last week, Meta said it would begin offering in-video ads on its TikTok competitor, Reels. So far, no information has been released about what ads could look like in or around a 10-minute TikTok.

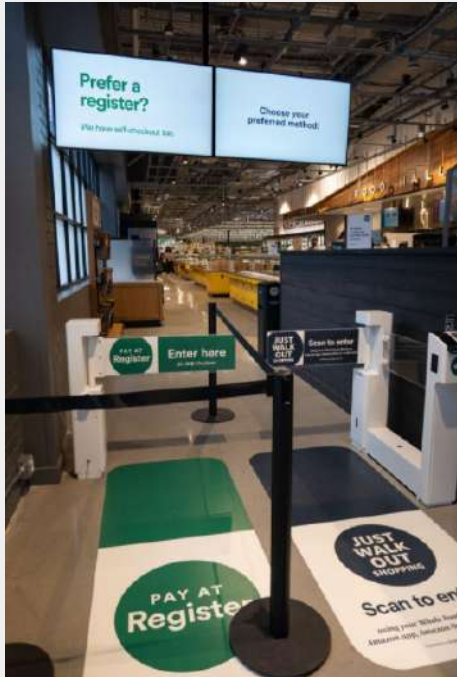


Question: How many minutes do you think TikTok videos be?



Students, enter a number!

# WHOLE FOODS' NEW WASHINGTON, D.C., STORE FEATURES JUST WALK OUT SHOPPING



Amazon's Just Walk Out technology allows customers to skip the checkout line. Just Walk Out uses overhead computer-vision cameras, weight sensors and deep-learning technology to detect merchandise that shoppers take from or return to shelves and track items selected in a virtual cart. At the store's entry, customers are prompted to select Just Walk Out shopping or use the traditional checkout or self-checkout lanes.



Question: What do you think about Just Walk Out technology?

What benefit does this provide?

What problems can you predict?



Students, write your response!

# YOU CAN'T SPELL RETAIL WITHOUT AI

Supply and demand may be the duo pulling the strings of pretty much every retailer out there, but there's change afoot, courtesy of another dream team: AI and analytics.

AI and analytics are powering a revolution in demand planning and customer experience, which is def worthy of a triumphant fist pump.

New research highlights how retailers and consumer goods companies are utilizing said data to improve supply chains, demand planning, and, of course, the customer experience.

Check out all the deets in [SAS's latest research report](#)—and see what 1,000 global retailers and consumer goods execs had to say about:

- the various tools and initiatives used to improve forecasting and planning

● Synchronization strategies and challenges around planning and forecasting

Students, write your response!

collaboration in demand planning + customer engagement planning



## QUESTION:

This is an example of *big data*. What decisions are researchers making based on their findings?

How will this improve shoppers experience?

# PUZZLE TO SOLVE

Q1. Which is the first question where c) is the correct answer?

a) Q3 b) Q4 c) Q1 d) Q2

Q2. Which is the first question where a) is the correct answer?

a) Q4 b) Q2 c) Q3 d) Q1

Q3. Which is the first question where d) is the correct answer?

a) Q1 b) Q2 c) Q4 d) Q3

Q4. Which is the first question where b) is the correct answer?

a) Q2 b) Q4 c) Q3 d) Q1

ANSWER HERE:

Q1:

Q2:

Q3:

Q4:



Students, write your response!

# RISE OF MACHINES

**Scientists** are increasingly [turning](#) to machine-learning algorithms to guide them towards new theories and experiments. Instead of relying on human assumptions, researchers are designing neural networks that suggest new hypotheses based on patterns they find in data.

**What are some examples ?...** EV batteries, for one. Car companies are quickly running out of materials needed to make them, and one key component, nickel, is projected to cause supply shortages as early as the end of this year.

- In a recent [study](#), scientists relied on an AI algorithm to select four new materials that could potentially serve as a replacement for nickel in EV batteries out of a list of more than 300 options.
- Other researchers are applying neural networks to larger technical and theoretical questions, such as [what causes certain types of cancer](#) or how [quantum mechanics actually works](#).

**Bottom line:** A growing number of scientific fields are turning to machine-learning algorithms to try and speed up scientific processes and reduce human



## Questions:

1. How is machine learning helping scientists?



Students, write your response!

# IMPROVEMENTS TO EV (ELECTRICAL VEHICLES)

Right now, the most cutting-edge version of a highway rest stop is one that has both a toilet and a Subway. But upgrades all across the country may be on their way: The Biden administration on Thursday laid out [plans](#) for a \$5 billion network of interstate highway electric vehicle (EV) chargers.

The initiative, announced by the Departments of Energy and Transportation, will see the money doled out to states over the next five years. The goals: standardize charging systems and reach Biden's target of 500,000 public EV chargers by 2030 (there are currently about 116,000, highly concentrated in California).

To qualify for funding, the interstate stations will have to:

- Be installed every 50 miles.
- Be located less than a mile off a given interstate.
- Offer charging ports for at least four vehicles, with a minimum of 150 kilowatts at each port (i.e., 30–45 minutes of charging time to top up).



Zoom out: A recent survey found that one-in-five EV owners have made the switch back to gas due to the hassle of finding charging access.—MK



Students choose an option



# WHEN TECH DOESN'T GO AS INTENDED... THOUGHTS?

Apple is making moves to address stalking and unwanted tracking through its AirTag product.

- Today, Apple is responding to feedback from consumers, safety experts and law enforcement agencies with plans to change how AirTags work.
- Apple devices will display new privacy warnings during the AirTag setup process following an upcoming software update.
- This warning aims to deter people from using AirTags for anything other than tracking their own personal belongings, as intended.
- It will inform users that tracking people without consent is a crime and that law enforcement can request the identifying information about the owner of the AirTag.



Students, write your response!



# HOW OFTEN SHOULD YOU POST ON INSTAGRAM?

The folks at Later [looked](#) at over 81 million feed posts. Here's what they found out...

- For accounts with under 1K followers: posting 14 times per week delivers the highest reach and engagement rates per post.
- For accounts with 1K-250K followers: posting 14 or 20 times per week delivers the highest reach rate per post, while posting once per week delivers the highest engagement rate per post.
- For accounts with 250K+ followers: posting only once per week delivers the highest reach rate and engagement rates per post.

It's important to know the difference between Reach Rate and Engagement Rate.

**Reach Rate:** number of unique accounts reached per post / number of followers. Great for brand exposure and growth potential.

**Engagement Rate:** (Comments + likes) per post / number of followers. Great for audience impact and community value.

**TLDR:** For most of us in the 1K-250K follower range, post away (up to 14 to 20 times per week).



Students, write your response!

Question: Do more posts have an impact on reach rate and engagement?

Pear Deck Interactive Slide

Do not remove this bar

# 100 ACTIVITIES TO COMPLETE IN SPACE - [LINK](#)

Japanese billionaire Yusaku Maezawa docked at the International Space Station yesterday, making him the first self-funded tourist to visit the ISS in over a decade. He'll spend about 12 days aboard the space station with Russian cosmonaut Alexander Misurkin and Yozo Hirano, a video producer who's documenting the trip.

- For comparison, Jeff Bezos and Richard Branson were each in space for less than 15 minutes, and only Bezos went above the Kármán line, which many consider to be the space-Earth boundary.

Maezawa, 46, became a billionaire after founding the e-commerce sites Start Today and Zozo (Zozo sold to SoftBank in 2019). He also used to drum in the punk rock band Switch Style.

This certified chiller asked fans to suggest 100 activities for him to do in space, which he intends to document and upload to YouTube. They include:

- Playing golf
  - Hosting a badminton tournament
  - Getting a zero-gravity haircut
- Whatever "drinking 'urine water'" entails



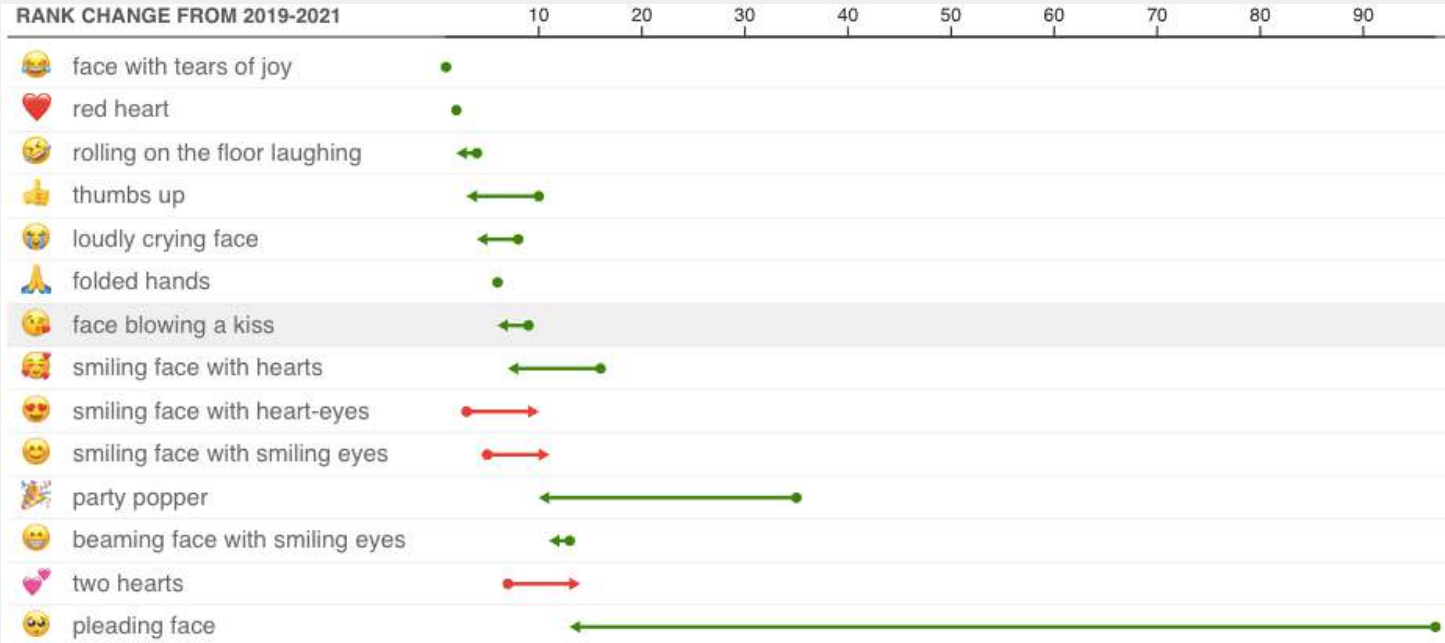
Question: Check out the 100 things list - what 5 things would you do if you went to space?



Students, write your response!

# 2021 MOST FREQUENTLY USED EMOJIS - [LINK](#)

Question:  
What is your favorite emoji?



Students, write your response!

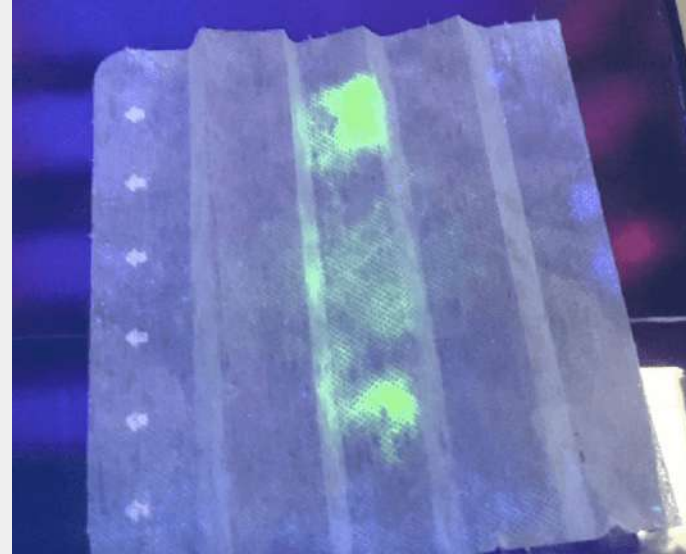
# A TEAM OF SCIENTISTS AT JAPAN'S KYOTO PREFECTURAL UNIVERSITY DEVELOPED FACE MASKS THAT GLOW IN UV LIGHT IF THEY CONTAIN TRACES OF COVID.

**How it works:** The researchers created a fluorescent dye using antibodies extracted from ostrich eggs and then developed a special filter to be placed inside their new face mask.

- After wearing the masks, the filters are taken out and sprayed with the fluorescent dye. If Covid is present, the filter will glow when shone under ultraviolet light.

When the team conducted experiments with 32 people infected with Covid, they found all of their filters glowed under UV light, which faded as time passed and the viral load decreased.

Question: How could a product like this help schools?



Students, write your response!

# FINDING A HOME ON GARBAGE ISLAND

**Scientists have documented coastal plants and animals** clinging to around 90% of the plastic trash in the Great Pacific Garbage Patch, according to a report [published in \*Nature\*](#) last week.

- In this instance, the coastal marine species sailing the high seas aren't just surviving – they're thriving. Researchers observed that a diverse number of species have created their own self-sustaining ecosystem in that it sometimes involves reproducing while floating around on an island [twice the size of Texas](#).

Every year, at least [14 million tons](#) of plastic garbage enter the world's oceans, and a big question mark still remaining is the possible ecological impact plastic-clinging species could have if they land in a non-native ecosystem.

- Following the 2011 Japan tsunami, nearly 300 species landed on the shores of the Pacific Northwest aboard floating debris, according to a peer-reviewed article published in [Science](#).

The Ocean Cleanup has developed a device that successfully removed 20,000 pounds of trash from the Patch on its latest test run. Once deployed, organization founder Boyan Slat says ten of these devices have the potential to clean up half of the Patch in five years. The group has the goal of removing 90 percent of floating ocean plastic



Question:

1. What is happening on garbage island?



Students, write your response!

# THERE'S A CREAM CHEESE CRISIS -- AND BAGEL SHOP OWNERS ARE PANICKING

Bagel shop owners from New York City to the Carolinas are struggling to find cream cheese and fear the supply shortage could continue leaving bagels high and dry, per *The New York Times*.

Many bagel shops use Kraft Heinz's Philadelphia Cream Cheese as a base for their own in-shop flavors, ordering supply in bulk that gets delivered on massive pallets.

Kraft has experienced a spike in demand, resulting in a **35%** jump in what they've shipped to customers this year -- diminishing the company's inventory and leading to empty pallets.

But it's not just Kraft -- shop owners report struggles with other suppliers, caused by a flurry of shortages, including:

- Labor shortages at factories
- The national truck driver shortage
- A shortage of packaging supplies

While bagel shops are feeling the shortage most acutely, many bakeries use cream cheese for cheesecakes and other holiday-themed desserts.

Question:

1. Besides bagel shops, who else is affected by the cream cheese shortage?



Students, write your response!

# VINYL COMEBACK

In the 1970s, vinyl sales peaked at **530m** units/year and accounted for **66%** of all music format revenues.

But as new formats emerged, the vinyl market virtually evaporated. Revenue fell from **\$2.5B** to just **\$10m/year**.

In recent years, though, something odd has happened: Vinyl has made a small but mighty comeback, largely fueled by millennial hipsters under 35.

Last year, for the 1st time since 1986, vinyl records outranked CDs in annual sales. This year, they're on pace to more than double CD revenue.

For modern-day indie artists, it's a welcome boom:

- A vinyl record costs **~\$7** to manufacture, and a band typically sells it directly to fans for **\$25** – good for **\$18** in profit.
- By contrast, it takes **~452k** Spotify streams to match the profit of 100 vinyl albums.

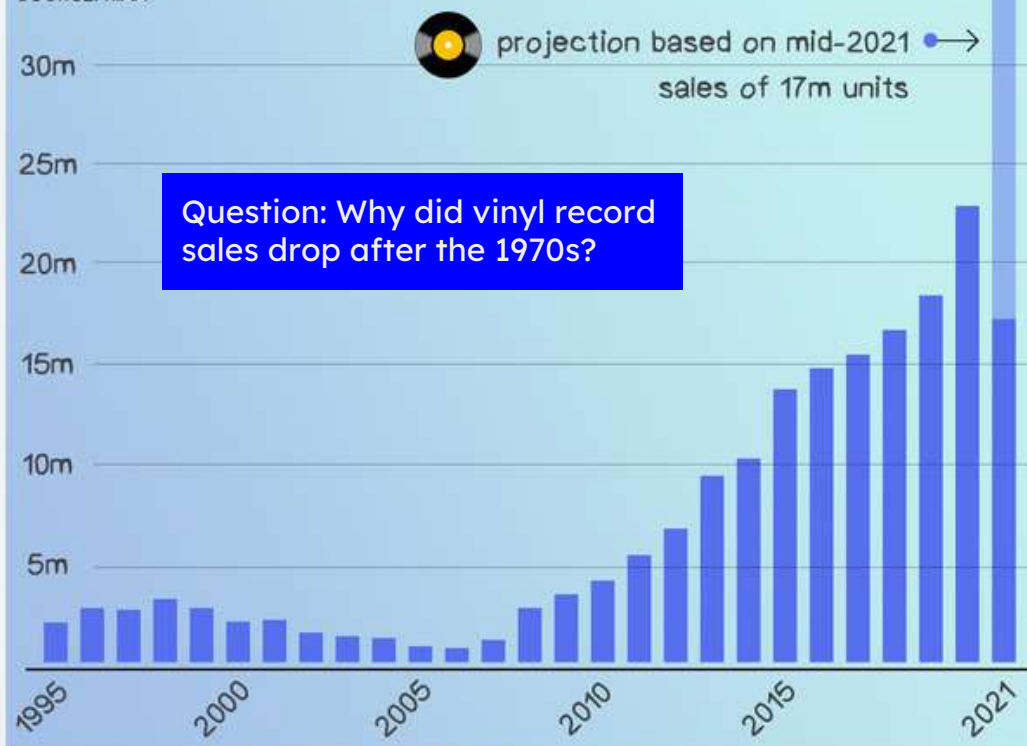


Students, write your response!

## the huge resurgence of vinyl records

LP sales (millions of units)

SOURCE: RIAA





# SKY STACKS - DOUBLE DECKER SEATS

An Expedia survey [found](#) 48% of travelers can't sleep on a plane, but one company suggests they could if airlines switched to double-decker seating.

Zephyr Aerospace's "[Zephyr Seat](#)" stacks 2 horizontal seats, allowing both passengers to either lie down flat or sit up with their legs outstretched. The top passenger enters and exits via a pop-out ladder. They'd also likely be cheaper than the lie-flat seats currently found in first and [business](#) class cabins.

**So when might we see these in action?** Zephyr founder Jeffrey O'Neill and co-designer Matt Cleary patented the Zephyr Seat in March 2018, [according](#) to *Forbes*. But there are a few issues to settle first, like:

- Certification for taxi, takeoff, and landings
- Evacuation tests

FAA [regulations](#) state all passengers and crew must be able to evacuate within **90 seconds**, and aircraft manufacturers have to conduct live demos to show this. In all, safety tests could take Zephyr 3 years, per [CNN Travel](#).



**Question:**

1. How will double-decker seating improve passengers flight experience?
2. What are your thoughts on double decker seats?



Students, write your response!

# INSTAGRAM TESTIFIES

**Instagram CEO Adam Mosseri** [appeared](#) yesterday before a Senate panel investigating possible harm to young people using the photo-sharing app, and how much its parent company, Facebook Meta, knew about it. Mosseri is the highest-ranking official from Meta to testify after whistle-blower Frances Haugen leaked [internal research](#) revealing Instagram had a toxic effect on some teenagers, especially girls.

Changes coming by January:

- Parents and guardians will be able to monitor – and limit – how much time their teens spend on the app.
- Teens will be 'nudged' towards different topics if they've been dwelling on a single one for too long.
- All users will be able to delete posts in bulk and can no longer tag or mention teens who don't follow them.

According to a recent [Piper Sandler survey](#), U.S. teens spend an average of 4.2 hours per day on social media. Insta consistently ranks as one of the [most popular](#) social media apps among Gen Z – along with Snap, TikTok, and YouTube – and that's not a happy accident.

- The company has spent nearly all of its advertising budget targeting teens since 2018, per the [NYT](#) (*though Mosseri yesterday characterized that report as inaccurate*).

Question:

1. Which of these changes will help teens using the app? Why/why not will it matter?



Students, write your response!

# WHY IS FIREHOUSE SUBS SUCCESSFUL?

1. Watch video: [Link](#) (11 minutes)
2. What did you think?
3. Explain the 5 reasons why are they successful?



Students, write your response!

# THANKSGIVING AT THE MOVIES

Moviegoers spent \$142 million at North American theatres over the five-day holiday weekend... though pre-pandemic levels regularly exceeded \$250 million. On a bright note, Encanto and House of Gucci turned out to be a couple of pandemic-era winners.

Does your family see a movie  
Thanksgiving Weekend?

YES

NO

*See this weekend's estimated box office tally below:*

1. "Encanto" — \$40.3 million between Wednesday and Sunday
2. "Ghostbusters: Afterlife" — \$35 million between Wednesday and Sunday
3. "House of Gucci" — \$21.8 million between Wednesday and Sunday
4. "Eternals" — \$11.4 million between Wednesday and Sunday
5. "Resident Evil: Welcome to Raccoon City" — \$8.8 million between Wednesday and Sunday



Students, drag the icon!



# SHOPPERS RETURNED TO STORES ON BLACK FRIDAY, BUT STILL 28% BELOW 2019 LEVELS

On Black Friday, store traffic was a mixed bag. It was 47.5% higher than last year, when Covid was spreading across the country and vaccines were not yet authorized, per Sensormatic Solutions. But store traffic was down 28.3% from 2019 levels, suggesting that more Americans took advantage of early discounts and snagged their gifts before Black Friday.

**Online spending also declined.** For the first time ever, online Black Friday spending declined from a year earlier, down to \$8.9 billion this year from \$9 billion in 2020, according to Adobe Analytics. With major chains like Target and Walmart closed on the holiday, visits to brick-and-mortar stores on Thanksgiving plunged 90.4% from 2019, per Sensormatic.

**And finally, Cyber Monday.** Adobe predicts shoppers will shell out between \$10.2-\$11.3 billion today, which is the biggest online shopping day of the year in the US. That would be on par with last Cyber Monday, when \$10.8 billion was spent.

## Question:

1. How did this year's Black Friday compare to past years?
2. Do you/your family participate in Black Friday shopping?



Students, write your response!

# CVS WILL CLOSE ~10% OF ITS STORES - OR 900 LOCATIONS - OVER THE NEXT THREE YEARS, THE COMPANY ANNOUNCED YESTERDAY.

**Driving the move:** The pharmacy chain used to be the go-to destination for makeup, lotion, and cold medication – but as e-commerce boomed and the company began to shift its focus to healthcare, competitors like Target, Walmart, Ulta Beauty, and Sephora have stolen some of its traditional business.

**Details, details...** CVS will create three new store formats designed to increase interaction with customers:

1. **Primary care services.** While pretty self explanatory, you can think of this store format like a doctor's office or urgent care center with a CVS logo out front.
2. **HealthHub.** These locations sell a wider variety of medical products, offer more services from therapy appointments to screenings for chronic conditions, and have other wellness features like yoga rooms.
3. **Traditional stores** that fill prescriptions and sell things like deodorant and birthday cards.

**Bottom line:** In recent years, CVS has been making a push away from retail and towards healthcare, acquiring insurance provider Aetna in 2018 and launching ~1,100 MinuteClinics, which administer flu shots (or vaccines) and provide urgent care for common illnesses like strep throat.

- Turning more of its stores into healthcare destinations could drive more foot traffic and drum up more claims for its insurance business.

Question:

1. What caused CVS to have to close 10% of their stores?

2. Which of the three new store formats do you think will be most successful? Why?



Students, write your response!

# AMAZON VS. WALMART

*90% of Americans are within 10 miles of a Walmart and this availability will be increasingly valuable in a post-COVID world.*

## How Walmart is taking on Amazon

During its latest quarterly report, Walmart beat Wall Street expectations as “price sensitive grocery shoppers flocked to its stores amid rising costs for household staples,” per [CNBC](#).

The bullish signals come in 2 categories:

- **Expanding customer base:** Walmart is attracting a more upscale demographic with its Prime-like loyalty program (Walmart+), American Express partnership, and DoorDash-like delivery service (offered in 900 cities)
- **Financials:** Walmart is expanding its revenue streams by onboarding 3rd-party merchants into its distribution network and rolling out fintech solutions for customers (e.g. bill payment, crypto)

## Supply chain issues are a big test

But CNBC says Walmart is using its size to manage the obstacles by:

- Negotiating with manufacturers
- Bulking up its inventory
- Chartering its own ships to move goods across the globe

Students, write your response!



**Question:**  
**How is Walmart keeping up with Amazon?**





# PICK AN ARTICLE FROM BELOW AND TELL ME ABOUT IT:

- [LA's Staples Center](#) will become Crypto.com Arena on Dec. 25 after the Singapore-based crypto exchange paid more than \$700 million for the naming rights, per the LA Times – one of the largest such deals in sports history.
- **Meta** [unveiled](#) a new haptic glove that allows users to feel VR objects in real life.
- Hulu dropped an online retail site with “ugly” sweaters and [other merchandise](#) inspired by its shows.
- Styled by Harry: Harry Styles [launched](#) a beauty brand called Pleasing, which offers nail polish, serums, and a range of products between \$20 and \$65.
- Copycats: Vans [sued](#) Walmart, claiming it flooded the market with cheap Vans knockoffs, causing damage to Vans' reputation.
- [Welcome to Nikeland](#): The apparel company is teaming up with Roblox to create a virtual world where users can dress their avatars up in fresh Nike swag.
- [US Covid-19 deaths](#) in 2021 have surpassed the total in 2020, according to the WSJ.
- [General Mills](#) plans to raise prices for hundreds of items by 20% at the start of next year, according to a letter obtained by CNN.

# APPLE WILL LAUNCH A SELF SERVICE REPAIR PROGRAM EARLY NEXT YEAR, THE COMPANY ANNOUNCED YESTERDAY.

How it works... Let's say your iPhone 13 screen shattered when it fell out of your pocket. Today, you'd have four options to get the phone fixed – bring it to an Apple Store or authorized repair center, take it to a non-Apple authorized shop and chance key features not working post-repair, try to MacGyver it yourself with YouTube, or just buy a new one.

Apple's latest move opens up another option – fix the broken phone on your own with official direction.

- Beginning early next year, Self Service Repair will allow access to more than 200 parts and tools to help customers "complete the most common repairs" on the iPhone 12 and 13, including phone display, battery, and camera. Additional repair options will be added later in the year, per the WSJ.



## Question

The program is “intended for individual technicians with the knowledge and experience to repair electronic devices.”  
Would you try to repair your own device or would you still pick one of the repair options?



Students, write your response!

# REESE'S MADE A PIE-SIZE PEANUT BUTTER CUP FOR THANKSGIVING

Reese's made a really big peanut butter cup for Thanksgiving: 9 inches in diameter, the pie-size product is 3.4 pounds of chocolate and peanut butter. According to Reese's, which is owned by the Hershey Company, this is the largest peanut butter cup it's ever made. The giant object contains 48 individual servings—at 160 calories each.

Consumers with space available on their Thanksgiving Day table can order one of these intense peanut butter cups on Hershey's website for \$44.99 plus tax. The company is only making 3,000 of them and they sold out.



## Brands like to have fun

Silly brand stunts are fun, but they can also grab people's attention. In September, Jones Soda released a turkey and gravy-flavored beverage. KFC just debuted what it called a Finger Lickin' Chicken Mitten Bucket Hugger. Lots of brands—from Sunny D to Vita Coco to Pizza Hut—are manufacturing their own lines of apparel, too.

### Question

Brands like to have fun - what brand has created a limited edition product, clothing line, or other item that you have/or would be interested in purchasing? Be specific.



his month, Reese's began selling a jumbo product called Super King that  
Students, write your response!  
ains six cups. At 12 inches in length, it is sizable, but still smaller than Reese's

# MCDONALD'S FAMOUS ORDERS DEAL HITS A HIGH NOTE WITH THE MARIAH MENU

Just in time for the holidays, Carey offers 12 days of deals through the restaurant's app beginning December 13th.

## Question

1. How will this partnership encourage customers to download the McDonald's app?
2. What benefit will this partnership provide?



Students, write your response!

# RECORD COMPANIES: "I KNEW YOU WERE TROUBLE..."

After almost 10 years, Swift [re-released](#) her Red album at midnight E.T. on Thursday/Friday as part of a broader push to own the rights to her music.

Last November, Swift said on [Twitter](#) that her masters (the original recordings of songs and music videos) were twice sold to third parties without her knowledge or consent.

- Big Machine, which had released all of Swift's albums, was sold in 2019 to music producer Scooter Braun, who Swift hates, for \$300 million. Braun then flipped the masters for Swift's first six albums to a private equity firm for a rumored \$450 million. She's vowed to re-record her back catalog once contractually able; Red is number 2 of 6.

After the album dropped, Spotify briefly crashed due to activity. When the day ended, Swift held the [company record](#) for:

1. Most streamed album in a day (female) – Taylor's version of *Red* was streamed nearly 91 million times the day it was released, breaking her own record from last year's release of *Folklore*.
2. The most streamed female artist on a single day – to the tune of more than 122.9 million streams on Friday alone.

## Question

Why did Taylor re-release her album Red?



Students, write your response!

# BURGER KING PARENT RESTAURANT BRANDS INTERNATIONAL BUYS FIREHOUSE SUBS FOR \$1BILLION

## Key Points:

- Restaurant Brands International announced Monday it bought Firehouse Subs for \$1 billion.
- The sandwich chain has roughly 1,200 locations across the U.S. and expects \$1.1 billion in systemwide sales for 2021.
- Shares of Restaurant Brands rose more than 1% on the news.

The sandwich chain is now the fourth brand in Restaurant Brands' portfolio, which also includes Popeyes Louisiana Kitchen and Tim Hortons. The restaurant company has long been rumored to be on the hunt for another fast-food chain, although reviving Tim Hortons and accelerating Popeyes' growth has kept it busy.

Firehouse Subs was founded in 1994 by brothers and former firefighters Chris and Robin Sorensen. The chain has roughly 1,200 locations across the U.S. and expects \$1.1 billion in systemwide sales for 2021. For the first 10 months of the year, its store sales climbed 20% compared with the same time two years ago.

## Question

Do you think this was a good decision for Restaurant Brands International? Why or why not.



Students, write your response!

# INSPIRE BRANDS ROLLS OUT ITS OWN GHOST KITCHEN

## THE GLOBAL GHOST KITCHEN INDUSTRY COULD BE WORTH AS MUCH AS \$71 BILLION BY 2027.

- The concept, called Alliance Kitchen, has been quietly in operation since July, and features five of Inspire's brands: Arby's, Buffalo Wild Wings, Jimmy John's, Rusty Taco, and Sonic.
- Customers can order via the brands' apps or a third-party app.
- Wendy's is set to open 700 ghost kitchens by 2025, while Dickey's, a barbecue chain, plans to introduce 100 ghost kitchens across the US.
- The global ghost-kitchen industry could be worth as much as \$71 billion by 2027.



### Question

1. What is a Ghost Kitchen?



Students, write your response!



# STARBUCKS AND COSTCO RAISE WAGES IN THE NATIONWIDE COMPETITION FOR WORKERS

Costco has raised its minimum U.S. wage to \$17 an hour, and Starbucks will raise its starting pay to \$15 an hour. They join a growing list of chains that have added new incentives, trying to keep their workers in a year of mass resignations and stepped-up labor organizing.

Starbucks is also paying \$200 as a referral bonus to attract new workers and plans raises for its existing staff in January: up to 5% for those employed over two years and up to 10% for those employed over five years.

**There is a downside to higher pay:** inflation. When companies have to pay more for workers, they tend to pass on those extra costs to customers in the form of higher prices. And when companies have to pay more for *higher-wage* workers, which is increasingly happening, the chance of passing this on to customers rises even more.



## Question

What else can employers do to attract workers?



Students, write your response!

# THE UNCONVENTIONAL FRANCHISE - [LINK TO VIDEO](#)

Chick-fil-A has built its rapid growth on the popularity of its chicken sandwich. But its unconventional approach to business has helped make it the third biggest fast-food chain in the U.S. WSJ gets an inside look at the strategies driving the Atlanta-based company's success.

## **Questions to answer while watching the video:**

- Why is there an A at the end of Chick-fil-A?
- What is upstream ordering?
- What is different about Chick-fil-A's franchise model?
- What else did you learn from the video?



Students, write your response!

Pear Deck Interactive Slide

Do not remove this bar

# THREE OF THE STORIES BELOW ARE REAL...AND ONE IS MOST DEFINITELY NOT. CAN YOU SPOT THE FAKE?

Hint - you have to read the articles....

1. A new Instant Brands collab puts a streetwear spin on products like the Instant Pot, courtesy of [Rhude](#).
2. Kanye West will hold a limited number of personal training sessions in partnership with [Peloton](#).
3. Hasbro is rolling out a life-sized Ghostbusters proton-pack prop that you can actually [buy](#).
4. Rimowa dropped a space-inspired, moon-crusted [suitcase](#).



Students choose an option

# ROBOT ONBOARDING

Thanks to advancements in technology and [a tight labor market](#), management is gearing up for [a fleet of their dream robotic workers](#). Flesh-and-bone service workers, meanwhile, are anxious, and as automation increases, HR is stuck in the middle trying to onboard the bots without sending their remaining humans running straight out the door.

- This trend includes some names you may know: [White Castle](#), [Sweetgreen](#), [McDonald's](#), [Arbys](#), [Sonic](#), and [Checkers](#) have begun to pilot automated labor innovations.



## Question

What is a positive of having robots in a restaurant?  
What is a negative of having robots in a restaurant?



Students, write your response!

# TIKTOK IS BETTER THAN REELS - AND INSTAGRAM KNOWS IT

An [internal Meta study](#) of Instagram Reels and TikTok users from April 2021 stated, "TikTok is more appealing than Reels due to better relevance and deeper engagement experience."

"Most participants preferred TikTok compared to Reels at the end of the study, even if they started as Reels users."

In short, TikTok was more relatable, funny, and its creators seemingly more authentic. The app also did a better job than Instagram at serving up engaging content and tapping into "the person's whole identity, not just one aspect of it."

- A [Piper Sandler survey](#) from earlier this year showed Snapchat (35%) and TikTok (30%) outpacing Instagram (22%) as the favorite social media platform for teens.



## Question

According to the text, why is TikTok better than reels?

Do you agree?



Students, write your response!

# FACEBOOK DIVES FULL SPEED AHEAD INTO THE METaverse WITH ITS NAME CHANGE TO META

“Today, we are seen as a social media company ... in our DNA, we build technology to bring people together,” Zuckerberg said, noting that while Facebook is one of the most-used products in the world and an iconic social media brand, it doesn’t represent everything the company does.

“Right now, our brand is so tightly linked to one product,” he added. “It is time for us to adopt a new company brand to encompass everything we do. Starting today, our company is now Meta. Now we have a new North Star to help bring the metaverse to life.”

**Question: What do you think of the name change? Was it the right move for their brand? Why or why not?**



Students, write your response!

# A&W SOCIAL MEDIA BOOST

Are you smarter than a second grader? A&W found out in the '80s that most folks weren't, when it launched a  $\frac{1}{3}$ -pound burger to one-up McDonald's Quarter Pounder at the same price point. What happened? People didn't realize  $\frac{1}{3} > \frac{1}{4}$ , and the burger didn't sell well enough to stay on the menu.

40 years later, the fast-food chain is fixing one of the most famous marketing goofs of all time with the debut of a "3/9 Burger," betting that bigger numbers will lead to better sales and won't invite the wrath of math teachers everywhere.

**Why now?** Liz Bazner, A&W's director of marketing, explained that the  $\frac{1}{3}$  Burger has been haunting the brand for years, a ghost story that gets retold on social media every few months. Most recently, a "biggest marketing fails" Instagram video about A&W's darkest chapter went viral.

**Bottom line:** All press is good press and, in this case, A&W is getting a social media boost from this juicy story.

**Question**  
Which burger size is larger?

$\frac{1}{3}$

$\frac{1}{4}$



Students, drag the icon!





# HIKER LOST FOR 24 HOURS IGNORED CALLS FROM RESCUERS BECAUSE OF UNKNOWN NUMBER

A hiker lost on a mountain in Colorado ignored repeated calls from rescuers — later explaining that they had been unfamiliar with the phone number, authorities said.

The hiker had apparently wandered off the trail and spent the night looking for it. After 24 hours lost, they found their way out and made it to their car, officials said.

The person apparently didn't know that a search team had been looking for them.

“The subject ignored repeated phone calls from us because they didn't recognize the number,” rescuers wrote on Facebook.



# MCDONALD'S SALES SOAR

Higher U.S. prices and celebrity-themed meals boosted quarterly comparable sales at McDonald's Corp (MCD.N), though the company struggled to keep restaurants open at full capacity amid labor shortages and COVID-19 outbreaks, it reported on Wednesday.

McDonald's has had to push back some new restaurant openings into early 2022 in part because global supply-chain problems made it difficult to get kitchen and tech equipment.

Seating areas remained closed in about 20% of McDonald's American locations - roughly 3,000 restaurants - in regions with high rates of COVID-19.

The Chicago-based company has also raised U.S. prices about 6% versus 2020 to help cover rising commodity and labor costs. Higher prices, paired with larger order sizes, drove sales.

Students, write your response!



**Question: List 2 reasons why McDonald's sales have increased.**



# CONFUSED ABOUT SUPPLY SHORTAGES?

## CONSIDER THE ODD ECONOMICS OF MILK AND

### SAWDUST

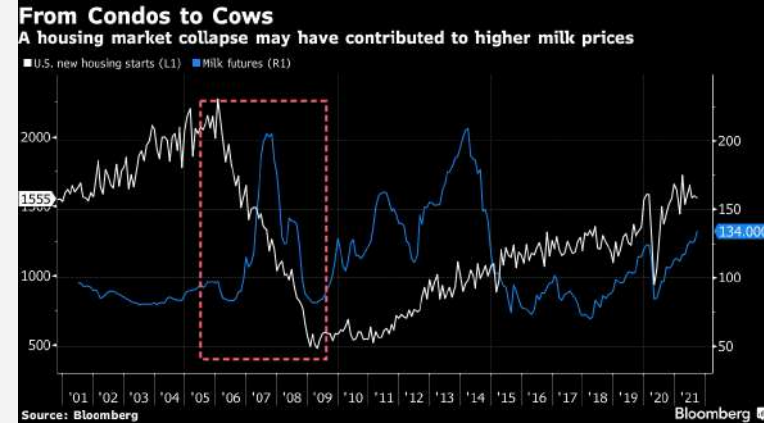
In 2008, something odd happened as new house construction numbers began to plummet: The price of milk [shot up](#). Huh?

That connection -- explained below -- is just one of an infinite number of nuanced relationships that impact prices, and serves as a good reminder of how complex our supply chain is.

Cows produce more milk the less they're on their feet, and farmers use sawdust to keep cows comfortable lying down.

While surely sawdust isn't the only financial burden on dairy farmers, one 2008 story [found](#) they were paying \$1.2k for a truckload of sawdust, up from \$600 a year before.

So the next time you see expensive milk -- or deal with any other shortage, for that matter -- take a moment to consider the uncomfortable cows.



Question: How are houses, cows, and sawdust part of why the price of milk has increased?



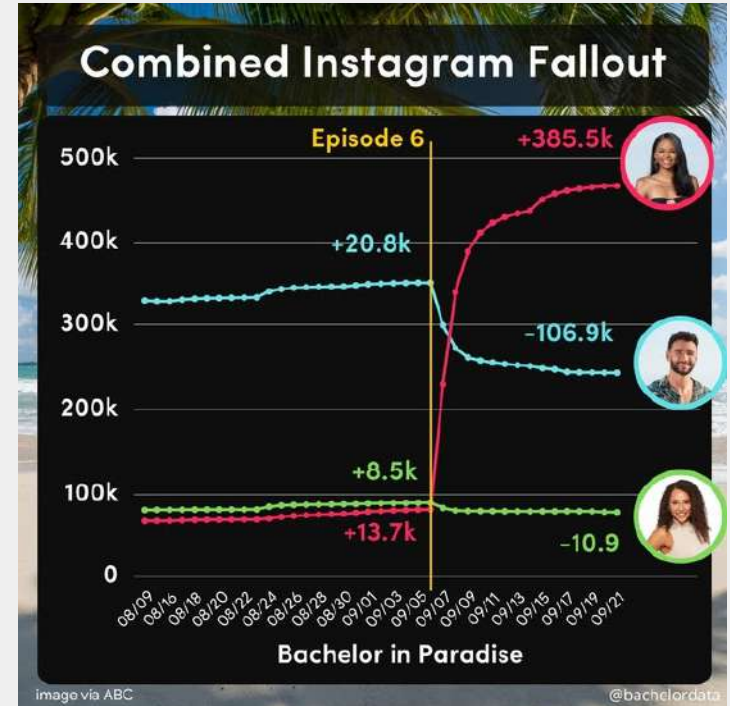
Students, write your response!

# WHAT YOU CAN LEARN BY ANALYZING 'THE BACHELOR' FRANCHISE - EXCEL/GOOGLE SHEETS IN THE REAL WORLD

When educational technology director Suzana Somers was promoted in 2018, she began analyzing data from the reality TV series “The Bachelor” to learn to use Excel. Today, her Instagram account [@bachelordata](#) has 96.4k followers, and she teaches others Excel and Google Sheets through [Bachelor Data Academy](#).

The biggest trends involve contestants' Instagram growth based on factors like screen time and what happens during a given episode.

For example, take this analysis of the fallout from an episode of Bachelor in Paradise. Contestants Brendan Morais and Pieper James [admitted](#) they'd spent time together prior to filming. Natasha Parker, whom Morais strung along before James arrived, gained a ton of followers while former-favorite Morais's count dropped dramatically.



# HERTZ + TESLA

Hertz ordered **100,000** Teslas as part of a plan to electrify its fleet, the rental car company [announced](#) yesterday. It's the biggest EV purchase in history, worth an estimated \$4.2 billion, Bloomberg [reports](#).

Details, details: Hertz is in the midst of reinventing itself after emerging from bankruptcy four months ago.

- When travel collapsed last year, the demand for rental cars collapsed, too. Hertz, who also owns Dollar, Thrifty, and Firefly, was forced to file for bankruptcy and began liquidating its fleet.
- This electrification plan, which will eventually encompass almost all of Hertz's half-million cars and trucks worldwide, is the company's first big initiative since emerging from bankruptcy in June. It also involves the rental car company building its own nationwide EV-charging network.
- Hertz is teaming up with seven-time Super Bowl champion and entrepreneur Tom Brady to showcase how it is making EV rentals fast, seamless and more accessible, as the company accelerates its commitment to lead the future of mobility and travel.



Question: How did Covid effect the rental car industry?

What is Hertz plan for success after declaring bankruptcy?



Students, write your response!

# HOW VISA BECAME THE MOST POPULAR CARD IN THE U.S. ([LINK TO VIDEO](#))

\$6.7 trillion. That is how much Americans spent using their debit or credit cards in 2019. More than 60% of those purchases were made using cards from Visa, a company that has long dominated the payment card industry. As payment cards become more essential in our daily lives, Visa has quickly grown to become one of the most valuable companies in America.

So how exactly does Visa make money and why does it dominate the payment card industry?

Watch the video to find out.



Students, write your response!

# THIS \$5-BILLION MOON-THEMED RESORT IS COMING TO LAS VEGAS – COMPLETE WITH AN 'ACTIVE LUNAR COLONY' AND SPACESHIP NIGHTCLUB

Canadian-based company Moon World Resorts Inc. [has announced plans](#) for a \$5 billion, 5.5-million-square-foot hotel whose signature feature will be a replica of the moon standing at 735 feet tall and 650 feet wide.

For entertainment, guests can look forward to a 2,500-seat theater, a planetarium, a 5,000-seat event center, a 10,000-seat arena, and, of course, a casino.

However, the main highlight of the property will be the "active lunar colony." The colony, which will be in the upper half of the sphere, will "precisely mimic those [lunar colonies] now under serious active planning by Nasa, ESA, and many others." And for \$500, visitors can spend 90 minutes exploring the 10-acre space, using a "moon buggy" to pass over the craters.

Even just accessing this main attraction will be an adventure, with guests riding a rollercoaster-like "moon shuttle" that circles the exterior of the hotel suites on its way up to the lunar colony.



## Question

**What are your thoughts on this moon themed resort? Would you want to stay there? Why or why not?**



Students, write your response!



# THE ONE TRUE WINNER OF 'SQUID GAME'

The streaming service said it added 4.4 million net subscribers last quarter to top analyst predictions.

The star of Netflix's summer slate? Squid Game. The gory Korean drama has become Netflix's [most popular show](#) by far, with 142 million accounts tuning in within its first four weeks—demolishing runner-up Bridgerton's lifetime viewership of 82 million by 73%.

- Squid Game [reportedly generated](#) \$900 million in value, and it cost only about \$21 million to make.
- It was also the No. 1 show in 94 different countries, showcasing Netflix's extensive global reach.

Netflix isn't just looking beyond borders for new customers, but also to different mediums besides TV and movies. Specifically, video games.

**Question**  
**Would you be  
interested in Netflix  
video games?**

**YES**

**Maybe**

**NO**



Students, drag the icon!



# TESLA POSTS RECORD QUARTERLY EARNINGS ON SUPPLY-CHAIN RESILIENCE

The strong earnings came after Tesla delivered roughly 73% more vehicles than in the year-ago period. Underpinning that growth was an uptick in sales of vehicles made in China, now home to Tesla's largest auto plant by output.

The company on Wednesday said it also benefited from cutting some expenses. The efficiency gains, combined with greater vehicle output, more-than offset higher supply costs and other factors, including a reduction in the average price of the vehicles the company sold in the period. Vertical integration has helped Tesla navigate the chip shortage more smoothly than some of its competitors, analysts say.

**What is Vertical Integration?** the combination in one company of two or more stages of production normally operated by separate companies. An example is Netflix, Inc. is a **prime example of vertical integration**. The company started as a DVD rental business before moving into online streaming of films and movies licensed from major studios.

## Question

**Google: Disney Vertical Integration. Do some quick research and explain how Disney has used vertical integration in growing its company.**



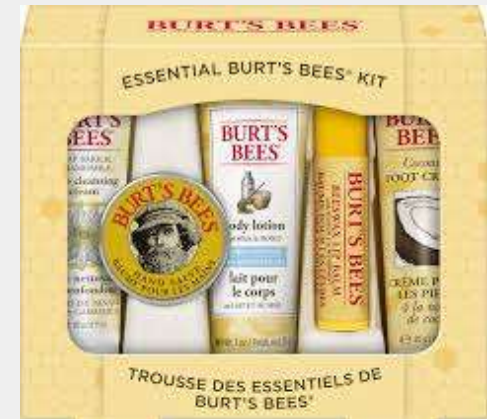
Students, write your response!

# THE STORY OF BURT'S BEES - VALUED AT 1 BILLION!

In the 1970s, Roxanne Quimby was trying to live a simpler life – one that rejected the pursuit of material comforts. She moved to Maine, built a cabin in the woods, and lived off the grid. By the mid-80s, she met a recluse beekeeper named Burt Shavitz and offered to help him tend to his bees.

As partners, Roxanne and Burt soon began selling their "Pure Maine Honey" at local markets, which evolved into candles made out of beeswax, and eventually lip balm and skin care products.

Today, Burt's Bees can be found in thousands of grocery stores and drugstores around the U.S.



# TIKTOK RELATED JOBS ON THE RISE

Over the summer, as brands and retailers geared up for the back-to-school season, JanSport focused on TikTok to reach young shoppers. The backpack company partnered with Gen Z consulting firm JUV to recruit a “[chief mood officer](#),” a (crucially, paid) Zoomer to spearhead weekly TikTok content during the 2021-’22 school year.

“Nativity is so important on TikTok,” JUV’s 22-year-old CEO Ziad Ahmed told Retail Brew. “In marketing...when a bunch of people [create something] who look nothing like the community they’re trying to serve, [it’s] going to feel forced, because it is forced.”

TikTok’s meteoric rise has led to an emerging job category and qualification: TikTok experts. Companies big and small see the platform as a new channel for new consumers, and an increasingly important part of their overall social media strategy.

- A LinkedIn search shows openings for TikTok-related jobs and internships at companies like [Urban Outfitters](#), [Grove Collaborative](#), and [Briogeo](#).



Students, write your response!

## Question

**What company do you think could use tiktok marketing? Why?**

**Who would be the audience (target market)?**

# CHIPOTLE MEXICAN GRILL LAUNCHES NEW “CREATOR CLASS” OF TIKTOK INFLUENCERS

Once Chipotle saw success with its “lid flip challenge” on TikTok back in 2019, where users would flip and catch the top of their burrito bowls, the company went all in.

“Our social team started to create content right away...We built the team over time and have invested more into TikTok,” said Tressie Lieberman, the company’s VP of digital and off-premise. (She couldn’t share how much \$\$ Chipotle has put toward TikTok.) “We are committed to providing exclusive opportunities to our most influential superfans who have done so much to help grow our brand.”

There’s \*technically\* one person who oversees Chipotle’s “owned content” on TikTok, but ideas “can come from anywhere,” Lieberman said.

- Last month, for example, the company [introduced](#) its “creator class,” a group of young consultants who help inform Chipotle’s TikTok strategy.

Students, write your response!

**Question:**  
**How will the creator class of influencers benefit Chipotle?**



# "IT CAN BE DONE": READ COLIN POWELL'S 13 RULES OF LEADERSHIP

1. It ain't as bad as you think! It will look better in the morning.
2. Get mad then get over it.
3. Avoid having your ego so close to your position that when your position falls, your ego goes with it.
4. It can be done.
5. Be careful what you choose. You may get it.
6. Don't let adverse facts stand in the way of a good decision.
7. You can't make someone else's choices. You shouldn't let someone else make yours.
8. Check small things.
9. Share credit.
10. Remain calm. Be kind.
11. Have a vision. Be demanding.
12. Don't take counsel of your fears or naysayers.
13. Perpetual optimism is a force multiplier.

**Question**  
**Pick a rule and explain why you think it is an important rule of leadership.**



Students, write your response!

# FACEBOOK IS PLANNING TO REBRAND THE COMPANY WITH A NEW NAME

Facebook is planning to change its company name next week to reflect its focus on building the metaverse, according to a source with direct knowledge of the matter.

The rebrand would likely position the blue Facebook app as one of many products under a parent company overseeing groups like Instagram, WhatsApp, Oculus, and more

Facebook already has more than 10,000 employees building consumer hardware like AR glasses that Zuckerberg believes will eventually be as ubiquitous as smartphones.

while Facebook has been heavily promoting the idea of the metaverse in recent weeks, it's still not a concept that's widely understood. [The term was coined](#) originally by sci-fi novelist Neal Stephenson to describe a virtual world people escape to from a dystopian, real world.

## Question

**Brainstorm: Facebook hasn't released what the new name of the company will be.**

**What name do you think they should go with?**



Students, write your response!



# CHAMPION THE RISE AND FALL (VIDEO)



Champion is a clothing brand that was really popular in the 80's and 90's, fell off tremendously soon after, and has recently been making a comeback. It's actually a more significant company than we tend to give it credit for.

This video talks about all of it and attempts to give reason behind these fluctuations.

**Question: Why did Champion make a comeback?**

**What is something interesting you learned from the video?**



Students, write your response!

# APPLE UNVEILED THE THIRD-GEN AIRPODS AT ITS "UNLEASHED" EVENT. THE ENTRY-LEVEL HEADPHONES' FIRST UPDATE SINCE 2019 ([WATCH 8:08 - 14:00](#))

- AirPods bring in around \$12 billion a year for Apple, nearly as much as Adobe and Uber's overall revenue. Pricing for the AirPods 3 starts at \$179.
- They also have better sound and battery life, and a new case that supports MagSafe with the iPhone magnetic charger. They're a bit cheaper than before: \$179 versus \$199 for the previous model with the wireless charging case.



YES

Maybe

NO



Students, drag the icon!



# UNDERSTANDING HASHTAGS - [VIDEO LINK](#)

WITH A LOT OF IG USERS FOLLOWING HASHTAGS, IT'S CRUCIAL TO USE THE RIGHT ONES IN YOUR NICHE.

- **Branded hashtags:** These include your brand name, a tagline, or company slogan. Use these with current followers to encourage user-generated content.
- **Location hashtags:** These are great to connect with local users. The hashtags can include city, state, region, or an exact location (ie: restaurant).
- **Niche interest hashtags:** Whether it's #veganrecipes or #marketingnews, niche hashtags offer an opportunity for users to find you through a hyper-targeted approach.
- **Broad appeal hashtags:** Think #instagood or #picoftheday. These hashtags certainly have a place on Instagram but you're competing with a lot of accounts for attention.
- **Time-sensitive or seasonal hashtags:** #Sweaterweather is a trending hashtag as we're in the peak of Autumn. These types of hashtags are great for shopping-focused posts. You can also use them during special events; #tokyoolympics.
- **Entertainment hashtags:** These hashtags are for your audience only. They're meant to be funny or entertaining. Ending a post with #toldyouso would be an example of an entertainment hashtag.

## Question:

1. Why would you use a hashtag?

2. What hashtags would you use to describe your day today?

## Top Hashtags 2021

- 1.#love (1.835B posts)
- 2.#instagood (1.150B posts)
- 3.#fashion (812.7M posts)
- 4.#photooftheday (797.3M posts)
- 5.#beautiful (661.0M posts)
- 6.#art (649.9M posts)
- 7.#photography (583.1M posts)
- 8.#happy (578.8M posts)
- 9.#picoftheday (570.8M posts)
- 10.#cute (569.1M posts)



Students, write your response!

# TACO BELL WANTS TO SELL YOU A 30-DAY TACO SUBSCRIPTION

In about 20 participating restaurants across Tucson, Arizona, customers can pay between \$5 to \$10 per month for a Taco Lover's Pass, which gives subscribers one taco a day for 30 days. The app-based program is currently active until November 24.

A variety of tacos are included in the subscription, including a soft taco, spicy potato soft taco, crunchy tacos and its Doritos tacos. Once a customer subscribes to it, a special section within the app is unlocked and customers can add a taco to their cart during the checkout process.

Taco Bell likely hopes the trial turns casual customers into regular customers and increase enrollment in its year-old loyalty program. The idea is to lure people in with a free taco and hope they add more to their order and increase the amount they spend at the restaurant. It also gives restaurant owners information about ordering habits that help target diners with customized deals.

YES

Maybe

NO



Students, drag the icon!

# LET'S TALK TICKETING TECH

**Earlier this week**, Amazon [introduced](#) its palm-recognition technology, Amazon One, to Denver's famed Red Rocks Amphitheatre. In practice, concertgoers can now link their palm print to their ticketing account and enter the venue with a swipe of the hand. Amazon is trying to make the case that its tech is more convenient than RFID wristbands, QR codes, and contactless cards. So what's the next step? Deploying the service in more entertainment venues and public spaces like offices and stadiums.

## How will the data be collected?

- Amazon has [sold](#) biometric facial recognition services to law enforcement in the U.S. and its facial recognition technology was the subject of a [data privacy lawsuit](#).
- The company was found to be still [storing](#) Alexa voice data even after users deleted their audio files.
- A [WSJ investigation](#) last year found the e-commerce giant used data from its own sellers to launch competing products.

**Side Note:** Cashless events see an [average revenue increase](#) of 46%, and up to 87% in the first year, according to RFID provider Intellitix.



Question: Where else could you see palm-recognition technology?

Do you think more venues will go cashless?

Did you know that Cedar Point will be cashless by the beginning of 2022?



Students, write your response!

# A NEW UK STARTUP IS CONVERTING VINTAGE CARS INTO ZERO-EMISSION VEHICLES USING UPCYCLED ELECTRIC CAR BATTERIES.

**Vocab: Upcycling**, also known as creative reuse, is the process of transforming by-products, waste materials, useless, or unwanted products into new materials or products perceived to be of greater quality, such as artistic value or environmental value.

There are currently ~40 million vehicles on the UK roads – and many of them are now in conflict with the government's goal of having 46% of the vehicles on the road be all-electric by 2030.

- [London Electric Cars](#) aims to help motorists transition their classic cars into EVs using 3D printers and pre-owned Tesla and Nissan Leaf lithium-ion batteries.
- This creates a new outlet for existing EV batteries *and* eliminates the potential environmental negatives of creating brand new battery packs.

**From pumpkin to carriage...** On average, London Electric takes about three months to convert a classic car into a fully-electric vehicle, though some models can take as little as six weeks.



**Question: Popular upcycle categories are: furniture, clothes, and home DIY. Research if needed - give an example of something YOU can upcycle.**



Students, write your response!



# QUESTION: WHY IS SPOTIFY GROWING IN LISTENERS?

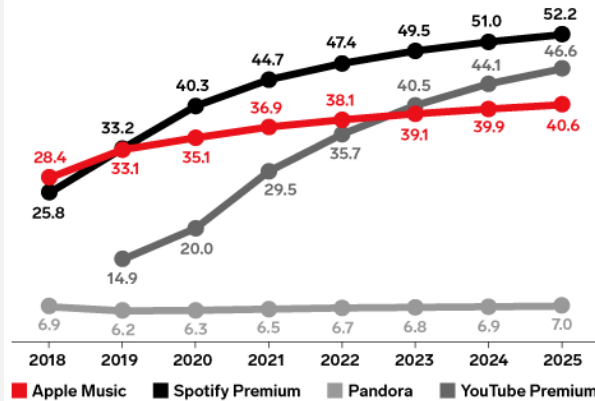
Spotify has the most users among digital audio platforms, followed by Pandora, Amazon Music, and Apple Music. Amazon will surpass Pandora in listeners next year.

[Spotify](#) is projected to overtake Apple in podcast listeners for the first time this year.

Spotify has grown its podcast base by acquiring companies like Gimlet Media, Anchor, Parcast, Megaphone, and The Ringer while also striking exclusive deals with celebrities such as Joe Rogan, Kim Kardashian, former President Barack Obama, and Michelle Obama.

**US Paid Digital Audio Subscribers, 2018-2025**

millions



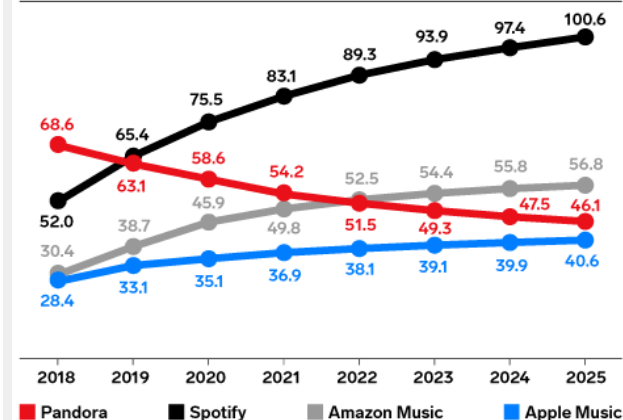
Note: internet users of any age who subscribe to each paid digital audio service listed; each individual account on qualifying family plans counts as a unique subscriber; includes paid promotional subscribers and free trial users  
Source: eMarketer, Aug 2021

269289

eMarketer | InsiderIntelligence.com

**US Digital Audio Listeners, by Platform, 2018-2025**

millions



Note: internet users of any age who listen to each service on any device at least once per month

Source: eMarketer, Aug 2021

269305

eMarketer | InsiderIntelligence.com



Students, write your response!

Pear Deck Interactive Slide

Do not remove this bar



# SPOOKY SPENDING

## QUESTION: HOW DO YOU/YOUR FAMILY PLAN TO CELEBRATE?

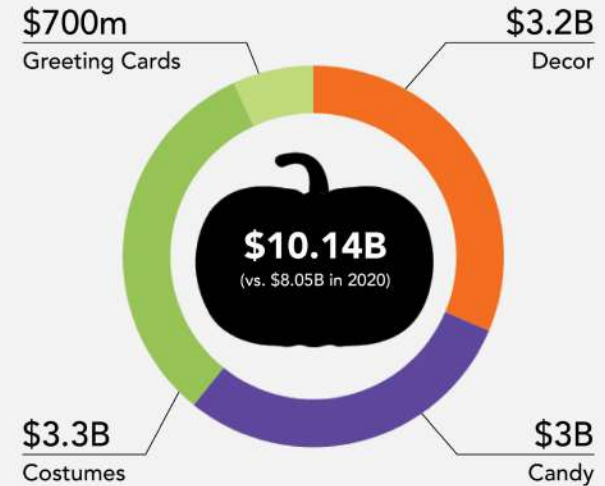
### How do folks plan to celebrate in 2021?

Per a consumer survey from Coresight Research:

- 49.5% say they'll hand or leave out candy for trick-or-treaters
- 42.5% plan to decorate their homes
- ~36% plan to either attend or host a party
- 34.5% plan to wear a costume
- 32.1% intend to carve pumpkins or do other home activities
- 25.8% will let their kids go trick-or-treating -- a 9.9-point increase from last year's 15.9%

Americans are spending big on Halloween this year

Total expenditure on Halloween in the US by category, 2021



DATA: National Retail Federation

the HUSTLE



Students, write your response!

Pear Deck Interactive Slide

Do not remove this bar

# Squid Game Merch is Flying Off Shelves

Since the globally popular *Squid Game*'s debut, long-established print and runway model Jung Ho-yeon, who depicts North Korean defector Kang Sae-byeok in the show, has seen her [Instagram](#) follower count jump from 410,000 to... wait for it... *over 19 million*.

## This popularity also translates to merch...

- Sales of white slip-on shoes from Vans have increased 7,800%.
- Global searches for retro-inspired tracksuits (+97%), red boiler suits (+62%), white numbered T-shirts (+35%), and even the color teal (+130%) have also spiked.

**Looking ahead...** Netflix and Walmart [announced](#) the "Netflix Hub at Walmart" yesterday, a partnership aiming to sell branded gadgets, clothes, music, and games from some of Netflix's biggest hits exclusively in Walmart's online store.

**Importance of Exclusive Distribution:** In addition to new products, the Netflix Hub will offer customers exclusive experiences to engage with popular Netflix shows in innovative ways. For example, we'll soon launch a crowd-sourcing opportunity called Netflix Fan Select that will allow fans the opportunity to vote for merchandise they'd like from favored Netflix shows — and then Walmart merchants will bring them to life!

**Vocab:** **Exclusive Distribution** - a manufacturer or supplier authorizes only one distributor to carry out within a definite region

**Question:** Walmart will become the exclusive destination for Netflix merchandise. Explain what this means for Walmart.



Students, write your response!

# AMAZON'S DEPARTMENT STORE PLANS REPORTEDLY INCLUDE HIGH-TECH DRESSING ROOMS

Amazon's rumored mini department stores will offer shoppers a chance to try on clothes from its own private-label brands in technology-fueled dressing rooms.

One idea is that customers would use a smartphone app to scan QR codes of items they want to try on.

Associates would then gather the items and place them in fitting rooms, and the process could eventually become more automated with the use of robots.

Once inside, you'd be able to ask for more clothes using a touchscreen, which could also recommend items you might like based on what you've chosen so far. Those could again be brought by associates and slid through a sliding door that would maintain your privacy.

## Questions:

1. How is Amazon trying to reduce or eliminate consumer pain points experienced in traditional department stores through the use of technology?
2. What are some challenges in rolling out these plans that Amazon may need to anticipate?
3. What is Amazon's value proposition?

## Vocab:

**Pain Point:** A pain point is a specific problem that prospective customers of your business are experiencing.

**Value Proposition:** A value proposition stands as a **promise by a company to a customer or market segment**. The proposition is an easy-to-understand reason why a customer should buy a product or service from that particular business.



Students, write your response!

# WENDY'S PARTNERS WITH KELLOGG TO RELEASE LIMITED-EDITION FROSTY CEREAL

[Wendy's](#) has partnered with Kellogg to turn its [Frosty](#) frozen dairy dessert, which was introduced all the way back in the 1969, into a cereal, CNN [reports](#).

The limited-edition cereal is set to drop in December and will have a suggested retail price that will set you back \$3.99. As an added bonus, people who buy a box of the cereal will get a coupon for a free Frosty from a Wendy's location. Not bad.

Wendy's Frosty Chocolatey Cereal will contain marshmallow pieces that a press release from the company said will “intermingle with crispy, cocoa-coated round cereal bites.”



Create a new product partnership - describe another product you would like to see turned into a cereal flavor. Who would your target market be?



Students, write your response!

# BRANDS GET WEIRD FOR HALLOWEEN

- Crest is [giving away jack-o'-lantern-shaped candy safes](#) so kids can “securely store their candy...from parents, siblings or even friends.” We have a feeling some parents will reverse the roles here.
- Dunkin’ reintroduced its costume line with [two new additions](#): a cup of cold brew and a box of donut holes. Regrettably, these don’t dispense anything.
- Home Depot’s 12-foot-tall skeleton (which was a [viral obsession](#) last year) is [selling out again](#) this year.
- Does your cat even know it’s Halloween? Doesn’t matter. Temptations, the cat-food brand, is [selling “Tasty Human”-flavored snacks](#).
- Starburst is capitalizing on “Berries and Crème” TikTok by selling [costumes of the Little Lad](#) from the classic commercial.



When do you think Halloween decorations be advertised/ released?

*Zoom out: It's the first post-vax Halloween, and people are expected to spend record numbers on the holiday. Consumer spending on Halloween is expected to reach \$10.14 billion, compared to \$8.05 billion last year, according to the [National Retail Federation](#).*

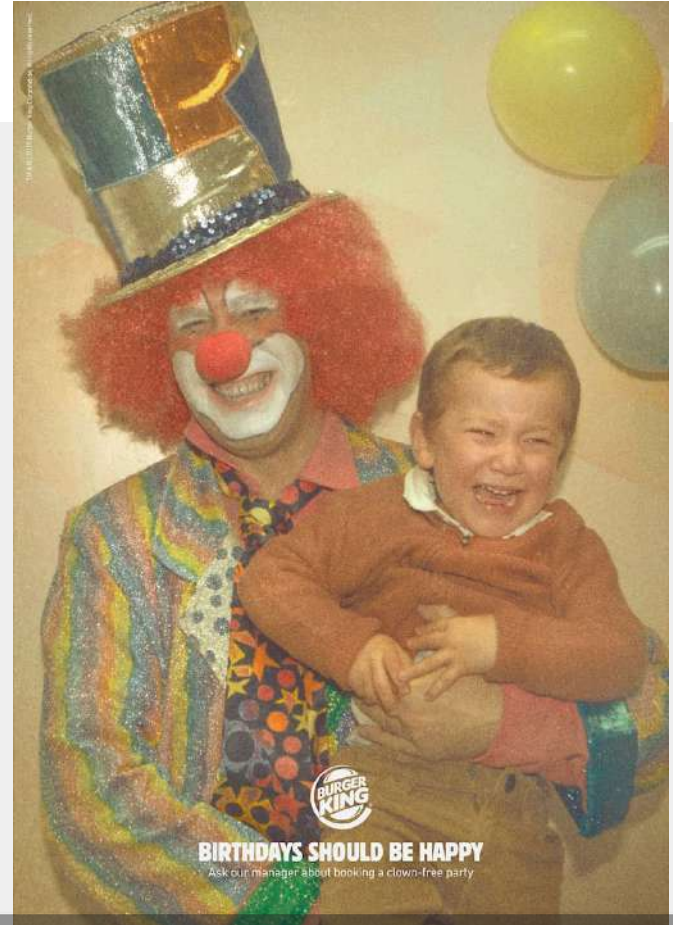


Students choose an option

# BURGER KING ADVERTISEMENT

**Explain** - What do you think Burger King is advertising?

Use evidence in the picture to infer the meaning of the ad. Is it effective? Why or why not?



Students, write your response!

Pear Deck Interactive Slide

Do not remove this bar



# THE FORBES 400 - THE DEFINITIVE RANKING OF THE WEALTHIEST AMERICANS IN 2021 - [LINK](#)

## Quick Facts:

- The 400 wealthiest Americans saw their collective fortune increase 40% over the last year, to \$4.5 trillion.
- Nearly all are richer than they were a year ago.
- There are 44 new names on the list, which now requires a minimum net worth of \$2.9 billion, up \$800 million from a year ago.

## What hasn't increased?

- Their generosity. The number of Forbes 400 members who gave away more than 20% of their net worth since last year's list dropped from ten to eight, while those who gave away less than 1% of their wealth rose from 127 to 156.

## The Top 5:

- Jeff Bezos (\$201B)
- Elon Musk (\$190.5B)
- Mark Zuckerberg (\$134.5B)
- Bill Gates (\$134B)
- Larry Page (\$123B).

## Fun facts...

- Cracking the list required a net worth of at least \$2.9 billion.
- There are 44 new names this year.
- The list is worth a combined \$4.5 trillion, a 40% increase from last year.



# CAN YOU GUESS THE CORRECT WINDOWS LOGO?



Students choose an option

# LET'S TALK ABOUT THE MAIL

The U.S. Postal Service is implementing new service standards that will result in slower and more expensive mail delivery for Americans.

Starting October 1, the USPS delivery standard for first-class mail delivered anywhere in the U.S. will be five days instead of three.

- The postal service will continue to have a two-day delivery standard for single-piece first-class mail traveling within a local area.
- A USPS spokesperson said 61% of first-class mail and 93% of periodicals will remain unaffected by these changes.

In addition, beginning October 3 and ending on December 26, the postal service will temporarily increase prices on all "commercial and retail domestic packages" due to the holiday season.

**The bottom line...** When you combine USPS' new plan with growing global supply chain issues, it might be a good idea to delay your Christmas/Kwanzaa/Hanukkah presents, like, **10 days**. Students, write your response!

**Question: Summarize what is going on with the U.S. Postal Service.**



# MCDONALD'S IS BRINGING BACK THE MCRIB ON NOV. 1

The return of the McRib is the latest menu announcement from McDonald's, which has lately mined its own menu and past limited-time offers to generate buzz and sales.

In the past, super fans have done things like [pleaded with their city councils](#) to bring the sandwich back, [driven 10 hours](#) to get the sandwich, and [eaten 12 McRib's at once](#). There's also a [McRib Locator](#) that will point you to the nearest McDonald's location that's selling the sandwich. The McRib first appeared on the menu in 1981.



YES

Maybe

NO



Students, drag the icon!

# THE DELICIOUS PIZZA MAESTRO - VIDEO

PIESTRO IS CRAFTING THE ARTISANAL PIZZA EXPERIENCE WITH A FUTURISTIC TWIST.

## Vocabulary: USP (Unique Selling Proposition)

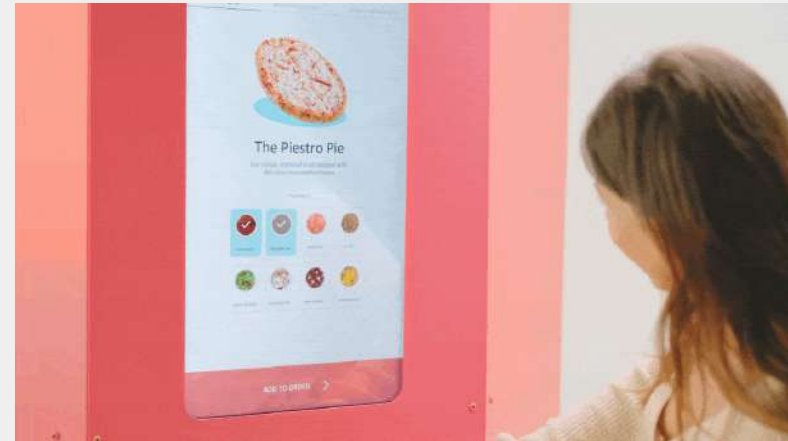
- USP, is the one thing that makes your business better than the competition. It's a specific benefit that makes your business stand out when compared to other businesses in your market.

Piestro is the robotic pizzeria you *knead* (sorry) to know about. Not only does it make artisanal pies at a fraction of the cost of traditional pizzerias, it also thinks you should join the pizza revolution as an investor.

Seems that plenty of others are excited about Piestro's potential too, considering **their robots have received \$580M**

**re-orders via commercial contracts.** That's a lotta

Students, write your response.



**Question: What is Piestro's USP?**



# FOR DRIVE-THRU, FASTER DOESN'T ALWAYS MEAN BETTER

Much of what makes fast food *fast* is the drive-thru. Even pre-pandemic, some 70% of fast-food sales came from the driver's seat. (It's now 90%+.)

A recent study by *QSR Magazine* found that Taco Bell leads the pack in speed and Chick-fil-A comes in dead-last:

- 52.4% of Chick-fil-A customers say drive-thru service is excellent versus 26.7% of Taco Bell customers.
- Chick-fil-A notches 100% order accuracy versus 86.7% at Taco Bell.

But don't expect Taco Bell to slow down. The brand has plans for a 2-story drive-thru format, with the kitchen on top and 4 drive-thru lanes underneath. This brings a whole new meaning to locos tacos.

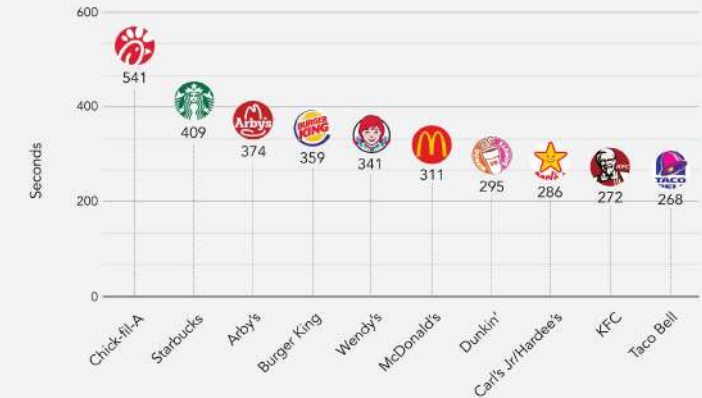
Question: Which drive thru do you prefer? What is something new you learned from this slide?



Students, write your response!

## Drive-Thru Service Speeds

Total time in seconds from entry to exit for 10 top drive-thru chains



DATA: QSR Magazine

the HUSTLE



Pear Deck Interactive Slide

Do not remove this bar



# NIVEA MEN PRINT AD



**Explain** - What do you think Nivea is advertising?

Use evidence in the picture to infer the meaning of the ad. Is it effective? Why or why not?



Students, write your response!

# NETFLIX BIGGEST HITS - STREAMING UPDATE

Question: How does Netflix know if a TV show or film is popular?

Its most popular content can be tracked across 2 variables:

- **The number of accounts** that watched at least 2 minutes of the content within 28 days of its release
- **Total view hours** per title within the first 28 days

“Bridgerton: Season 1” was the most popular show across both of these metrics, while “Birdbox” and “Extraction” shared the top 2 spots for films.

## MOST POPULAR SERIES AND FILMS

	Top 10 Series	View Hours
1	Bridgerton: Season 1	625M
2	Money Heist: Part 4	619M
3	Stranger Things 3	582M
4	The Witcher: Season 1	541M
5	13 Reasons Why: Season 2	496M
6	13 Reasons Why: Season 1	476M
7	You: Season 2	457M
8	Stranger Things 2	427M
9	Money Heist: Part 3	426M
10	Ginny & Georgia: Season 1	381M

	Top 10 Films	View Hours
1	Bird Box	282M
2	Extraction	231M
3	The Irishman	215M
4	The Kissing Booth 2	209M
5	6 Underground	205M
6	Spenser Confidential	197M
7	Enola Holmes	190M
8	Army of the Dead	187M
9	The Old Guard	186M
10	Murder Mystery	170M

\*Total view hours per title in its first 28 days on Netflix

NETFLIX



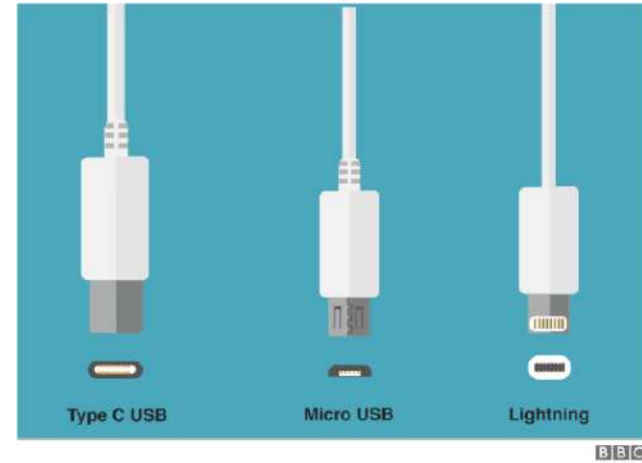
# THE EU WANTS ONE CHARGER TO RULE THEM ALL

1. **Improve consumers' convenience.** The draft rules also call for standardizing fast charging technology and giving consumers the right to choose whether to buy new devices with or without a charger, which the EU estimates will save consumers \$293 million a year.
2. **Reduce its environmental footprint.** The bloc generates 11,000 metric tons of electronic waste from disposed and unused chargers every year

While a majority of smartphones, headphones, and other devices already use USB-C, there's one big holdout: Apple.

- iPhones are equipped with its proprietary Lightning port, and the company has long opposed the plan, arguing it would stifle innovation and actually lead to *more* electronic waste as consumers throw out all non-USB-C chargers.

The most common charging connectors

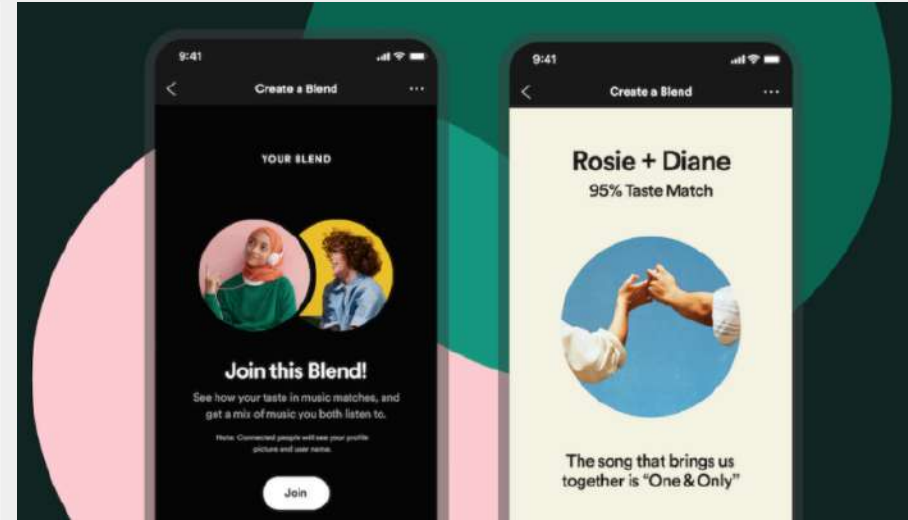


Question: What do you think? Should all chargers have to be the same?

# SPOTIFY - CREATES A BLEND FOR YOU & YOUR BESTIE

Spotify is rolling out a new “**Blend**” feature that lets users automatically create a shared playlist that updates daily based on both listener’s music tastes. You can invite any user to create a Blend together. Spotify handles the curation process itself, filling the playlist with tracks it thinks both listeners will like.

Blend is more than just a playlist—it’s an in-app experience. Blend is like this mystery box of music. When you send it to your friend you never know what you’re going to get, and that’s part of the fun. While most of Spotify is personalized just for you, this is really something meant to bring two people together and let you discover new music through your friends.



**Question: What makes Blend unique from other Spotify offerings?**



Students, write your response!

# THE WEIRD WIDE WORLD

Science says rhinos are best transported hung upside down, according to this year's Ig Nobel Prizes.

The Ig Nobel prizes are an annual spectacle created as an ode to strange scientific discoveries, with real Nobel laureates in attendance to announce the spoof prizes

- Last week's event also saw the world premiere of a mini opera called "A Bridge Between People." It's about children who literally build tiny suspension bridges to join two angry adults.

## Some of the Honorees:

- **Peace:** Three American researchers [tested](#) whether a full beard pads the face from a punch. A beard's ability to absorb nearly 40 percent of a blow could be one reason they evolved into existence, the study authors speculate.
- **Economics:** A French researcher [compared](#) hundreds of photographs of politicians in post-Soviet countries and found that obesity correlated with corruption.
- **Chemistry:** An international team [analyzed](#) the air in movie theatres to identify the volatile organic compounds emitted by the audience. They found buildup of a certain organic material was a reliable indicator of the amount of violence, sex, and profanity contained in the movie.

Students, write your response!



Question: Which of these Ig Nobel studies surprised you the most?



# THIS WEEK'S MANTRA

I breathe in relaxation, I breathe out tension. I choose to release the past and look towards all the good that awaits me.

**The reason:** Mantras and affirmations have incredible effects on the human mind. These short, simple phrases - whether spoken aloud or meditated on throughout the day - can greatly affect your subconscious. When done regularly, affirmation practices can:

- Help with problem solving
- Reduce stress and anxiety
- Improve overall confidence
- Increase dopamine levels and positive emotions



**Question: How do you destress from the day and refocus?**

# FACEBOOK KNOWS INSTAGRAM IS TOXIC FOR TEENS

“We make body image issues worse for one in three teen girls,” Facebook’s internal research from 2019 declared.

Leaked documents reviewed by WSJ show that, despite knowing the harmful impacts of Instagram on teens, Facebook has taken few actions to make it less toxic and protect its most vulnerable users.

- Per FB’s internal research, teens who said they felt “unattractive,” “not good enough,” and “don’t have enough money” traced their negative self-images back to the app.
- But in public, Facebook has downplayed the impacts and masked its data. “People talk about Instagram like it’s a drug. But we can’t study the active ingredient,” Andrew Przybylski, a researcher at Oxford University, told the WSJ.

**Why it matters:** There are nearly 1 billion active monthly users on Instagram, and more than 40% of its users are 22 years old and younger. Teenagers may suffer from eating disorders, anxiety, and depression as they mold their lives according to the Instagram aesthetic.

**Bottom line:** Facebook’s plan to create a new Instagram product for children under 13, which has drawn severe criticism from regulators, is still in the works.

**Predict:** What would life be like without instagram?

**Reflect:** Do you think instagram is toxic? Do you know people who only post edited photos or ones that show a shiny life?

Thoughts?



Students, write your response!

# APPLE ANNOUNCED THE APPLE WATCH SERIES 7 -

Question: What new features do you think customers will be most interested in?

The Series 7 comes in 41mm and 45mm sizes, a move to expand size Apple Watch hasn't seen since 2018's Series 4. The new displays are up to 20% larger than the Series 6 and 50% larger than the entry-level Series 3, allowing for bigger buttons and new features like a full QWERTY keyboard.

- The new display is 70% brighter indoors than the Series 6.
- The watch is outfitted with a new USB-C charger, which speeds up the watch's charging time by 33% over the Series 6.
- The watch is crack, water, and now dust resistant.
- Biking workouts have improved features—they now stop and start when you do, and also support fall detection in case you take a tumble during an intense workout.

There is no official release date for the watch besides "later this fall," but the Series 7 will be priced at \$399, compared to the Series 3 and Watch SE at \$199 and \$279, respectively.



**Looking ahead:** Bloomberg reported that Apple is working on major new health features like body temperature, blood pressure, and blood sugar detection, but they aren't expected until 2022 or 2023 at the earliest.



Students, write your response!

# A COMPANY JUST RAISED \$15M TO 'RESURRECT' WOOLLY MAMMOTHS

Most woolly mammoths died ~10k+ years ago, while a small group remained trapped on an island until ~3.7k years ago. Are they ready for a comeback?

Colossal, founded by Harvard geneticist George Church and tech entrepreneur Ben Lamm, has raised \$15m to bring the woolly mammoth back from the dead.

## Colossal has 2 primary goals

1. Conserve Asian elephants -- which are endangered -- by helping them survive in the Arctic
2. Protect the Arctic by introducing animals that will knock down trees and restore grasslands

Other scientists aren't so hot on the idea, arguing that mammoths take a long time to mature (30 years) and that some Arctic regions need trees. Some also question our ability to care for the new species.



**Discuss: What are positives and negatives of this? Should scientists be allowed to use genetic engineering to revive extinct species?**



Students, write your response!



# DOLLAR GENERAL WANTS TO GO UPMARKET WITH POPSHELF. SO FAR, IT'S WORKING. SUMMARIZE WHAT YOU HAVE LEARNED

Popshelf is targeted toward suburban women with household income between \$50k and \$125k and primarily offers items for \$5 or less across a range of categories, including:

- Seasonal and home decor
- Health and beauty
- Cleaning supplies
- Party goods

The concept has been likened to Five Below for adults...

... and so far, results are promising. Dollar General opened 8 Popshelf stores between October 2020 and May 2021, with impressive metrics across the board:

- Annualized sales ranged from \$1.7m to \$2m per store, compared with \$1.4m for first-year sales at a standard Dollar General
- Gross margin is ~40%, 8 points higher than a traditional Dollar General
- Promoter scores have climbed into the 80%-90% range, a rarity in retail

if you want to read more about it: [Link](#)

Students, write your response!



The margins of these stores are surprisingly good.

For every \$1 in sales, Dollar General and Dollar Tree earn an average gross profit of ~\$0.30. That's higher than rivals like Target (\$0.28) and Walmart (\$0.24).



How do dollar stores make money on these tiny sales?

According to Dollar Tree, it's simple:

"Our buyers work extremely hard to find the best bargains out there... period."

Dollar stores do this by going after the **stuff nobody else wants**: surplus items, discontinued products, and old stock that didn't sell well elsewhere.

They snap up these items in **enormous bulk quantities**, using their buying power to strongarm the price down.

Those \$1 goods typically cost them well below \$0.50:

Pear Deck Interactive Slide

Do not remove this bar

# BK MOLDY WHOPPER CASE STUDY - [VIDEO](#)

1. How do you think Burger King removing preservatives and releasing this advertisement can affect other fast food restaurants?
2. If you were a member of Burger King's marketing team, how would you approach implementing a campaign to effectively communicate with customers that BK no longer uses preservatives in their food?



Students, write your response!

# BOSE NOISE-CANCELING HEADPHONES PRINT AD

**Explain** - What do you think Bose headphones are advertising?

Use evidence in the picture to infer the meaning of the ad. Is it effective? Why or why not?



# HOW 9/11 INFLUENCED HOLLYWOOD

Before September 11, 2001, movies like Independence Day and Armageddon gleefully depicted the annihilation of American cities.

In the aftermath of 9/11...that stuff was #toosoon, and Hollywood scrubbed visuals that would remind viewers of the attacks. Lilo and Stitch (released in 2002) swapped out a sequence of Stitch in an airplane weaving through buildings with the little guy in a spacecraft flying among mountains.

- During the 2000s, the fantasy (Lord of the Rings, Harry Potter) and superhero (The Dark Knight, The Avengers) genres took over the box office, providing viewers with escapism and the comfort that [people in capes](#) would save us from incomprehensible evil.

Some, but not much, TV and film directly referenced the attacks, from United 93 (2006) to Zero Dark Thirty (2012). And a few post-9/11 shows, most notably [The Wire](#), have been criticized for [glorifying and legitimizing torture](#) in the pursuit of terrorism.

Students, write your response!

**Conversation starter:** Given that we're living through another traumatic event right now (Covid-19), are you observing similar patterns in current pop culture?

How long will it be before a director pitches a pandemic film?



# CAN YOU IDENTIFY THE FOLLOWING CANDY BARS FROM THEIR CROSS-SECTIONS?

1



2



3



4



5



6



Students, write your response!



# FORMER WALMART PRESIDENT REVEALS PLAN FOR \$400-BILLION UTOPIAN CITY IN THE US DESERT

- Lore's mission statement for the city of Telosa is to "create a more equitable and sustainable future" that can "become a blueprint of future generations." That's backed by a 150,000-acre design proposal with eco-friendly architecture, sustainable energy production, and a drought-resistant water system.
- A focal point of the city, set to house around 5 million, will be its transportation – with Telosa's streets prioritizing bikes and pedestrians, as well as slow-moving autonomous cars – over fossil fuel-dependent vehicles elsewhere
- The first phase of construction would include 50,000 residents across 1,500 acres. That would need an estimated \$25 billion to be built. The ambitious goal is to welcome residents by 2030.



Discuss - Who is the target market for this Utopian City? What challenges do you think the city of Telosa will face? What do you like/dislike about it?



Students, write your response!

Pear Deck Interactive Slide

Do not remove this bar

# SHANG-CHI AND THE LEGEND OF THE TEN RINGS

- According to Bloomberg, citing figures from Disney, Asian filmgoers "represented about 17% of theater attendees over the weekend, more than double the usual turnout for a Marvel film." ([Go deeper.](#))
- At the international box office, the movie grossed \$56.2 million. The film doesn't have a release date in China, which [historically](#) accounts for around 12% of Marvel's global gross.
- Put another way, the movie cost roughly \$200 million to make – and then made ~\$145 million of it back in four days. All before launching in China.
- "Shang-Chi" is playing only in theaters for 45 days before it hits Disney+.

**Question:**

**Do you plan on going to see this movie at the theater?**



**YES**

**NO**



Students, drag the icon!





# PICK AN ARTICLE AND TELL ME ABOUT IT

## THEME - BACK TO SCHOOL!

- [Newell Brands, the company behind Elmer's and Sharpie, prepares for a hands-on school year](#)
- [TikTok #dorm content is driving a new category of home decor](#)
- [Sorry, Dunkaroos: Nostalgia-hungry millennial parents crave healthier lunch box snacks](#)
- [Back-to-school shoppers are spending more than ever—and buying smartphones for grade-schoolers](#)



Students, write your response!

# BURGER KING IS LAUNCHING ITS 'ROYAL PERKS' LOYALTY PROGRAM NATIONWIDE

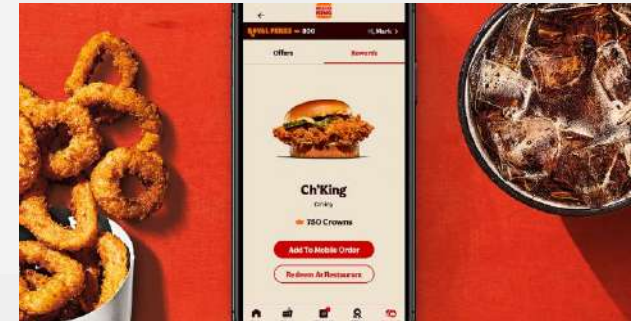
After seeing success from February's beta test runs across three markets, Burger King announced the launch of its new Royal Perks loyalty program nationwide, with plans to roll it out to two-thirds of restaurants by the end of the month. The “dollars for crowns” structure (10 crowns for every dollar spent) offers rewards, everyday perks and personalized experiences based on customer data.

Other features of the loyalty app include free daily perks for members (including drink upsizing, and free fries or hash browns with your order) and member-only exclusives like specials offers and promotions, along with the chance in the future to preview new menu items. Crowns can also be redeemed for different free menu items across the board, not just a set number of rewards.

Question 1: Why did Burger King beta test its loyalty program?

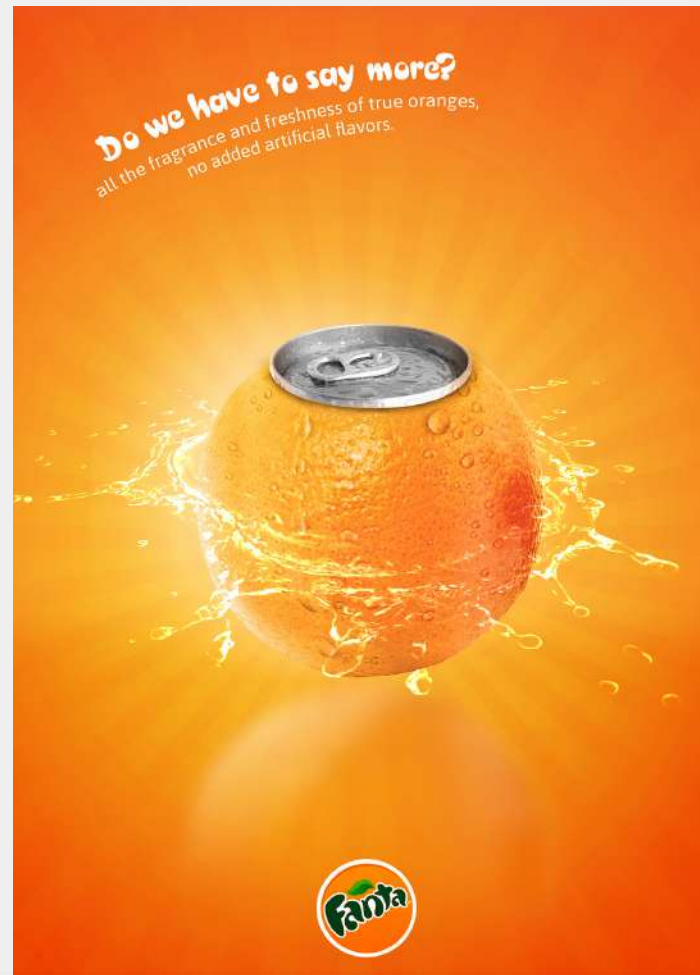
Question 2 : Will you be signing up for it?

Question 3: What is the value of having a loyalty program?



Students, write your response!

**Explain** - What do you think Fanta is advertising? Use evidence in the picture to infer the meaning of the ad. Is it effective? Why or why not?



Students, write your response!

# EL SALVADOR DIVES INTO CRYPTO - 30% OF THE CENTRAL AMERICAN COUNTRY'S POPULATION HAS A BANK ACCOUNT,

- El Salvador will become the first country to [adopt bitcoin](#) as legal tender. (Legal tender refers to money—typically coins and banknotes—[that must be accepted](#) if offered in payment of a debt.)
- The government even went a step further in promoting the cryptocurrency's use by [giving \\$30 in free bitcoins to citizens who sign up](#) for its national digital wallet, known as Chivo, or “cool” in English. Foreigners who invest three bitcoins in the country—[currently about \\$140,000](#)—will be granted residency.
- El Salvador has been [installing 200 bitcoin ATMs](#) to allow people to convert cryptocurrency into dollars.



Question: Part of the reason El Salvador has adopted bitcoin as its legal tender is because they believe that investors and tourists who own Bitcoin will come to the country and benefit Salvadorans and the economy. Do you agree or disagree? Why or why not?



Students, write your response!

# COLLEGE GRADUATE STARTING SALARIES ARE AT AN ALL-TIME HIGH—AND THESE 10 MAJORS EARN THE MOST

- The National Association of Colleges and Employers, the average starting salary for the college Class of 2020 was \$55,260 — 2.5% higher than that of the Class of 2019 (\$53,889 ) and 8.5% higher than the Class of '18 (\$50,944).
- Among graduates who majored in science, technology, engineering and mathematics fields, average earnings were even higher.
- *“Also, as a result of the Covid-19 pandemic and the greater need for technology in the new ‘virtual world’ that we live and work, the computer-related majors account for 4 of the top 10 paying bachelor’s degrees from the Class of 2020.”*

Major	Average starting salary
Petroleum engineering	\$87,989
Computer programming	\$86,098
Computer engineering	\$85,996
Computer science	\$85,766
Electrical, electronics, and communications engineering	\$80,819
Operations research	\$80,166
Computer and information science	\$78,603
Statistics	\$75,916
Applied mathematics	\$73,558
Chemical engineering	\$72,713

Question: What about this information is surprising to you? Are you interested in any of these careers?



Students, write your response!

# IMPLICATIONS OF QR CODES

Invented in 1994 by a Japanese engineer. They've become a staple of US restaurant menus and checkout registers as companies made transactions as touchless as possible during the pandemic.

- Over the last 18 months, QR code downloads have increased 750%, according to Bitly.
- Half of all full-service restaurants in the US have opted for QR code menus since the beginning of the pandemic, per the National Restaurant Association.

**More tracking.** While it might seem like you're harmlessly ordering QR codes track when, where, and how often you scan them. That info is like candy to restaurants, which can use it to more closely track consumer behavior.

- Privacy experts warn that rules largely don't exist to dictate what restaurants can and can't do with that info, like, say, sell it to a third-party delivery app that desperately wants to send you notifications about ordering takeout.

**More scams.** The ease of creating a QR code is one of the reasons why it's so accessible for businesses, but it also increases opportunities for fraud. You can't predict where a code will take you until you open it, making it difficult to know if it's a scam or not.

- The Better Business Bureau even issued a [warning](#) this summer around fraudulent QR codes.

**Replacing human workers.**

- Without the need for servers to take orders and deliver bills, some restaurants have cut 30%-50% of labor costs by using QR code menus, according to Tom Sharon, cofounder of the startup Cheqout, which builds the tech for those menus. Economic downturns have historically been catalysts for automation, forcing struggling businesses to cut costs where they can.



# BISHOP SYCAMORE IS DESCRIBED AS AN ONLINE CHARTER SCHOOL IN COLUMBUS, OHIO. BUT IT APPEARS THE SCHOOL MIGHT NOT BE REAL.

- It [isn't listed](#) in the Ohio High School Athletic Association directory of schools, but reportedly belongs to the Texas Christian Athletic League.
- It has two addresses listed online. One appears to be a [house in a residential area](#), while the other is the library at Franklin University in Columbus.
- Last school year, it [reported](#) an enrollment of just three kids to the Ohio Department of Education (and has filed nothing yet for this year).

So, how'd they end up on ESPN ?... The network said the game was booked by Paragon Marketing, which has partnered with ESPN in the past for multiple high school events across different sports.

- ESPN [claims](#) they raised the alarm with Paragon weeks ago when they couldn't obtain any information about Bishop Sycamore in general.
- The network says the school bailed on a conference call days before the game and later provided a fact sheet of information claiming multiple players had D1 offers from major programs.

In reality, the Bishop Sycamore roster reportedly includes [postgraduate players](#) as old as 19 or 20, some of whom are alleged to have played in junior college. The team hasn't won a game since launching in 2019, while getting outscored 342-49.



# CHICAGO VS. GRUBHUB & DOORDASH

Background: The city of Chicago has [filed](#) separate lawsuits against Grubhub and DoorDash alleging the third-party delivery companies “engaged in deceptive practices to prey on its affiliated restaurants.”

- The lawsuits contain a multitude of allegations, including that the companies use bait-and-switch tactics to fool customers into thinking they’ll be paying lower fees compared to what they’re ultimately charged.

Question: Do the additional fees from food delivery apps stop you from using them ?

**YES**

**NO**

**SOMETIMES**



Students choose an option

# AMERICANS ARE STOCKING UP ON TOILET PAPER AGAIN

*P&G has increased production, and some retailers say orders are being limited as demand surges*

- The maker of Charmin toilet paper and Bounty paper towels is speeding up production lines, running factories 24 hours a day, seven days a week and investing to increase shipping volumes, a company spokeswoman said.
- Retailers said shortages have improved since last year, but they are still struggling to get the full variety of sizes and brands of toilet paper and paper towels. Many supermarkets have been receiving incomplete shipments of their orders, as the U.S. supply chain is plagued by [shortages of raw materials and labor](#).

Three out of four Americans reported stockpiling toilet paper at the outset of the pandemic, and the figure was still as high as 69% last month. Slightly more respondents (63%) said they stockpiled water last month, compared with the beginning of the pandemic (61%).

- 76% of shoppers loaded up on cleaning supplies last year, compared with 63% in July.
- Despite [elevated](#) meat prices, 46% of Americans said they stockpiled meat last month, compared with 39% at the start of the pandemic.

**Question:** What is something your family stocked up on during the pandemic? Did you experience any grocery/product shortages?



# MOUNTAIN DEW LAUNCHING A FLAMIN' HOT CHEETOS FLAVOR

Mountain Dew and Flamin' Hot Cheetos are joining forces to launch a new soda flavor Aug. 31: MTN DEW Flamin' Hot.

It's a combination of the sweet, citrus classic Mountain Dew and the spicy kick of Flamin' Hot Cheetos.

The new drink will be available online at the DEW Store. but the store only ships to specific places. [Check online](#) to see if the store will ship to your zip



YES

NO



Students, drag the icon!



# IKEA RECREATED FAMOUS LIVING ROOMS WITH ACTUAL FURNITURE.

Vocab: **target market** is the segment of consumers most likely to want or need a business's products or services.



Question: Describe the target market for famous living rooms. What living room would you be the target market for?



Students, write your response!

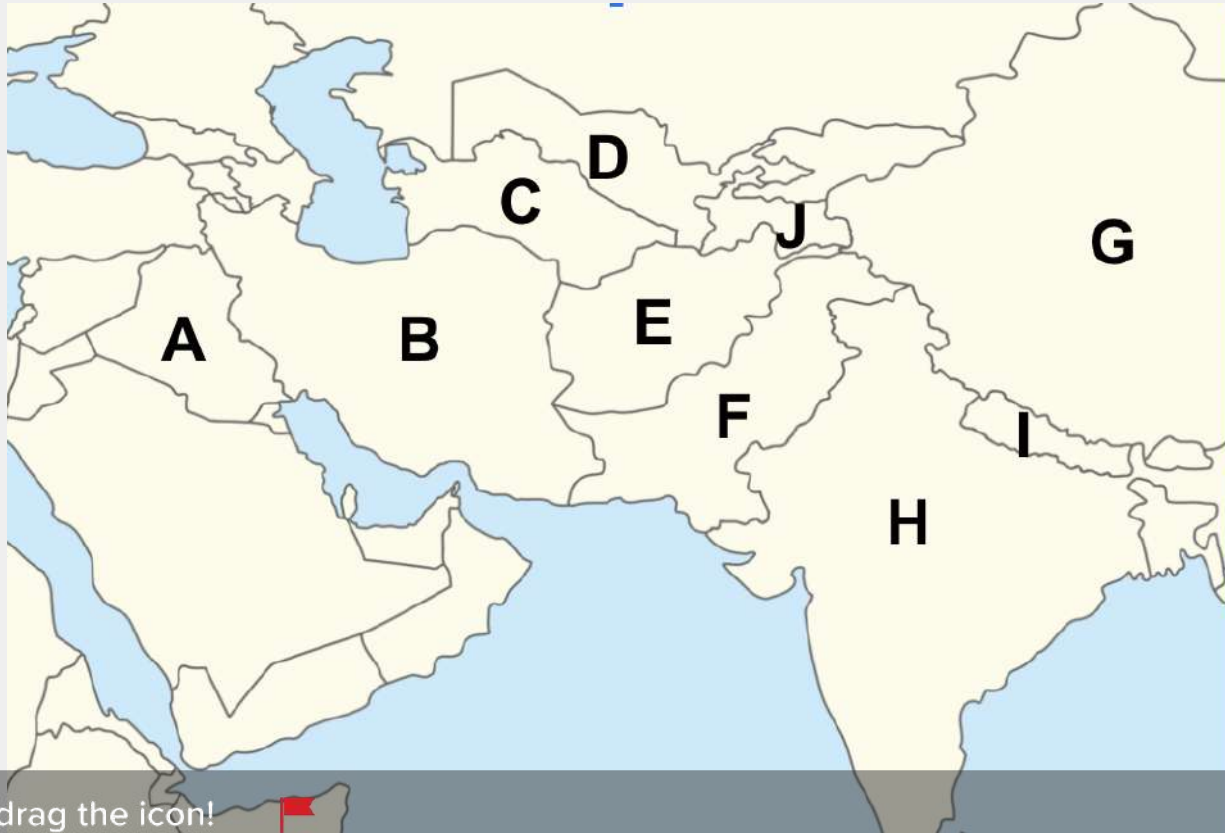
# TRIVIA: WHAT WAS GOOGLE'S ORIGINAL NAME?

- A) BrinPage
- B) BackRub
- C) Googol
- D) TypeSearch

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

Students choose an option

# CAN YOU IDENTIFY AFGHANISTAN ON THIS MAP OF CENTRAL ASIA?




Students, drag the icon!



# STAT OF THE DAY: CELL PHONE USAGE


The average U.S. adult spends **three hours and 43 minutes on their phone per day** — or nearly **two months per year**.

- If you're like most people, your smartphone is the first thing you check in the morning and the last thing you check before you sleep.
- You also pick it up several times during the day either in a bid to find out what your friends are up to, to get your mind off a stressful project, to feel better about your overflowing inbox, or to rid yourself of boredom in the bathroom.

 **Reflect:** Not all cell phone usage is a negative. Phones can help you stay connected with family far away, can help you track your productivity each day, and can also help you stay informed.

Do you need to reduce your screen time?

What could you be doing instead of being on your phone?

 **Challenge:** Monitor your cell phone usage for a week and see if you need to make some changes.



Students, write your response!



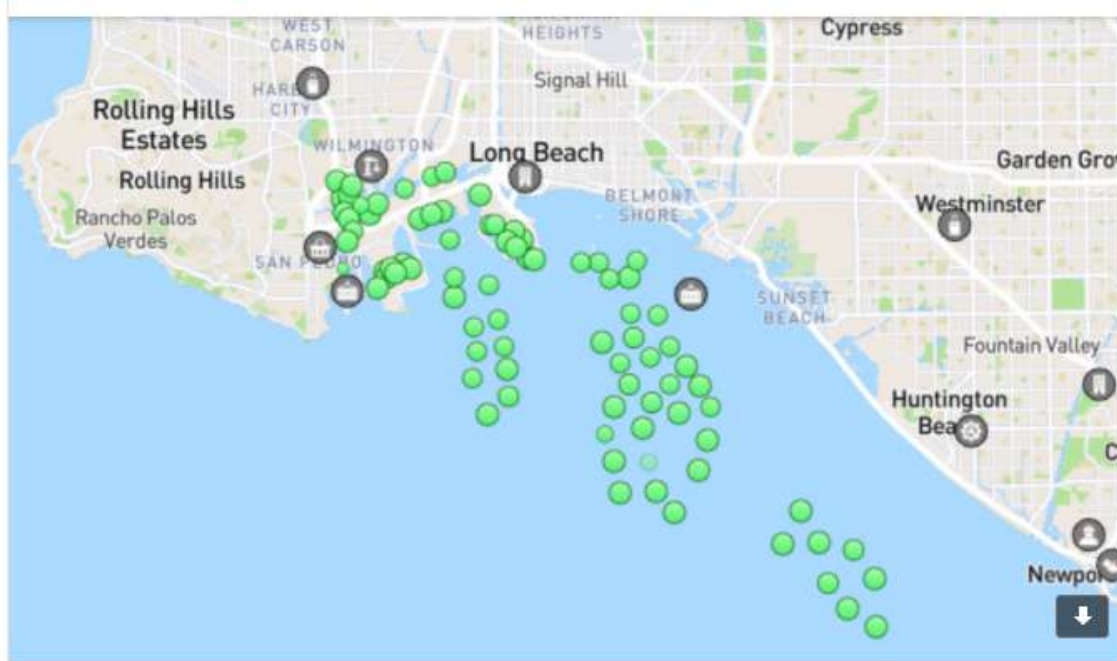
# TABASCO ADVERTISEMENT

**Explain** - What do you think Tabasco is advertising? Use evidence in the picture to infer the meaning of the ad.



Students, write your response!

# SUPPLY CHAIN CHALLENGES



[MarineTraffic](#)

**Stat:** The only thing worse than LA road traffic is LA marine traffic. 44 container ships were waiting for a berth at the twin ports of Los Angeles and Long Beach on Friday—the highest number since the pandemic began. Supply chains remain discombobulated as US retailers rush to bring in goods from Asia ahead of the holiday shopping season.

**What is Supply Chain Management?** Supply chain management is the handling of the entire production flow of a good or service — starting from the raw components all the way to delivering the final product to the consumer.



# CHINA RESTRICTS KIDS' ONLINE GAMING

From September 1st on out, those living in China under the age of 18 will be able to game online on any device from 8-9 pm on Friday, Saturday, and Sunday – and that's it.

Are you thinking “No biggie, I’ll just use a throwaway or my parent’s account”... Think again.

While government enforcement measures weren’t explicitly detailed, they instructed gaming companies to prevent children from playing outside these times.

- Tencent has already introduced countermeasures, including real-name registration and facial recognition to detect children skirting the rules.

- Prior to this announcement, minors could only game online for a max of 1.5 hours most days, and never in the wee hours of the night.
- China banned the manufacture and sale of gaming consoles in 2000 but later fully reinstated them in 2015.
- In 2014, the government released a list of things that would prevent a game from being approved by the censors, including violence, drug use, obscenity, and “anything that harms public ethics or China’s culture.” Games like Call of Duty and Halo were not approved.

QUESTION: ***EXPLORE*** WHAT DOES THIS MEAN FOR GAMING COMPANIES - WHAT ARE YOUR THOUGHTS?



Students, write your response!

# INSTAGRAM IS RETIRING THE SWIPE UP FEATURE STARTING AUG 30TH

- Instagram is retiring the “swipe up” action to visit external web pages, replacing it with a link sticker.
- Users have to be verified or have at least 10,000 followers to gain access to swipe up



Swipe up

Link Sticker

Doesn't Matter

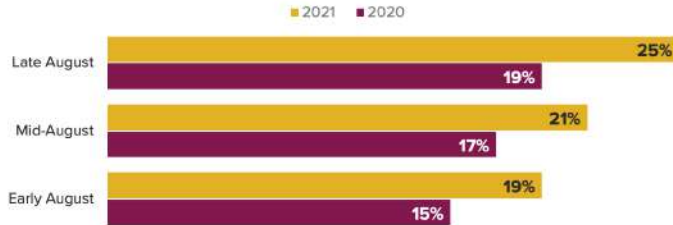


Students, drag the icon!

# PUMPKIN SPICE IS BACK THOUGHTS?

## 1 in 4 Americans Say Late August Is Prime Time for Pumpkin Spice

Shares of consumers who said the following periods were "just right" for brands to start selling pumpkin spice products in 2021 vs. 2020:



MORNING CONSULT

Polls conducted Aug. 12-16, 2021, and Aug. 9-12, 2020, among 2,200 U.S. adults each, with margins of error of +/-2%.

## 2 in 5 Consumers Want Pumpkin Spice All Year

Respondents were asked if they believe pumpkin spice products should be available year-round or seasonally

40%

Of adults said year-round

45%

Of adults said it should be a seasonal product

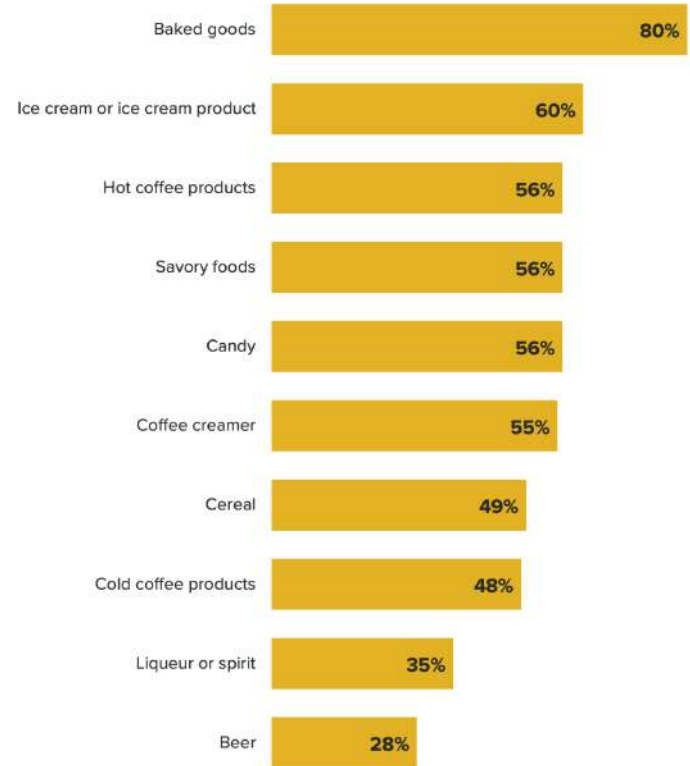
MORNING CONSULT

Don't know/No opinion responses not shown.

Students, write your response!

## Baked Goods Are Most Popular Pumpkin Spice-Flavored Products

Shares of consumers who said they enjoy the following foods and beverages when they are flavored with pumpkin spice:



MORNING CONSULT

Poll conducted Aug. 12-16, 2021, among 2,200 U.S. adults, with a margin of error of +/-2%.

Pear Deck Interactive Slide

Do not remove this bar

# MISCONCEPTION ABOUT MULTITASKING...

QUESTION: DO YOU ATTEMPT TO MULTITASK? WHAT EFFECT DO YOU THINK TURNING OFF YOUR NOTIFICATIONS FOR THE DAY WOULD HAVE?

When you get off task, it typically takes 15 minutes to get back into your project. While easier said than done, it's time to consciously focus on one task at a time. Here are some strategies to help ya out.

- Mute notifications: Notifications scientifically shut down higher levels of cognitive function in our brain. Pro tip - turn those notifications off.
- Take calls away from your desk: We're all guilty of giving calls half our attention (esp. with multiple participants). If you can't be away from your desk, close all of your tabs.
- Say "no" when you need to: Don't be afraid to say "no" to a request and focus on the task at hand.
- Set a specific time for distractions: Email and social media aren't going anywhere. Block out a specific time each day to distract yourself.
- Create a list: Bust out your pen and paper and create a daily task list in order of priority.
- Wake up first: Avoid the temptation to check your phone within the first hour of waking up. Doing so will put you in a reactive state.



Today's Challenge: **Turn off or mute your notifications.**

Students, write your response!



# AMAZON IS REPORTEDLY PLANNING TO OPEN DEPARTMENT STORES -

- ★ Unnamed sources told the Journal that the first stores will open in Ohio and California and will sell clothes, household products and electronics, likely from both brand names and Amazon brands.
- ★ The locations, planned to be about 30,000 square feet
- ★ The company aims to expose customers to products they may not search for online and to gather more data on its shoppers



**Predict:** What kind of data would Amazon want to gather on shoppers? Would you be interested in shopping at an Amazon store?



Students, write your response!

Pear Deck Interactive Slide

Do not remove this bar