



MORNING BREW

Week of March 29, 2021

Review of the Week!!

HOW NINTENDO SWITCH BECAME THE TOP-SELLING CONSOLE IN AMERICA

While watching the video be prepared to share your thoughts on the next slide!



Students browse: [www.youtube](https://www.youtube.com/watch?v=...)

HOW DID NINTENDO SWITCH
BECAME THE TOP-SELLING
CONSOLE IN AMERICA?

SHARE YOUR THOUGHTS
FROM THE VIDEO.



Students, write your response!

3 HEADLINES AND A LIE

We were going to go with the Cinnamon Toast Crunch shrimp tail fiasco as a potential Friend this week, but since that's a widely reported PR nightmare, we'll pass. Can you spot the fake story below?

- A. Pepsi and Peeps have joined forces to create a [marshmallow-flavored soda](#).
- B. A jewelry company has created a \$3,400 gold mesh chain to hold your [AirPods](#).
- C. The day of the Snuggie may be long gone, but Ikea has released a wearable [quilt-pillow hybrid](#).
- D. Kraft Heinz is getting in on the NFT craze, auctioning an image of Kool Aid's first print ad for [\\$300,000](#).



Students choose an option

"LIKE AN ENORMOUS BEACHED WHALE"

QUESTION: HOW COULD THIS HURT COMPANIES?

UPDATE: IT IS
FLOATING AGAIN!!!!



The chief executive of a Dutch company trying to free the 220,000-ton container ship that's currently stuck in the Suez Canal said it [could take](#) days, if not weeks, to unstuck it.

Describing the ship's "enormous weight on the sand," Boskalis CEO Peter Berdowski said workers might need to try a combo of dredging the sand and unloading the ship, called the Ever Given, to get it floating again.

Zoom out: This is the worst marine traffic jam since Crush got a flat fin on the East Australian Current. About 185 cargo ships carrying billions of dollars in goods—from livestock to crude oil—are waiting to enter the waterway.

The situation for global trade is so dire that two of the largest ocean shipping companies in the world are considering [rerouting ships](#) around the Horn of Africa to get their cargo to its destinations. But that's like driving from New York to Philadelphia via Calgary: It adds 6,000 miles and \$300,000 in fuel costs to the journey.



Students, write your response!

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CAMEO MAKES AN APPEARANCE

Cameo is now valued at \$1 billion after raising \$100 million in Series C funding yesterday.

It's cantering with a growing herd of unicorns that focus on getting content from creators → fans with the least amount of friction possible.

Question:

Check it out:

<https://www.cameo.com/>

Who is someone you would order a cameo from? It could be for you or a gift for a friend/family member!



Students, write your response!

3 HEADLINES AND A LIE

April Fools' Day or not, we're always down to trick you with some weird headlines. Three of these are real, one is not. Can you guess which is the fake?

- a. "Researchers produce nose-only COVID-19 masks to wear while eating or drinking"
- b. "Man sells NFT of 'Dunkaroos' growing frog legs and exploding for \$500"
- c. "British swan won't stop knocking on people's doors for hours on end"
- d. "Mafia fugitive caught after posting cooking show on YouTube"



Students choose an option

Pick an article of your choice and tell me about it!

- [President Biden](#) will unveil his big infrastructure and manufacturing plan today in Pittsburgh.
- [NFL owners](#) approved a plan to extend the league's schedule by one game, to 17.
- [Here's a good overview](#) of office reopenings around the country.
- [Virgin Galactic's](#) got a cool-looking new spaceship.
- [George RR Martin](#) is helping write a stage adaptation of Game of Thrones. Makes sense, but a Lin-Manuel Miranda version is also hilarious to think about.
- [Chipotle's](#) National Burrito Day promotion lets customers enter for a chance to win a free burrito or up to \$25,000 in Bitcoin.
- [Petr Kellner](#), the Czech Republic's richest man, died in a helicopter crash in Alaska along with four others.
- [Carbone](#), the exclusive Italian restaurant with a global reach, now has its own pasta sauce for retail.



Students, write your response!

The question: Someone puts a blank map of the US in front of you. You have a chance to win up to \$50 million: \$1 million for every state you can correctly identify.

The catch: If you get one wrong, you get nothing, but you can leave blanks.
How much money are you making?



Students, draw anywhere on this slide!

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3 HEADLINES AND A LIE

Three of the following news stories are true, and one...we made up. Can you spot the odd one out?

- a. The burrito chain mentioned in our top story also announced a new investment in a drone delivery startup this week.
- b. The Justice Department charged an Instagram influencer with defrauding his followers \$2.5 million worth of bitcoin.
- c. Elon Musk says Starships will be landing on Mars “well before 2030.”
- d. Beeple, who sold “Everydays: The First 5,000 Days” for \$69 million, thinks NFTs are a bubble.



Students choose an option

Looking for some good reads? Here are Morning Brew's 10 most popular articles from this quarter. Just scanning the headlines pretty much tells the story of what happened...

1. [How to set goals and follow through on them](#)
2. [NFTs: Frequently asked questions](#)
3. [Morning Brew Style Blog: How to kill your darlings](#)
4. [Four theories that explain the GameStopification of the markets](#)
5. [The big business of March Madness](#)
6. [Brew's Bookshelf: 15 Books for Black History Month](#)
7. [Taking a peek at past presidents' personal finances](#)
8. [The growing pet food industry](#)
9. [What's the hype around air fryers?](#)
10. [Business acronyms you should know](#)

Top 10 articles
from January -
March.

Pick a topic and
tell me 3
interesting things
you learned.



Students, write your response!

SHOPPING BEHAVIOR CHANGES

Pandemic-Driven Changes in US Adults' Shopping Behavior

	Pre-pandemic	During pandemic	Post-pandemic
Shop in-person or online at a major retailer for everyday purchases	63%	55%	84%
Shop in-person at a mall or department store	61%	32%	77%
Shop in-person or online at a local/mom-and-pop retailer for everyday purchases	45%	37%	76%
Make big-ticket/expensive purchases in-store	35%	18%	67%
Order food for delivery directly from a restaurant or ghost kitchen	30%	38%	60%
Make big-ticket/expensive purchases online	23%	23%	54%
Use food delivery apps	23%	31%	47%
Purchase at least some of my groceries online	22%	37%	52%

Note: "Pre-pandemic" and "During pandemic" columns were select all that apply; "Post-pandemic" shows % at least somewhat likely to do an activity
Morning Brew-Harris Poll, March 2020, n=1078 US adults • Created with Datawrapper

(43%) said they'll mostly shop in-person once Covid restrictions are lifted.

Big takeaway: It's obvious that e-comm will remain a bigger part of everyday shopping than before. But Americans want to return to the physical realm too.

Question:
How has your shopping behavior changed?

Pick an article of your choice and tell me about it!

- [Robinhood](#) is reportedly building a platform to “democratize” IPOs and allow regular investors to buy into public offerings (like its own) as big banks do.
- [New York City](#) is aiming to open Broadway shows in September.
- [The New York Times](#) sold an NFT of a column for \$560,000.
- [Clorox](#) seeks to sustain pandemic momentum with increased marketing spend and new production lines, Bloomberg reports.
- [Pizza Hut](#) will open pick-up windows for online orders at 1,500 stores.
- Tesla has been [double-charging](#) some customers for new cars, CNBC reports.
- Volkswagen is the real April Fool, after [completely lying](#) on the record about a supposed rebrand to “Voltswagen.”
- LinkedIn is [hard at work](#) building a Clubhouse clone.



Students, write your response!

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