

The Latest Marketing News

Provided by your Specialist for Marketing and Related Clusters – Sharon Acuff

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This newsletter is meant to give you news and information from the Marketing program area.

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What's Going On In This Graph?

The size and calories of fast food menu items have changed over the past 30 years. What do you notice and wonder about these changes?

Image

CreditCreditCredit: The New York Times. Sources: Sources: Megan A. McCrory, Allen G. Harbaugh, Sarah Appeadu, Boston University; Susan B. Roberts, Tufts University.

These graphs originally appeared elsewhere on NYTimes.com. The data was collected by researchers from 1,787 menu items at 10 fast food chains for 1986, 1991 and 2016.

By Friday morning, October 17, we will provide the “Reveal” — the graph’s free online link, additional background and questions, shout outs highlighting student comments and headlines, and Stat Nuggets.

After looking closely at the graph above (or at this [full-size image](#)), think about these three questions:

- What do you notice? *If you make a claim, tell us what you noticed that supports your claim.*
- What do you wonder? *What are you curious about that comes from what you notice in the graph?*
- What’s going on in this graph? Write a catchy headline that captures the graph’s main idea.

The questions are intended to build on one another, so try to answer them in order. Start with “I notice,” then “I wonder,” and end with a catchy headline.

2. Next, join the conversation by clicking on the comment button and posting in the box that opens on the right. (Students 13 and older are invited to comment online. Teachers of younger students are welcome to post what their students’ comments.)

3. After you have posted, read what others have said, then respond to someone else by posting a comment. Use the “Reply” button or the @ symbol to address that student directly.

From: The New York Times, Learning Network

Everyone Made Money Off My NCAA Career, Except Me

Should college athletes be allowed to get paid?

California’s initiative to allow college athletes to profit from their talent is a boon, especially for women and competitors in sports without pro leagues. CreditCreditTim Nwachukwu/Getty Images

“[Everyone Made Money Off My N.C.A.A. Career, Except Me](#)” is a two-minute film that touches on themes of athleticism, fairness and empowerment. In it, Katelyn Ohashi, a former college gymnast, describes how she was not able to capitalize on a viral video of one of her athletic performances, or the fame and attention that followed, because of N.C.A.A. rules. Ohashi argues that college students should be given the ability to earn income from their athletic achievement, which would especially benefit women and competitors in sports without pro leagues.

Students

1. Watch the short film above. While you watch, you might take notes using our [Film Club Double-Entry Journal](#) (PDF) to help you remember specific moments.

2. After watching, think about these questions:

- What moments in this film stood out for you? Why?
- Were there any surprises? Anything that challenged what you know — or thought you knew?
- What messages, emotions or ideas will you take away from this film? Why?
- What questions do you still have?
- What connections can you make between this film and your own life or experience? Why? Does this film remind you of anything else you've read or seen? If so, how and why?

3. An additional challenge | Respond to the essential question at the top of this post: Should college athletes be allowed to get paid?

4. Next, join the conversation by clicking on the comment button and posting in the box that opens on the right. (Students 13 and older are invited to comment, although teachers of younger students are welcome to post what their students have to say.)

5. After you have posted, try reading back to see what others have said, then respond to someone else by posting another comment. Use the "Reply" button or the @ symbol to address that student directly.

6. To learn more, read "[Everyone Made Money Off My N.C.A.A. Career, Except Me.](#)" Ms. Ohashi writes:

An exuberant top-scoring floor routine by U.C.L.A.'s Katelyn Ohashi went viral this year, making her one of the most famous college gymnasts ever. But [N.C.A.A. rules](#) prevented Ohashi from making any money from the performance. In this Video Op-Ed, Ohashi argues that college students should be given the ability to earn income from their athletic achievement.

Last week, Gov. Gavin Newsom of California [signed a law](#) to do just that. The Fair Pay to Play Act, would allow college athletes to strike endorsement deals, a move that would transform the entire business model of college sports. Changing the rules would be especially beneficial for women and athletes in sports that lack professional leagues.

But California's changes aren't scheduled to take effect until 2023, and that leaves the N.C.A.A. plenty of time to mount challenges to the law. If the law is upheld, the N.C.A.A. will have to decide whether to penalize California's universities with fines, or even expel them from the association. For now, California is betting that the huge size of its college system, and its influence in college sports, will make that impossible.

That's Not In My Job Description

Employers value adaptable employees. You'll never hear an adaptable employee say:

"That's not in my job description."

"No one ever told me I would have to do this."

"Can't someone else do this?"

Instead, they step up and say:

“I’ll get started right away.”

“I’m sure I can meet the deadline.”

“I’m glad I can help.”

Why employers value adaptability

Knowing that an employee is willing to meet the changing demands at work allows managers of large companies and owners of small businesses to move forward without being concerned about whether tasks will be completed. That reduces the managers' stress and puts the flexible employee in a good light.

- Adaptable employers help companies remain financially stable during busy times and light times.
- A stable bottom line means a firm can continue operations without interruption and without laying off employees.
- New employers do not have to be hired to take on new tasks.

Examples of adaptability

Believing you are adaptable and being adaptable are two different things. Being adaptable means you change to fit the circumstances, even when they are not your preference. Here are a few examples:

- Agreeing to mentor a new employee when you feel like your own job requires all your time.
- Handling a procedure differently than the way you like because you’ve been requested to make a change.
- Coming in to work early, staying late, or doing both, to keep up with the workload.
- Attending an out-of-town meeting when traveling for work is something you want to avoid.

Action: Assume, as an employee of a building company, that you don’t have specific plans for the Fourth of July, but are thinking about asking a friend to go to an evening fireworks show. At 3 p.m., your construction supervisor calls and asks if you can meet her at a job site where a broken water pipe is flooding the ground floor of a restaurant your company is building. As an adaptable employee, what statement, comment or words will you use with your supervisor on July 4? Be specific.

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Six eSports Marketing Insights from Gillette’s Global Sport Director

Gillette has a long history in sports marketing, dating back to an exclusive sponsorship of the Major League Baseball World Series... on radio. Fast forward to the present, and things have certainly evolved. In recent years, Gillette has stepped up its esports marketing efforts, including sponsoring ESL’s Intel Extreme Masters World Championship and naming League of Legends Player xPeke as a brand ambassador—just one of its many collabs in the space.

At the [Esports Business Summit](#) earlier this month, Greg Via, global director, head of sports, esports and entertainment for The Gillette Company at P&G, revealed lessons the brand has learned as it has delved deeper into esports. Following are six insights from his keynote.

Look for crossover opportunities between traditional sports and esports.

Gillette has increased its partnerships with top soccer athletes, including Neymar Jr, Thomas Müller and Antoine Griezmann. When the brand decided to bring in esports player xPeke into the fold, Via made sure to treat the athletes all as one family.

“We had Neymar, we had Griezmann, we had Müller, all welcome xPeke to the Gillette family. Just the explosion of Twitter and Twitch and Instagram, the response from the community, was amazing. We’re doing a licensing program with Champions League and signing new fútbol players, and we’re going to wait and see where we link. It may be with the FIFA game and EA.”

[Read More](#)

From: The Edge Marketing News

Experiential Marketing Is the Future of Retail

Traditional marketing simply doesn’t cut it anymore. While many companies continue to spend on TV ads, billboards, flyers or even podcast ads, there is no doubt that experiential marketing is the way to go. Not only because that’s what today’s consumers are responding to, but also because the impact lasts longer and has a greater influence on future purchases.

Experiential marketing directly engages customers, inviting them to experience brands in-person rather than putting them in the role of an observer and hoping that traditional marketing efforts will resonate with them or be memorable. 93% of consumers claim that [live events have a larger influence](#) on them than TV ads.

Personal interactions go a long way in gaining consumer’s buy-in and allows them to get to know the brand, what it stands for, and the people behind it.

Marketers Realize The Importance Of Experiential Marketing

According to the Freeman Global Brand Experience study, more than a third of CMOs said they [plan to spend 21% to 50%](#) of their budgets on brand experiences over the next several years.

[Read More](#)

From: The Edge Marketing News

Six Halloween Social Media Campaigns to Inspire Your Approach This Season

Anyone who’s ever created a holiday campaign for social media knows that finding inspiration is an essential component. Before you can put your pen to paper - or hands to the keyboard, as it may be - you need to jolt your creative thinking, and finding seasonal content which has already performed well can be a great place to start.

To help with your Halloween campaigns, we’ve collected a set of posts which resonated on social in years past. Take a look, and hopefully they’ll help to get your spooky creative juices flowing.

Food Network: Theme Up Your Sweet Creations

This BOO-tiful Halloween cake caught a massive audience on Facebook, with over 140,000 shares and 71 million views in just five days. Food Network is known for regularly posting recipe videos, and

they've probably created countless cake-making videos. The only difference with this cake was that they simply added a “ghostly” touch.

[Read More](#)

From: The Edge Marketing News

Lesson of the Day: Eliud Kipchoge Breaks Two-Hour Marathon Barrier

In this [lesson](#), students learn about this victory, the preparation that led to it, as well as what makes it complicated in the eyes of marathon officials. Wearing a controversial Nike shoe, Eliud Kipchoge, the marathon world-record holder, broke the event’s two-hour barrier last weekend.

Featured Article: “[Eliud Kipchoge Breaks Two-Hour Marathon Barrier](#)”

In Vienna, the Kenyan runner Eliud Kipchoge achieved a milestone once believed to be unattainable: He shattered the two-hour marathon barrier. However, his time, 1:59:40, will not be recognized as a world record.

In this lesson, students learn more about how Kipchoge was able to accomplish this feat, and they consider the significance of this unofficial human record.

Warm Up

Do you pay attention to world records in sports? Are athletic records important to document — most home runs, fastest sprint, furthest javelin throw? Why?

Integrated Marketing Campaigns

Watch an instructional video and get access to a resource guide to use DECA's Integrated Marketing Campaign Events in the classroom.

[LEARN MORE](#)

Project Management in the Classroom

DECA's new Project Management Events require participants to use project management skills to initiate, plan, execute, monitor/ control and close a project.

[LEARN MORE](#)

This Is How We Use Role-Plays

Explore the new "This Is How We Use Role-Plays & Case Studies in the Classroom" resource center including sample role-plays, case studies and exams.

[LEARN MORE](#)

Read the Latest Issue of DECA

Direct

READ THE LATEST ISSUE OF DECA DIRECT

The "Back to School" issue of DECA Direct is here. This issue features tips on selecting your competitive event, a guide to setting goals and everything you need to get started this year in DECA!

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Articles of Interest

[Nike's move in China](#)

Nike just got caught up in the NBA's China troubles, with its stores reportedly pulling Houston Rockets clothing from their shelves. Reuters [reports](#) that it visited five Nike shops in Beijing and Shanghai, where store managers said "they had been told in recent days via a memo from management that all Rockets merchandise had to be removed." The National Basketball Association has been embroiled in crisis in China since the Rockets' general manager, Daryl Morey, tweeted a message of support for Hong Kong's pro-democracy protesters. Morey deleted the tweet, but that didn't ease tensions.

For Nike, China is the company's "top source of revenue growth as other regions slow," Reuters writes. Nike is likely worried about ruffling China's powers-that-be at a sensitive moment. But some see this as a hypocritical move for a company that ran a [celebrated ad](#) with the tagline, "Believe in something, even if it means sacrificing everything." One Twitter user [altered](#) Nike's ad starring former NFL quarterback Colin Kaepernick, crossing out the line about sacrifice. The altered copy reads: "Believe in something. Unless it pisses China off."

[Apple, Google and China](#)

"[Apple](#) Inc. and Google both removed apps associated with Hong Kong's antigovernment protests from their digital stores in recent days, thrusting the two Silicon Valley giants into a controversy engulfing other U.S. companies," The Wall Street Journal [reports](#). The Google Play store pulled a game that let people play the role of Hong Kong protesters, while the Apple app, HKmap.live, could be used to see the

location of police in the city amid demonstrations. Apple said it removed the app after receiving information that it was endangering police and others. But the optics weren't great, since Apple made its move after coming in for harsh criticism from state media in China, a huge market for the iPhones. [As Bloomberg News reports](#), Apple CEO Cook wrote a memo defending the move and adding: "National and international debates will outlive us all, and, while important, they do not govern the facts." It's a curious statement—both cosmic and evasive—and unlikely to convince anyone who thinks Apple made the wrong call here.

Ad of the day: California Pizza Kitchen is promoting its cauliflower crust with images that show people's minds being blown, literally. The striking imagery from agency Made shows people with mushroom clouds coming out of their heads, except they're actually cauliflower clouds. To get it, you really need to see the pictures, so click [here](#) and read more from Ad Age's Ann-Christine Diaz.

How Kroger plans to grow in digital advertising

Kroger's acquisition of Dunnhumby USA, now called 84.51, four years ago kicked off the grocer's efforts to build its digital media and advertising arm. The program is still in its infancy, but experts say it could be poised to grow as online grocery retail takes off.

A match made in munchie heaven

Millennials have long been characterized by their desire for "clean" eating and local/organic desires. Two new items — not for the weak of stomach — set everything we think about today's fast food on its head. Kentucky Fried Chicken and its former corporate cousin Cheetos have teamed up for a "dangerously cheesy" sandwich.

Pets, Pinterest and parties: How Halloween has changed

Consumer shopping habits around Halloween seem to be in a constant state of change. NRF dug into recent Halloween data to see how shopping behavior has evolved over the last decade.

Amazon vs. Google

Compared to Google, Amazon's share of the U.S. search advertising market is still small, but it's set to grow fast. According to the latest projections from eMarketer, Google will take in more than \$40 billion in search advertising revenue in the U.S. this year, compared to Amazon's \$7.09 billion. That would give Amazon 13 percent of the search advertising market, compared to Google's 73 percent. But by 2021, Amazon's share is expected to rise to 16 percent, versus Google's 70 percent. [Read more](#) by Ad Age's Garrett Sloane.

Analyst: Consumers aren't spending as much on clothes

Consumers now own so many clothes that buying more doesn't bring additional happiness, a theory based on the Law of Diminishing Marginal Utility, according to Morgan Stanley analyst Geoff Ruddell. "Put simply, consumers would rather spend their marginal dollar on, say, going out for a meal, than on buying a 60th item of clothing in a year," he writes.

American Dream Mall shows entertainment is retail's next big thing

The long-awaited American Dream Mall -- or at least part of its 3 million square feet -- opens Oct. 25. Its unexpected mix of 45% retail and 55% entertainment and dining "recognizes that what's driving consumers into stores isn't buying things, it's what fun, exploration and learning they can have and what they can experience with friends," Richard Kestenbaum writes.

Amazon changes "add-on" policy to allow small-item fast delivery

Amazon is changing its "add-on" policy, which required that small, inexpensive items be added to a larger order to qualify for next-day delivery. The move is expected to ramp up Amazon's competition with brick-and-mortar retailers.

Instagram releases top tips for marketers

Instagram has released a guide for marketers on how to maximize their efforts on the platform, including visual composition tips such as spotlighting products by surrounding them with space and using light at different times of the day to create various moods. The guide also includes a holiday content calendar to help map out campaigns and advice on product launches.

The sustainability of aluminum cans didn't crush plastic bottles

Why it matters: With the environmental impact of plastics making headlines, some water companies are shifting their packaging from plastic bottles to aluminum cans. Some people think the change is a win for the environment because recycling aluminum can be more efficient than recycling plastic. However, some experts say the sustainability case for using aluminum is not so cut and dry.

Swiss workers were ranked as the most skilled

Why it matters: It probably doesn't come as a surprise to you that the workforce in Switzerland is highly skilled. The real value in the article comes from the insights it shares about *how* Swiss workers acquire their skills. Hint: It's not because they all attended universities to get degrees.

Quotable Quote

No act of kindness no matter how small, is ever wasted.