

**#21**

**CLASS RECAP AND  
CULTURAL STUDIOS**

*IT'S ALMOST  
OVER!*

# FOR ALL ASSIGNMENTS

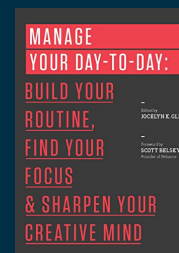
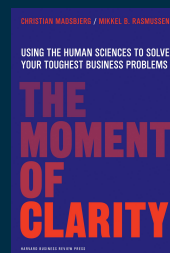
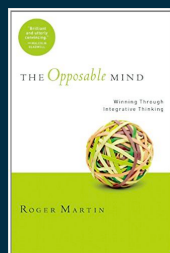
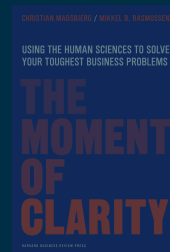
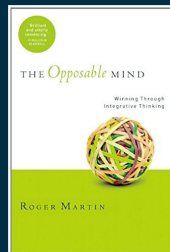
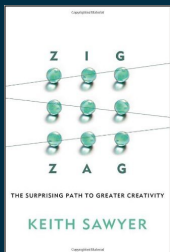
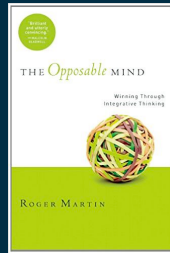
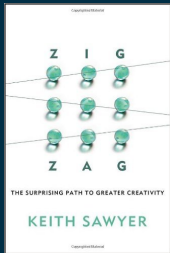
1. Aim for good, concise writing... make a lot of edits, remove redundancies/repetitions, avoid self-contradicting!
2. Do not underestimate the need to do research or provide background information!
  1. Cultural orthodoxies
  2. Existing solutions and benchmarks
  3. Bolstering your argumentation!
3. Do NOT underestimate the need to apply course concepts!
  1. Cultural innovation theory, what makes your solution work?
  2. Walking through the creative process through the concepts

# *FINAL PRESENTATIONS*

15 minute presentation

5 minute Q&A / Critique from others (peer evaluations!)

*DEVELOPING  
THIS COURSE*



1. Reduce amount of creative tools
2. Focus more on deep understanding of human behavior in creativity
3. More emphasis on ethnographic work and exploring the human boundaries of problems
4. Managing personal creative work as a (marketing) professional

The image features the ESPN logo in a bold, italicized, red font. The logo is centered on a black rectangular background. This central black area is flanked by two vertical bars of a dark blue color, one on the left and one on the right. The overall composition is symmetrical and minimalist.

**ESPN**





*“ESPN isn’t a large network.  
It’s a huge sports fan.”*

*WHAT WERE THE  
IMPLICATIONS  
FOR MARKETING?*

*HOW DO YOU  
ORGANIZE FOR A  
CULTURAL STUDIO?*

*WHAT ARE THE  
BENEFITS OF  
HAVING A  
CULTURAL STUDIO?*



When he **CENSORED** me good,  
I take his ass to Red Lobster



**Ashley C. Ford** ✓  
@ISmashFizzle



Follow

Picturing the Red Lobster CEO screaming into a red phone: "RAISE PRICES ON THE CHEDDAR BISCUITS! DO IT NOW GODDAMIT! TONY, I SWEAR TO GOD!"

RETWEETS  
**1,380**

LIKES  
**1,382**





**Eddie Teach**  
@Parkour\_Lewis



Follow

Yo @redlobster, all you have to do is NOT  
up. Just give the Twitter over to your highest  
ranking Black person under 33. Trust me.

**CENS  
ORED**

RETWEETS  
**290**

LIKES  
**188**



**deray mckesson** ✓  
@deray



Follow

.@redlobster, wake up. you are missing your  
moment.

RETWEETS  
**641**

LIKES  
**1,088**



# Red Lobster Finally Responded To The Beyoncé Lyric And It Was Pretty Awful

You had ONE JOB, Red Lobster. ONE JOB.

posted on Feb. 7, 2016, at 11:31 a.m.



**Gena-mour Barrett**  
BuzzFeed Staff







**Red Lobster** ✓  
@redlobster



 Follow

"Cheddar Bey Biscuits" has a nice ring to it, don't you think? #Formation @Beyonce



RETWEETS  
**7,391**

LIKES  
**7,146**





Red Lobster  
@redlobster



Follow

what?

"Cheddar Bey Biscuits" has a nice ring to it,  
don't you think? #Formation @Beyonce

Huh?  
NO  
PUNS  
?



RETWEETS  
7,391

LIKES  
7,146



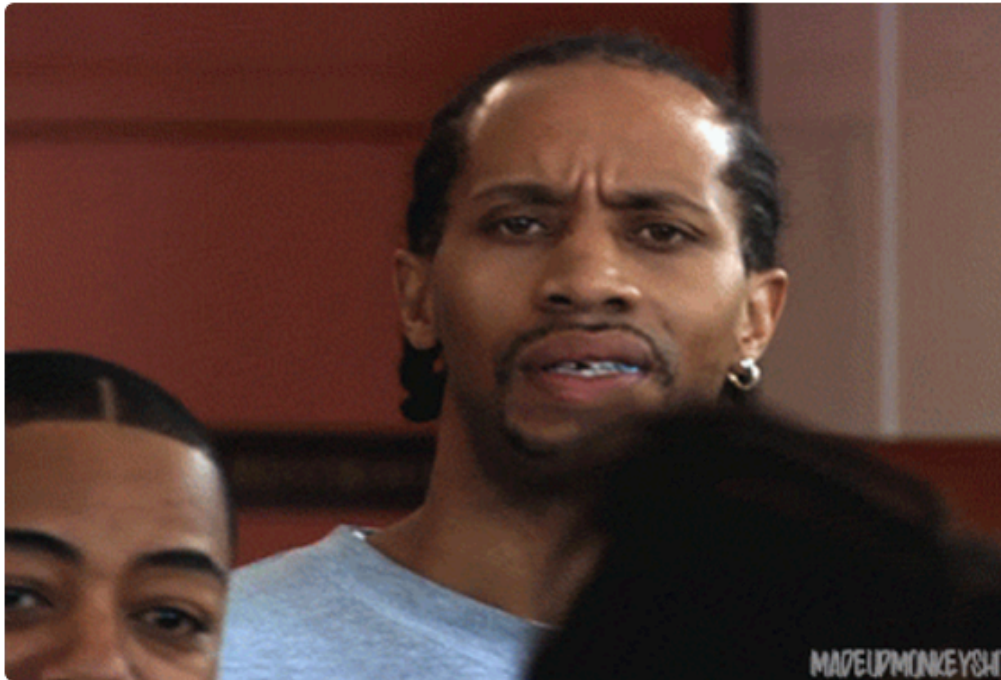


**E.**  
@ErykahTbh



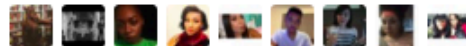
Follow

@redlobster yall had hours and this is what yall come up with?



RETWEETS  
**677**

LIKES  
**740**



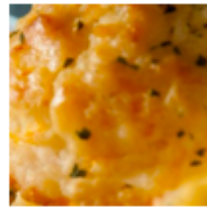


**The Colon Dropout**  
@sailornegro



Following

Should've just said "Beyscuits" fire ya whole marketing team



**Red Lobster** @redlobster

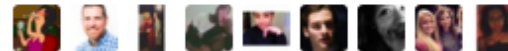
"Cheddar Bey Biscuits" has a nice ring to it, don't you think?  
#Formation @Beyonce

RETWEETS

174

LIKES

358





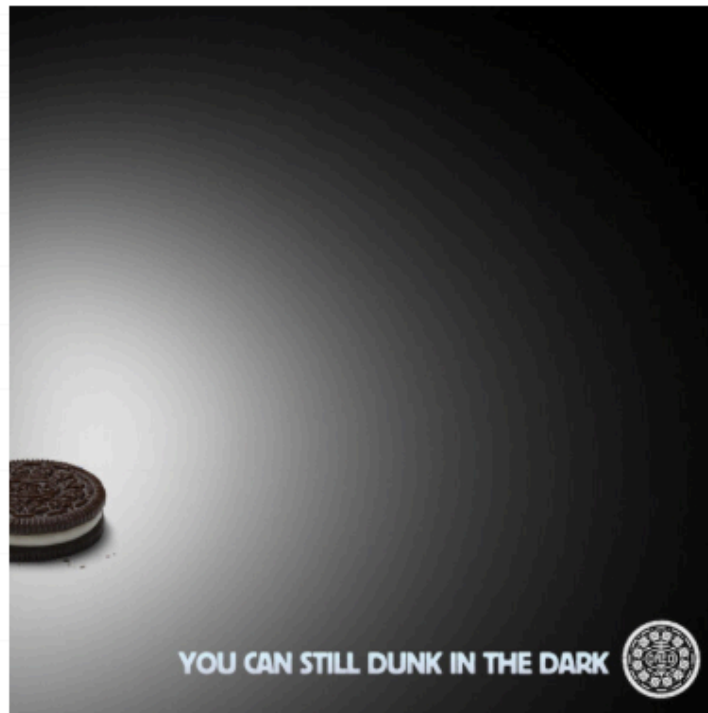
Oreo Cookie

@Oreo

Follow

Power out? No problem. [pic.twitter.com/dnQ7pOgC](https://pic.twitter.com/dnQ7pOgC)

1:48 AM - 04 Feb 13



16,066 RETWEETS 6,158 FAVORITES



# *FOR THE REST OF THE CLASS*

## **1. SHARING IDEAS!**

1. Let's organize into 6 groups where ALL members have to be from different group projects
2. Share your ideas, concerns, benchmarks (such as, how and where are you finding comparison points), breakthroughs, current problems, and try to learn from one-another
3. Please, if you can, try to avoid "spoiling the surprise" for the final presentation too much!

# *FOR NEXT TIME*

- No reading!