

The Backpack Kid Answers

I)

- 1) He had about 300 followers on Instagram. He posted a video of himself doing a funny dance. Somebody commented it with a hashtag #dontstopwhitepeople2k16. Later some page with 700.000 followers reposted it. After that, his video went viral.

- 2) In the past, most products were produced for 'target customers' according to demographics. E-g.: pink backpacks with Barbie pictures for young, white, girls.

Nowadays, companies try to create products that go beyond demographics (age, gender, skin color). They create products that are pieces of culture E-g.: (Cars®, Vans etc)

- 3) Mom: Supportive. Lets him go places.

Dad: Not fan of Hip-Hop culture. Treats him as his son.

- 4) Snapchat: For private use. Only people he knows in real life.

Texting: Not enough socializing.

Musicaly: Got bored with it.

- 5) He would call all backpack companies and ask them if they want to work together and what they offer. Free products, money, equity? Later he would help Russel decide what he wants to do in the long term and in the short term.

- 6) Football Player Braxton Miller- signed a contract with Adidas. He has to wear their products during games.

Beyonce: If you pay her \$50 mln she can do something that you want her to do.

Gary Vaynerchuk: He used to be very happy when people paid him \$5000 for a 60min presentation. Now, some people offer him \$90.000 and he rejects.

- 7) He says that he'd rather make \$6 mln and be happy than \$21 mln and not be happy because there is very little difference in the standard of life.

- 8) Because everybody celebrates 1 mln followers. It would be fun and interesting if they did something else. For example celebrate 947000 followers.

II) & III) Student's answers