

Weekly Trade Report

December 4, 2020

Brand / Industry News

[Airbnb and DoorDash are confidently aiming for even higher IPO valuations](#)



- DoorDash, the food delivery platform, is seeking to raise \$2.8 billion in its IPO - they will list 33 million shares priced between \$75 and \$85.
- Airbnb, the home rental platform, is aiming for a range between \$30 billion and \$33 billion. So far in 2020, Airbnb has sold \$17.9 billion in gross bookings, a drop of 39 percent from the year earlier.

[Spotify launches '2020 Wrapped' with new features including quizzes, badges and, yes, stories](#)

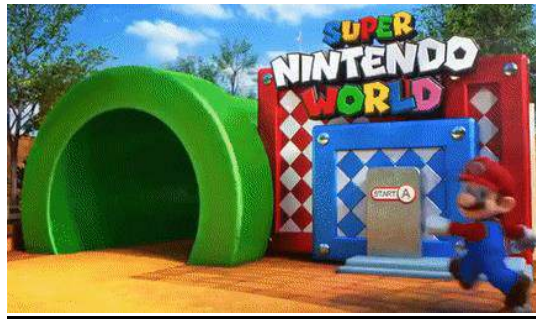
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- Spotify launches its 2020 Wrapped personalized experience exclusively for mobile users.
- As the company has evolved to become more of an audio business rather than just simply music, Wrapped will also include a deeper look into user's podcast listening habits and will include features such as in-app quizzes, "Story of Your 2020" dedicated to users' top songs, Wrapped badges, and personalized playlists.
- The company shared some of its year's trends, noting that rapper [Bad Bunny](#) claimed the top spot with more than 8.3B streams in 2020 and that the top podcasts were [The Joe Rogan Experience](#), [TED Talks Daily](#), and [The Daily](#).

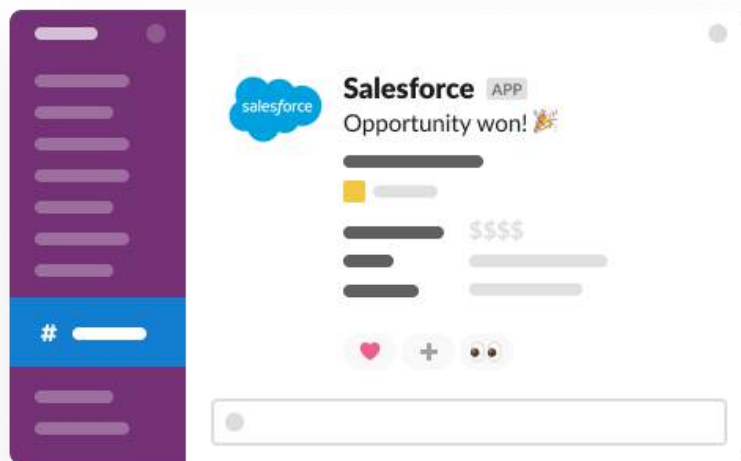
Tech Bytes

[Super Nintendo World opens on February 4th with AR Mario Kart roller coaster](#)



- The long awaited Super Nintendo Land zone will open at the Osaka Universal Studio theme park on February 4th, 2021.
- The opening of Super Nintendo World will be closely watched as a model for the theme park industry, which has been hit hard by COVID-19.

[Salesforce is acquiring workplace chat app Slack for \\$27.7 billion](#)



- Salesforce makes its biggest purchase ever in its recent announcement of acquiring Slack.
- Both companies have become vital amidst the COVID-19 pandemic which forced many companies to adopt a remote workplace and such programs have played key roles in maintaining the day to day business operations.
- The two companies joining together signifies fierce competition for Microsoft, Oracle, and other cloud and enterprise companies.

Competitor News

[Netflix's tense 'Red Dot' teaser has hikers being hunted through the wilderness](#)



- Netflix's recent teaser for Alain Darborg's Swedish thriller has been getting lots of attention.
- *Red Dot* showcases how a romantic hiking trip can turn into a nerve wracking journey as an unseen shooter aims a laser sight at your chest.
- Click [HERE](#) to watch the trailer, and look out for the film to drop on February 11th, 2020.

[Peacock Removes 'Saved By the Bell' Jokes About Selena Gomez's Transplant Following Backlash](#)



- NBCUniversal's AVOD streaming service, [Peacock](#) has removed the controversial jokes made about Selena Gomez' kidney transplant on its [Saved By the Bell reboot](#).
- The show received significant criticism over a scene where two students argued over who Selena's kidney donor was and another scene where graffiti in the hallway read, "Does Selena Gomez even have a kidney?"
- Selena has not commented on the matter herself but her donor, actress [Francina Raisa](#) [tweeted](#) about how the insensitivity also impacts donors as well who feel offended and dismissed for their act of kindness.

Creator News

[Alexis Sharkey, 26-Year-Old Instagram Influencer, Found Dead on the Side of the Road in Texas](#)



- Instagram influencer Alexis Sharkey's body was found in the 1000 block of Red Haw Lane on Saturday morning, according to the Houston Police Department.
- Police are awaiting an autopsy to determine the cause of death.

[TikTok dominates Forbes 30 under 30 list: Addison Rae, D'Amelios, more](#)



- Many TikTok stars including [Addison Rae](#), [Charli D'Amelio](#), and [Loren Gray](#) have been named to Forbes 30 under 30 social media stars list.
- Some of these social-born celebrities have become household names over the course of 2020, with many like Addison and the D'Amelio sisters creating their own brands and collaborating with largely successful companies such as [Dunkin' Donuts](#) and [American Eagle](#).
- Additional TikTokers who made the list include [Avani Gregg](#), [Spencer Polanco](#), [Michael Le](#) & [Michael Uy](#), [Jalaiah Harmon](#), and [David Dobrik](#) - although many attribute his success to [YouTube](#).
- This list comes as a true testament to the power of TikTok and notoriety of social media influencers.

Creator Spotlight

XOBrooklynne



[TikTok](#) - 7.3M

[Instagram](#) - 248k

- Brooklynne is a 15 year old Canadian professional dancer who rose to TikTok fame from her body positivity videos.
- In the past, she has worked with brands such as [Fashion Nova](#) and [Dormify](#) - making her a great fit for brands looking to reach teenage girls who have a passion for fashion, decorating, and mental health.
- Recently, Brooklynne has collaborated with artist [Bebe Rexha](#), launched her own [body positivity clothing line](#), and was featured on outlets like [NBC News](#) and [Buzzfeed](#) to talk about her take on self-love.

Tip of the Week

[43 Gifts For Anyone Who Wishes They Were Royalty](#)



- Here are 43 gift ideas to the people who want to feel extra special and feel that #royalty status.

Weekly Trade Report

November 27, 2020

Brand / Industry News

[The Queen's Gambit Just Set a Wild Netflix Record—and Yes, It's Absolutely Worth the Hype](#)



- Over 62 million households have tuned in to watch Netflix's show *The Queen's Gambit*.
- Even those who know nothing about chess are hooked onto this show - if you haven't watched this show just yet, now you know what to binge watch over your Thanksgiving break!

[Pepsi Creates Apple Pie Soda](#)



- Pepsi is giving away 2 liter bottles of Pepsi Apple Pie to the first 1,500 people to share their own baking fails via Twitter.
- The seasonal drink is not available for purchase, and can only be won through the giveaway.

Tech Bytes

[Google and Disney team up for a Mandalorian AR experience](#)



- The Mandalorian AR experience has Baby Yoda involved!
- Google worked with Disney and Lucasfilm to build models and animations based mostly on the hit Disney Plus show's first season. New episodes of the experience will come to the app weekly.
- One caveat: the experience is only compatible with [5G Android devices](#).

Twitter Verification Will Return in 2021



- Twitter has announced that they will be launching new guidelines for its verification process in early 2021.
- Twitter has also shared that the new verification process will not be the only change in 2021, as they will add more features to profiles potentially including different account types and labels.

Competitor News

Taylor Swift 'folklore' sessions debuting on Disney+



- Disney+ released Taylor Swift's "folklore: the long pond studio sessions" streaming today!
- The folklore includes a performance of the 17 songs from her latest album as well as sharing the stories behind them.

Creator News

Charli D'Amelio Becomes The First TikTok Star to Reach 100 Million Followers



- Charli D'Amelio is the first TikTok star to reach 100 million followers, less than two years after she started her account.
- D'Amelio reached this milestone a week after facing backlash following a video of her family dinner.

[Charli and Dixie D'Amelio Post Pic With Chef Aaron May After YouTube Dinner Drama](#)



- Alongside Charli's 100M followers accomplishment, the D'Amelio sisters continue to stir up more tea.
- The TikTok drama started when fans accused Charli and Dixie of being rude to Chef May after he cooked their family dinner (that included snails) making vomiting facial expressions; however, May stated that the snail was on purpose to gross Dixie out and that no offense was caused.

Creator Spotlight

Mia Swinehart (@GatheredNutrition)



IG: [113K](#)

- Mia Swinehart, also known as Gathered Nutrition, is a registered dietitian.
- Mia shares a variety of recipes on her Instagram, as well as some lifestyle content mixed in.

Tip of the Week

[13 Music Documentaries on Netflix, for When You're Missing That IRL Concert Experience](#)



- To all of the people that don't have Disney+, here are some alternative options for you to get the concert experience on Netflix.
- The artists' documentaries featured includes: Taylor Swift, Lady Gaga, Beyonce, Sam Cooke and more.

Weekly Trade Report

November 20, 2020

Brand / Industry News

[Grubhub will partner with creators including Addison Rae, CrankGameplays, and more for Animal Crossing 'Friendsgiving' Promo](#)



- Grubhub is launching a Friendsgiving themed collaboration with Animal Crossing and several influencers and celebrities.
- Users who share their island name on Twitter and tag #GrubhubIsland can potentially win a visit from avatars modeled after Addison Rae, T-Pain, and Jason Derulo. Rae, T-Pain, and Derulo will also be participating in Q&A live streams with fans on Grubhub's YouTube channel on Friday, Saturday, and Sunday.
- Additionally, streamers CrankGamePlays and IGumDrop will visit some users islands who have also shared their island name and tagged #GrubHubIsland on Twitter. From November 22nd to November 25th the two will virtually deliver Thanksgiving themed and hard to find items such as candy and pumpkins.

[Peloton Taps Beyonce For Multi-Year Partnership](#)



- The direct to consumer fitness company known for creating a cult-like community from their bikes and treads, recently reported a quarterly sales surge of 232% and has announced its new multi-year collab with the popular singer, Beyonce.
- The partnership will include themed workouts, special free memberships for students at HBCUs, and new classes featuring Beyonce's touch on music, movement, and wellness.
- This news is accompanied by Peloton's pledge to fight racial injustice and support black-owned businesses. The company plans on working with HBCU schools to create programs for future internships and employment.

Tech Bytes

[YouTube announces there will not be a 2020 'rewind' video](#)



- YouTube has announced that for the first time since 2010 there will not be a rewind video this year.
- YouTube's statement shared on the company's social media channels read: "2020 has been different and it doesn't feel right to carry on as if it weren't. So, we're taking a break from Rewind this year. We know that so much of the good that did happen in 2020 was created by all of you. You've found ways to lift people up, help them cope, and make them laugh. You made this year genuinely better."
- The 2020 lists of best-performing videos, creators, and content verticals will still be released.

[Spotify is acquiring podcast hosting company Megaphone for \\$235 million](#)



- Spotify makes yet another acquisition, and this time it is with the podcast hosting company, Megaphone for \$235M, meaning that more shows will have access to Spotify's ad insertion technology and making the company now have a full podcasting ecosystem.
- The company is able to strategically insert ads in real time based on listener data and the goals of ad deals being run.
- All podcasts on Megaphone will have access to Spotify's ad tech, which no other hosting service offers, meaning that podcasts and advertisers looking to target their ads to Spotify's data will have to pay to host their show on Megaphone or pay Megaphone to distribute their ads.

Competitor News

[Hamilton is still streaming on Disney Plus, but there's no free trial. How to watch](#)



- The Broadway-hit turned movie, Hamilton is streaming exclusively on Disney Plus but some people may be on edge whether a subscription is worth it to watch this one film.
- For one, the Disney streaming service is certainly cheaper for the amount of content being provided compared to purchasing a playhouse or movie theater tickets.
- Those interested can subscribe in 3 ways:
 - Monthly subscription (\$6.99/mo)
 - Annual Subscription (\$70/yr) with the ability to reduce the monthly fee to \$5.83 if prepaid
 - Disney Plus / Hulu / ESPN Plus bundle (\$12.99/mo)

[ViacomCBS to Shutter Niche Streaming Services to Focus on Paramount Plus](#)



- Almost a year after the Viacom and CBS merger, the company has announced the retirement of its smaller streaming services like MTV Hits, NickHits, and Comedy Central Now, which will likely be absorbed into Paramount Plus.
- Paramount Plus which is currently known as CBS All Access will be officially rebranded in 2021 and will include live sports and breaking news amongst the company's large variety of entertainment content.
- The company hopes that titles such as Star Trek, Spongebob, and South Park will drive a growth in new paying subscribers.

Creator News

[Addison Rae begins filming *She's All That* remake *He's All That*](#)



- Addison Rae has shared photos from her first day of filming *He's All That*.
- Addison has the starring role in the film, which is a gender-flipped remake of 90's movie *She's All That*. Her co-stars include Madison Pettis, Isabella Crovetti and Myra Molloy.

Creator Spotlight

TwoTrends



[YouTube](#) - 48.3k subscribers

[Instagram](#) - 519k followers

[Facebook](#) - 48.5k followers

[TikTok](#) - 1.8M followers

[Twitter](#) - 3k followers

- TwoTrends is a channel ran by married couple, Sebastian Gomez (Sebas) and Esperanza Hernandez (Espe) whose content includes [travel](#), [fashion](#), and [lifestyle](#).
- Currently residing in Miami, the couple has taken the time away from travelling amidst the pandemic and focused on building their channel to include a more personal take into their lives with [vlogs](#), [challenges](#), [Q&As](#), and [pranks](#).
- In the past, Sebas and Espe have worked with brands like [AT&T](#), [Electrolit USA](#), [Head and Shoulders](#), [Not Your Mothers](#), [Slim Fast](#), and [Smile Direct Club](#).

Tip of the Week

[How to give a good gift when you can't see the person *in* person](#)



- Missing out on those holiday office parties and exchanging gifts with friends?
- Check out these innovative ways you can still give someone a special gift this season whether it be a streaming subscription, a chic arrangement, virtual gym membership, or gift box subscription! The list of ideas is endless.
- The best part is that you can still spread the holiday cheer without having to see one another in person!

Weekly Trade Report

November 6, 2020

Brand / Industry News

[TikTok Has a New Deal With Sony Music to Promote More Sony Artists](#)



- As TikTok is one of the top leading platforms to drive music discovery, a Sony Music Exec states that they “are pleased to be partnering with them.”
- This is a huge deal for TikTok, as music has become a crucial part of TikTok’s content, and they have only had shorter-term deals with major labels to legally use their songs prior.
- The music industry has remained confident in the app, and it has become one of the most influential marketing tools in the business to break new hits and find undiscovered talent.

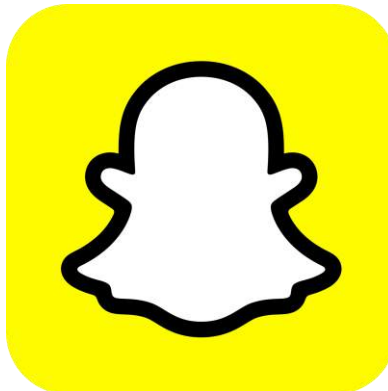
Tech Bytes

[This AI can identify the coughs of asymptomatic people with Covid-19](#)



- Researchers from MIT have developed an algorithm that can differentiate the forced coughs of asymptomatic people who have Covid from those of healthy people.
- They are currently working on a free app that would enable anyone to cough into their smartphone, and essentially get a pre-screening of whether they might have Covid, even if they don't have symptoms.
- They found that AI could detect biomarkers like vocal cord strength, lung capacity, and neuromuscular degeneration that show up in these recordings, and differ from the coughs and words of healthy people.

[Snapchat Will Begin to Allow Users to Display Follower Counts Publicly](#)



- Snapchat will give users the option to publicly display their subscriber counts, nine years after the app launched.
- Any creator or business with a public profile will be able to choose whether or not they would like to display their number of subscribers.
- Public profiles are currently available to creators with established audiences and a history of abiding by community guidelines, and will globally roll out over the coming months.

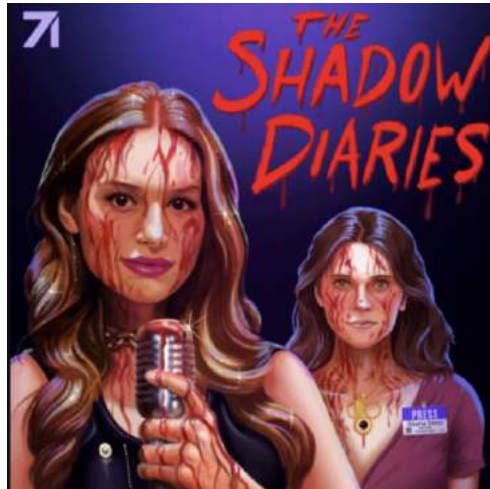
Competitor News

[Disney's new skinless robot can blink like a human because why not](#)



- Disney's new robot can imitate human facial movements, specifically blinking and subtle head movements.
- The company's research division has been working on making more lifelike robots for some time; in 2018 it unveiled its Stickman robot that could do backflips in mid-air, "to approximate the height of a human stunt performer with arms raised over his or her head."

[Studio71 launches first scripted podcast](#)



- Studio71 has launched their first scripted podcast, which will be a Halloween genre-bending show starring Madelaine Petsch and Kara Hayward.
- *The Shadow Diaries* "stars Petsch as popstar Eliza Gold, with Hayward playing a journalist assigned to shadow her childhood idol. But, as she continues her investigation, Hayward's character discovers that Gold's comeback may be the sinister workings of a mysterious, potentially demonic group called 'The Divinity'."
- Studio71 has launched 30 unscripted podcasts so far this year.

Creator News

[YouTuber conquers cheese fondue fountain in heartwarming sequel](#)



- YouTuber Tasty Hoon recently went viral when his [fried chicken and cheese mukbang](#) went hilariously wrong.
- He's now tried the combination again to greater success, this time making sure his cheese fondue can actually flow through the chocolate fountain he's set up.
- Putting in milk to the fountain still makes him visibly nervous considering what happened last time, but his apprehension instantly turns to giddy joy when he realizes it's working.
- Check out the new wholesome video [HERE](#).

[Tati Westbrook sued by former business partner](#)



- Tati Westbrook and her husband James are being sued by a former business partner who is alleging breach of contract, gross negligence, and fraudulent inducement, related to her vitamin business Halo beauty.
- Westbrook has not yet personally responded to the lawsuit.

Creator Spotlight

Rachael DeVaux



IG: [602K](#)

- Rachael DeVaux is a registered dietitian and personal trainer who posts a variety of health and wellness content.
- Rachael shares a mix of healthy recipes, fun at home workouts, and other lifestyle content to her [Instagram](#) page titled Rachael's Good Eats.
- Recipes that I personally put on my list to try from her page include [these paleo twix bars](#) and [the cashew chicken lettuce wraps](#)!

Tip of the Week

[Safety Checklist for November](#)



- Check out this document that is meant to help you take some precaution and map how you plan on acting, engaging, or abstaining from action in November.
- Disclaimer: everyone has a different risk model, meaning that we each know best what we can or can't handle, have capacity for, or expertise on.

Weekly Trade Report

October 30, 2020

Election 2020 Updates

[Facebook and Twitter CEOs to testify before Congress in November on how they handled the election](#)



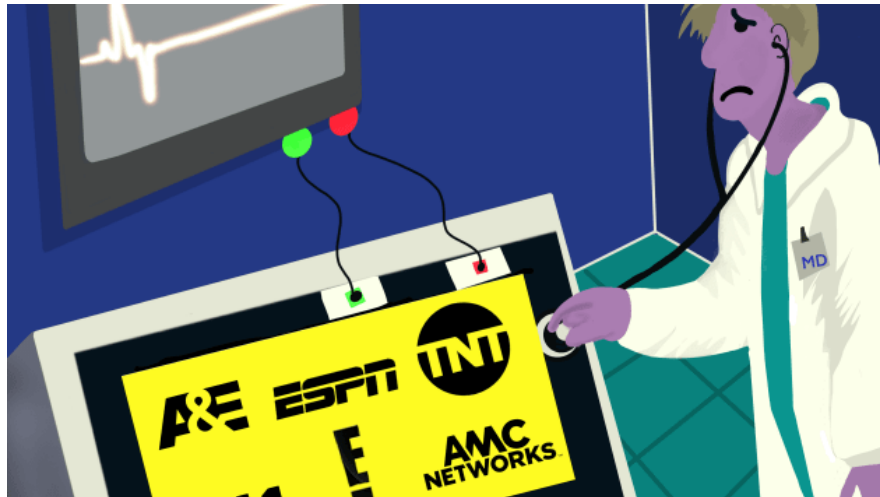
- CEOs of the two major social platforms - [Facebook](#) and [Twitter](#), have agreed to answer questions about how their companies handled the election at a hearing set for November 17th - just two weeks after Election Day.
- The Republican led committee's chair, Lindsey Graham, has set the agenda to include the platforms' censorship and suppression of New York Post articles, aiming to press the two CEOs on their handling of the story regarding hacked materials from Joe Biden's son, Hunter.
- Senate Republicans led the decision to pressure [Mark Zuckerberg](#) and [Jack Dorsey](#) into testifying with a pair of subpoenas, while Senate Democrats sat out on the vote yet it is likely that this party will too, bring their own questions about content moderation to the forefront.

[YouTube is running out of space for political ads](#)



- According to a report from *Bloomberg*, YouTube has so many political ads that it is having trouble finding spots to place them all.
- The report went on to detail that sources have shared that at some times campaigns are only able to spend about a quarter of their planned daily marketing budget due to YouTube being unable to find space for three quarters of ads.
- YouTube has said that they are seeing high demand across all ad categories this quarter, but did not elaborate further.

Media executives are finally accepting the decline of cable TV as they plot a new path forward



- In the last three months, Disney, NBCUniversal, WarnerMedia, and ViacomCBS have announced major reorgs as they pivot to streaming video.
- With the launch of streaming services like [Peacock](#), [HBO Max](#), [Disney+](#), these media giants share a goal of trying to make up for the losses of cable TV audiences.
- Time Warner who owns the popular networks, TNT and TBS made most of their ratings from re-runs of shows like [Seinfeld](#), [The Office](#), [Friends](#), and [Family Guy](#) - but streaming giants like Netflix, Hulu, and Amazon Prime have since acquired the digital rights to those same re-runs, driving traffic away from cable and letting viewers consume content on demand without commercial interruption.
- With Disney+ already hitting the lower end of their subscription goal for 2024, it is speculated that the other smaller streaming services will not be able to compete against [Netflix](#) and [Amazon](#) who have a massive scale for both subscription and advertising on a global level.

TikTok is partnering with Shopify



- TikTok is partnering with e-commerce platform Shopify. At launch, Shopify merchants will be able to create, run, and optimize TikTok marketing campaigns.
- Shopify's one million merchants will now be able to more easily reach TikTok's users.
- Eventually, the partnership will include other in-app shopping features.

Tech Bytes

Quibi to Shut Down Around December 1st



- Quibi, which launched on April 6th, announced last week that it would be shutting down around December 1st.
- At this time, no announcement has been made regarding new homes for Quibi's content.

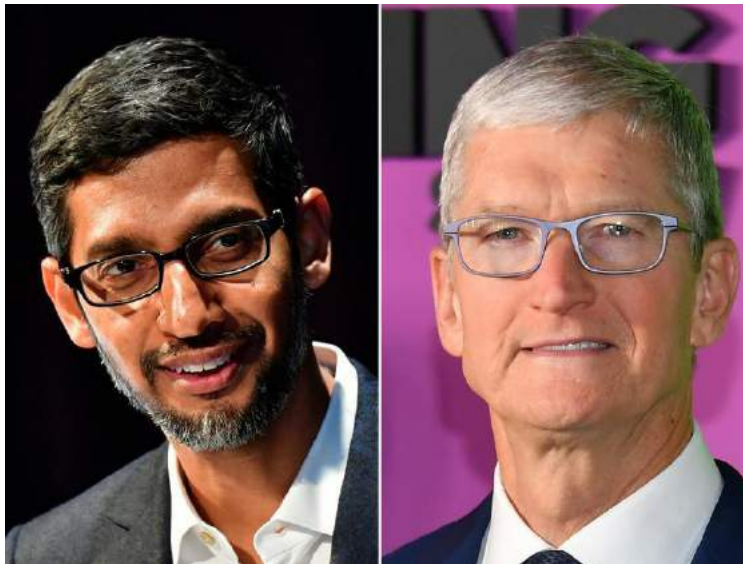
[T-Mobile offers up yet another TV streaming service](#)



- T-Mobile is entering the streaming wars with its very own, TVision.
- TVision will have 3 branches:
 - TVision Live for live news, entertainment, and sports channels (costing between \$40-\$60/mo.) across ABC, NBC, FOX, and ESPN
 - TVision Vibe (\$10/mo) for 30 channels without sports, including AMC, Discovery, and Viacom
 - TVision Channels for individual channel streaming services like Starz, Showtime, and Epix
- Starting November 1st, TVision will be available nationwide to T-Mobile wireless customers over the internet via apps and third party TV platforms that people already use.

Competitor News

[Apple, Google and a Deal That Controls the Internet](#)



- In 2017, Apple CEO Tim Cook and Google CEO Sundar Pichai, made one of the most lucrative business deals, agreeing to feature Google's search engine as the preselected choice on Apple devices - this deal sealed both companies' status at the top of the tech industry.
- The Justice department has filed a landmark lawsuit against Google, claiming the deal was an illegal tactic which makes the company a monopoly in web search and preventing other smaller companies from succeeding.
- Almost half of Google's traffic comes from Apple devices, and Google makes up almost 21% of Apple's annual profits causing the courts to intervene in a forced breakup.

Creator News

[Lele Pons says she was 'embarrassed' to share struggles with OCD, Tourette's syndrome](#)



- Well known YouTube star, [Lele Pons](#) opened up about her experience dealing with obsessive compulsive disorder (OCD) and Tourette's syndrome on the latest [episode of Red Table Talk: The Estefans](#).
- Almost 15 years since her diagnosis, Lele faces daily struggles and shares how her OCD causes her to perform tasks like turning the shower handle three times out of fear of something bad happening if she does not do it.
- Pons admits that she was often ashamed of seeking help once she got famous and did not for quite some time until she realized that she was not in love with [Juan Pazurita](#) and that it was relationship OCD that took over and caused her to be obsessed with him.

- After her manager took her to a ranch to seek therapy for a month, Lele realized that OCD and Tourette's did not define her but was rather part of who she was and has since [used her platform to let others know that they are not alone](#).

[Liza Koshy Launches Makeup and Skin Care Capsule 'One of One'](#)



- Liza Koshy has partnered with clean beauty brand C'est Moi on her own makeup and skincare collection called One of One. Koshy has been a spokesperson for C'est Moi since 2019.
- All of the products in One by One are Environmental Working Group verified.
- Products in One by One are currently available for presale and will launch officially on November 16th.

Creator Spotlight

Monica Church



YT: [1.35M](#)

IG: [197K](#)

- Monica is a lifestyle YouTuber from Seattle!
- Recently, Monica has shared that she is working to become a real estate agent in Seattle, and has started sharing this process with her followers.

Tip of the Week



- Trying to find ways to celebrate Halloween tomorrow in quarantine? We got you covered!
- Part 1: Spooky eats & treats!
 - Begin your day in the spooky spirit with these [Pumpkin Deviled Eggs](#)
 - For lunch, try out these [Monster Wraps](#), they're perfect for a graveyard smash!
 - Start off dinner with these [Ghost Pizza Bagels](#), the perfect appetizer to get in the Halloween mood
 - For the main entree, enjoy a savory [Jack-o-lantern Pot Pie](#)
 - Trick or treat got cancelled? No worries, try out these delicious treats from [Reese's Bats](#), [Candy Corn Ice Cream](#), and [Strawberry Ghosts](#)!
- Part 2: The activities!
 - Host a zoom [pumpkin carving](#) / [painting](#) party with your friends and family!
 - Have a Halloween [cookie decorating](#) contest with your kids or friends
 - Go ghosting - create goodie bags with halloween treats and leave it on a neighbors doorstep or give it to a friend who needs it! The idea is to ring the doorbell then walk away for them to be guessing who left them it!
- Part 3: Movie Night!
 - While you may not be going out this year, you can still eat all the Halloween candy in the world while watching these spooky films! Here are some suggestions for your Halloween movie night:
 - [Hubie Halloween](#) - Adam Sandler's latest movie will surely make you laugh!
 - [Hocus Pocus](#) - A halloween classic
 - [Coco](#) - Great for watching with kids :)
 - [Edward ScissorHands](#) - C'mon, this is one of Johnny Depp's most iconic characters

Weekly Trade Report

October 23rd, 2020

Election 2020 Updates

[Twitter rallies around #MyNameIs hashtag after a GOP Senator mocked Kamala Harris](#)



- Following Sen. Perdue's mispronunciation of Biden's running mate, Kamala Harris' first name, thousands of Americans have responded with #MyNameIs trending on social media - explaining the ethnic roots of their own names and why taking the time to learn other peoples' names is important.
- This hashtag has been [flooded with tweets](#) from Americans across all cultures including those with ethnic names of Indian, Mexican, Korean, Arabic, Chinese, African, Italian, Indigenous, and Jewish origins to name a few.
- Many public figures from U.S. representatives, senators, reporters, corporate executives, and celebrities have tweeted origins of their names and how it has become part of their identities.

[Facebook removes 120,000 posts for trying to 'obstruct voting' in U.S. election](#)



- Facebook has removed 120,000 Facebook and Instagram posts for "attempting to obstruct voting," and has rejected 2.2 million ads for "failing to complete the authorization process."
- The company attached warning labels to a whopping 150 million posts for spreading misinformation related to voting in the U.S. presidential election as well.
- Misinformation removed by Facebook is routinely re-uploaded with slight changes in order to once again freely spread and go viral on the platform.

['Blackpink: Light Up the Sky' shines brightest when it humanizes the K-pop group](#)



- The K-Pop industry has been rising globally, and Blackpink, a K-Pop group of four girls, recently released 'The Album,' 2 weeks ago that features top artists, Selena Gomez and Cardi B.
- 'Blackpink: Light Up the Sky' directed by Caroline Suh, recently aired on Netflix on October 14th; this documentary manages to offer a welcome reminder that even for K-pop's reigning queens, all that glitters isn't always gold.

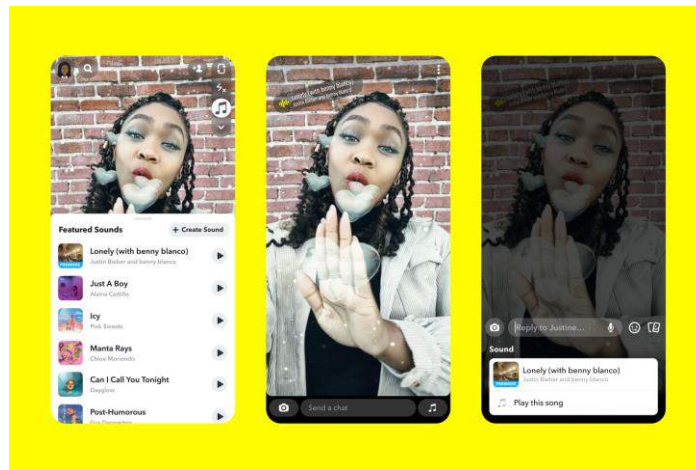
[Reese's Introduces Trick-or-Treat Robot That Dispenses Peanut Butter Cups](#)



- Reese's has created a robotic trick-or-treat door that can dispense king sized Peanut Butter Cups to socially distant trick or treaters.
- The door is 9 feet tall, comes with smoke, lights, and a Halloween soundtrack, and will dispense candy when it detects someone saying "trick or treat".
- Reese's will send the robot to consumers who "convince them they are true Halloween fans on Instagram using the hashtag #ReesesDoor."

Tech Bytes

[Snapchat Launches Sounds on Snapchat](#)



- Snapchat has launched “Sounds on Snapchat”, a feature that allows users to set their snaps to music from a catalog of established and emerging artists.
- When users receive a snapchat that has used Sounds, they can swipe up and go to a page where they can view the album art, song title, and name of the artist. They can also follow the “Play This Song” link to listen to the full song on their preferred streaming platform.

[NASA and Nokia are putting a 4G network on the moon](#)



- In an effort to reach its 2028 goal of building a lunar base and sustain a human presence on the moon, NASA has given \$370M to over a dozen tech companies to innovate remote power generation, cryogenic freezing, robotics, safer landing, and 4G for the lunar surface.
- Nokia's Bell Labs was granted \$14.1M for the project to create a 4G network which NASA hopes will provide a more reliable, long-distance communication.
- The moon's new network will be exclusively designed to endure the lunar surface, extreme temperatures, radiation, and the space's vacuum.
- Bell Labs hopes this wireless network will allow astronauts to have better data transmission, control of lunar rovers, real-time navigation of lunar geography, and streaming of high-def video.

Creator News

[Faze Rug on how starring in a horror movie made him a better YouTuber](#)



- Popular gaming YouTuber, FaZe Rug shares the anticipation of starring in his first film, *Crimson* with his FaZe Clan cohorts, set to release on October 29th.
- FaZe Rug shares how nervous he was to act in a movie, especially having to memorize a 150-page script, saying it was a much different experience than how he films [his YouTube videos](#).
- Nevertheless, Rug claims that being on set and watching a professional crew bring the movie to life encouraged him to make his own YouTube channel more professional and that he ended up spending money on updating his camera gear.
- You can watch the newly released *Crimson* trailer [HERE](#)!

[TikTok star Charli D'Amelio's family was accused of cheating on trivia questions after winning a \\$300,000 charity competition between influencers](#)



- Fans of YouTube star MrBeast, known for his charity stunts, weren't happy to see the TikTok-famous D'Amelio family take home the \$300,000 prize from his Creator Games competition.
- Viewers complained that they thought the D'Amelio sisters "cheated" with the help of their parents, Heidi and Marc D'Amelio.
- YouTuber Def Noodles pointed out that Heidi D'Amelio had her phone out behind Charli and Dixie's backs before a question was answered, and that Marc D'Amelio appeared to say something to someone offscreen before suggesting an answer to Dixie.

Competitor News

Disney Has Updated Disney Plus's Content Warning for Old Racist Movies



- Disney+ first launched with vague warnings for its older, racist content stating such films to be outdated, causing a stir as many claimed the company was neglecting addressing the problem head on.
- Recently, Disney has changed its messaging to better advise viewers before streaming specific titles, letting them know that the program includes negative depictions and mistreatment of people and/or cultures which were wrong then and now.
- Rather than removing the content, Disney states that it aims to acknowledge the harmful impact and use it to learn from and spark conversations for inclusion.
- Viewers are able to learn more about how certain storylines have impacted society and that Disney's proclaimed 'happily ever afters' do not just happen, there needs to be an active effort which the company aims to do through sharing [why these stories matter](#).

Apple TV Plus will get classic Peanuts holiday specials as part of a new streaming deal



- Apple TV Plus will be getting the beloved *Peanuts* Halloween, Thanksgiving, and Christmas holiday specials added to its catalog this year.
- They'll each be available for free to non-subscribers for a short period of time.
- The Halloween special, *It's the Great Pumpkin, Charlie Brown*, will be hitting Apple TV Plus today for subscribers and will be available for free from October 30th until November 1st.
- A *Charlie Brown Thanksgiving* will be available on November 18th and watchable for free from November 25th until November 27th.

- *A Charlie Brown Christmas*, will be out on December 4th and can be watched for free from December 11th through December 13th.

Creator Spotlight

Lance210



[YouTube](#) - 6.24M [Instagram](#) - 6.4M

[Twitter](#) - 826.9k [Facebook](#) - 7.78M

[TikTok](#) - 14.4M

- Lance210 is a channel run by New Jersey native, Lance Stewart who is known for his [comedic vlogs](#) and [iconic pranks](#) (especially on his grandma!)
- In May 2020, [Lance proposed](#) to his girlfriend, [Julia](#) and the pair have since moved in together, making content with one another on a weekly basis.
- In the past, Lance has had video sponsorships with brands like [Epic Games](#), [Manscaped](#), [Keeps](#), and [Honey](#).

Tip of the Week

[Last Minute Halloween Costumes](#)



- Who says you can't dress up on Halloween even though it may be a bit different this year?
- Check out [this article](#) to find some super easy last minute costumes that are clever and comfy.

Weekly Trade Report

October 16th, 2020

Election 2020 Updates

[Twitter Will Turn Off Some Features to Fight Election Misinformation](#)



- Twitter is changing some of their features temporarily starting on October 20th and lasting through the result of the presidential election is clear.
- Among these features include a label to claims about who won the election until it has been determined by authoritative services, warning users when they attempt to share information that Twitter has flagged as false, and giving users a timeout before they can retweet a post from another account.
- Additionally, Twitter will add context to trending topics presented on user's For You pages in the United States.

[Mark Zuckerberg is spending millions like never before to overhaul a landmark law](#)



- After Netflix released *The Social Dilemma*, a documentary that touches on accountability for social platforms, Facebook has gotten a lot of backlash from past employees voicing their concerns about the app.
- CEO Mark Zuckerberg has fought against California's Proposition 13, a law which critics say hurts the state's economy by capping property taxes, citing that it causes two priorities of his and his wife Priscilla Chan to be underfunded; schools and housing.
- Zuckerberg has spent almost \$11 million on the cause, raising the stakes for Election Day.

Brand / Industry News

[YouTube Testing New Ecommerce Tools](#)



- YouTube and a limited number of creators are starting to test an ecommerce feature which allows viewers to click on products featured in videos and directly add them to a Google Shopping cart.
- While currently products link to Google Shopping, YouTube is also testing Shopify with this tool.
- YouTube has noted that the feature is currently an experiment and may not be fully implemented.

[Instagram Reels Adds New Features](#)



- Instagram Reels has rolled out several new features including an in-app browser which displays newly added and trending audio and a for you section of audio based on user activity.
- Users can now also save sounds to their in-app library, and send DMs sharing all of the videos that use a certain audio.
- Instagram also released which songs have been used the most popular with Reels users.

Tech Bytes

[Panasonic has made it way easier to use Lumix cameras as webcams](#)



- Panasonic released an official Lumix webcam app.

- The software lets you plug your camera into your Mac or Windows machine and have it recognized as a video source in apps like Google Meet and Zoom.
- Check out Panasonic's website [here](#) to download the app.

[The 5G Apple iPhone 12 is HERE](#)



- On Tuesday, Apple hosted another event and announced the new four-model iPhone 12 line: iPhone 12 mini, iPhone 12, iPhone 12 Pro, and iPhone 12 Pro Max, all in which now have 5G.
- Not only was the new iPhone released, the Homepod Mini, Apple's tinier smart speaker, was also debuted.

Creator News

[Jeffree Star Returns to YouTube With Claims Ex Was Being Impersonated Online](#)



- The makeup guru is back with a [new video](#) after 2 months of being absent, explaining the tea in regards to his recent so-called "relationship."
- Star claims that "a random person made a fake account of Andre [Marhold] and proceeded to make up a bunch of crazy stuff about me for, like, we're going on like a week plus now."

Competitor News

[Disney Plus finally understands how fans want to watch Marvel movies](#)



- Users complained how the Marvel Cinematic Universe movies weren't exactly organized when Disney Plus first launched.
- Now, the Marvel Films are separated into their specific phases; there's an additional row for people who want to watch the Marvel Cinematic Universe in order as the events occur within the universe timeline.
- The key to success in the streaming world is keeping attention - part of it is understanding *why* people are using your platform and *how*. After close to a year of existing, Disney now seems to know how the audience wants to watch Marvel movies.

Creator Spotlight

[Kelly Stamps](#)



- THE Kelly Stamps is a genuine, creative comedian and is known to be an "unbothered queen."
- She quit her day-to-day job to fully pursue her career on YouTube and has grown a following of 450K+ within the past year.
- Professor Stamps teaches her Stampede about how to save money, become a minimalist, make a YouTube channel, etc. You can catch her talking about her love for tiramisu or Eataly in almost every video!

Tip of the Week

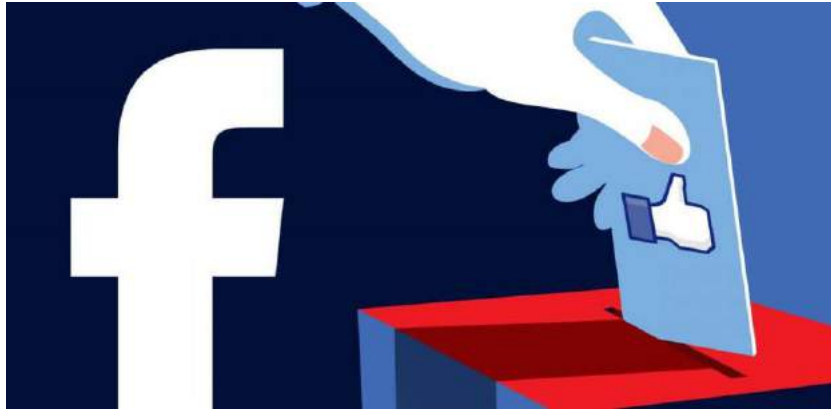
If you're looking for something to watch this weekend, so many reality shows came back this week! Personally, I am so happy to have The Bachelorette, The Amazing Race, and Shark Tank back on my screen.

Weekly Trade Report

October 9th, 2020

Election 2020 Updates

Facebook Widens Ban on Political Ads as Alarm Rises Over Election



- Months after many advertisers halted their Facebook ad investments in support of #StopHateForProfit, the company is now announcing measures they will be taking to reduce misinformation and interference in the 2020 election.
- Facebook states this change will prevent political candidates from manipulating the election outcome by cracking down on groups and pages who openly identify with [QAnon](#) and will continue to take down foreign interference campaigns, which include the three [Russian disinformation networks](#) that were discovered two weeks ago.
- The company will now prohibit all political and issue-based ads for an undecided period of time after the polls close on November 3rd and will place notifications at the top of News Feeds saying that no winner has been announced yet until a clear winner is declared by news outlets.

UPDATE: David Dobrik's Tesla Giveaway Was Probably One Of The Largest U.S. Voter Registration Drives — Ever



- As mentioned in last week's Trade Report, David Dobrik partnered up with HeadCount to give away free Teslas to five lucky followers who made sure they were registered to vote via HeadCount's site.
- Dobrik, who is a recipient of DACA and is unable to vote, knew he wanted to use his [platform](#) to encourage others to vote on his behalf and was inspired by a viral TikTok which suggested his influence on Gen Z and Millennials could boost voter registration.

- David has broken HeadCount's record, bringing in over 120,000 newly registered voters, accounting for more than a tenth of the 1 million voters they have helped register in their lifetime.
- Forbes claims that Dobrik's campaign is most likely the single biggest voter registration success by an individual, especially in modern American politics - a true testament to David's content of youthful goofiness.

Brand / Industry News

McDonald's Continues Celebrity Partnerships



- J Balvin is the latest celebrity to have a McDonald's meal named after him.
- The J Balvin meal includes a Big Mac with no pickles, medium fries with ketchup, and an Oreo McFlurry, and is available from October 5th to November 1st.
- Balvin's partnership follows a September partnership with Travis Scott.

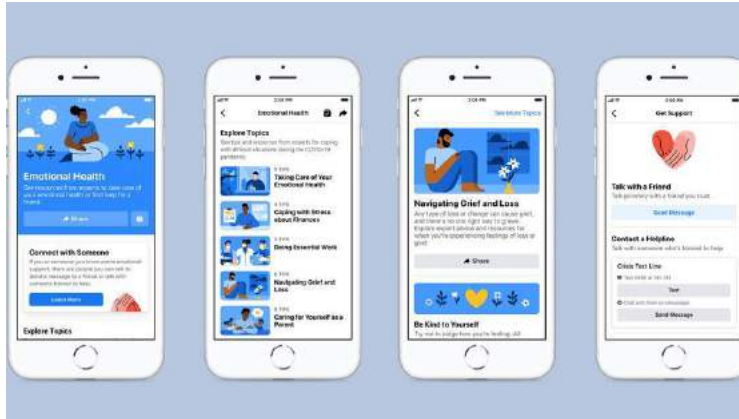
#PlayWithPringles: How Pringles Engaged New Digital Natives With its First TikTok Creator Campaign



- Pringles decided to build on the fun ways TikTok creators were using their cans by launching a social first campaign which highlighted the #PlayWithPringles challenge on the platform.
- This campaign was kicked off with popular TikTok influencers in markets like Germany, Italy, and France, who shared videos of them creatively incorporating Pringles and its cans into their content.
- The simple challenge caught on fast in the highly engaged TikTok community and became a way for users to share Pringle's fun personality.
- This campaign broke Pringle's benchmarks with quadrupled exposure, engagement, and user-generated content, accumulating 278M+ video views and a 13% average engagement rate.

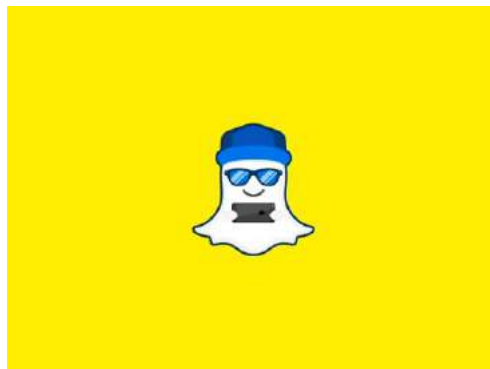
Tech Bytes

Facebook Introduces Hub for Mental Health Resources



- Facebook has announced a new mental health hub on its app ahead of World Mental Health Day on October 10th.
- Mental health resources will also be added to Messenger, Instagram, and WhatsApp.
- Facebook has said that the hub will build on work that they have previously done with the World Health Organization, the National Alliance on Mental Illness, Kids Help Phone, and It's OK to Talk.

Snapchat expands 'first commercial' video ad takeovers nationwide



- Snap is expected to present its first commercial format - a six second non-skippable video this month.
- With the growth of video advertising and premium content, the app will give marketers more ways to life brand awareness amongst Gen Z and millennials and will be able to see the format via the Snap ad manager by mid-October.
- This new ad capability will incorporate immersive formats such as AR lenses and filters to help expose Snap users to a brand experience.

Creator News

Charli D'Amelio Named Face of Gen Z Financial Startup Step



- Charli D'Amelio has partnered with Step, a financial company founded in 2018 focused on reaching Gen Z consumers.
- D'Amelio has recently partnered with many brands including Dunkin' Donuts, Hollister, and Morphe.

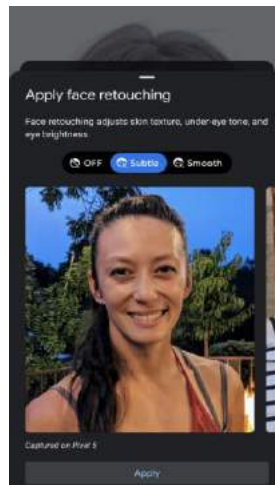
[Rickey Thompson and Denzel Dion Launch New Pop Culture Podcast on Spotify](#)



- Social media superstars, Rickey Thompson and Denzel Dion have teamed up as co-hosts of their new podcast, We Said What We Said which will cover topics such as pop culture, partying, love, music, friendship, and the tell-all hot takes and advice to listeners.
- Fans of the creators may know them for their comedic content, but Rickey and Denzel hope that this podcast will allow them to explore a more real and raw side to them, sharing the stories that many followers do not yet know about them.
- The pair looks forward to this venture and hopes that the podcast will create a space for listeners to laugh and get all their negativity out by taking a step away from the world to have genuine conversations. Listen to the latest episodes [HERE!](#)

Competitor News

[Google Removes Default Selfie Filters on Pixel Phones to Reduce Unhealthy Comparison](#)



- In an effort to combat filter fatigue and the harmful effects of comparison on social media, Google has announced that it will be removing its default selfie filters on their Pixel devices.
- Google conducted a study which showed that Pixel users were not aware that the camera app already applied filters to photos which can negatively impact self esteem and mental wellbeing.
- Beginning with the Pixel 4a, Pixel 4a (5G), and Pixel 5, the face touch up effects will be off by default and users will be able to select them if they chose, with a full description of what the filter will exactly do to the image.
- Google believes this will be an important and valuable first step in helping uplift individuals and celebrate real beauty rather than prey on insecurities and show distorted images.

Creator Spotlight

Matt & Abby



Tik Tok: [1.4M](#)

YT: [151K](#)

IG: [42.9K](#) & [62.2K](#)

- Matt and Abby are high school sweethearts who recently got married and have started their own YouTube channel which focuses on their lives as a young couple.

- Their content includes fun challenges and activities like trying the “weirdest food in LA”, as well as honest Q&As.

Tip of the Week

How To Make The Most Out of Fall In Quarantine



- This spooky season may look different but that's no reason not to celebrate! Here are five ideas to make the most out of your October:
- [Halloween Movies](#): Grab some popcorn and blankets and let's get spooky, check out this list for some great movie suggestions like The Addams Family, Halloweentown, Casper, and more!
- [Carve Jack-o-lanterns](#): Make the most out of quarantine and pick up some pumpkins at your local supermarket or farm and enjoy this family friendly activity. See the link for some Jack-o-lantern inspo!
- [Get in the Spooky Spirit](#): Even if you can't go outside, you can always bring the party inside. Check out these DIY halloween decorations that you can do with kids or even just to de-stress, they will surely get you in the Halloween spirit!
- [Treat Yourself](#): 2020 may not have been what you expected so take some time and make a spooky cocktail for yourself - you deserve it!
- [DIY Costumes](#): Have a zoom halloween party? No worries, check out all the DIY Halloween costumes that you can recreate from the comfort of your own home!

Weekly Trade Report

October 2nd, 2020

Brand / Industry News

[SNL Reveals How COVID-19-Era Live Audience Will Work](#)



- The 46th season of Saturday Night Live premieres this week. and the sold out show will be performed in front of a live audience once again.
- Fortunately, a number of tickets are set aside for healthcare workers.
- All ticketed guests will be required to take a mandatory COVID-19 test upon arrival, temperature checks will be required at check-in, and approved masks will be required at all times while inside 30 Rockefeller Plaza.

[Why American Eagle is the last mall brand standing](#)



- As COVID-19 lockdowns forced many malls to close their doors, American Eagle Outfitters has continued to thrive and recently launched an activewear brand called Offline which is currently housed within Aerie.
- AEO credits their success amidst the pandemic to the extensive research of their target consumer - Gen Z. Their findings concluded that this demographic highly values comfort in both what they wear and how represented they feel in advertisements.
- AEO has also introduced their higher-end brand, Unsubscribed, which they hope will help them keep up with Gen Z's future increase in disposable income.
- In this new normal, AEO recognized the need of investing more into e-commerce and social media. The company honed in on platforms like TikTok, where they partnered with creators like Charli D'Amelio.

Tech Bytes

[Vintage Nintendo games are good vibes made playable](#)



- Over the past six months, video games have provided a way out of reality
- If you'd like to play something else other than Animal Crossing, Moon, a retro game that was released in 1997 on the PlayStation in Japan, is now available for Nintendo Switch.
- Moon is a more obscure game, and reversing death is actually the entire conceit.
- The Nintendo Switch version that came out in August marks the first time it's been available in English, so it's a new game to many non-Japanese speakers.
- Check out the trailer [here](#).

Competitor News

[Roku: Comcast Deal to Add More Economic Value Drivers](#)



- Comcast and Roku finally reached an agreement to bring Comcast's streaming service Peacock to Roku.
- Roku's platform boasts 3,000 AVOD apps and to raise awareness and adoption of their service, these app owners typically purchase ads on Roku's home page.
- This implies Comcast will also pay Roku promotion dollars.

[Apple's battle with Epic Games could lead to big changes in iPhone apps](#)



- Epic Games, the maker of Fortnite is head to head in a legal battle with Apple, which operates the App Store - the only gateway for developers to get their apps on iPhones.
- Free games like Fortnite are particularly reliant on in-app purchases as a key source of revenue yet Apple only lets these purchases be made through their own payment system which they receive about 30% commission on every sale.
- Epic's stance is supported by more than a dozen companies who see Apple's control of the App Store anticompetitive and argue that the company is becoming too powerful and is soon to become a monopoly.
- Many followers of this court case are looking to see if/how antitrust laws will apply to modern-day tech.

[Disney Sells Ad-Tech Firm TrueX to Gimbal](#)



- Disney had absorbed TrueX Inc. along with its acquisition of 21st Century Fox in 2019, and slightly over a year later has made the decision to sell the firm to Gimbal, who is interested in TrueX's ability to gage conversions between online and television advertising.
- TrueX is most popular for their ad technology that allows users to interact with ads in exchange for fewer commercials during their program and are at the forefront of addressable-tv which is expected to reach over \$2 billion in ad spend this year.
- The two companies combined are considered highly profitable, and some suggest that revenue will exceed \$100 million this year

Creator News

[Emma Chamberlain's 'Chamberlain Coffee' Rebrand/Launch](#)



- On Sunday, YouTube star and coffee connoisseur, Emma Chamberlain, posted a new video called "[TRYING VIRAL COFFEE RECIPES](#)" featuring Chamberlain Coffee's relaunch.
- The collection has five sustainably sourced and packaged blends.
- Chamberlain Coffee now sells bags of ground coffee and single-serve grounds packaged in mesh sachets like tea bags as an alternative to instant coffee.
- These single-serve grounds are targeting her audience of primarily teenagers and young adults that can be easily consumed.

[YouTuber David Dobrik Gives Away Teslas To Followers To Encourage Voter Registration](#)



- Popular YouTuber, David Dobrik is best known for his humorous videos and giving out cars to his friends and followers.
- In honor of the approaching election, David Dobrik has partnered with the non-profit, HeadCount to encourage voter turnout by organizing a Tesla Model 3S giveaway to followers who share his instagram story, tag a friend in the comments, and check if they are registered to vote on HeadCount's site.
- Dobrik's giveaway was inspired by a viral TikTok posted in August which suggested that Dobrik's influence on Millennials and Gen Z could boost voter participation in those demographics.

Creator Spotlight

Bretman Rock



- [Bretman Rock](#) is a 22 year old Hawaii based beauty influencer and social media personality who first rose to fame from his comedic [YouTube](#) and Vine videos.
- In 2016, his [contouring video](#) went viral and catapulted Rock into the sphere of A-list influencers.
- Of his many accomplishments, Bretman has been named as one of [Time](#)'s 30 Most Influential Teens in 2017, [Forbes](#) 30 under 30 Asia in 2018, and most recently listed on [Variety](#)'s 2020 Power of Young Hollywood list
- Bretman has had makeup collections with brands like [Morphe](#), [Wet n Wild](#), and [ColourPop](#).
- He is an active advocate for the LGBTQ community, mental health, and fitness.
- In June 2020 Bretman announced that he would be featured in a new series on [Ellen DeGeneres' Ellen Digital Network](#).

Tip of the Week

[DON'T STRESS - CHEF IT UP](#)



- While we're working from home, we might as well treat ourselves with some good food that we can make OURSELVES!

- Recipes in this video include: Giant Caramel Candy Bar Cake, Fluffy Jiggly Japanese Cheesecake, Giant Multi-Stuffed Soft Pretzel, Mirror Glaze Cake, 100-Layer Lasagna, Rainbow Crepe Cake, and How to Make Homemade Sourdough Bread
- Tasty has really yummy recipes that I think we all love and appreciate, so let's keep our heads up, treat ourselves to some goods, and change into stretchy pants that are “All-You-Can-Eat” friendly.

Weekly Trade Report

September 25th, 2020

Brand / Industry News

[TikTok's Newest Updates](#)



- The fight over TikTok is bigger than who owns an app popular with Generation Z.
- Just this past weekend, Trump approved a tentative deal for companies Oracle and Walmart to take a minority stake in a new US company that will operate TikTok.
- Many TikTok users fear that no new downloads will be allowed in the future
- The outcome of this deal will have major geopolitical consequences, as the United States and China move further apart under Trump.

[NASA Astronauts are making videos of Estee Lauder Products](#)



- Later this month, up to 10 bottles of a new Estée Lauder skincare serum will launch to the space station
- The Estée Lauder partnership will continue NASA's years-long push to encourage private-sector spending on space projects, allowing the space station to be used for marketing and entertainment purposes.

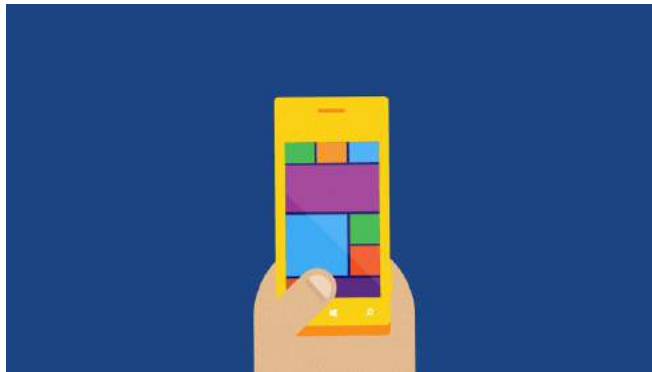
[General Mills Brings Back Classic Cereal Recipes](#)



- General Mills has announced the return of Cocoa Puffs, Cookie Crisp, Golden Grahams and Trix cereals, all with their classic recipes from the '80s.
- To celebrate the return of the cereals, Mario Lopez will be joining General Mills for "The Ultimate Saturday Morning Drive-In" at the Rose Bowl. The event will feature classic Saturday morning cartoons, and fans have the option to attend in person or virtually.
- General Mills is hoping that fans will get a taste of nostalgia and "relive fun moments while sharing the classic taste they loved with their own families now."

Tech Bytes

[Microsoft Acquires Bethesda Softworks](#)



- Microsoft is acquiring ZeniMax media in a \$7.5 billion cash deal that brings Bethesda Softworks into the Xbox family.
- Microsoft's "all games everywhere, for every player" approach has been a theme of Xbox's growth over recent years & this acquisition with Zenimax is the latest in a long line-up of smart buys for Xbox Game Studio.

[Disney+ On Track to Surpass Hulu's U.S. Subscribers By 2024](#)



- Disney+ is set to surpass Hulu's number of U.S. subscribers by 2024.
- Currently, Hulu has 94.5 million subscribers, and Disney+ is projected to reach 72.4 million subscribers by the end of the year.

Competitor News

[NBC Universal's Peacock is now on Roku](#)



- Roku will work with NBCUniversal on a significant advertising tech partnership.

- As negotiations continue, WarnerMedia has also begun shuttering some of its other HBO apps (like HBO Go), leading consumers to wonder when HBO Max will finally be available on Roku devices.

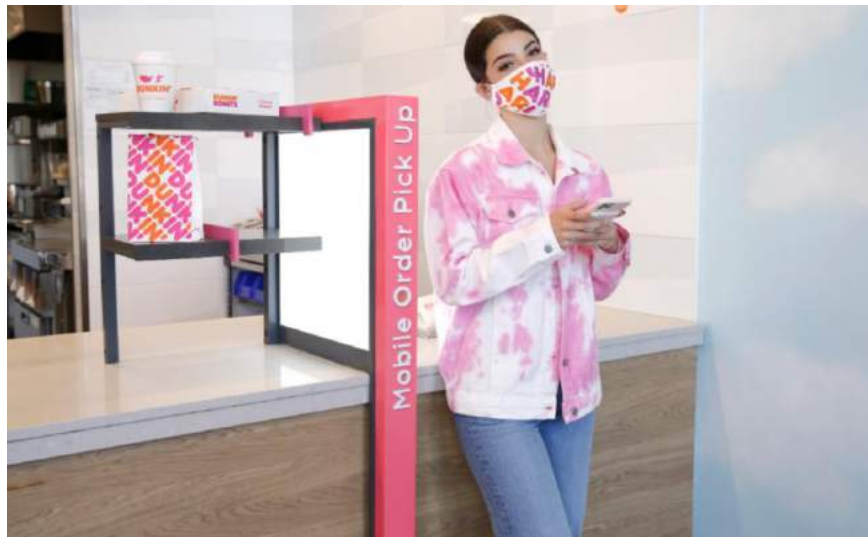
Creator News

Addison Rae Cast in *She's All That* Remake



- Addison Rae has been cast in the upcoming remake of 90's movie *She's All That*, becoming one of the first Tik Tok stars to star in a major studio film.
- The reboot will be titled *He's All That*, and is a gender-swapped version of the original film.

Charli D'Amelio Partnership Leads to 57% Increase in App Downloads for Dunkin'



- Dunkin' revealed its collaboration with Charli D'Amelio earlier this month, launching signature drink "The Charli": a cold brew with three pumps of caramel swirl, and whole milk.
- Dunkin' has revealed that they sold hundreds of thousands of the drink within the first five days of its launch. On the launch day, there was a 57% increase in daily app downloads as well.
- The day that The Charli launched, Dunkin' saw a 20% increase in cold brew sales, and the following day there was a 45% increase in cold brew sales.

Creator Spotlight

Lilly Sabri



- [Lilly Sabri](#), a Chartered Physiotherapist and APPI Pilates instructor, is a motivating fitness YouTuber who just surpassed 1M subscribers within the past month.
- She is the founder of the website [Lean With Lilly](#) where she posts blogs, recipes, and sells her own [workout resistance bands](#) that are always sold out
- Making videos for over 3 years now consistently, [it took her 3 years to reach 40k and 6 months to get to 1 million subscribers](#)
- She did NOT give up and other [YouTubers uploaded](#) themselves attempting her workout challenges and her name started to get more and more popular
- Her workout videos are so motivating, and her music choice is LIT!