To: [Corey Murphy]

From: [Ethan Dunzer]

Subject: APPLE MAKES FACE SHIELDS AND TESLA SHOWS VENTILATOR MADE FROM AUTO PARTS: MONDAY WAKE-UP CALL (PRODUCT/PROMOTION)

Date: 4/6/20

This Ad age article details the many large companies Apple, and Tesla, in particular that are pivoting their production to medical equipment amid the Covid-19 crisis.

Alexandra Jardine the author of this article enlightens the reader about big changes that are coming out of Apple. Saying that after a recent media post apple has started to design face shields for medical workers and has sourced 20 million masks through supply chains. Along with assigning apple personnel to packaging and operations teams in order to get the shields made and shipped. The company stated that they are planning on shipping a million a week in order to supply the front lines.

This big business pivot in product creations is getting more and more traction as companies are starting to get publicity and positive results after reaching out to people in need. Telsa is just one of the many companies that has changed their engineering teams to the task of ventilator creation after the shortages that have hit hot spot areas.

This new promotional strategy not only aims to help people in need, but also aims to show that large companies are willing to take matters into their own hands when a crisis ensues.

My Opinion: After seeing multiple news articles detailing this new type of business outreach, I think we can only expect more to come. After businesses start to gain more traction from there heroic good deeds I think the increase in advertising for their deeds will overwhelm the consumer.

Source: Jardine, Alexandra. “Apple Makes Face Shields and Tesla Shows Ventilator Made from Auto Parts: Monday Wake-Up Call.” Ad Age, 6 Apr. 2020,