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| Manuel Roglan | | | | Grade 6 | Period 7 |
| VOCABULARY WORD | DEFINITION | COMPANY NAME | IMPORTANT FACT | | |
| Innovation | Introduction of something new. | Post it | Created by Art Fry. Fry didn’t invent glue or paper, but just put them together. Discovered a glue that wouldn’t stay sticky forever, but still for a long time. Original name was Press and Peel. At first it was not successful. Art Fry did not become a millionaire from it. | | |
| Mystique | An air or attitude mystery and reverence developing around something or someone. | Red Bull | Slogan is Red Bull gives you wings. Launched in 1987 in the country of Austria. Didn’t come to the US until 2000. We’re reaching for college age kids. Use custom built cars to advertise their product. In 2002 Red Bull spent 80$ on extreme sports such as Flugtag human flying. Red Bull sponsors Kite Boarding. In one event they went from Miami to Cuba – 88 miles. They also sponsor Formula Racing. Felix Baumgartner flew across the English Channel. He was the first human to break the sound barrier with no get. | | |
| Demand | Willingness and able to purchase a commodity or service. | Roller Blades | Created by Scott Olson. Found a skate called the super skate. Then he bought the company and made it better. Is made for fun and fitness. | | |
| instinct | A natural impulse that leads one to behave in a certain way. | Sony | Was the first generation of what we know as, the ipod. Created by Akio Morita. He made no research in the market. By word of mouth, business exploded. Word of mouth is the best and cheapest type of advertisement. | | |
| Reconfigure | To rearrange the setting. | Starbucks | Leader is Howard Schultz. Did not start Starbucks. Used to work at it. While in Italy liked the café there. Told the people to change their style to European café style. His new coffee shop was so successful that he bought out Starbucks. Then Starbucks took off. Started in Seattle, Washington. | | |
| Campaign | Attempt to reach a particular target market by designing a series of advertisements and placing them in various advertising media. | Subway | Founded by Fred DeLuca at the age of 17. Original name was Pete’s Super Submarines. By the time the fifth store opened, the business exploded. Peter Buck put 1,000 dollars to help start the business. Because of Jared sales went up 33%. Has over 40,000 stores. | | |
| Prototype | The original model and which something is patterned. | SuperSoker | Is a water gun. Created by Lonnie Johnson. He was born in Marietta, Ga. Got a lot of rejections, but then one toy store agreed to him. Started with great success. He got paid through royalties. He made 25000000 dollars. With the money, he bought a new lab. | | |
| Subscriber | One who has agreed to purchase a publication or service. | TiVo | Created by Mike Ramsey and Jim Barton. Made it so it had a hard drive and not relying on a tape. TiVo has lots of attractive features such as skipping advertisements. | | |
| Retailer | One who sells directly to the consumer. | Walmart | Sam Walton was the creator. It is the largest retailer in the world. Created so families in rural areas didn’t have to travel to the cities. Has 10,000 stores worldwide. Is the world’s largest private employer. Sell more groceries and toys than any other company. Go to Walmart because of low prices. | | |
| Competition | A contest between rivals. | Sirius XM | It has nonstop music for every decade with no advertisements. Another good thing is that when you go to a different place the radio won’t change channels. | | |