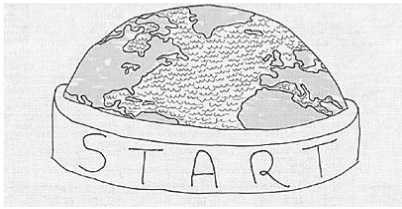


NAME: _____ PERIOD: _____ DATE: _____



Start Something That Matters

Ch. 1: The TOMS Story

Answer the following questions in complete sentences. (due Wed., 5/8/2019) [10 points]

<p>1. If you didn't have to worry about money, what would you do with your time? What kind of work would you do? What causes would you serve?</p>	
<p>2. Consumers are savvier than ever before, and are often keenly aware of being manipulated by advertising. How can you make sure that people are moved by your story and not manipulated by it?</p>	
<p>3. In 2011, TOMS released their second One for One product: TOMS Eyewear. TOMS helps to restore sight by giving prescription glasses, medical treatment or sight-saving surgery to someone in need. How is TOMS' sight giving different than their shoe giving? How has the introduction of TOMS Eyewear changed the TOMS story?</p>	
<p>4. Describe how TOMS was created, and how that became a part of its story.</p>	
<p>5. The TOMS story flowed out of a significant, powerful experience in Blake's life. Have you had any experiences like this in your own life? Could any of these experiences serve as a basis for your story?</p>	

<p>6. Think of a few day-to-day products that you use like toothpaste, laundry detergent or a cell phone. If you could speak directly to the companies that make these products, what advice would you give them? What would make these products more memorable?</p>	
<p>7. Notice what brands and products you are most loyal to. How could these companies communicate their stories more effectively? Through advertising? Corporate partnerships? By including giving in their business models?</p>	
<p>8. Pay attention to times when your friends voluntarily advertise a product or service that they love like the Airport Girl. What brands do your friends talk about? What's a recent purchase that you've made because of a friend's recommendation?</p>	
<p>9. How did TOMS get its name?</p>	
<p>10. Can you think of other companies that include the spirit of their mission in their name?</p>	