

**DRIP** *streetwear* ■**YOUR** *workbook* ■

Marketing at DRIP Streetwear. You write all your answers for Day 1 and Day 2 in this file.

BEFORE YOU START

Write your answers in the white boxes, in English. German words in brackets are fine when you get stuck. Save this file at the end of every day and keep it.

DAY 1 · MARKETING · DRIP STREETWEAR

REAL SHOES, FAKE PHOTOS?

**Your contact: Nele**

MARKETING · DRIP STREETWEAR

Open the internship page for Day 1 and keep it next to this workbook. Work through the steps in order.

— DAY 1 · STEP 1 OF 3

LEYLA'S IDEA

On the internship page: M1 (Leyla has an idea).

Write two sentences. Sentence 1: What does Leyla want to change, and why? Use a number from her email.
Sentence 2: What does Nele fear? Use one comment from the Kickz Lab post in M1.

Help: "Leyla wants to ..., because the shoot costs ... Nele fears that ..., like the comment ..."

— DAY 1 · STEP 2 OF 3

PLAN THE CAMPAIGN

On the internship page: M2 (How Marketing measures a campaign), M3 (Three options for the DRIP Runner 2).

a) Option A: calculate the number of clicks and the number of orders. Write down your calculation.

b) Option B: calculate the number of clicks and the number of orders. Write down your calculation.

c) Option C: calculate the number of clicks and the number of orders. Write down your calculation.

d) For options B and C: divide the cost by the number of orders. This is the cost per order. Round to cents.

e) Choose one option or a mix of options. The total cost must not be more than €2,500. Explain your choice in three sentences. Look at the note on Kaya's followers: 70% of them are younger than 16. How many of them can really pay €119 for sneakers? Say what this means for your number of orders for option B.

Help for e): "We choose ..., because ... Kaya's numbers look good, but ... So the real number of orders from Kaya is probably lower than ..., because ..."

— DAY 1 · STEP 3 OF 3

SHOTGEN AND A REAL CASE

On the internship page: M4 (How an AI image generator works), M5 (A real case: Coca-Cola).

a) Use M4. Explain in two sentences why every ShotGen picture has to be compared with the real shoe.

b) Use M5. Coca-Cola used AI for a famous ad, and many people got angry. Give one possible reason why people reacted so strongly. Two sentences.

Leyla writes: *“Coca-Cola is huge. If people forgive them, they will forgive a small brand like us even faster.”*

c) Use M1 and M5. Check Leyla's claim: give one reason for it and one reason against it. One or two sentences each.

Help for c): “For: ... Against: a small brand like DRIP lives from ..., and our customers ...”

DAY 1 · MY NOTES

WHAT I LEARNED TODAY

Write three sentences, one for each important thing you learned today, in your own words. For example: how Marketing measures a campaign, and why every AI picture has to be checked.

Done for today: save this file. Then open the internship page for Day 1 and let it check your workbook.

— DAY 2 · MARKETING · DRIP STREETWEAR

CHEAPER PICTURES, BUT AT WHAT COST?

**Your contact: Nele**

MARKETING · DRIP STREETWEAR

Open the internship page for Day 2 and keep it next to this workbook. Work through the steps in order.

— DAY 2 · STEP 1 OF 5

CALCULATE AND CHECK

On the internship page: M6 (ShotGen at DRIP: the facts).

a) Calculate what the photo shoots cost in one year and what ShotGen costs in one year. Then calculate the difference.

b) Nele's test: what share of the pictures had wrong details? Give the answer in percent.

c) How many pairs come back per drop today, and how many with a return rate of 30%? The difference is the number of extra returns. What do the extra returns cost per drop?

d) Per drop: how much does DRIP save with ShotGen if Nele's worry comes true? Use the shoot, the price of ShotGen and your result from c). ShotGen costs €29 a month, and there is one drop a month.

— DAY 2 · STEP 2 OF 5

TEST SHOTGEN YOURSELF

On the internship page: Step 2.

The simulator only shows money, and it already counts the extra returns. Name one other cost of AI pictures that neither the simulator nor M6 shows. Explain in two sentences why it matters for DRIP. Use the comment “Unfollowed. Pay real photographers.” or the Coca-Cola case.

Help: “The numbers do not show ... For DRIP this matters, because our customers ...”

— DAY 2 · STEP 3 OF 5

ZOOM OUT: THE WHOLE CITY

On the internship page: Step 3.

a) What happens to customers? Complete this sentence in the box: “Most brands show AI pictures, so customers ..., therefore real photos ...”

b) What happens to photographers like Dara and to models in Ohm City? Name one problem and one new opportunity for them. Two sentences.

c) In the EU, the AI Act says that AI pictures which look real and could fool people must be labelled as AI-made. Should DRIP do more than the law asks? Tick exactly one box.

☐

Yes: DRIP labels every AI picture, also the ones the law does not ask for

☐

No: DRIP labels only the AI pictures that look real and could fool people, like the law asks

d) Explain your choice in c) in two sentences. Then name one weakness of your choice in a third sentence.

Help: Ask yourself: What do young customers expect from DRIP? What happens if nobody reads the labels?
“We choose ..., because ... One weakness is that ...”

DAY 2 · STEP 4 OF 5

YOUR RULE AND YOUR STATEMENT

On the internship page: Step 4.

a) Write DRIP's rule for product pictures in one or two sentences. Your rule answers these questions: Does DRIP use ShotGen? If yes: for which pictures (pictures of the shoe alone, pictures with people, or both), who checks them, and are they labelled? If no: which pictures does Dara shoot?

Help: “DRIP uses ShotGen for ..., ... checks every picture, and ...” or “DRIP keeps Dara for ..., and ...”

b) Prepare your statement. Write exactly three sentences, one in each box.

Sentence 1 starts with: “Our rule is ...” Write your rule from a) again as one sentence and start it with these words.

Sentence 2 starts with: “The strongest reason for our rule is ...” Use a number from Step 1 or a fact from M6, the Kickz Lab post or the Coca-Cola case.

Sentence 3 starts with: “The biggest weakness of our rule is ..., and we deal with it by ...”

Help for sentence 3: “The biggest weakness of our rule is that it costs ... / that customers ..., and we deal with it by ...”

c) Everyone prepares this part. Ms Borgwardt chooses some of you to read their three sentences out loud. Then two classmates ask two questions: “Who loses because of your rule?” and “How much does your rule cost?” Write your answers here, one or two sentences each.

Question 1: “Who loses because of your rule?”

Help for question 1: Think of everyone your rule touches: Dara and the models, DRIP's customers, and Leyla, who wants to save money for the campaign. Who gets less work, less money or a worse product?

Question 2: “How much does your rule cost?”

Help for question 2: Say what DRIP pays per drop with your rule and compare it with today: a photo shoot with Dara costs €1,800 per drop. A half-day shoot with Dara costs €900, ShotGen €29 a month (one drop a month). If your rule uses ShotGen and nobody checks every picture, add €500 for extra returns (Nele's worry from Step 1). “Our rule costs about €... per drop. That is €... less / more than today.”

— DAY 2 · STEP 5 OF 5

THE STATEMENTS

On the internship page: Step 5.

First, while you listen: who loses in each statement? A few words for each one. Then think about all the answers to the first question, “Who loses because of your rule?” Write two sentences under your notes: What do the people who lose have in common?

Help: Look at your notes. Do the people who lose decide about the rule? “Most of the people who lose are ... They all ...” If you missed the statements: leave out the notes and write two sentences. Think of Dara and the models, of DRIP's customers and of Leyla's budget, and of the people who lose under your own rule. What do they have in common?

 DAY 2 · MY NOTES

WHAT I LEARNED TODAY

Write three sentences, one for each important thing you learned in Marketing, in your own words. For example: what AI pictures save, and what your rule changes for someone like Dara.



Done for today: save this file. Then open the internship page for Day 2 and let it check your workbook.

