

# theSTAND<sup>®</sup>

## ○ STAND FOR SOMETHING, BUT NOT EVERYTHING

We've noticed a trend, and we can't say we back it. Lately, it seems like every fast food joint wants to be everything to everyone. Is that possible? Most fast food restaurants have trouble serving up quality, and certainly struggle with getting the food out fast. Yet, Starbucks wants to dish out sandwiches, Dunkin Donuts has a line of flatbread sandwiches, Subway's got a breakfast menu, and McDonalds has McCafe, serving up hot and cold coffee drinks. Confused? So are we! It seems our most inspiring brand builders have thrown it all out the door in an attempt to capture more markets. Is it working? Doesn't seem like it. Brand extensions can be taken too far. In most of these cases, we see a dilution of the brand. After all, if you don't stand for something, you'll fall for anything. Anybody want a McLatte?



## oo can you stand it?

Some people cringe when they see a rat, but Bart Weetjens smiles. A Belgian product designer, Weetjens devised a way for rodents to help solve a global problem: locating some of the 60 million land mines that exist. "Rats are easier than dogs to train" says Weetjens. They stay healthy in tropical areas, are cheap to breed and are so light that they don't detonate the mines. Dubbed HeroRATS, they have started sweeping minefields in Mozambique. Weetjens also trains rats to screen human saliva for tuberculosis and to sniff out earthquake victims. Lives saved all 'round - nothing to cringe at. To honor our rat heroes, we're giving away lots of lovable, scary rubber rats - sign up for yours at [odonnellco.com/rats](http://odonnellco.com/rats).

## o epaper hits the stands

Even though true techies are pooh-poohing Esquire magazine's latest tech show, we were pretty impressed! If you haven't seen it, this month's 75th anniversary cover of Esquire debuts a flashing, epaper ad on it's cover. Although they still need to iron out some kinks, imagine the future: having a couple of pages that electronically update your favorite rag, just by hitting refresh!

## oo walk the talk

Is your grocery store or coffee shop within walking distance, or do you have to jump into your car every time you need a carton of milk? WalkScore.com will rate how walkable your neighborhood is by calculating the distance from your home to restaurants, coffee shops and more. If the score is low, it might be a good thing to keep in mind next time you're shopping for a place to live.

## ○ BUD - STILL ALL AMERICAN?

Belgium's InBev probably figured most Americans wouldn't even notice the sale of Budweiser to a foreign owner. You'd think that with a new beer called 'American Ale,' people would have. Have Americans crushed too many beer cans on their foreheads?





cockeyed.com Science Club

## ☺ butter 'em up

There is an old saying among scientists that the odds of dropping a piece of toast butter-side-up are inversely proportionate with the time and effort it takes to prepare it.

Cockeyed.com's Science Club, [cockeyed.com/science/toast/toast1.html](http://cockeyed.com/science/toast/toast1.html), set out to scientifically prove this theory. With a couple of loaves of bread, a touch of humor, and a whole lot of butter and mess, Brooke and Jared explore the profundities of dropping bread to the floor. All under the pretense of science — after all they are using a micrometer and an atomic scale to make sure they butter accurately.

The first loaf was to only be buttered, the second was to be garnished with honey, Nutella or jam. Would they fall flat on their faces? Of the first loaf, only four out of 20 slices landed butter-side up. That's a 20% survival rate. There were only 2 slices from the entire second loaf that landed right-side up. That's only a 5% survival rate for toast with butter AND another topping. The old saying is true!

## ○ STANDING OUT

Top three youtubes this issue

(view at [odonnellco.com/videos](http://odonnellco.com/videos)):

WHERE THE @#\*% IS MATT?

[youtube.com/watch?v=zlfKdbWwruY](http://youtube.com/watch?v=zlfKdbWwruY)

WOMEN'S ROLLER DERBY 1950's

[youtube.com/watch?v=HAjwXjwN9-A](http://youtube.com/watch?v=HAjwXjwN9-A)

WHAT'S POSSIBLE? ART FOR THE BLIND

[youtube.com/watch?v=4u65bKveNc0](http://youtube.com/watch?v=4u65bKveNc0)

Got a favorite youtube? Share it

with the crowd. Send in a link to

[stand@odonnellco.com](mailto:stand@odonnellco.com).

## ○ STAND-UP FOLKS

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that you'd like us to help you

solve, please contact us.

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us to opt out!

To contribute stories or  
ideas, please contact:

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