

## Drone shows, egg balloons and plastics

Snacks is a weekly delivery of news, inspiration, great work and WTF moments from the global zeitgeist curated by HaveYouHeard's observational insights team.



#SnackOnThis is a monthly selection of bite-size pieces of information to help you keep pace with the pulse of what's happening in the world, and stay up-to-date with the events and people shaping culture - without having to mine through myriad social feeds.

For more, go [here](#).



Paramount+ teamed up with light and colour expo Vivid Sydney to create the biggest drone show in the Southern Hemisphere. 600 perfectly choreographed LED-equipped drones shape shifted and synchronised into enormous 3D images and sequences, illustrating some of Paramount+’s most iconic stars and scenes.

**INSIGHT**

Drone show’s market size was valued at USD 2.63 Billion in 2020 and is projected to reach USD 12.31 Billion by 2028

Representation continues to be an important aspect of social awareness and responsibility, as well as economic value. Hot Wheels are the latest brand to welcome differently abled people into their product line with their Aaron “Wheelz” Fotheringham remote control wheelchair action figure, which does incredible stunts.

Wheelz gained fame as a Paralympian as well as an x-sports performer, showing the world and especially differently abled kids that nothing is out of their reach, including becoming an action figure.

**INSIGHT**

In Africa, an estimated 60-80 million people are living with disabilities.

**INSIGHT**

More than 9 billion tons of plastic have been produced since the 1950s, and only 9% of it has ever been recycled.

Retail group Checkers have made a powerful statement regarding phasing out harmful plastics. By 2025 they’ve committed that 100% of their own-brand packaging will be reusable, recyclable or compostable and contain on average 30% recycled material.

They have already put a number of actions in place to get this done:

- Rotisserie chicken packaging is now made from fully recyclable, responsibly sourced cardboard boxes.
- All paper and carton board packaging used at in-store delis are 100% responsibly sourced.
- Checkers Fresh Milk’s bottle cap colour has been changed from blue and red to white, which enables recyclers to eliminate downcycling.
- Plastic sandwich containers will be replaced with a cardboard carton which has a small window, for easy removal before recycling.

OBS



Digital skills are integral to the future of employment, something that skills development company Digify have latched onto with a number of educational bots. Their most recent is **Lesedi** - a WhatsApp chatbot that can help you learn a variety of digital skills in  $\pm 20$  minutes. Anyone who passes the courses receive a certification letter to include on their CV's.

**INSIGHT**

55,000 Learners Trained  
616,000 Topics Completed  
63,000,000 Messages Sent

GREAT  
WORK?



Is it a bird, is it a plane? No these are a pair of "egg balloons" standing in for testicles in **Yeezy**'s new commercial for hair removal cream for men. The commercial shows these happy little balloons, travelling in nature, riding deer, being friends and simply having a nice time. In a time of extreme sensitivity to "sexual stuff" in marketing this commercial may be dividing opinion on whether or not it's a great piece of work, but either way, it's attracting attention.

With their swift exit from Russia after the invasion of Ukraine "McDonald's" is in the process of reopening under new ownership. Alexander Govor, who owns 25 restaurants in Siberia, agreed to buy all 847 McDonald's branches. Terms of the sale are not clear and nor is the name - "Tot Samyi" is the front runner and means "The Same".

Subtle.

The logo has been revealed. Apparently, the green background symbolises the quality of products and services that their guests are accustomed to, the circle and two lines are meant to depict a burger and French fries.

\*Wtf?

что за бред?\*





GREAT  
WORK

Ever been afraid to go home alone at night through a deserted public space?

In order to highlight this problem and allow women and gender minorities to reclaim public space, the not for profit organization, *HandsAway*, which fights against sexist and sexual violence, worked with TBWA/Paris to launch operation Fearless Night - using existing digital billboards as light sources, from 9pm to 7am.

For more, visit: <https://www.bizcommunity.com>