

TELL ME MORE TELL ME MORE
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W 19/11/2019

MDMN MAXIMUM DIGITAL
MINIMUM NONSENSE



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EDITOR

Needles at the ready 🪡

This week, we see how blood from the LGBTQIA defies the law of a blood bank. Plus, we explore why millennials are suddenly rich during the Christmas holidays and how forging pound coins carries an eye-opening political message.

Got your attention? Scroll for another hit



TL;DR

We read so you don't have to

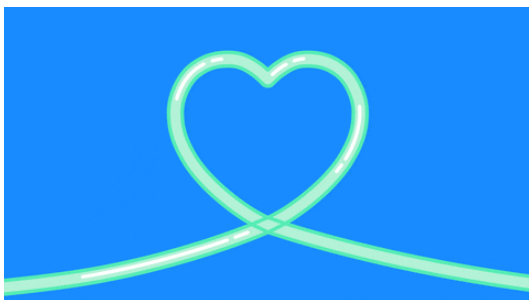
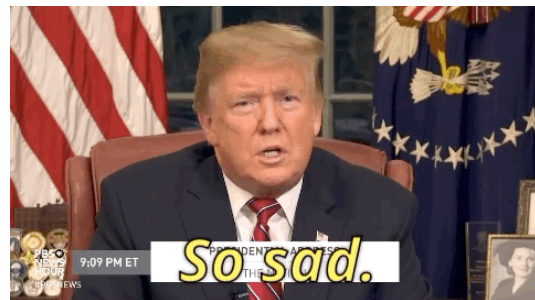
Go Big or Go Home: In this study by [Google](#), Martijn Bertisen tells us about the distinct shopping patterns of Millennials over the Christmas period. Millennials are a mix of struggling functional adults and confused kids but buying presents is the mission to complete. Why? Christmas feels different to how it used to, and a good present can make or break the day. 📺

Amazon Dumped for a Younger Model: [Econsultancy](#) spills the beans on how Amazon's ascending streak has been tarnished as Nike has dumped them for its own shiny new D2C platform. Nike's mission to be more direct and personal with their customers seems to have taken a new direction after breaking up with Amazon. Why make something complicated when you can do it yourself? Perhaps, other brands will follow suit 📺

Fake News: In this insight piece, [Muse by Clio](#) discusses the relationship between anonymity vs influencers and asks, why is our online world plagued with fake news? Life online is airbrushed to look perfect and we lap it up. We are constantly striving for perfection but how do we know if what we're seeing is a façade or reality? 📺

CAMPAIGNS

ANOTHER Christmas Ad: When Christmas hits, the John Lewis Christmas advert is no doubt a highlight that charms even the coldest of us. The only thing that made this ad moderately exciting is all the parodies that were born from it, including this beautiful one of [Trump](#). Maybe there's a new Grinch in town 📺



#BloodWithoutBias: Did you know it's still against the law for gay and bisexual men to give blood unless they go without sex for 3 months? The new holy trinity, Unilad, LADbible and Elvis, partnered up to take a stand to end discrimination against sexual orientation in blood banks. But what happens to the blood after it's donated? 📺

Mo' Money, Mo' Problems?: To showcase the issue of unfair wages based on gender, some compelling fake

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- worth 82p to remind people that women on average earn 82p for every £1 earned by men. A clever eye-opener to show society how far we're still off from equality. ♀



CHANNELS



Netflix and Chill, Disney+ and...? : As the new kid on the block, [Disney](#) has dropped another landmark to compete against streaming giants of Netflix, Hulu, ESPN+ and more. How has the Disney hub, home to Marvel, Star Wars, Pixar done so far? With Netflix stealing first place, I'll never switch...unless there's a cheeky discount code 🍿

The Instagram Detox Diet: [Instagram](#) is on a mission to detoxify itself from the harmful impact of social media. What else is new? Under this new update, users will still be able to see who has liked their post but they will no longer be made public. I guess this time, you'll manually have to count how far up the social acceptance ladder you can get 👍❤️

A Little Late to the Party: [Twitter](#) is releasing a 'Topic' section to give the option for Tweeters to follow a topic rather than rummage through endless hashtags and boring

THOUGHTS, FEELINGS, HOPES AND DREAMS

Thoughts: As a millennial, I am defo not rich but I still like to buy a lot of Christmas gifts to spread joy 🏠

Feelings: Dragon breath in the morning only means Christmas is getting closer 🌲

Hopes: No vampires intercept that underground LGBT blood bank 🏳️

Dreams: Maybe the bridge to equal gender pay isn't as far away as it seems 🏳️



SEE YOU NEXT TUESDAY!

Is this wasteful news?

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