

PANDORA'S TIME



About Pandora's Box

BY TYLER BUCK

Pandora's Box was established on August 10, 2007, at its headquarters in Cookeville, Tennessee. More specifically, the hard-working company sits in Cookeville High School on 1 Cavalier Drive. This company was established on the visions of becoming a successful Virtual Enterprise company. Ten years later, it is evident that the company's goals and ambitions have been met and passed. Part of the company's success is due to the decision to make the big transition into the pre-packaged bundle market. The company had made this transition on July 26, 2016, and has been a soaring success ever since.

With a nine year history, Pandora's Box has had its foot in many retail markets. While trying to stay unique, Pandora's Box has changed its product line multiple times to fit the "hot items" of the year. (It wasn't until two years ago when the company successfully transitioned into the new and unique market of pre-packaged themed bundles.) Last year, our company excelled in the monthly subscription category where our customers could pay a yearly fee to receive one of our bundles each month for ten consecutive months.

Yet this year, we have created a variety of stationery bundles centered around the theme of music and more specifically, concerts. Offering stationery bundles rather than subscription bundles means that our customers are able to experience all that our great company has to offer without a ten month commitment. This new category allows us to stay in the successful pre-made package market, but also, it allows us to enter into a new division. This new division is essential to keep things unique and exciting.

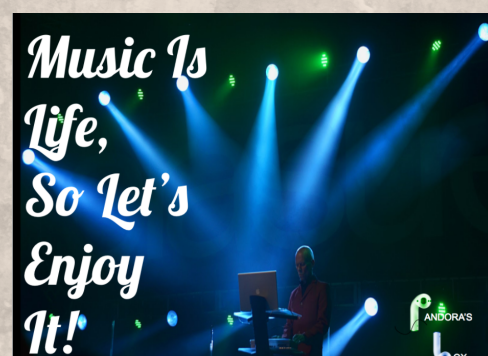
This year, we are selling music themed bundles that prepare teenagers for exciting concerts and the memories to follow them. Each pre-assembled bundle is compiled with six music related items relevant to the teenager's concert experience to ensure that they have a fun and stress free time. Our bundles cover a range of five main categories to insure variety in genre and style. The categories are as follows: pop, country, rock, decades, and rap. We have established variety in our bundles to ensure that each division of our target market is provided for. It is evident that our music bundles are targeted towards teenagers and young adults; however, people of all ages can essentially enjoy these extraordinary bundles.

SNEAK PEEK

About Pandora's Box

Music Affects

Advertising and more!



Musics Affects

BY TREVOR DAY AND ASHYLNN FAIJT

Music has ways of affecting people differently. it can affect your mood, your behavior, and your brain. The type of music you listen to can affect your mood in many different ways. It affects your emotion, memory, learning and neuroplasticity, and attention. Emotionally it stimulates a specific brain circuit that can make a teen smile, cry, sing, and dance. While you are little the type of music you're around, creates a connection between your emotions and the people around you who are enjoying the same music. Your memory is affected by music because whether you see it or not, when someone talks to you, it reminds you of different songs and how they make you feel. Music is the connection between your feelings about everything. Your learning and neuroplasticity is the brain's ability to reorganize itself by forming new neural connections throughout life, and can be greatly affected by the harmony of music and the brain. "It's like getting directions to a location. If a road is closed, or you are stuck in traffic, there is sometimes an alternate route to get to the same place. Music can help map that alternate route in your brain!" says <https://www.consciouslifestylemag.com/music-and-the-brain-affects-mood/> . Music can grab your attention in the right ways. Music is able to activate, sustain, and improve our attention. The power between music and your attention span is huge. It helps teens keep focused on their work, driving, and anything that they need to do. As we all know, music has been an important way for humans of any age to show, express, or feel emotion. However, not many people think of the cultural effects and the effects on the human brain. The trick about music is, everyone perceives it differently. Just like humans, almost every song is unique in its own way; sure, some are similar but every song has something distinctly unique about it. Not only is it a form of expression used in many ways such as to show culture or religion, it also affects mood, concentration, and often is used for motivational purposes. According to the article, 'How music affects the brain for the better' by Deane Alban at bebrainfit.com, "Music is a fantastic brain exercise that activates every known part of the brain." The article later states, "If you want evidence of how music affects the brain, it makes sense to look at the brains of people who play a lot of music — professional musicians."

Brain scans show that their brains are different from the rest of ours. Their brains are noticeably more symmetrical. Areas of the brain responsible for motor control, auditory processing, and spatial coordination are larger. They also have a larger corpus callosum. This is the band of nerve fibers that enables the two hemispheres of the brain to communicate with each other." As u have just read from the article, music affects pretty much your ENTIRE brain. Sounds pretty amazing! Link to the article = <https://bebrainfit.com/music-affects-brain/> .



Money and Music

By Taylor Andry and Jessica Martinez

Music without doubt is a very profitable business, and the relationship between money and music can tell us a lot about the slow shifts in music over the years. Even though the music industry is expected to increase from 46 billion dollars in revenue to 57 billion in 2021, less and less of this money is going directly to the artists. CD sales exploded in the early 90s, and with it came the death of the cassette player. But now CDs are becoming less popular due to a new rival, music streaming. In fact, digital music sales were passed up by music streaming in 2014. However, Apple countered by creating its own music streaming application in 2015. Last year, streaming created an 8.1% growth in the music industry's revenue.

People can listening to music everywhere without buying a CD. For example, Pandora, Spotify, IheartRadio, Youtube Music, and Apple Music etc are types of media used to listen to music without buying a CD. Buying music can be competitive because there's so many companies who offer premium and offline music stream. Sometimes music artists/music business loses money because there are apps and websites, where people can download music illegally with no cost. Also, CDs and downloads have been gradually abandoned as streaming has become the platform of choice which leads to music artists to make less profit.

Rap/hip hop has had the greatest impact in the music industry in the U.S. R&B/hip hop represented 24.5 percent of all music consumption in the US - the largest share and the first time it had led the measurement for a calendar year of 2017. Hip hop also leads in digital song sales and on-demand streaming. In 2015, rock was the number one genre. However, hip hop skyrocketed in 2017.

How can artists still be making money in the era of businesses like Spotify and Youtube? Recorded music sales have nearly diminished, dropping by 64% from 1999 to 2011. Digital music sales revolutionized the industry. But many artists took a hit because their fans started buying singular songs for a dollar a piece instead of the full album. Even though streaming is still profitable, it's a fraction of what artists used to make. For example, Spotify premium is \$10 a month for unlimited access to music, less than many individual albums cost. With all of this taking a toll on artist's income, many have turned to alternative ways to make money. Because of the internet more artists stream live performances instead of holding concerts. For new artists this can be an inexpensive way to sell merchandise and gain fans. Live performances, quality merchandise, and exclusives like autographs are great ways to make money and fans have shown they are willing to pay to support their favorite artists.

Music and the World

By Preston Grein and Bhaven Patel

There are many different types of music genres and styles of music out in the world and having a feel for each type will be a breathtaking experience. In America, Perfect by Ed Sheeran is America's Number 1 song in the country as of right now. In Mexico: "Despacito", India: "All Black", Denmark: "7 years" by Lucus Graham, New Zealand: "Royals" by Lorde, Canada: "I really like you" by Carly Rae Jepsen. These types of music are unique and different than the music we have in the U.S. They have different meanings and tones.

Firstly, "Despacito" is a love song about a guy and a girl falling for each other and describing them as magnet and metal. "Despacito" in English means slowly. Secondly, "All black "from India represents that he has everything in black such as his car, glasses, shoes, and a beautiful girl. "All black" is more of a gloating song rather than love song. Additionally, the song "Perfect" is talking about a man finding the love of his life, that she is perfect for him, and that she is all that he wants and he won't let go. The song talks about how he wants to grow older with the woman and have children even though they are still young. This song is different than the ones that are listed because it is listened to in more countries other than the U.S. and has a great meaning behind it. The song "7 Years" by Lucus Graham is conveying his feelings towards growing up and his parents telling him you have to go out in the world and learn new things, experience things you've never experienced before, and he mentions about his father telling him that he needs to find a wife. In the song, "Royals" by Lorde, it establishes them as being young and having fun, and all the things they go and do with all their friends. In the song they talk about not being Royals but they still like to act like they are. They count their money, go to parties, and like to live in their fantasy world. Lastly, in the song , "I Really Like you" by Carly Rae Jepsen from Canada, sings, she really likes this guy but she wants to stop, she is running out of time and patience with this guy but she really does like him. Out of all the countries music favorites it seems as if all the countries prefer happy songs to songs that are depressing or metal. All in all, while all music is unique it is all important.

Employee of the Month January



Lea Mateo

Advertising a Company

By Riley Suhr and Michael Abel

Advertising around the world has been changing over the years. There are 4 different forms of advertising: social media, print, broadcast and speciality. The easiest form of advertising is social media, because it is the most cost effective form of advertising. Advertising on Facebook, Twitter, and Instagram is really good for advertising electronics because chances are, if you're on those, you use electronics a lot. If you are a smaller business and up -and- coming, you will want to be looking toward the social media side simply because it is way cheaper than broadcast. Social media is the best for a younger demographic. However, overall, broadcast is still the most effective form of advertising. The effectiveness depends on who your target market is and depends on the effectiveness as well. Print is best for the middle-aged to elderly. However, one of the reasons broadcast is the most effective is that it caters to all ages. If you are of the older generation social media is probably not something you are as familiar with. As for print, the younger generation does not tend to use print that much. There are many different forms of advertising which is why you must decide which works best for you. Print has over the years become less effective than what it once was with all the new technology, but it is still effective for some. The first thing you must do is have a target market before deciding how you advertise. Now you will see how Pandora's Box uses advertising to promote its products. Pandora's Box uses many different types of advertising in order to promote its products across the world. Since we are a virtual business, our physical promotion is not the most effective method of advertising. Physical promotion only becomes effective when Pandora's Box is attending trade shows or at a conference. At trade shows, we use flyers, specials, businesses and more to promote the company. The most accessible way to purchase one of our products is by our website. Our website's simple and innovative design allows the customer to have a fun and an efficient shopping experience. We relish our website's ability to make it easier on our customers by providing access to our products and promotional items. Overall, Pandora's Box uses advertising to allow people to spread their passion and love for music through our products. Regardless of where you are, you can get up to date through social media, newsletters, brochures, and catalog. In the future, Pandora's Box hopes to run advertisements on Youtube, Facebook, Twitter, and other forms of social media which is why social media is such a big part of business for a company like ours. Through social media, Pandora's Box can inform the customers of our newest products or sale without any cost to them. In the future, we hope to use forms of broadcast media such as televised advertising. To perform this goal, we need to research the best kind of ad for televisions and how to produce it efficiently and effectively.

