

TAKEHOME

23 - 29
January



How much control do influencers have over our choices?

In the news this week

A drink called 'Prime Hydration' has arrived in the UK and as quickly as it arrived, it sold out. The creators of the drink are online influencers KSI and Logan Paul. After opening, some shops saw pushing and shoving as people tried to get their hands on the drinks, with many deciding to limit customers to one bottle per person. The craze did not stop at the supermarket shelves; on eBay the drinks were up for sale for thousands of pounds each. The founders of Prime, KSI and Logan Paul, have a combined YouTube following of over 40 million people.

Things to talk about at home ...

- > Do you watch any influencers online? Talk to others in your home – do they watch influencers?
- > Are there other well-known people that you admire or look up to? What are they known for?

Please note any interesting thoughts or comments

Share your thoughts and read the opinions of others

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