33% of the land
33% of the land
3% of the population
Mountain Dew insulted Michigan’s Upper Peninsula, and its cool apology won it 500,000 fans for life.

A graphic geographical error has led to a special-edition Upper Peninsula label and a brand trip to the State Fair.

Change of plans... @MountainDew do you want to gain a bunch of fans?

I triple dog dare you to come out with an Upper Peninsula edition for your #DEWnited campin. twitter.com/UpperPeninsula...

Dear @MountainDew,

I AM NOT WISCONSIN.

Fix this, or send a free case to all my residents. Your call.

Sincerely,
America’s Peninsula

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The Upper Peninsula @UpperPeninsula - Jul 9, 2019

I bring this to their attention on their Facebook page kind of pointing out they look dumb. I realized today they never responded, and I thought no, not this time.

Sure, my message could have been a little nicer but I wanted answers for once!

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Kyla Mae Vasseau

June 19, 2017 · 0

So, take a look at this bullshit. Early in May I was perusing various websites for concerts in our area when I came across a map that left off the Upper Peninsula entirely. We’ve all seen it, it’s mildly infuriating. I brought this to their attention on their Facebook page, kindly pointing out they look dumb. If I realized today they never responded, and I thought no, not this time. Sure, my message could have been a little nicer but I wanted answers for once!

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Dinosawr Cutie

igboig You forgot the Upper Peninsula.

annaartpark Very disappointed as a Yooper native and Michigan alum to see the UP is missing. My home includes the entire state of MI. I have a UP shaped cookie cutter you can borrow if you’d like.

---

s_snow Oh prefer the heart in the center
What do you want to be when you grow up?
AHA!
"Innovation doesn't need to just happen at the research universities. Invent@NMU at @NorthernMichU is one of the coolest programs I've seen."

1:54 PM - 7 Oct 2015
30 min
THINK

RESEARCH
the market to determine what products already exist, what patents exist, etc.

SKETCHING
to further develop the ideation from the concept stage

PRODUCT REQUIREMENTS ANALYSIS
determines what the solution needs to be: what would be nice to have and what it must feature, etc.
MAKE

MODEL

to demonstrate the look and functionality of the solution

PROTOTYPE/HOBOTYPE

by creating a usable replica that can be tested and refined

PILOT

create a replica that can be easily manufactured
MARKET

BRANDING
develop a visual brand language, including: logo, fonts, color palette, marketing strategy, etc.

PRICING
determine how many products are being sold, how many could be sold and at what cost

COMPANY CREATION
work with the client to form an LLC, acquire an employer identification number, etc.
1. Relieve the innovator of the entrepreneurial burden
2. Develop a workforce of innovators and entrepreneurs
3. Generate new manufacturing opportunities
Liked by theferriswheelflint and 544 others
ki_tyler Who woulda thought........