

Starbucks, Oprah team up

New tea to be rolled out as partnership between megabrands

A-Ha Tea. Starbucks announces a one-of-a-kind partnership with Oprah Winfrey for the specially blended Teavana Oprah Chai. Supported by a comprehensive national advertising and marketing campaign, this tea will be sold specially in Starbucks and Teavana stores across the U.S. and Canada.

Starbucks will donate a portion of sales for every Teavana Oprah Chai tea beverage or product sold to the Oprah Winfrey Leadership Academy

Foundation to benefit educational opportunities for youth.

Grounded. JetBlue cancelled nearly twice as many flights in the first quarter of 2014 as it canceled in all of 2013. In total, the airline canceled 4,100 flights; these weather woes cost JetBlue \$50 million.

Song Timer. Music streaming service Pandora Media recently



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The Business Roundup

introduced an alarm clock, sleep timer and station recommendations platform. Now, people using Pandora's alarm clock functionality on Android are listening to Pandora 30 percent more days per week and 3 percent more hours each day than they listened prior.

Luxury Undies. Men like basic underwear. Less than 12

percent of Hanes men's underwear business is of its higher-priced items, such as X-Temp and ComfortBlend.

New Autos. Lithia Motors sells a monthly average of 55 used vehicles per store, up from 50 units in the first quarter of 2013. Gross profit per new vehicle retail was \$2,301 compared to \$2,354 in the first quarter of 2013 or a decrease of \$53 per unit. Gross profit for used vehicle retail was \$2,544 compared to \$2,560 in the first quarter of 2013, a decrease of \$16 per unit.

Green Shoots. Power washers are selling strongly right now, according to manufacturer Briggs & Stratton. "After a long winter there is just a lot of clean-up and everything else that needs to be done whether it is, you know, road salt or whatever it might be, and we are seeing strength in that – in that pres-

sure washer category," say executives.

It's Back. Myspace is reopening its door to advertisers. After the social network's rise and fall in the early 2000s, News Corp. sold the site to Specific Media. Then, when Specific Media launched a new and improved Myspace last June, there was no advertising on the site. Now, advertisements are back, albeit under a different approach than the one undertaken previously under different leadership. Gone are the heavy traditional banners and blinged-out flashing ad units; instead, Myspace is developing customized partnerships that integrate Myspace's various available channels, including native advertising, content partnerships, premium video, events, live streams and targeted email.

Diplomatic Relations.

Venezuela politics hits home in Florida. Mall operator Taubman Centers says that in areas that have significant populations of Venezuelans, retailers struggle because Venezuela has limited the amount of cash and credit that people can spend in the United States on a yearly basis.

Front Seat Drivers. Forget the nonsense about people giving up their cars for Uber, car-pools, and bikes. Cars are still a must-have requirement, according to MRY marketing agency. Regardless of age, access to a car (90 percent) trumps helping others (77 percent), raising a family (73 percent), voting (68 percent), and being wealthy (43 percent).

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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