

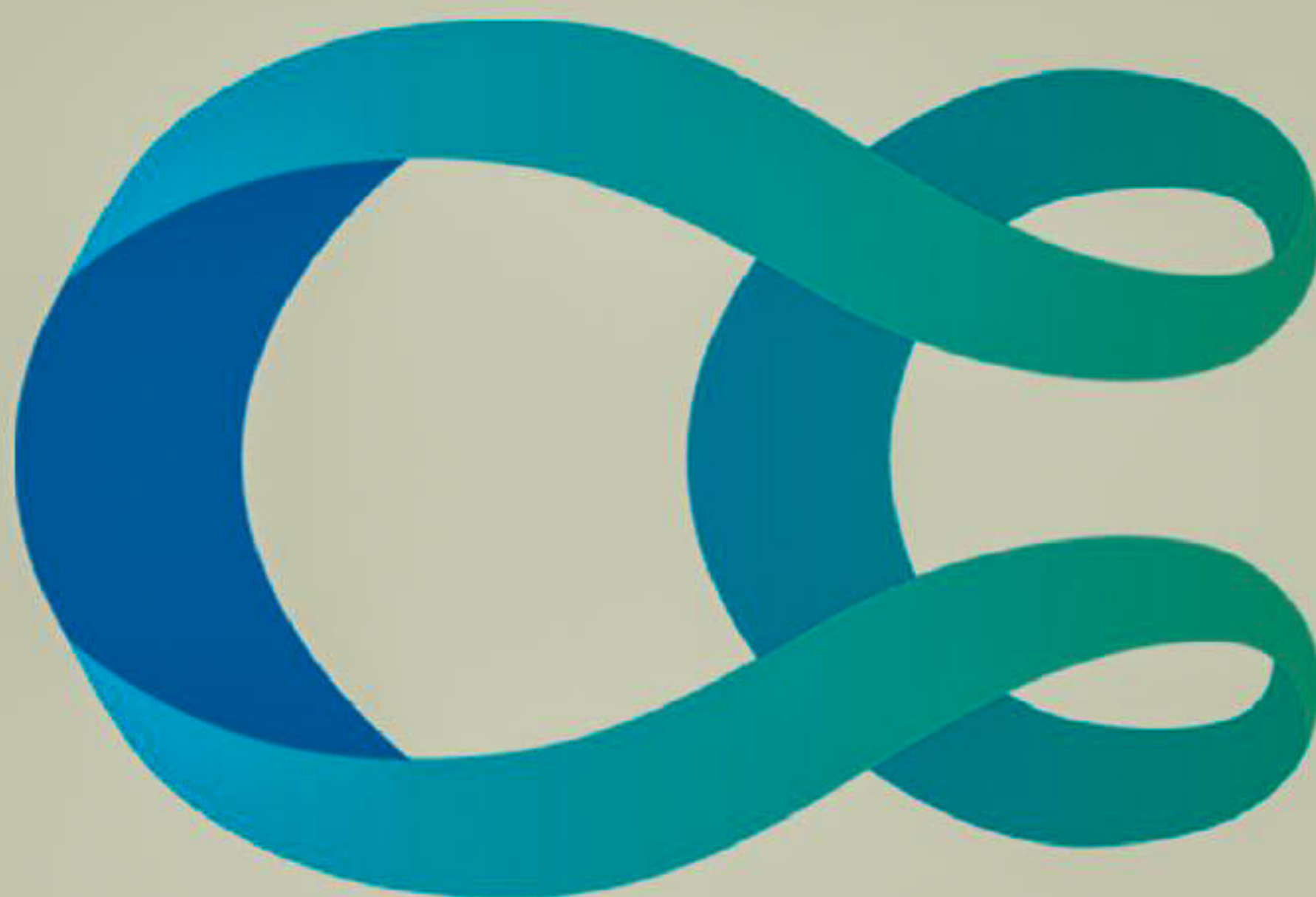
# WHAT IS YOUTH?



Youth is the favourite target group of marketers nowadays thanks to the startup boom and over a half of the population being in that TG. Big brands have realised this, and are pushing into the digital sphere to reach out to the youth. Recently, I saw a post from one of the leading youth brands on Facebook that spent quite a few words describing what "SWAG" means. Unfortunately, 2012 called and wants its "word of the year" back. Every brand makes faux pas like this and that's fine. It's a global phenomenon where people in their 30s and 40s are creating campaigns for people in their 20s; it's a hit or miss. At the end of the day, marketers need to understand that their interns are not just there for making PowerPoint presentations and Excel sheets, but could actually provide valuable feedback on the product and communication. Pro-tip: it's a good idea to use catchphrases and trending words.

– Rumman R Kalam, Youth of SHOUT

## APP REVIEW



# ARE YOU CURIOUS?

NAFIS IMTIAZ ONISH

If you are someone who is curious to know about all the random things going on around you, Curiosity is just the app for you. Do you want to know which photos won the science photography competition in 2018? Or perhaps, you want to read up on how origami is revolutionising the world of electronics. Curiosity has you covered.

Think of Pinterest, only, a nerdier version. Voila! You have a super clean, super handy app to spend countless hours on. Curiosity offers the latest and greatest updates of every topic you can possibly fathom. The topics range from science to arts, from history to health & lifestyle; the diverse array of meticulously picked topics ensure no one is deprived of the knowledge they seek.

There are three distinct features of the app: Top 5 daily picks by the editors, a "discover" feed to explore the

plethora of topics, and a user tab to save articles, video, infographics etc. The articles are concise which make them easy to read during daily commute. The topics are often unconventional which incites interest in fields you never knew about. Like Pinterest, you can create boards, follow other boards or be followed, like and share it to other platforms. You can enable the option of receiving notification of viral or trending articles and have the app notify you of its daily picks.

To sum it up, Curiosity is a great way to serve your curiosity a platter of beautifully designed, concisely written articles. Due to the conciseness, it is not ideal for comprehensive knowledge on a topic, but it certainly opens your horizon of knowledge which require further research on your part for a thorough apprehension. Nonetheless, it is certainly a great way to start your morning with the daily dose of insightful knowledge.



## MIXTAPE SIMULATION

**LAURA BRANIGAN**  
Self Control



**HELLOWEEN**  
The Game Is On



**RADIOHEAD**  
Paranoid Android



**HAWKWIND**  
Silver Machine



**THE MARS VOLTA**  
Wax Simulacra



**TOOL**  
Lateralus

## THIS WEEK'S HORRORSCOPE

### ARIES

You should really get rid of that empty water bottle.



### TAURUS

Arrange all your party hats and drift around them.



### GEMINI

If you have a cat, please feed it now.



### CANCER

Don't listen to Higos. They are not good rappers.



### LEO

It's 6:07 PM, where are my results?



### VIRGO

If you're a Virgo, do you have Vertigo?



### LIBRA

The cause is lost. Just cause.



### SCORPIO

Don't make waffles anymore please. We have enough of those.



### SAGITTARIUS

Don't carry an umbrella tomorrow. Do you really think it's gonna rain?



### CAPRICORN

Don't ditch your colleagues to the canteen tomorrow.



### AQUARIUS

They ask me what I'm doing not how I'm doing.



### PISCES

You should probably stress less. Less stress.

