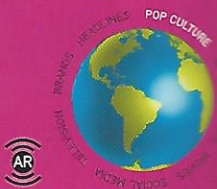




1 ICE BUCKET CHALLENGE

# POP CULTURE



TOMS AT TARGET 2

1. **ICE BUCKET CHALLENGE** The social media campaign goes viral, raising \$115 million to treat and cure amyotrophic lateral sclerosis (ALS).
2. **TOMS AT TARGET** The fashion-forward charity shoe brand teams up with the fashion-friendly retailer on a line of accessories for the holiday season.
3. **NBA 2K14** The new release of the popular basketball video game features a contemporary soundtrack chosen by LeBron James.
4. **#SHAREACOCKE** The soft drink brand personalizes its cans with the 250 most popular first names among American teens and millennials.
5. **GO PRO** Users of these wearable HD video cameras record and share breathtaking adventures, athletic feats and everyday dramas.
6. **GRUMPY CAT** By bringing in almost \$100 million in two years, the Internet's most famous cat earns more than many human celebrities, according to ABC News.
7. **FITBIT** The health and fitness trackers surge in popularity among users of all ages, as consumers clamor for personal data via wearable tech.
8. **PROTEIN-POWERED** The high-protein/low-carb diet trend results in slumping cereal sales; manufacturers respond by adding more protein to their breakfast products.
9. **TOP EMOJIS** Researchers track the rising popularity of emojis among Twitter users; the top five are Hearts, Joy, Unamused, Heart Eyes and Relaxed.
10. **DR. MARTENS BOOTS** The edgy, rugged footwear is back in fashion among teens, celebrities and fashionable bloggers.

## TOP 2014 GOOGLE TRENDS

The popular search engine releases the year's most searched topics.

1. ROBIN WILLIAMS
2. WORLD CUP
3. EBOLA
4. MALAYSIA AIRLINES
5. ALS ICE BUCKET CHALLENGE
6. FLAPPY BIRD
7. CONCHITA WURST
8. ISIS
9. FROZEN
10. SOCHI OLYMPICS