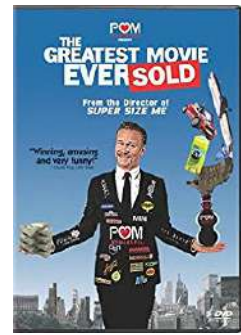


“The Greatest Movie Ever Sold” Video Questions



Directions:

Complete the worksheet as you watch the movie.

1. According to the movie, product placement means: (1)

2. How much money was spent on marketing and advertising last year (that the movie came out)?
(1) _____
3. What types of companies is Morgan Spurlock told he should target? List at least 2. (2)

4. What type of brand personality does Morgan have? (1) _____
List at least 2 companies that have a similar brand personality. (2)

5. What company first accepts Morgan's offer to be a sponsor? (1) _____
6. What is "faction?" (1) _____
7. According to the contracts Morgan signs, he must: (3)
 - a. Only stay at a _____,
 - b. Pump gas at a _____, and
 - c. Conduct interviews in a _____ aircraft.
8. Why did POM turn down Morgan's three commercial ideas? (3)
 - a. _____
 - b. _____
 - c. _____
9. San Paulo, Brazil, passed a law that _____. (1)
Why? (1) _____
10. What is vital for a film's success? (1) _____
11. For the neuromarketing activity test, Morgan looks at three different commercials involving: (3)
_____, _____, _____
12. Each 30-second tv spot on Channel 1 can cost up to _____. (1)
13. Why do so many ads target teens? (1) _____
14. To make brands seem cool, they pair them with the _____. (1)
15. Why didn't Dre ever do "Got Milk?" ads? (1) _____

Professional Sales

"The Greatest Movie Ever Sold"

Video Questions



Key

Directions:

Complete the worksheet as you watch the movie.

1. According to the movie, product placement means: (1)
Co-promotion
2. How much money was spent on marketing and advertising last year (that the movie came out)?
(1) \$412 billion
3. What types of companies is Morgan Spurlock told he should target? List at least 2. (2)
hotel, car, beer, airline, clothes
4. What type of brand personality does Morgan have? (1) mindful + playful
List at least 2 companies that have a similar brand personality. (2)
Apple, Target, Wii, Mini Cooper, JetBlue
5. What company first accepts Morgan's offer to be a sponsor? (1) Ban deo
6. What is "faction?" (1) fact fiction = actual fact w/ speculation/fiction
7. According to the contracts Morgan signs, he must: (3)
 - a. Only stay at a Hyatt
 - b. Pump gas at a Sheetz, and
 - c. Conduct interviews in a JetBlue aircraft.
8. Why did POM turn down Morgan's three commercial ideas? (3)
 - a. Not in Season
 - b. Doesn't talk about attributes
 - c. Could turn off existing customers b/c inappropriate
9. San Paulo, Brazil, passed a law that outlaws outdoor ads. (1)
Why? (1) "visual polluting" that covered city
10. What is vital for a film's success? (1) trailer
11. For the neuromarketing activity test, Morgan looks at three different commercials involving: (3)
Fear, craving, sex
12. Each 30-second tv spot on Channel 1 can cost up to \$200,000. (1)
13. Why do so many ads target teens? (1) _____
14. To make brands seem cool, they pair them with the hottest artists. (1)
15. Why didn't Dre ever do "Got Milk?" ads? (1) He doesn't drink milk

87 min