

NAME: _____

THE GREATEST MOVIE EVER SOLD

The Greatest Movie Ever Sold is a 2011 documentary by Morgan Spurlock (director of **Super Size Me**) about product placements, advertising, and marketing.

As a class we will be watching the documentary as well as Spurlock's talk on TED talk. Please answer the questions below as you watch the movie. Remember to be specific and clear in your answers.



This handout is due: _____

The TED talk is available on YouTube if you wish to watch it again. **The Greatest Movie Ever Sold** can be found on Netflix or the public library.

MEDIA INDUSTRY

1. In his TED talk, Spurlock talked about the difficulty he had in getting advertising companies to sponsor his documentary. He explained that his documentary idea had one fatal flaw.

a.) What was that fatal flaw?

b.) What are the three reasons why it is a fatal flaw?

2. Ban deodorant considers itself a challenger brand. What does being a challenger brand mean?

3. What is product placement? Give a definition in your own words and include one example of how it works from the movie.

4. How does product placement affect the creation of a movie or the decisions behind it? Cite at least one specific example from the movie to support your ideas.

5. Throughout the documentary Spurlock looked for companies that would be willing to sponsor his documentary. Observe the process he goes through.

What considerations does a company undergo before agreeing to sponsor Spurlock's documentary? (In other words: what do companies look for before deciding whether or not they will sponsor a movie?)

MEDIA AND SOCIETY

- 1. At one point during the documentary, Spurlock is concerned that he is “selling out”. (He is sacrificing his integrity and ideals for profit.) Do you think he’s a sell-out? Why or why not?

- 2. In his quest to approach the right companies, Spurlock examined what his brand could be.

A brand refers to the identity of a product. This includes everything from the name of the product to its reputation to its slogan or colour scheme. It is the “personality” of the product. The legal term for brand is trademark.

Spurlock was able to have his brand narrowed down to two descriptive words. How would you describe YOUR brand? Brainstorm two words that you would use to describe your brand and two companies (or products) that would be the perfect sponsors for you. You must explain why these two companies/products would be the perfect fit for your brand.

Two descriptive words about your brand: _____

Two companies/products and why:

Company #1: _____

Company #2: _____

3. a.) Why did Brazil ban outdoor advertising?

b.) Do you think our city should do the same? Why or why not?

4. Do you think advertising has a place in schools? Why or why not?

THE GREATEST MOVIE EVER SOLD - Rubric

CRITERIA Media Industry	BELOW LEVEL	LEVEL ONE	LEVEL TWO	LEVEL THREE	LEVEL FOUR
Student demonstrated an understanding of the film. His/her answers were specific with detailed examples from the movie.	<i>Very limited / Incomplete/ No understanding / No specific details given / Too vague or superficial</i>	<i>Limited / Superficial or vague answers given / No examples given to support ideas</i>	<i>Adequate / Some understanding demonstrated / Examples given but needs more elaboration</i>	<i>Good / Understanding demonstrated through explanation and relevant examples with sufficient elaboration</i>	<i>Excellent / Thorough examination and explanation given demonstrating deep understanding of concepts</i>
Student demonstrated an understanding of advertising and product placement. He/she was able to explain what product placement is and its function in the industry.	<i>Very limited / Lack understanding / Incomplete / Answers were too vague or superficial</i>	<i>Limited / Minimal understanding / Vague or superficial answers given</i>	<i>Adequate / Some understanding demonstrated / Answers need more elaboration</i>	<i>Good / Understands concepts and functions in the industry</i>	<i>Excellent / Sophisticated understanding of all concepts and functions in the industry</i>
Overall impression: student demonstrates care, thoughtfulness, and insightfulness. This includes technical writing.	<i>Very limited / Many careless errors made / Lacks care / Disorganized / It is clear this was a last minute effort</i>	<i>Limited / Some careless errors made / It is clear this was a last minute effort / Lacking insight</i>	<i>Adequate / Some care demonstrated</i>	<i>Good / Thoughtful and insightful!</i>	<i>Excellent / Fantastic! Clear and thoughtful answers given! / No careless errors!</i>
Overall level				Level: _____	

CRITERIA Media and Society	BELOW LEVEL	LEVEL ONE	LEVEL TWO	LEVEL THREE	LEVEL FOUR
Student demonstrated an understanding of the film. His/her answers were specific with detailed examples from the movie.	<i>Very limited / Incomplete/ No understanding / No specific details given / Too vague or superficial</i>	<i>Limited / Superficial or vague answers given / No examples given to support ideas</i>	<i>Adequate / Some understanding demonstrated / Examples given but needs more elaboration</i>	<i>Good / Understanding demonstrated through explanation and relevant examples with sufficient elaboration</i>	<i>Excellent / Thorough examination and explanation given demonstrating deep understanding of concepts</i>
Student demonstrated an understanding of advertisements and branding. His/her answers were thoughtful, relevant, original, and creative.	<i>Very limited / Lack understanding / Incomplete / Answers were too vague or superficial</i>	<i>Limited / Minimal understanding / Vague or superficial answers given</i>	<i>Adequate / Some understanding demonstrated / Answers need more elaboration</i>	<i>Good / Understands concepts and functions in the industry</i>	<i>Excellent / Sophisticated understanding of all concepts and is able to examine how it applies to themselves and society</i>
Overall impression	<i>Very limited</i>	<i>Limited</i>	<i>Adequate</i>	<i>Good</i>	<i>Excellent</i>
Overall level				Level: _____	