NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

“The Greatest Movie Ever Sold”

1. How has tivo/dvr affected a company’s ability to advertise on television?
2. What is co-promotion?
3. Why didn’t the big advertising companies and brands agree to sponsor Morgan’s movie?
4. Who is Richard Kirshenbaum?
5. What is brand collateral? How would you describe “your brand”?
6. Based on his “brand personality”, which brands is Morgan supposed to target?
7. Which company is the first to agree to sponsor Morgan’s movie?
8. Define “faction”.
9. What is “Sheetz”, and how will Morgan show Sheetz in his movie?
10. What is POM Wonderful? What conditions does Morgan have to meet to get his million dollars from Pom Wonderful?
11. What other brands does Morgan land for his movie as sponsors?
12. Do filmmakers who agree to product placement still in control of their films?
13. Why are advertisers reluctant to be honest about when they are advertising to people?
14. Who is Norm? How did Norm Marshall affect product placement in movies?
15. Who has more power on movies, screenwriters or brands?
16. What is Mane ‘n Tail shampoo, and who uses it?
17. Why hasn’t Quentin Tarentino done much product placement in his movies? Which product is in that scene?
18. Which sponsor is featured in Morgan’s interview with Peter Berg?
19. How does POM Wonderful react to Morgan’s proposed commercial spots?
20. How does advertising insult us?
21. Is there truth in advertising?
22. How did Morgan integrate the POM Wonderful commercial into his movie?
23. How is Sao Paolo a revolutionary city?
24. Why did Sao Paolo pass the “Clean City Law”?
25. What is neuro-marketing?
26. How has children’s creative play been affected by advertising?
27. How did Morgan integrate the Jet Blue commercial into his movie?
28. How has “Channel One” affected high school students?
29. Why is the Broward County School District selling advertising in their schools, and how does Morgan take advantage of this?
30. What is a “sell-out”?
31. How does Morgan integrate the Hyatt Commercial into his movie?
32. Which band does the theme song for the movie?