



Presents... THE GREATEST MOVIE EVER



A Look at Product Placement

Morgan Spurlock says transparency is what he is aiming for in this documentary, but the company representatives seems nervous and/or afraid of such transparency. Why do you think this is the case?

Morgan is tested to find out his personal "brand" profile. If asked, how would you define YOUR own brand in either a phrase or a few descriptive terms?



is described as being "brave enough" to join the documentary. Do you feel that brands that joined this documentary are more credible because they aren't hiding from the tactics they use?

After some consideration, Morgan starts to worry that he will lose control of the creative direction of his own film due to various contract stipulations with companies that he's made in order to finance the film. Most Hollywood directors now face this dilemma. The product placement industry is often referred to as "**Madison and Vine.**" Consider your own entertainment consumption. Where have you seen product placement that seems fluid and not in the way of entertainment, and where have you seen examples of product placement that interfered with the entertainment.

Examples of Neutral Product Placement

Examples of Distracting Product Placement

Morgan proposes two advertisements for  that are both shot down. How do you feel about each potential advertisement? Rate each by stars and consider which demographic groups would most positively respond.

Ad #1: 

Ad #2: 



Demographic groups:

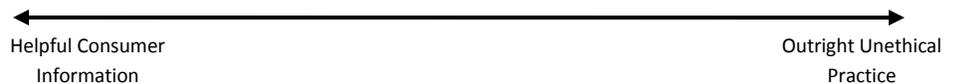


Demographic groups:

Dr. Miller and Dr. Jhally both point towards advertising attempting to solve "how we can be happy" as an empty promise. In what ways have you experienced advertisers telling you a product will make you happy?

Sao Paulo banned outdoor advertising with their "clean city law." If San Jose were to try a similar law, would you be significantly changed in how/what/when you make your purchases? Good idea/Bad idea?

Neuro-marketing is cutting edge marketing technique and has been called manipulative, yet Martin Lindstrom says in general "advertising as a concept is manipulation." Mark on the spectrum where you would place neuro-marketing brain scan techniques.



Channel One News brought advertising in schools to millions. Is allowing advertising in schools a good idea to raise money? What would be acceptable? Naming rights for sports facilities? Brand-friendly curriculum? Logos on band uniforms? Corporate Mascots?

One member of Morgan's marketing team refers to "Cultural Decay" as a way of describing how fast people forget advertising. Which brand do you see best getting around the cultural decay in this film? Why?

Advertising often features songs from artists eager to cash in and spread their music. Have you ever been introduced to songs and/or bands through commercials?

Commercial Brand

Band/Song

→

→

→

This film has been brought to you by brands. Please rate these few on how you feel about the brand. 1-10

