

Name: _____

Date: _____

Period: _____

Guided Questions: Pom Wonderful: The Greatest Movie Ever Sold

1) In the opening scene, Morgan Spurlock (director) pitches his idea for a new film to numerous advertising executives. What is his idea for the film?

2) Spurlock meets with representatives from the product Ban.

*Why do they want to be partnered with Spurlock and appear in the film?

*What concerns do they have with appearing in Spurlock's movie?

3) How does Spurlock pitch his idea to Sheetz executives? If Sheetz agrees to appear in the film, how will Spurlock endorse their products/services?

4) POM Wonderful becomes "Brand X" and the title sponsor of Spurlock's movie. How much does it cost POM Wonderful to become the title sponsor?

5) Spurlock travels to Sao Paulo.

*What law was passed in Sao Paulo?

*Do you think a major American city (like New York) would ever pass a similar law? Explain.

6) To create a trailer for his movie, Spurlock uses a technique called neuromarketing. After viewing the scene, what is neuromarketing?

7) In the film, Ralph Nader and Susan Linn state that corporations have "commercialized childhood. They are now raising our children. McDonald's feeds them. Disney entertains them. People are learning about the world, based on what is best for corporations." As a teenager, do you believe that is true? Do you believe corporations have influenced you? If so, how?

8) Due to financial issues within the school district, Spurlock speaks with school districts that are permitting brands to advertise in/on their property.

*How are brands advertised in D38?

*What is your opinion of the school district selling advertising space? Briefly explain your answer.

9) How is Pom Wonderful: The Greatest Movie Ever Sold promoted?

10) After viewing the movie, what is your general impression of the state of advertising in America? Is there too much advertising? Is it just a fact of life; deal with it? Did Spurlock address an issue that you were not aware of? Briefly explain your answer.