

## Buy Now! The Shopping Conspiracy

## Synopsis + Key Terms

### Synopsis:

Ex-insiders from the world's biggest brands share the manipulative tricks they use to keep customers consuming - at a devastating cost to our lives.

[Movie Website](#)

**Teacher Tip:** This movie includes a handful of swear words that may not be appropriate for all classrooms. Please preview the movie and use your discretion.

### Key Terms:

- **Greenwashing** - deceptive advertising or marketing to make an organization seem more environmentally friendly
- **Overconsumption** - excessive use of goods and services (energy, land, water or materials) that cause harm to humans and/or the environment
- **Planned obsolescence** - a business strategy where products are designed to have a limited lifespan, encouraging consumers to purchase replacements more frequently.
- **Replacement cycle** - the time or usage period before an item is typically replaced

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## Discussion Questions

Name:

Period:

While You Watch:

1. Complete the table with an example or definition for each rule from the movie.

Rule	Example or Definition
Sell more	
Waste more	
Lie More	
Hide more	
Control more	

## **Discussion Questions:**

- 1. Reflect:**
  - a. What was the main message of the movie?**
  
  
  
  
  
  - b. What was one choice the director made to convey that message?**
  
- 2. What are the major factors that drive consumers to buy more?**
  
  
  
  
  
- 3. Describe your relationship with shopping. Consider: How much are you influenced by ads and trends? Do you have any strategies to avoid waste?**
  
  
  
  
  
- 4. Paul Polman said “I do not think the consumer is actually the culprit. Of course, they consume. But why do they consume? Because they are encouraged to, to a great extent”. To what extent do you think consumers and companies share responsibility for overconsumption?**
  
  
  
  
  
- 5. What do you think we could do, if anything, to solve the problems presented in the movie?**