THE GREATEST MOVIE EVER SOLD

1. In your own words, explain the importance of brands in marketing.
2. Why do you feel so many companies turned down being in the movie?
3. Which brand did you feel was the most successful in the movie? Why?
4. In our society, which brands do you feel are most successful for the following products:
5. Soft drink \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Airline\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. Athletic Shoe \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. Fast food \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. In your own words, do you feel there is truth in advertising? Explain.
10. Did you like/dislike Sao Paulo, Brazil’s lack of outdoor advertising in their city? Explain.
11. If you could rename the movie, what would you call it?
12. If advertising was allowed in RRHS, where would you put an ad for a product?
13. Which celebrity spokesperson do you feel has been successful in helping a product’s sales?
14. In conclusion, did you enjoy this movie?