

VIDEO TIME

UNIT 9

Brands & Products

Date: _____

Name: _____

Class: _____

Titre de la vidéo : Samsung Commercial Making Fun of Apple

Durée : 2'20"

Sous-titres : non

Lien vers la vidéo :

www.youtube.com/watch?v=L-EI1PPG1jl

HELP!

a feature une caractéristique

highly specced perfectionné

launch lancer (un produit)

line up faire la queue

a mobile handset un

téléphone portable

specs (=specifications) des

caractéristiques techniques

PART 1 ► Watch the whole video.

1 Answer the questions.

a. What type of video is it?

The video is a commercial.

b. What brand are they talking about?

They are talking about the new Samsung Galaxy S4.

PART 2 ► Watch the video from the beginning to 0:25.

2 The voice of a man is presenting the product. Listen and complete with the correct words.

phone – problem – Samsung Galaxy S4 – big – communicate – technology

The **Samsung Galaxy S4** was about to revolutionize the handset market.

A **phone** so highly specced that it would reinvent how we **communicate**.

It was the next **big** thing in smartphone **technology**.

The only **problem** was coming from us that kind of sounded like bullshit.

PART 3 ▶ Watch the video from 0:26 to 1:15.

3 Match the numbers and the elements.

| Numbers | | Topics |
|---------------|---|-----------------|
| a. Twelve | ● | 1. phone |
| b. Thirty-six | ● | 2. days |
| c. One | ● | 3. key features |

4 Say if the statements are true or false. Tick the right answers.

| | True | False |
|---|------|-------|
| a. They got their fans to line up online. | X | |
| b. Fans joined the smartphone line through Pinterest and Skype. | | X |
| c. The Smartphone Line lasted 3 weeks. | | X |
| d. They moved off the line when their friends liked and reposted the S4 features. | | X |
| e. The fans lined up to get the first S4 in the country. | X | |

PART 4 ▶ Watch the video from 1:16 to 1:34.

5 Complete with the missing words.

The smart-phone line was broadcast live to a massive **electronic** billboard turning the virtual queue into a real-world line.

The avatars **moved** and reacted like a normal line would.

At **night** they would go under blankets and into sleeping bags, and when it **rained** they put up umbrellas.

PART 5 ► Watch the video from 1:35 to 1:49

6 Listen, look and choose the right element.

- a. The journalist on screen is (a young man / a young girl / a teenager).
- b. He is wearing (a blue shirt and a blue jacket / a blue tie and a blue shirt / a white shirt and a blue tie).
- c. The report is presented in (Wellington / Sydney / Auckland).
- d. He is talking about (the Samsung virtual line / the new Samsung tablet / Samsung's latest advert).

7 Listen to the journalist speaking and select the right words.

What (happens / is on / takes place) is that I tell my friends and family how (eight / great / gate) the new Samsung phone and every time I do a little speech bubble pops out, –and people coming down here at Aotea Square can actually see what I'm talking about.

The (more / most / less) I share it the closer I got to the front of the (square / place / line).

PART 6 ► Watch the video from 1:50 to the end.

8 Match the figures and the facts.

| Figures | | Facts |
|---------------|---|---|
| a. 12,000 | ● | 1. people concerned with the experience |
| b. 2 | ● | 2. stories |
| c. 85,000 | ● | 3. people queued |
| d. 15,000,000 | ● | 4. weeks |
| e. 12% | ● | 5. the growth* of market share |

* augmentation

PART 7 ► Express Yourself.

9 Would you like to participate in this virtual queue? Why or why not?

Réponse possible.

I would like to participate in this virtual queue because I think it is better to get a mobile phone for free than to pay for it. Besides, Samsung is my favourite brand when it comes to technology. In my opinion, they make the best quality products. That is the reason why I really enjoy buying their items.