

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 ► Regardez la vidéo en entier.

1. Répondez aux questions.

a. What type of video is it?

b. What brand are they talking about?

PART 2 ► Regardez la vidéo du début jusqu'à 0:25.

2. Une voix off présente un produit. Écoutez et choisissez les mots que vous entendez.

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

The _____ was about to revolutionize the handset market.

A _____ so highly specced that it would reinvent how we

_____.

It was the next _____ thing in smartphone

_____.

The only _____ was coming from us, that kind of sounded like bullshit.

PART 3 ▶ Regardez la vidéo de 0:26 à 1:15.

3. Associez les nombres et les thèmes.

Numbers

Topics

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

4. Vrai ou faux ? Cochez la case correspondante.

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

PART 4 ▶ Regardez la vidéo de 1:16 à 1:34.

5. Complétez cet extrait de la vidéo.

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

The avatars _____ and reacted like a normal line would.

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

PART 5 ► Regardez la vidéo de 1:35 à 1:49

6. Observez et écoutez le journaliste puis choisissez l'élément qui convient.

- 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. Choisissez les mots qui correspondent à ce que dit le journaliste.

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 ► Regardez la vidéo de 1:50 jusqu'à la fin.

8. Associez les nombres et les faits.

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 ► Exprimez-vous.

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