

# PRODUCT PLACEMENT

## VOCABULARY

augmented reality (AR)

bland

earthening\*

genuine

knock-off

luminary

product placement

sales pitch

tedious

tepid

venture capitalist

virtual reality (VR)

**I) You are going to watch a trailer of reality show called Planet of the Apps. It is hosted by Zane Lowe and a team of advisers Jessica Alba, Gwyneth Paltrow, Gary Vaynerchuk and will.i.am. It is a show about developers who build new applications for IOS. Watch the trailer and put the sentences in the right order. Contestants:**

- 1 ) stand on top of the escalator
- ) work with advisors;
- ) make a sales pitch to Light Speed Venture Partners;
- ) take luminaries with well established brands such as yelp and Uber;
- ) make a 60 seconds pitch to get the advisers to like the idea;
- ) get featured placement on the app store;
- ) get funding and/or partnership form the best entrepreneurs on the market;

**II) (00.00-01.12) Watch the first part of the video review of the show Planet of the Apps done by a New York-based digital media company The Outline. Is the video an objective piece of content? Why?**

**III) (01.12-01.32) Watch another fragment of the show. In this fragment they talk about Renaud Lienhart former Apple employee. Answer the questions.**

- 1) What did he do?
- 2) What happened as a result?

**IV) (01.32-04.53) In the next fragment the advisors are introduced. Which is true about them according to the video?**

**Will.i.am**

- 1) Was accused of stealing a song.
- 2) Came up with a visionary tech product.

**Gwyneth Patrow**

- 1) Runs a cosmetics company called Goop.
- 2) Her company sells products that go through strict medical/scientific research.

**Jessica Alba**

- 1) Was sued for selling products that are ineffective.
- 2) Sold products that consist illegal substances.

**Gary Vaynerchuk**

- 1) Explained very carefully why some of his employees don't like him much.
- 2) His approval rating is above average.

**V) (04.53-end) In the last fragment, learn the stories of two apps from the show. Fitness app called Tracks and AR app Pairs. Were they success stories? Why? Research what happened with the contestants and their apps.**