

L'entreprise Give Food To Your Brain, vous sollicite afin de vendre en ligne ses livres dans un contexte peu propice à l'heure de la digitalisation. Elle souhaite une campagne basée sur l'humour et le deuxième degré

Etape 1: Comprendre une vidéo en lien avec la commande de Give Food To Your Brain.
<https://www.youtube.com/watch?v=MOXQo7nURs0>



- **Watch** the whole video and identify:

The type and the origin of the document	
The name of the item	
The promoter	
The target	
The slogan	
The period concerned	

What type of **vocabulary** do you **recognize** in the video?

- **Watch** from the beginning to 10 seconds and give **adjectives** he uses to qualify the device.
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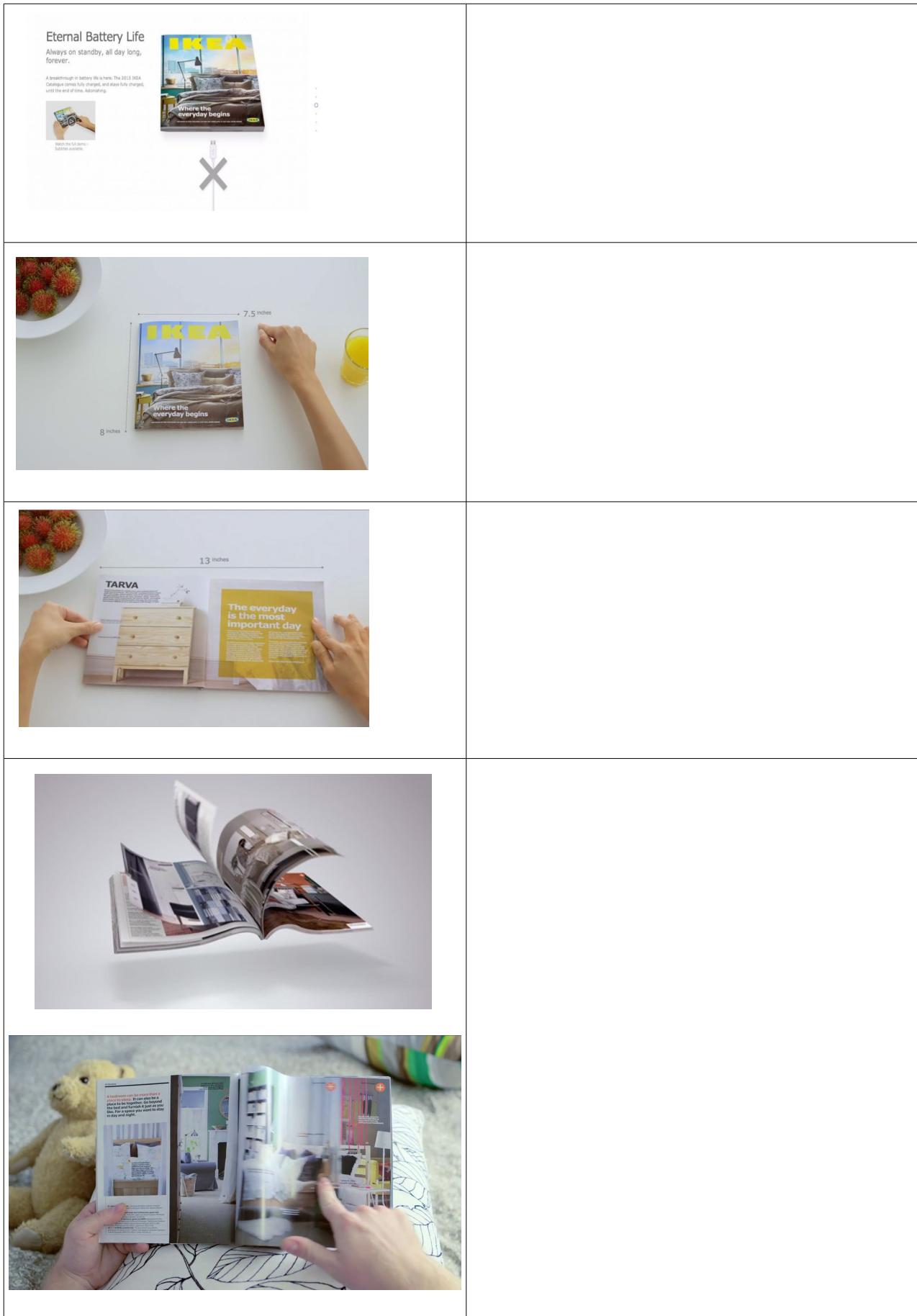
- **Watch** from 11 to 25 seconds and **fill in** the blanks:

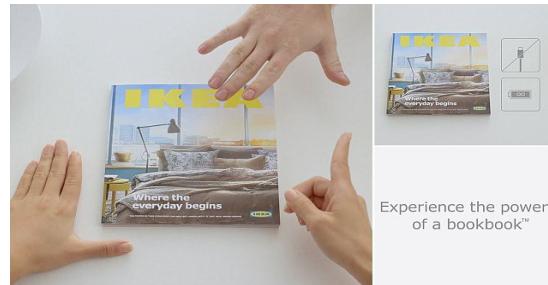
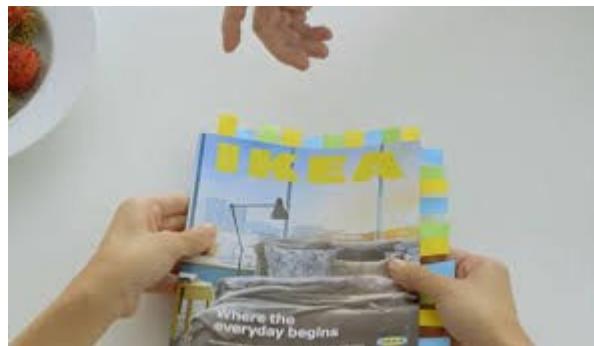
"Introducing 2015 Ikea catalogue: it's not a or

an It's a"

- Write down the **characteristics** of the item.

Here are some pictures to help you.





* To sum up, what is a Bookbook and what can you do with it?

- In **your opinion**, what does he mean at the end - from 1,58 to 2,8 minutes - when he says:

"we think that technology should be in the hands of everyone, so the catalogue is free"

- Is this video a **real ad**? Why or why not? Give your opinion.

- What does the man **compare** the Bookbook **to**? Why? What is he doing?

- What's the **French word** for this kind of **comparison**?

Define the BILL OF SPECIFICATIONS

Bill of specifications

Give Food To Your Brain