ROUND #10

Is The New McDonald's Ad Genius or Total Garbage? | Fast Company

Source:Fast Company

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알림 Notice

• 토크샵 23년 3-4월 배치 등록 중 Go

※ 문의 070 8246 0570

1. Vocabulary   *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - <u>No pun intended</u>

QR코드를 통해
No pun intended의
설명 영상을 보실 수 있습니다.

- Definition
- Example

1. Headfirst(adv.)
ex).

"What makes this one more unique is how it goes *headfirst* into a conceptual interpretation of a simple lunch suggestion among co-workers."

2. In a vacuum(idiom)
ex)

"Much of the criticism points to how this ad could be for just about anything. And, watched in isolation, perhaps that's true. But, this spot didn't *drop in a vacuum*."

2. Listening Drill

What do you think it means if I look at you and I do this? I'm Jeff Beer, and this is Fast Company's Brand Hit or Miss of the Week.

This week, we have a hit, and it goes to McDonald's. Late last week, the _____ dropped a new commercial in the UK called, "Fancy a McDonald's", that turns an office lunch suggestion into a _____ musical exodus set to Yello's "Oh, Yeah."

Created by ad agency Leo Burnett, London, the _____ by Edgar Wright whom you may know from films like "Baby Driver" and "Shaun of the Dead." Wright said on an Instagram post that the pitch was "Too good to be true." Quote, When asked if I'd like to do this commercial set entirely _____ @yello_official, there was only one appropriate reply… "Oh Yeah'."

However it all came together, the _____here is really similar to that of the brand's World Cup ad that came out in November which showed people from all over the world asking if their friends or family are up for a trip to McDonald's using their various cultural nicknames for the brand.

What makes this one more unique is how _____ a conceptual interpretation of a simple lunch suggestion among co-workers. It's also apparently the first time ever a McDonald's ad has never featured even a glimpse of any of the Golden Arches' food or restaurants.

The only real hint here is the woman at the start dressed in a red skirt and yellow top, and the arched M one of the main characters _____a yellow post it not to _____.

Since it dropped, there's been a lot of debate online among ad industry folks about whether this ad is A, genius, or B, total garbage? _____ points to how this ad could be for just about anything. And, watched in isolation, perhaps that's true. But, this spot didn't _____.

There was a ton of _____ around it including eyebrow arches filters on Instagram and Snapchat. Does Yello's, "Oh, Yeah" rank just behind Leonard Cohen's, "Hallelujah" as perhaps the most overused tune in advertising and films over the past 30 years? Perhaps, but there's a reason for that.

If it pops up at the right moment, people love it. And, I think they picked their moment well here. Surprising odd work for major brands can be a brilliant way to shake up expectations. The best example of that is probably Cadbury's award winning 2007 spot, "Gorilla".

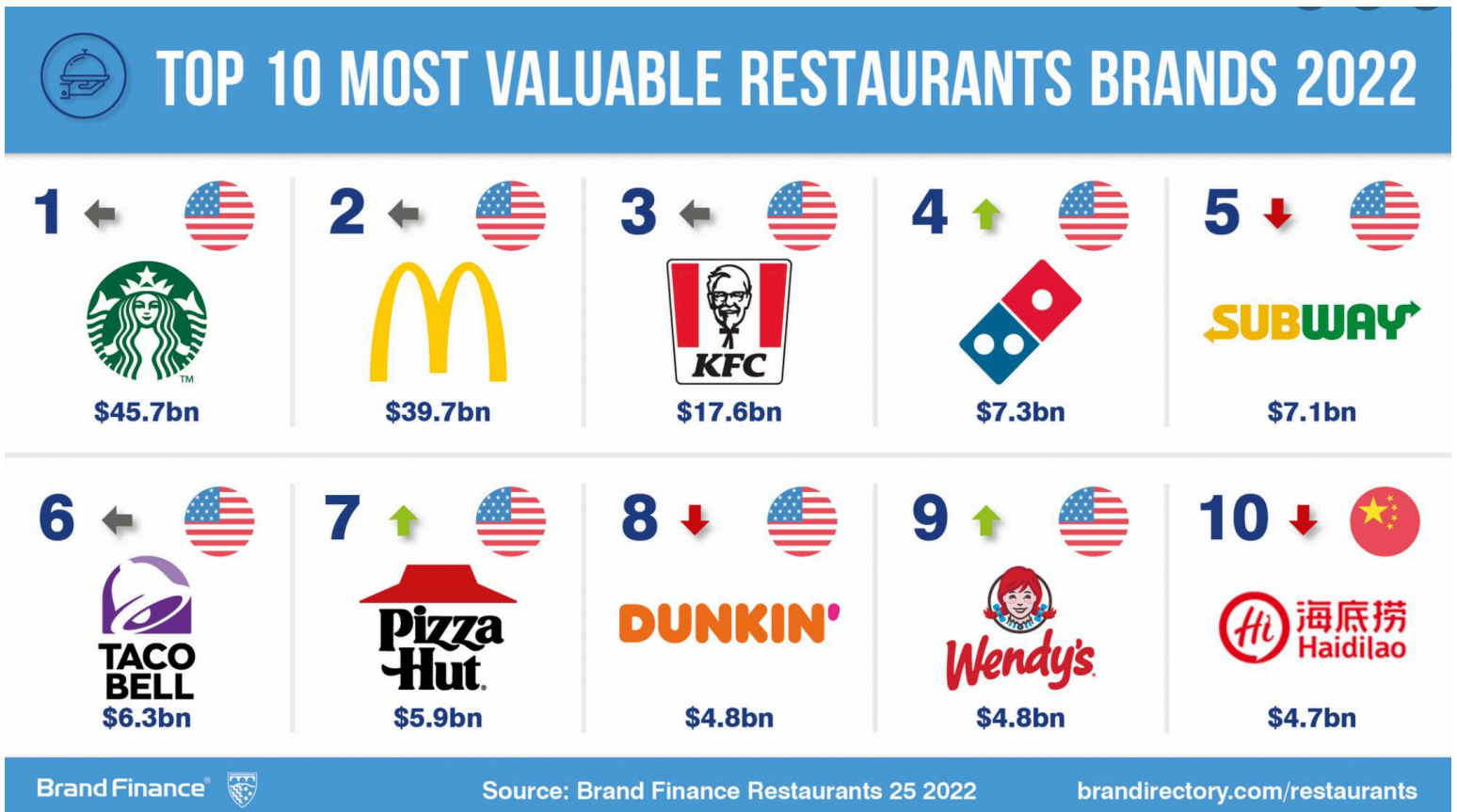That's it for this week. Thanks for watching.

3. Summary

Summarize what you have seen/heard in two or three sentences

Tip.

Answer the questions using vocabularies that you learned in the vocabulary section.

4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class.
Try to interpret what you see in the chart.

TOP 10 MOST VALUABLE RESTAURANTS BRANDS 2022

1 Starbucks $45.7bn
2 McDonald's $39.7bn
3 KFC $17.6bn
4 Domino's $7.3bn
5 Subway $7.1bn
6 Taco Bell $6.3bn
7 Pizza Hut $5.9bn
8 Dunkin' $4.8bn
9 Wendy's $4.8bn
10 Haidilao $4.7bn

Brand Finance®   Source: Brand Finance Restaurants 25 2022   brandirectory.com/restaurants

Visitor Numbers To Major Art Museums Collapsed In 2020
by The Brand Finance

The world's most valuable #restaurant brands of 2022 revealed!

-Top 3 remain unchanged as #US brands dominate the ranking

-Starbucks remains world's most valuable restaurant #brand

-Fast food giant McDonald's is 2nd, followed by competitor KFC

Questions

1. What 's the take away of the graph?

2. What extra information can help you understand the graph even better?

3. Do you have any interesting findings? What's your guess about it?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.

Easy

1. In your opinion, what makes a good hamburger?

2. Have you ever seen an advertisement that made you want to buy something immediately? What was it for and why did it make you want to buy it?

Average

1. In the video, the McDonald's ad was described as a hit. Do you think it is a good advertisement? Why or why not?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins

Average

2. What does the speaker mean by "surprising odd work for major brands"? Can you think of any examples of advertising campaigns that were surprising or unexpected?

Difficult

1. How has social media changed the way companies approach advertising? Do you think social media is a more effective way to reach consumers than traditional advertising methods like TV commercials or billboards?

- Do you know of any brands that have been successful at using social media to gain positive attention for their brand, and if so, how do they go about it?

Note1

Date: Topic

Expression of the Day

Write Down idioms/ phrasal verbs that you learned in the sessions

Have you used today?

Week 1.

Yes   No

Week 2.

Yes   No

Words of the Day

Please write down vocabularies and idioms that you have learned at Talksharp and try to practice them in your own sentences today. Once you use any of them today? Please cross them out.

Useful Sentences

Video Script is a good source to enhance your verbal sentences. Put a note of sentences that you want to learn

Today's Correction

Write down today'correction.

Note 2

Please write down Korean sentences difficult for you to convey in English

Sentence1

_____

Sentence2

_____

Sentence3

_____

Please write sentences above in English so that you could never fail again

Sentence1

_____

Sentence2

_____

Sentence3

_____

Put a note of vocabularies or idioms that you want to learn