

Walmart turn to 6-year-old Youtube millionaire. (CO)

1) **Listen to the whole document one time.**

2) **Part 1** (until 0,34 mn)

- Write down everything you understood about the little boy (what he does, his link with Walmart, the numbers...)

- . Ryan is 6 years old.
- . He reviews toys on Youtube, and he is a superstar for that.
- . He created a new line of toys for Walmart.
- . One billion (1,000,000,000) monthly Youtube video views.
- . His Youtube videos generate \$ 11,000,000 per year
- . He is the youngest highest paid Youtube star (according to Forbes Magazine)

- Why do brands use the 6 year-old boy to advertise their products ?(0,34 – 0,50)

Brands and retailers use kids because they are trusted influencers, and they want to target the younger generations.

3) **Part 2**(0,50 – 1,07)

- What are the 2 other successful advertising stories mentioned ? Give as many details as you can.

- . Arielle Charnas – she will sell a line of clothing in Nordstrom
- . Aspen, an outdoor golden retriever. He has 37,000 followers on Instagram. Her owner takes pictures of him using products from brands like Garmin and Orukayak.

4) **Part 3** (1,07 – 1,27)

True or false ?

- Nearly half of consumers admit that they have bought a product advertised by an influencer on social media. **TRUE**
- Most young people would prefer to buy a product advertised by an anonymous person. **TRUE**
- Do you find it paradoxical ? What does it show ?

Yes, it is quite paradoxical. They say they do not want to be influenced (by celebrities for example) but they are. Actually they are influenced by anonymous people, and buy the same products as them. So, people are influenced by advertising, even if they don't want to.

- The little boy campaign is a tremendous success. How do you know ?

The products Ryan designed for Walmart are sold out.