

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

1) Listen to the whole document one time.

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

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

- Why do brands use Ryan to advertise their products ? (0,34 – 0,50)

3) **Part 2** (0,50 – 1,07) *gear /gɪə/ - équipement*

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

4) **Part 3** (1,07 – 1,27)

item /'aɪtəm/ article ; endorse /ɪn'dɔːs/ soutenir, promouvoir

True or false ?

- Nearly half of consumers admit that they have bought a product advertised on social media.

- Most young people would prefer to buy a product advertised by an anonymous person.

- Do you find it paradoxical ? What does it show ?

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