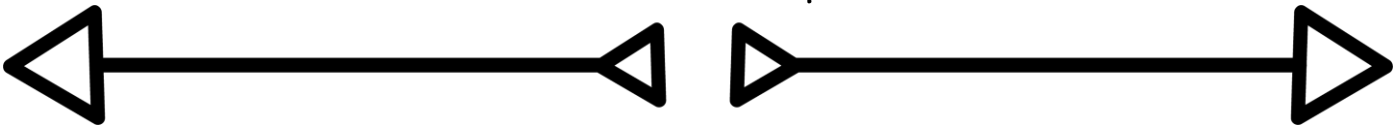


EXPENSIVE SHOES

(CBC Marketplace)



ANTICIPATION GUIDE

Read the statements below. Then check the answer box that aligns with your thoughts.

Statements	Yes	No
I own a pair of athletic shoes.		
The cost of a shoe matters to me.		
I believe the most expensive basketball shoes are the best quality shoes.		
I believe shoes affect athletes' performances when they play.		
I believe shoe companies use fancy sales pitches to sell their shoes.		
Celebrity endorsed shoes are a new thing, starting in the 2000s.		
I want to buy celebrity endorsed shoes.		

EXPENSIVE SHOES

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1. How many pairs of shoes are being tested?

2. What 3 brands of shoes are being tested?

3. For which qualities is Sport Insight testing each shoe? Check all that apply.

- _____ Traction
- _____ Pattern/color
- _____ Cost of materials
- _____ Cushioning stiffness
- _____ Energy return
- _____ Squeakiness
- _____ Forefoot bending stiffness

4. When was the first celebrity endorsed shoe? How much were they?

5. Shoe companies make almost a _____ dollars each year in North America.

EXPENSIVE SHOES

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6. Name at least 1 of the shoes that Jay Tiangco, the wear tester, picked as one of his favorites.

7. Why was it so shocking to see the Adidas Pro Spark 2018 in the top 5 list?

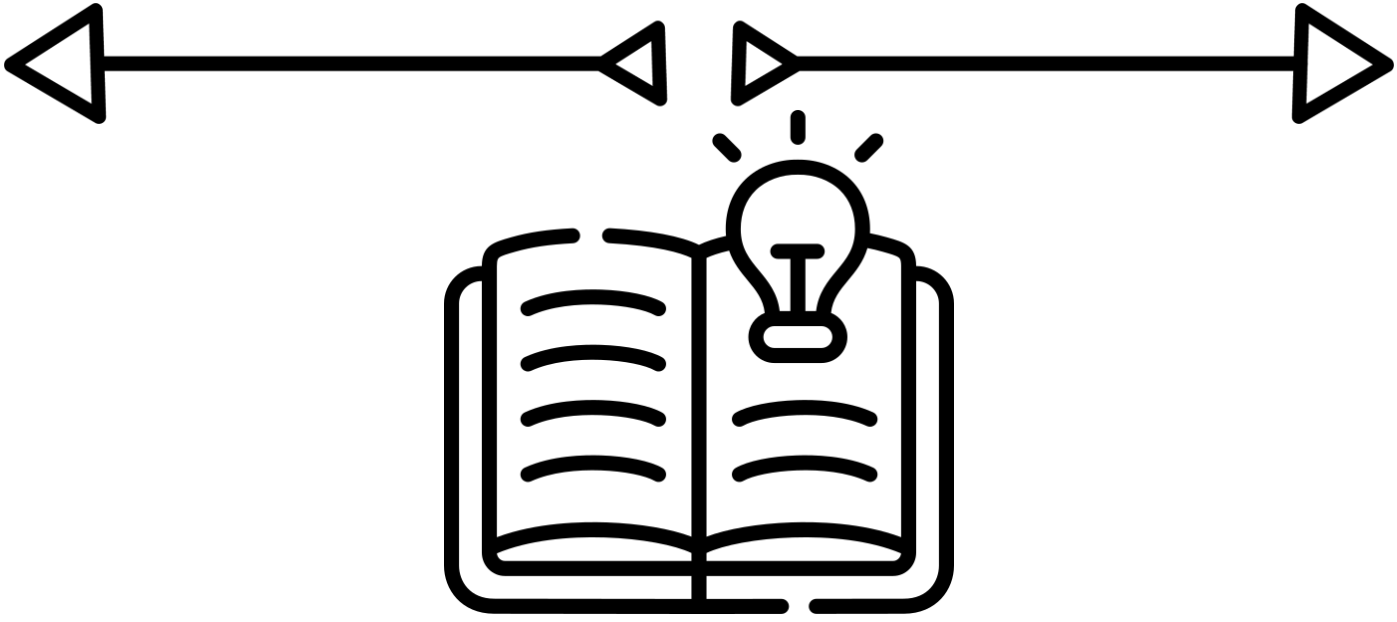
8. Summarize what Sport Insight said about the shoes and their cost.

9. The marketing professor says we pay for the shoe's materials, but also for the website, the display, the box, and the celebrity.

Circle one: TRUE FALSE

10. According to the video, what matters is not how much you _____, but how you _____ when you _____.

EXTEND YOUR LEARNING



Select one of the tasks below to extend your learning.

1. **Challenge:** What is the history of the basketball shoe? How has it changed over the years? Create a brief presentation to share what you learned.

2. **Audit:** Research how basketball shoes improve performance. Design your own shoe with these ideas in mind. Create a poster that advertises your shoe and how it will improve a player's performance. Include at least one of your own "catchy claims".

3. **Learn:** Has the National Basketball Association (NBA) ever banned shoes? Research to find out. Write a brief report sharing what you learned.