



Connor Storrie Features in Verizon Campaign Film Directed by Nia DaCosta

Description

Connor Storrie is the star of a new film campaign for Verizon, which has a horror theme. Directed by Nia DaCosta, the nearly five-minute short film, titled "Look Behind You," shows Storrie arriving at a remote cottage in the woods. As he cooks dinner and reads, strange events occur. The stereo turns on by itself, lights flicker, and the alarm system activates. Storrie looks increasingly worried, as if something is about to go wrong, with a chilling soundtrack enhancing the suspense.

When a knock at the door interrupts him, he finds a man in a rain slicker who claims to be his rideshare driver. Confused, Storrie checks his phone and discovers he accidentally requested a ride and activated the other devices. As he sees his reflection in a mirror, bold red words appear on the screen: "The Best Butt," followed by "The Best Network," and finally "There's No Escape." He then turns to the camera and declares, "Service so good, it's scary."

In a statement, Storrie described the project as creatively fulfilling. He praised Verizon for understanding storytelling and culture, and noted that collaborating with DaCosta enhanced the experience. The two first sparked interest when they attended the Vanity Fair Oscar party together.

Verizon presents this film as Storrie's and DaCosta's inaugural brand projects. According to Leslie Berland, Verizon's EVP and CMO, the creative process was remarkable, aiming to portray the network in a bold and unexpected way. The campaign has received positive feedback and is now available for viewing online.

Vocabulary List:

1. **campaign** //kæm'peɪn// (noun): a planned set of actions to promote something
2. **suspense** //sə'spens// (noun): a feeling of worry about what will happen
3. **rideshare** //ˈraɪd,ʃer// (noun): a car ride arranged through a phone app
4. **activated** //ˈæktə,veɪtɪd// (verb): made a device or system begin working
5. **inaugural** //ɪˈnɔːrgjərəl// (adjective): the first of its kind or first event
6. **portray** //pɔː'treɪ// (verb): show or describe someone or something

Comprehension Questions



Multiple Choice

1. What is the title of the film campaign for Verizon starring Connor Storrie?

- Option: Look Behind You
- Option: Behind the Shadows
- Option: Cottage in the Woods
- Option: The Scary Ride

2. Who directed the film 'Look Behind You'?

- Option: Leslie Berland
- Option: Nia DaCosta
- Option: Connor Storrie
- Option: Verizon

3. What happens when Connor Storrie arrives at the cottage?

- Option: He finds a dog
- Option: He cooks dinner and reads
- Option: He goes to sleep
- Option: He calls a friend

4. What does Connor Storrie find when he checks his phone?

- Option: A missed call
- Option: He did not request a ride
- Option: He accidentally requested a ride
- Option: A message from a friend

5. Which line appears on the screen when Storrie sees his reflection?

- Option: The Best Network
- Option: The Best Butt
- Option: There's No Escape
- Option: Everything is Fine

6. Who is the EVP and CMO of Verizon?

- Option: Connor Storrie
- Option: Nia DaCosta
- Option: Leslie Berland
- Option: The Best Network



True-False

7. The film campaign has a romantic theme.
8. Nia DaCosta enhanced the creative experience for Connor Storrie.
9. The film is available for viewing online.
10. Leslie Berland is known for her work in the Verizon finance department.
11. The film features a chilling soundtrack.
12. Storrie describes the project as creatively unfulfilling.

Gap-Fill

13. Connor Storrie is the star of a new film campaign for Verizon with a horror theme titled 'Look Behind You' _____.
14. Strange events occur while Storrie cooks dinner and reads, such as the stereo turning on by _____.
15. Bold red words appear on the screen: 'The Best Butt,' 'The Best Network,' and 'There's No _____.'
16. Verizon presents this film as Storrie's and DaCosta's _____ brand projects.
17. Leslie Berland described the creative process as _____.
18. The film shows Connor Storrie arriving at a remote _____ in the woods.

Answer

Multiple Choice: 1. Look Behind You 2. Nia DaCosta 3. He cooks dinner and reads 4. He accidentally requested a ride 5. The Best Butt 6. Leslie Berland

True-False: 7. False 8. True 9. True 10. False 11. True 12. False

Gap-Fill: 13. directed by Nia DaCosta



14. itself 15. Escape 16. inaugural 17. remarkable 18. cottage

CATEGORY

1. Entertainment - LEVEL4

POST TAG

1. B2
2. Connor Storrie
3. ESL learning
4. esl news
5. Level 4
6. Nia DaCosta
7. Verizon Campaign

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