

Excitable Edgar - John Lewis Christmas Advert 2019.

Pause at 4 seconds.

Where is the story set?

When is it set? Past/Present/Future? Any Clues? *Horse and carriage in the background.*

What time of year is it? What makes you think that?

Pause at 9 seconds

How do you know Ava and Edgar are friends? *They smile at each other, walk together.*

Do you think Edgar has experienced Christmas before? *No*

Why? *When he tastes the snow he sneezes which makes us think its something he's not used to.*

If this is the first time Edgar is experiencing Christmas, can you list all the special things/experiences he will get to do?

By listing these things, how do you feel about Christmas?

Pause at 25 seconds

Who does Ava wave at? *The other children.*

Where do you think she knows them from? *School*

Why doesn't Edgar wave? *He might not know how to, he doesn't know the children.*

How does Edgar feel when he sees the children? How do you know? *Excited, as he races towards them.*

How does Ava react? *She seems concerned.*

Why? *She's not sure what will happen as Edgar has never seen a snowman before.*

What happens to the snowman? *It melts*

Why? *Edgar melted it with fire from his nose.*

Do you think Edgar meant to do this? *No*

What does this tell us about Edgar's fiery breath? *He can't control it.*

Can you think of a word to describe how Ava, Edgar and the children feel at this point?

Pause at 30 seconds

Consider your earlier thoughts. When do you think this story is set? What evidence can you find in the video?

What job does Ava's family do? How do you know?

Pause at 40 seconds

What do you think Edgar thinks when he sees the ice rink?

What do you think Ava thinks? Why?

Pause at 52 seconds

Why do you think all the children tried to get off the ice?

How do you know Edgar immediately regrets what he has done? *He covers his face*

If he feels bad, why do you think he still did it? *He can't control the fiery breath when he's excited.*

Pause at 56 seconds

What do you think is under the white sheet? *Christmas Tree*

How do you know this event is important? *Everyone in the village is attending.*

What do you call this unveiling? *A tradition*

What traditions do you have at Christmas?

Pause at 1:05

Do you think Ava is a good friend? Why? *She is trying to help Edgar by wrapping a scarf around his mouth.*

Do you think this will work?

How do you know this event is important? *The king attends.*

What do you think Ava is thinking?

Pause at 1:33

How do you know that Edgar can't control the fiery breath? *He tries desperately to stop it.*

What do you think caused him to breathe fire from his ears? *His excitement at seeing something so beautiful.*

How do you think the townsfolk are feeling? *Disappointed especially with all the work that went in.*

How would you feel?

Why does Edgar run away?

Can you think of a time when you have felt like that? What did you do?

On a scale of 1-5, how good of a friend is Ava? Why?

Pause at 1:42

Do you think Edgar's actions have had a lasting impression on the town? *No, when we see the shot outside the bakery the people are happy and jolly.*

Why? *Christmas is a busy time and most importantly about spending time with loved ones.*

How does Ava feel when she's working? Why does she feel like that?

What idea might she have? What would you do?

Pause at 1:58

Why do you think Edgar opens the door when he didn't before?

When Edgar opens the present how does he feel?

What doesn't happen? Why?

Pause at 2:10

How does Ava get everyone's attention?

How does Edgar enter the room, what emotion is he trying to convey? *Apologetic as he walks in with his head down.*

How do the townspeople react to Edgar? In fear
Why?

End

What word best describes how Edgar, Ava and the townspeople are feeling at the end?

Take the tag line 'Show them how much you care', how does this relate to the story?