



MCDONALD'S CHRISTMAS AD 2021

Reading Comprehension Lesson

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Are You Reindeer Ready?

1. Without reading it, cut up the following story and mix it up.
2. Put each separate story strip face down.
3. With a partner, take it in turns to turn a story strip over and read it out loud.
4. Try to put the story back together again in the right order.
5. When done, read the story out loud together.
6. To check your story is in the correct order, watch the advert:



**If YouTube is blocked,
download a copy of
the advert here.**

Imaginary Iggy

A little girl draws a friendly monster on a scrap of paper and calls it Iggy.

She looks up and Iggy has, by magic, become real. He has a hole in his socks and a beaming smile

The little girl befriends Iggy by feeding him some reindeer treats.

Together they play and look out of the window looking for Santa's reindeer to arrive.

Iggy helps the little girl grow in confidence, helping her to dance and have fun.

The little girl grows up and makes new friends.

When the new friends come to visit, the girl (now a teenager) puts Iggy away in her wardrobe.

The teenager grows up and becomes a young adult.

Visiting a café with her friends, she sees a little boy pretending to feed an imaginary monster some reindeer treats.

This unlocks a memory and she rushes home to open her wardrobe.

Her old friend Iggy appears with a smile.

The two old friends both sit by the window and wait for Sant's reindeer to appear.

Questions: To be answered after watching the Christmas advert.

1. Why do you think the little girl drew a picture of Iggy?

(She was lonely. We do not see that she has any brothers or sisters to play with. In the advert even her dad is too busy getting ready for Christmas to play with her)

2. How do Iggy and the little girl become close friends?

(The little girl shares her reindeer treats with Iggy and he helps her grow in confidence, encouraging her to dance and perform in front of her family)

3. How do we know the little girl is growing up when the family are sat watching TV?

(She has a mobile phone and is clearly texting her friends. Iggy is used as a foot stool rather than being cuddled as he would have been in the past)

4. Why do you think the teenaged girl takes down the picture of Iggy and puts him in the wardrobe?

(She is embarrassed of him and feels she has outgrown him. She no longer needs him around as she is confident and has her own friends)

5. How long is Iggy hidden away in the wardrobe for?

(Years – the teenage girl grows to become a young adult in her 20s)

6. What reminds the young woman of Iggy?

(She watches a young boy feeding reindeer treats to his imaginary friend in a café she is visiting with her friends)

7. What memory does this unlock?

(She remembers feeding Iggy his reindeer treat when he first appeared and them sitting by the window waiting for Santa's reindeer to appear)

8. How do you think Iggy would have felt when the wardrobe door was opened and she took him out of the dark?

(Allow for personal response)

9. Why do Iggy and the girl sit by the window at the end of the advert?

(Their friendship has been rekindled and the girl is sorry for ignoring Iggy for all these years. She is remembering the good times they had together and is showing Iggy that these times have returned and she will no longer keep him in the dark or the wardrobe again)