

# “Faction:” learn what this is

Perhaps if you studied politics, like I did, you think faction is a party or group that is usually causing some trouble. However, if you watch Morgan Spurlock's *The Greatest Movie Ever Sold*, you will learn that a “faction” is a combination of the words fact and fiction. Meaning that it is neither fact nor fiction. Perhaps it is a fictionalized fact, or fact-based fiction. Sounds like many of the memoirs that are making the rounds these days.

*The Greatest Movie Ever Sold* is a faction, and it is a must-watch movie if you are even remotely interested in marketing. Spurlock, who is previously known for his documentary *Super Size Me*, has blown open the world of product placement and movie funding.

This movie is funny and it is pure genius. To see Spurlock go pitch this movie, about product placement and movie funding, to people in marketing is just about as humorous as any parody can be. But what is truly genius, is that it is real. This is how things get done in the world of marketing. Celebrity endorsements are real. Advertisers are looking for new ways to reach more audiences. And everything is for sale.

I can't do this movie justice here. There was too much stuff that struck a chord, from creating a pitch, to finding the brand personality, to how to market a movie.

Here's a the official trailer:

[youtube id=T4Ng2P3zxfM&w=560&h=349]

