

18th September 2022

Collectibles brand Funko and entrepreneur rapper Snoop Dogg are teaming up to open a **unique** retail experience in early 2023. Funko, well-known for its Pop! bobblehead range, and the world-famous Snoop Dogg are forming a **partnership** for “Tha Dogg House”. It is a highly-anticipated shop appealing to fanbases of both the models and the music. For music fans, Tha Dogg House will be an immersive experience in respect to Snoop Dogg’s multi-talented career. It will have wall paintings encouraging **interaction** between shoppers and the artist’s genre-defining history. Sharing the co-branded space in Inglewood, California will be life-sized Pop! **figures** **inspired** by the musician. **Primarily** though Tha Dogg House will sell an **assortment** of **exclusive** and signature in-store products from both partners. It will provide fandoms new and old a chance to find rare sought-after bobblehead figures. Snoop Dogg said the store “stays true to who I am” and that Tha Dogg House will be mind-blowing. Funko have said Snoop Dogg’s impact on pop culture as a brand **ambassador** can raise both brands’ opportunity to **tap into** new audiences and categories. Brian Mariotti, chief creative officer of Funko said Snoop Dogg’s creative **genius** takes Funko’s newest “Snoop-inspired” retail store to a “next-level experience”. Funko started out in 1997 as a small Washington-based bobblehead company and is now a widely-recognised **phenomenon** in the world of collectibles. Its Pop! collection represents over 1,000 well-diverse **intellectual properties** from modern-day culture. In its most recent earnings report, Funko **generated** over \$1 billion in net sales.

Q1. _____

Find a connection between the two topics “pop culture” and “hobbies” with one of these words – *fan*, *inspire*, or *experience*.

Q2. _____

Which bolded words in the text mean: *models* - *explore* - *a selection* - *one of a kind* - *copyright creations*

Q3. _____

Comprehension true or false:

1. Snoop Dogg is forming a music group called Funko.
2. Tha Dogg House is a music venue.
3. Bobblehead figures are also known as ambassadors.
4. Funko believe Snoop Dogg is a genius.
5. Many pop culture characters have been made into Pop! bobbleheads.

Q4. _____

Link the five synonym pairs:

- | | |
|--------------|--------------------|
| 1. encourage | A. distinguishable |
| 2. range | B. hard to find |
| 3. signature | C. collection |
| 4. audience | D. suggest |
| 5. rare | E. people |

Q5. _____

Spell the words correctly:

open a unique **e r a t l i** experience

Snoop Dogg’s multi- **d t a e l n e t** career

figures **e i p n r s i d** by the musician

Snoop Dogg’s creative **s i n e u g**

Funko **r a n e g e t d e** over \$1 billion in net sales

Q6. _____

Discussion questions / Writing practice:

Can collecting things be considered a hobby?

How important are fans to a product, a scene or movement, or an artist?

What does the phrase “stay true to yourself” mean to you?

Q7. _____

10 B2 revision keywords: underlined in text.