

Funko and Snoop opening co-founded “Dogg House”

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.

Warm-up activities

Who is Snoop Dogg and what are bobbleheads? Are there any similar people and collectibles from your country?

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

Make one sentence for each of these three phrases – *well-known*, *modern-day*, and *next-level*.

Scan the text and find a word or phrase that means:

- *one of a kind* (paragraph 1) u...
- *models* (paragraph 2) f...
- *a selection* (paragraph 3) a...
- *explore* (paragraph 4) t...
- *copyright creations* (paragraph 5) i...

What does the italicised word below mean – *opening up*, *of interest*, or *calling out*?

- a highly-anticipated shop *appealing* to fanbases

Comprehension true or false

1. Snoop Dogg is forming a music group called Funko. T / F
2. Tha Dogg House is a music venue. T / F
3. Tha Dogg House will be specially decorated. T / F
4. Large models will populate the place. T / F
5. Snoop Dogg will sign the products. T / F
6. Snoop Dogg wrote a song about store. T / F
7. Bobblehead figures are also known as ambassadors. T / F
8. Funko believe Snoop Dogg is a genius. T / F
9. Funko was a toy company before it made bobbleheads. T / F
10. Many pop culture characters have been made into Pop! bobbleheads. T / F

Match-up phrases, synonyms, antonyms

Match the words on the left to their endings to make phrases from the text.

- | | |
|--------------|----------------|
| 1. sought- | A. anticipated |
| 2. teaming | B. true to |
| 3. impact | C. sized |
| 4. retail | D. up |
| 5. highly- | E. after |
| 6. stays | F. sales |
| 7. wall | G. genius |
| 8. net | H. store |
| 9. life- | I. paintings |
| 10. creative | J. on |

Match the words on the left from the text to their synonyms.

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

Match the words on the left from the text to their antonyms.

- | | |
|-------------|---------------|
| 1. inspire | A. discourage |
| 2. share | B. unoriginal |
| 3. creative | C. deny |

Missing grammar: compound adjectives

- | | |
|-----------------------|----------------------|
| A. mind-blowing | F. modern-day |
| B. multi-talented | G. sought-after |
| C. next-level | H. well-known |
| D. highly-anticipated | I. Snoop-inspired |
| E. life-sized | J. widely-recognised |

Collectibles brand Funko and entrepreneur rapper Snoop Dogg are teaming up to open a unique retail experience in early 2023. Funko, 1._____ for its Pop! bobblehead range, and the world-famous Snoop Dogg are forming a partnership for “Tha Dogg House”. It is a 2._____ 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 3._____ 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 4._____ 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 5._____ bobblehead figures. Snoop Dogg said the store “stays true to who I am” and that Tha Dogg House will be 6._____.

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 “7._____” retail store to a “8._____ experience”.

Funko started out in 1997 as a small Washington-based bobblehead company and is now a 9._____ phenomenon in the world of collectibles. Its Pop! collection represents over 1,000 well-diverse intellectual properties from 10._____ culture. In its most recent earnings report, Funko generated over \$1 billion in net sales.

Multiple choice vocabulary

Collectibles brand Funko and entrepreneur rapper Snoop Dogg are teaming up to open a 1._____ retail experience in early 2023. Funko, well-known for its Pop! bobblehead range, and the world-famous Snoop Dogg are forming a 2._____ 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 3._____ between shoppers and the artist’s genre-defining history. Sharing the co-branded space in Inglewood, California will be life-sized Pop! figures 4._____ by the musician.

5._____ though Tha Dogg House will sell an assortment of 6._____ 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 7._____ can raise both brands’ opportunity to tap into new audiences and categories. Brian Mariotti, chief creative officer of Funko said Snoop Dogg’s creative 8._____ 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 9._____ 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 10._____ over \$1 billion in net sales.

- | | | | |
|-------------------|-----------------|----------------|---------------|
| 1. A. unique | B. unoriginal | C. unopened | D. brand |
| 2. A. store | B. partner | C. partnership | D. storing |
| 3. A. interaction | B. action | C. interview | D. view |
| 4. A. inspire | B. inspires | C. inspiring | D. inspired |
| 5. A. Secondly | B. Primarily | C. Firstly | D. Finally |
| 6. A. extended | B. example | C. exclusive | D. expected |
| 7. A. general | B. speaker | C. ambassador | D. announcer |
| 8. A. music | B. humanity | C. level | D. genius |
| 9. A. phenomenon | B. presentation | C. personality | D. individual |
| 10. A. wealth | B. generated | C. gained | D. fortune |

Spelling

Spell the words from the text correctly.

1. open a unique **e r a t l i** experience re...
2. are forming a **t p s a r e n p r h i** pa...
3. Snoop Dogg's multi- **d t a e l n e t** career ta...
4. figures **e i p n r s i d** by the musician in...
5. exclusive and **a g e s i n u r t** in-store products si...
6. it will provide **s n d a f o m** new and old fa...
7. impact on pop culture as a brand **o b r a s m s a d a** am...
8. Snoop Dogg's creative **s i n e u g** ge...
9. is now a widely- **i g o c n e r s d e** phenomenon re...
10. Funko **r a n e g e t d e** over \$1 billion in net sales ge...

Fill-in first letters

_ollectibles _rand _unko _nd _ntrepreneur _apper _noop _ogg _re _eaming _p _o
_pen _ _nique _etail _xperience _n _arly 2023. _unko, _ell-_nown _or _ts _op!
_obblehead _ange, _nd _he _orld-_amous _noop _ogg _re _orming _ _artnership
_or “_ha _ogg _ouse”. _t _s _ _ighly-_nticipated _hop _ppealing _o _anbases _f
_oth _he _odels _nd _he _usic.

_or _usic _ans, _ha _ogg _ouse _ill _e _n _mmersive _xperience _n _espect _o
_noop _ogg’s _ulti-_alented _areer. _t _ill _ave _all _aintings _ncouraging
_nteraction _etween _hoppers _nd _he _rtist’s _enre-_efining _istory. _haring _he
_o-_randed _pace _n _nglewood, _alifornia _ill _e _ife-_ized _op! _igures _nspired
_y _he _usician.

_rimarily _hough _ha _ogg _ouse _ill _ell _n _ssortment _f _xclusive _nd _ignature
_n-_tore _roducts _rom _oth _artners. _t _ill _rovide _andoms _ew _nd _ld _ _hance
_o _ind _are _ought-_fter _obblehead _igures. _noop _ogg _aid _he _tore “_tays
_rue _o _ho _ _m” _nd _hat _ha _ogg _ouse _ill _e _ind-_lowing.

_unko _ave _aid _noop _ogg’s _mpact _n _op _ulture _s _ _rand _mbassador _an
_aise _oth _rands’ _ppportunity _o _ap _nto _ew _udiences _nd _ategories. _rian
_ariotti, _hief _reative _fficer _f _unko _aid _noop _ogg’s _reative _enius _akes
_unko’s _ewest “_noop-_nspired” _etail _tore _o _ “_ext-_evel _xperience”.

_unko _tarted _ut _n 1997 _s _ _mall _ashington-_ased _obblehead _ompany _nd
_s _ow _ _idely-_ecognised _henomenon _n _he _orld _f _ollectibles. _ts _op!
_ollection _epresents _ver 1,000 _ell-_iverse _ntellectual _roperties _rom _odern-
_ay _ulture. _n _ts _ost _ecent _arnings _eport, _unko _enerated _ver \$1 _illion _n
_et _ales.

Cool-down activities

Discussion questions:

- If you were famous, would you like a toy or a statue made of you, and why?
- Can collecting things be considered a hobby?
- What are some popular crossovers or partnerships you can name? What are some crossovers or partnerships you wished existed?
- 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?

CEFR B2 10 keywords revision list:

ambassador exclusive generate genius inspire

interaction partnership phenomenon primarily unique

Scattergories. In the table below, add one word to each box that matches both the beginning letter and the category, e.g. a musician or group beginning with *S* is *Stevie Wonder*.

	S	H	O	P
A musician or group				
A modern brand				
Someone with a big fanbase				
A cultural phenomenon				
A venue to see live music				

Answers

Page 2 Warm-up activities

one of a kind / unique
models / figures
a selection / assortment
explore / tap into
copyright creations / intellectual property
appealing / of interest

Page 3 Comprehension true or false

1F, 2F, 3T, 4T, 5F, 6F, 7F, 8T, 9F, 10T

Page 4 Match-up: phrases, synonyms, antonyms

Phrases 1E, 2D, 3J, 4H, 5A, 6B, 7I, 8F, 9C, 10G
Synonyms 1D, 2C, 3A, 4E, 5B
Antonyms 1A, 2C, 3B

Page 5 Missing grammar

1H, 2D, 3B, 4E, 5G, 6A, 7I, 8C, 9J, 10F

Page 6 Multiple choice vocabulary

1A, 2C, 3A, 4D, 5B, 6C, 7C, 8D, 9A, 10B

Page 7 Spelling

RETAIL, PARTNERSHIP, TALENTED, INSPIRED, SIGNATURE,
FANDOMS, AMBASSADOR, GENIUS, RECOGNISED, GENERATED

For this lesson's interactive exercises, visit:

<https://www.everybitenglish.com/online-exercises-20220918-funko-snoop>

Thanks for using this lesson!