

# Unboxing with a Literary Character or an Author



Name:

Date:



## Getting to know unboxing videos

Watch at least one unboxing video on a platform such as YouTube.

## Take notes about the procedure

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## Sort the (typical) sequence of an unboxing video.

- The first look! The recipient opens the box and describes what they discover in the box at first glance. He or she provides an initial overview of the contents and perhaps also of the packaging material.
- What is that? Even before unpacking, something can be said about the packaging, the writing, and the presentation. Something can also be said about the sender and the delivery service.
- Hello! The person unboxing introduces themselves. They provide information about the history or background of the unboxing video.
- And now what? Finally, the box is once again viewed as a whole. What is (un)usable, too much/too little, still desirable, exciting...? Is something being sent back? What do people think differently about? What will change?
- What is in the box? Now the individual items are coming to light one after another. The recipient reacts with emotions, reactions, and comments.
- What does it say there? If there is a cover letter or a note, it could now be taken out and read aloud. Include pauses, comments, and reactions!



Which objects can you see?

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Explain whether the selection of items is suitable for this person or not. What would you change or keep the same?

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