

The document, entitled "Consumer Paradise- A Whim," was a commercial that publicized the opening of a new store. At first one could only hear a desperate female voice pleading with someone to let her stay and not make her leave.

The person's age was not mentioned and neither was the place that she wanted to stay at. It sounded like she was having a temper tantrum, thus one might think that it was not a woman, but rather an upset child.

Later, the true nature of the video was revealed when the screen changed to show two children dragging their pleading mother across the floor in a shopping mall. In fact, it was the mother throwing a fit and not her children. The mother wanted to stay and shop in the store. She grabbed and clung to a pair of shoes at the last minute to emphasize how much she didn't want to leave. Finally, a message came on the screen to advertise the new store.

I think this commercial was effective and persuasive. It was a clever presentation that people will remember and laugh about. After all, the most successful commercials (the ones that bring people out to buy the store's products) are ones that are funny and memorable.

This commercial was clever because it was unexpected and surprising. One expected the screaming voice to be a child's begging their mother to let them stay somewhere, but in reality the situation was in reverse. The commercial was also funny because one never sees a mother act like a child in real life.

This commercial conveyed the message that no one wants to leave the store because it's so great and affordable. Also, I think that this commercial will appeal to lots of other mothers and housewives because the store is targeted for those types of people. The commercial shows a mother with her children, not a glamorous model or a teenager shopping.

All in all, this commercial was amusing and pleasantly surprising to watch. I think it will attract a lot of people to the store in the future.