

iMind Commercial

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Satire Devices:

Logos

Overstatement

Ethos

Imagery

Understatement

Irony

Script:

(Apple Slide)

CIM TOOK: Hello, I'm Cim Took, CEO of Apple *(Cim Took Slide)*. Over the years, we have revolutionized not just how technology works, but we have redefined what technology is. From the innovative apple pro stand *(Stand Pic Slide)*, to the awe-inspiring airpod pros *(Airpod Pros Slide)*, we've inspired millions, nay, billions of people to join in our mission to enlighten the world. Thus, we have taken the next step in innovation, and we created the iMind *(Prototype Slide)*.

CIM TOOK: We looked at the problems in our world, and we see that our consumers love our products for their quality, and not just because of the brand. Our users feel a deep connection to our devices, and treat them almost as an extension of their being. With the iMind, this will become a reality. The iMind lets you connect further with not only other Apple users, but Apple itself.

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CIM TOOK: We already have 1.4 billion people using apple, so why not be connected with all of them? With the iMind, users can become a part of a neural network that connects them to fellow Apple users, allowing for hassle free communication between Apple users. *(Earth Apple Pic)*

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CIM TOOK: Statistics show that a large amount of Apple users buy the latest Apple products within the first few days of its release. Because of this, we have added a feature to the iMind to automatically purchase the latest Apple products for you, allowing for a more convenient and streamlined user experience *(0 Click Purchasing Slide)*.

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CIM TOOK: Some people might consider the iMind to be slightly intrusive, however, we assure you that we respect your privacy. We will take extra measures to make sure nobody will be able to break your privacy. (*Security Slide*)

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CIM TOOK: And with every Apple product, you know that this isn't the end. We believe that we're on the face of the Earth to make great products, and that's not changing. We're constantly focusing on innovating. We plan to update our device frequently, and when major changes come, it'll be just as big as from the iphone 10 to the iphone 11. (*"Differences" Slide*).

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CIM TOOK: As always, there is an abundance of colors to choose from. You can buy our product in jet black, matte black, carbon black, jack black, and vantablack, which is our largest variety of colors yet. (*Color Variety Slide*)

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CIM TOOK: You can get all of these features of the iMind for the affordable price of \$3999 (*\$3999 Slide*).

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CIM TOOK: (*Quotes Slide*) At apple, we're all about changing the world, one mind at a time.