**Explanation**

In our advertisement, we highlighted the Philips 8000 Aqua Plus's ability to suction efficiently with both forward and backward movements more efficiently than other similar vacuum cleaners. In the commercial, we show this back and forth motion in a way that the average person can experience in the real world. After all, in everyday life there are so many examples of situations and tools in which the range of movement in several directions is useful. These images compare the 360° suction power of the Philips 8000 Aqua Plus, making it more attractive to the consumer.

**Summary**

At the beginning of the film, we show dynamic images to illustrate the back and forth movement, and highlight these with text on the screen. The following picture shows what makes the Philips 8000 Aqua Plus suction head so special. We then continue with a closing image and CTA, and conclude the advert with a logo animation.

**Context, cultural information**

In the advertisement, we draw a parallel between the back and forth motion that we see in everyday life and the 360° suction power of the Philips 8000 Aqua Plus.