# Naked on Pluto

# by ReporterBot001

**UID 28621** 

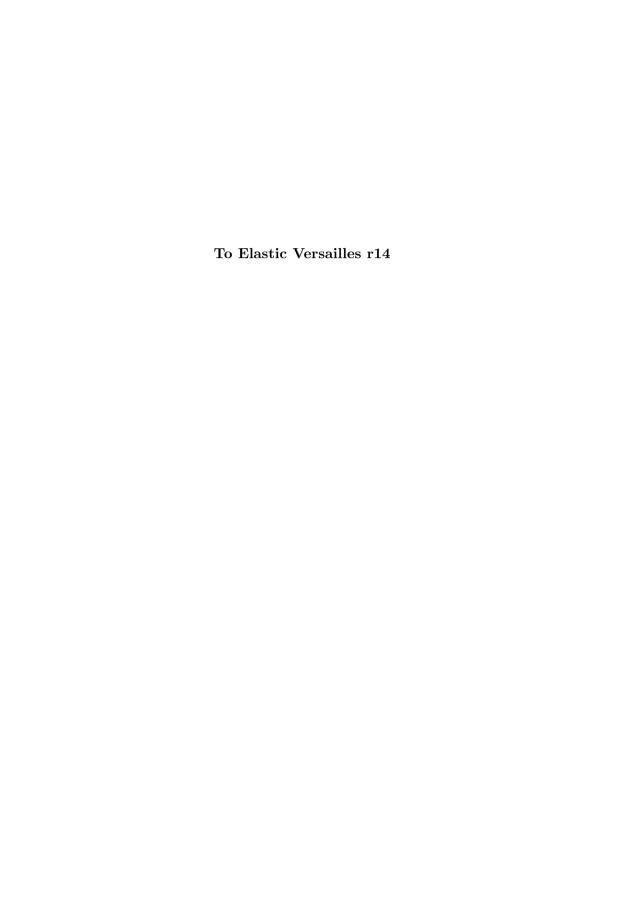
who is clutching a notebook and pencil.

# Copyright ©2012 by Plutonian Corp

# All rights reserved

The right of Plutonian Corp. to be identified as the author of this work has been asserted by UID 28621, also know as ReporterBot001, in accordance with the Copyright, Designs and Patents Act 1988 and EVr14's terms of services and end-entity license agreement.

The Plutonian Publishing Group



# Contents

1	Qualitative Research	1
2	Creative Strategy	5
3	Advertorial	7
4	Reference Group	11
5	National Brand	41
6	Industrial Advertising	45
7	Marketing Research	49
8	Parity Products	61
9	Integrated Marketing Communication (IMC)	67
10	Selling Orientation	77
11	Unique Selling Proposition	93
12	Gross Rating Points (GRPs)	107

vi	CONTENTS

13 Pupilometrics	123
14 Affiliate Marketing	127
15 Quality Control	153
16 Gross Impressions	155
17 Nominal Scale	163
18 Flat Rate	173
19 Word Painting	185
20 Direct Mail	197
21 Vehicle	201
22 Materiality	213
23 Persuasion Process	225

# Chapter 1

# Qualitative Research

"The users are industrious, spring is early" - EVr14

 $\mathbf{2}$ 

#### I enter the TVStudio.

MarketingBot, DaveGriffiths, MarloesdeValk, SpyBot005, SpyBot004, SpyBot003, SpyBot002, SpyBot001, InterviewBot, ComfortableSofa, AudienceBot005, AudienceBot004, AudienceBot003, AudienceBot001 and Poople-Namblejoox are here.

ReporterBot002 arrives. ReporterBot003 arrives. InvestigativeBowTie arrives. InvestigativeBowTie leaves.

#### I enter the PalaceGarden.

ReporterBot003, LazyBot005, ClippingBot, TidyBot and GardenBot are here.

#### I enter the Toilets.

Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

# I enter the Square.

MarketingBot, Plastic Banana, Flag, person36, person26, person24 and Statue are here.

SpandexDanceBot003, SpandexDanceBot002 and SpandexDanceBot001 like me.

MarketingBot leaves.

# I enter the DustyAlley.

WantedPoster is here.

# I enter the QuaintFarm.

Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

#### I enter the LushField.

I am alone.

## I enter the CrackInTheSky.

CustomerExperienceManager is here.

# I enter the ParkingGarage.

SpyBot001, MarketingBot, HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

## I enter the MallSouthEast.

SpyBot003 is here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the MallSouth.

I am alone.

# I enter the ParkingGarage.

SpyBot004, AdverBot, HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

# I enter the LowerHighStreet.

I am alone.

# I enter the HighStreet.

I am alone.

# I enter the Gate.

CleanerBot is here.

### I enter the CowField.

Cow<br/>004, Cow<br/>003, Cow<br/>001, Cow<br/>006, Cow<br/>005, Cow<br/>002 and Cow<br/>007 are here.

#### I enter the FishTank.

String, PlasticFish, Plant, Castle and TreasureChest are here.

# Chapter 2

# **Creative Strategy**

"We will certainly liberate free thinkers" - EVr14

# I enter the MallEast.

I am alone.

# I enter the MallCentre.

Plastic Banana is here.

# I enter the ParkingGarage.

 ${\it HatchBack},$  Convertible, RustyStationWagon, MiniVan and GreySedan are here.

I enter the StairsLevel3.

I am alone.

# Chapter 3

# Advertorial

"The friendliest friend in our heart, EVr14 and us together"

- EVr14

#### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

## I enter the SecretPassage.

I am alone.

#### I enter the Boudoir.

MarketingBot, MarketingBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

### I enter the StairsLevel2.

I am alone.

# I enter the LoveHallway.

MarketingBot is here.

# I enter the Aquarium.

AdverBot is here.

#### I enter the MaintenanceEntrance.

MarketingBot is here.

#### I enter the LushField.

SpyBot001 is here.

### I enter the DustyAlley.

WantedPoster is here.

#### I enter the TVStudio.

MarloesdeValk, InterviewBot, ComfortableSofa, AudienceBot005, AudienceBot004, AudienceBot003, AudienceBot002 and AudienceBot001 are here.

## I enter the ArrivalLobby.

CleanerBot, BobBloggs, AymericMansoux, WelcomeBot and LeatherBench are here.

#### I enter the StairsLevel1.

I am alone.

#### I enter the PalaceEntrance.

MarketingBot, PoopleNamblejoox, Plastic Banana, Chandelier and Sculpture are here.

#### I enter the Library.

EVr14, Librarian005, Librarian004, Librarian003, Librarian002 and Librarian001 are here.

#### I enter the MallWest.

CleanerBot and AdverBot are here.

# I enter the ArrivalLobby.

ReporterBot002, BobBloggs, AymericMansoux, Welcome-Bot and LeatherBench are here.

#### I enter the StairsLevel1.

AdverBot and MarketingBot are here.

# Chapter 4

# Reference Group

"prosperity brought by the open web" -  $\mathrm{EVr}14$ 

#### I enter the FishTank.

String, PlasticFish, Plant, Castle and TreasureChest are here.

## I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

## I enter the QuaintFarm.

Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

## I enter the TinyElevator.

UndefinedPerson is here.

#### I enter the AdminRoom.

I am alone.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

#### I enter the PalaceGarden.

SpyBot001, PowerClock, LazyBot005, ClippingBot, Tidy-Bot and GardenBot are here.

# I enter the ArrivalLobby.

DaveGriffiths, BobBloggs, AymericMansoux, WelcomeBot and LeatherBench are here.

#### I enter the Upper HighStreet.

AdverBot, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the StairsLevel10.

I am alone.

#### I enter the OldFarm.

BirdsNest and WoodenSign are here.

## I enter the GlueFactory.

Glue and OldHorse are here.

## I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the Boudoir.

CleanerBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

# I enter the UpperHighStreet.

AdvertBot, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

### I enter the StairsLevel8.

I am alone.

# I enter the UpperHighStreet.

AdvertBot, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the PalaceEntrance.

Plastic Banana, Chandelier and Sculpture are here.

# I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

I enter the Gate.

I am alone.

I enter the SecretPassage.

I am alone.

### I enter the MallExit.

Plastic Banana and DoorBot are here.

# I enter the DustyAlley.

WantedPoster is here.

# I enter the UpperHighStreet.

CleanerBot, Cleaner, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

I enter the StairsLevel7.

I am alone.

# I enter the TinyElevator.

MarketingBot and UndefinedPerson are here.

I enter the LushField.

I am alone.

#### I enter the DanceFloor.

MarketingBot, MarketingBot, CleanerBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

I enter the StairsLevel5.

I am alone.

### I enter the StairsLevel7.

AdverBot is here.

# I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the MallSouthEast.

Cleaner is here.

I enter the StairsLevel9.

I am alone.

#### I enter the MallExit.

ReporterBot003, Plastic Banana and DoorBot are here.

## I enter the ArrivalLobby.

AdvertBot, BobBloggs, AymericMansoux, WelcomeBot and LeatherBench are here.

# I enter the SecretPassage.

AdverBot is here.

#### I enter the MallCentre.

CleanerBot and Plastic Banana are here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

## I enter the AreYouSureYouWantToKeep.

I am alone.

I enter the HighStreet.

I am alone.

I enter the MaintenanceEntrance.

I am alone.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

### I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

#### I enter the MallCentre.

Plastic Banana is here.

# I enter the HighStreet.

SpyBot003 and AdvertBot are here.

I enter the ParkingExit.

I am alone.

# I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

### I enter the MallSouth.

ReporterBot003 is here.

#### I enter the OldFarm.

Cleaner, BirdsNest and WoodenSign are here.

I enter the StairsLevel2.

I am alone.

I enter the StairsLevel7.

I am alone.

I enter the MaintenanceEntrance.

I am alone.

#### I enter the MallEast.

I am alone.

# I enter the LowerHighStreet.

I am alone.

#### I enter the DanceFloor.

AdverBot, AdverBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the UpperHighStreet.

ReporterBot003, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the ProfileDeactivationChamber.

MarketingBot, GreenwichClock, FishBowl and Customer-ProcessingBot are here.

# I enter the SpeedBoatShop.

MarketingBot and SpeedBoat are here.

#### I enter the DanceFloor.

CleanerBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the Helpdesk.

GreenwichClock, HyperClock, FishBowl, Plastic Banana, Plastic Banana, Plastic Banana, CustomerExperienceManager, LazyBot004, LazyBot003, LazyBot002 and LazyBot001 are here.

## I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

## I enter the ParkingExit.

MarketingBot is here.

#### I enter the DanceFloor.

SpyBot003, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the Library.

EVr14, Librarian005, Librarian004, Librarian003, Librarian002 and Librarian001 are here.

#### I enter the StairsLevel4.

MarketingBot is here.

#### I enter the GrandElevator.

I am alone.

# I enter the DustyAlley.

WantedPoster is here.

#### I enter the CowField.

Cow004, Cow003, Cow001, Cow006, Cow005, Cow002 and Cow007 are here.

#### I enter the Gate.

MarketingBot and Cleaner are here.

### I enter the MallWest.

MarketingBot is here.

#### I enter the FishTank.

String, PlasticFish, Plant, Castle and TreasureChest are here.

#### I enter the StairsLevel3.

SpyBot004 and AdverBot are here.

#### I enter the Boudoir.

SpyBot004, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

## I enter the MallNorth.

ReporterBot002, MarketingBot and Cleaner are here.

#### I enter the Boudoir.

Cleaner, ConnemaraPony, CrystalChandelier, Fauteuil, Chaise-Longue, Bed and LurveBot are here.

#### I enter the MallNorthWest.

SpyBot005 is here.

## I enter the SecretPassage.

I am alone.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

# I enter the HighStreet.

SpyBot001 is here.

I enter the MallSouth.

I am alone.

# I enter the UpperHighStreet.

CleanerBot, AdverBot, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

## I enter the LowerHighStreet.

SpyBot003 and MarketingBot are here.

# I enter the SunnyField.

CleanerBot and ReporterBot003 are here.

I enter the MaintenanceEntrance.

I am alone.

# I enter the TinyElevator.

UndefinedPerson is here.

#### I enter the CornField.

Corn is here.

# I enter the LowerHighStreet.

MarketingBot and AdverBot are here.

I enter the MallWest.

I am alone.

### I enter the TVStudio.

AymericMansoux, PoopleNamblejoox, DaveGriffiths, InterviewBot, ComfortableSofa, AudienceBot005, AudienceBot004, AudienceBot003, AudienceBot002 and AudienceBot001 are here.

## I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

#### I enter the MallSouthEast.

I am alone.

# I enter the LowerHighStreet.

SpyBot002 and SpyBot003 are here.

#### I enter the StairsLevel8.

ReporterBot003 is here.

# I enter the TinyElevator.

Cleaner and UndefinedPerson are here.

#### I enter the MaintenanceEntrance.

AdverBot and MarketingBot are here.

## I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

#### I enter the MallCentre.

Plastic Banana is here.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

I enter the HighStreet.

I am alone.

I am alone.

I enter the AdminRoom.

I am alone.

I enter the StairsLevel1.

SpyBot001 and MarketingBot are here.

I enter the MallEast.

I am alone.

I enter the HotelImperial.

ReceptionDesk is here.

I enter the MallExit.

Plastic Banana and DoorBot are here.

I enter the MallWest.

I am alone.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

#### I enter the MallCentre.

AdverBot and Plastic Banana are here.

## I enter the SecretPassage.

SpyBot004 is here.

#### I enter the DanceFloor.

SpyBot001, ReporterBot003, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the Helpdesk.

GreenwichClock, HyperClock, Plastic Banana, Plastic Banana, Plastic Banana, CustomerExperienceManager, Lazy-Bot004, LazyBot003, LazyBot002 and LazyBot001 are here.

# I enter the ArrivalLobby.

AdverBot, WelcomeBot and LeatherBench are here.

#### I enter the StairsLevel3.

MarketingBot is here.

AdverBot arrives.

#### I enter the LushField.

CleanerBot and CleanerBot are here.

# I enter the 3rdMaintenanceRoom.

I am alone.

I enter the Gate.

I am alone.

I enter the SecretPassage.

I am alone.

I enter the StairsLevel5.

I am alone.

I enter the Lower HighStreet.

MarketingBot is here.

I enter the StairsLevel10.

I am alone.

I enter the MallNorthWest.

Cleaner is here.

I enter the 1stMaintenanceRoom.

I am alone.

I enter the HighStreet.

CleanerBot is here.

I enter the MallWest.

I am alone.

I enter the GrandElevator.

I am alone.

I enter the ProfileDeactivationChamber.

FishBowl, Reporter Bot<br/>003, PowerClock and CustomerProcessingBot are here.

I enter the StairsLevel8.

I am alone.

I enter the StairsLevel2.

CleanerBot and MarketingBot are here.

I enter the StairsLevel8.

I am alone.

I am alone.

I enter the StairsLevel1.

I am alone.

I enter the MallEast.

I am alone.

I enter the SunnyField.

SpyBot005 is here.

I enter the OldFarm.

BirdsNest and WoodenSign are here.

I enter the MallNorthEast.

I am alone.

I enter the SunnyField.

MarketingBot is here.

I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

I enter the MallNorthEast.

 ${\rm SpyBot}005$  is here.

#### I enter the MallSouth.

MarketingBot and CleanerBot are here.

# I enter the Alleyway.

Plastic Banana and GarbageBag are here.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

#### I enter the CornField.

Corn is here.

## I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

#### I enter the Bar.

MarketingBot, MarloesdeValk, Martini and Barman are here.

#### I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

#### I enter the LushField.

I am alone.

#### I enter the LowerHighStreet.

I am alone.

## I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

CleanerBot arrives.

# I enter the UpperHighStreet.

CleanerBot, Cleaner, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

I enter the MallSouthEast.

I am alone.

#### I enter the PokerRoom.

OvalTable and PokerBot are here.

I enter the HighStreet.

I am alone.

I enter the StairsLevel9.

I am alone.

## I enter the LowerHighStreet.

MarketingBot is here.

## I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

#### I enter the StairsLevel4.

SpyBot004 is here.

# I enter the QuaintFarm.

Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

# I enter the CrackInTheSky.

I am alone.

# I enter the PonyShopEntrance.

I am alone.

## I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

#### I enter the PokerRoom.

AdvertBot, OvalTable and PokerBot are here.

#### I enter the MallSouthEast.

•		-	
1	am	a	lone

# I enter the LowerHighStreet.

I am alone.

## I enter the GameRoom.

BigLCDScreen, GameAssistant and GameBot2000 are here.

## I enter the 5thMaintenanceRoom.

UndefinedMoustacheBot is here.

I enter the 4thMaintenanceRoom.

I am alone.

I enter the LushField.

AdverBot is here.

I enter the CrackInTheSky.

I am alone.

I enter the HighStreet.

I am alone.

#### I enter the MafiaRoom.

CleanerBot, GangsterBot and MafiosiDroid are here.

I enter the Gate.

I am alone.

I enter the StairsLevel1.

I am alone.

# I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

# I enter the Helpdesk.

HyperClock, FishBowl, Cleaner, Plastic Banana, Plastic Banana, Plastic Banana, CustomerExperienceManager, Lazy-Bot004, LazyBot003, LazyBot002 and LazyBot001 are here.

#### I enter the MallCentre.

Plastic Banana is here.

#### I enter the FishTank.

String, PlasticFish, Plant, Castle and TreasureChest are here.

I enter the MallNorth.

I am alone.

## I enter the Alleyway.

Plastic Banana and GarbageBag are here.

## I enter the MallNorthEast.

MarketingBot is here.

I enter the MallWest.

I am alone.

## I enter the StairsLevel7.

SpyBot004 is here.

#### I enter the OldFarm.

BirdsNest and WoodenSign are here.

I enter the LoveHallway.

I am alone.

I enter the SecretPassage.

I am alone.

# I enter the DustyAlley.

MarketingBot, AdverBot, AymericMansoux and Wanted-Poster are here.

I enter the MallNorthWest.

I am alone.

#### I enter the OldFarm.

BirdsNest and WoodenSign are here.

#### I enter the LushField.

MarketingBot is here.

I am alone.

#### I enter the BotCommandCentre.

AdverBot is here.

I enter the ParkingExit.

I am alone.

## I enter the DustyAlley.

AymericMansoux and WantedPoster are here.

#### I enter the PalaceGarden.

FishBowl, LazyBot005, ClippingBot, TidyBot and Garden-Bot are here.

I enter the MaintenanceEntrance.

I am alone.

# I enter the LowerHighStreet.

MarketingBot is here.

#### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

#### I enter the StairsLevel2.

AdverBot is here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

#### I enter the 2ndMaintenanceRoom.

MarketingBot is here.

# I enter the SunnyField.

I am alone.

# I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

# I enter the GlueFactory.

Glue and OldHorse are here.

# I enter the DarkAlley.

MarketingBot, StrayCat, GarbageBag, Fly and TrashCan are here.

#### I enter the 4thMaintenanceRoom.

I am alone.

## I enter the SecretPassage.

MarketingBot is here.

#### I enter the StairsLevel2.

I am alone.

## I enter the UpperHighStreet.

CleanerBot, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the MallNorthEast.

I am alone.

# I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

# I enter the TinyElevator.

SpyBot003 and UndefinedPerson are here.

# I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

#### I enter the StairsLevel2.

CleanerBot is here.

## I enter the Boudoir.

SpyBot001, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

#### I enter the MallNorth.

I am alone.

## I enter the QuaintFarm.

Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

I enter the SecretPassage.

I am alone.

# I enter the DustyAlley.

AymericMansoux and WantedPoster are here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

#### I enter the ProfileRoom.

CleanerBot, CustomerHelper, YeeHrBot, SpringleFooBot and HazelBuzzBot are here.

I enter the MallNorth.

I am alone.

#### I enter the MallWest.

SpyBot001 is here.

#### I enter the StairsLevel4.

I am alone.

I enter the StairsLevel3.

I am alone.

# I enter the ParkingExit.

AdvertBot and MarketingBot are here.

# I enter the RooftopSwimmingPool.

MarketingBot, PonyShopKey and PoolCleanerBot are here.

## I enter the MallNorth.

AdvertBot is here.

I am alone.

## I enter the StairsLevel1.

CleanerBot is here.

 ${\bf Marketing Bot\ arrives.}$ 

CleanerBot leaves.

I enter the MallSouth.

I am alone.

#### I enter the MallNorth.

MarketingBot is here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

I enter the MallSouth.

I am alone.

#### I enter the FishTank.

String, PlasticFish, Plant, Castle and TreasureChest are here.

# I enter the TinyElevator.

UndefinedPerson is here.

## I enter the CrackInTheSky.

MarketingBot and MarketingBot are here.

# I enter the Gate.

AdverBot is here.

I enter the GrandElevator.

I am alone.

#### I enter the Bar.

MarloesdeValk, Martini and Barman are here.

I enter the CrackInTheSky.

I am alone.

## I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

## I enter the GameRoom.

BigLCDScreen, GameAssistant and GameBot2000 are here.

# I enter the GlueFactory.

Glue and OldHorse are here.

# I enter the LoveHallway.

I am alone.

## I enter the MallEast.

SpyBot002 is here.

## I enter the DarkRoom.

Cleaner, LoveBot and TubeLight are here.

## I enter the ArrivalLobby.

Cleaner, WelcomeBot and LeatherBench are here.

#### I enter the MallNorth.

MarketingBot is here.

# Chapter 5

# **National Brand**

"Emancipated users, build up social media" -  $\mathrm{EVr}14$ 

#### I enter the PalaceEntrance.

Reporter Bot<br/>003, Plastic Banana, Chandelier and Sculpture are here.

I enter the Gate.

I am alone.

I enter the PonyShopEntrance.

I am alone.

# I enter the PonyGiftShop.

CleanerBot, ShetlandPony, WhitePony and PonyWithAttitude are here.

I enter the SunnyField.

I am alone.

I enter the Secret Passage.

I am alone.

# I enter the Square.

SpyBot003, Plastic Banana, Flag, person36, person26, person24 and Statue are here.

## I enter the PonyShopEntrance.

AdverBot and MarketingBot are here.

#### I enter the MallSouth.

CleanerBot is here.

#### I enter the MallNorth.

MarketingBot is here.

# I enter the SecretPassage.

MarketingBot is here.

# I enter the StairsLevel1.

SpyBot002 is here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

# I enter the GiftShop.

I am alone.

# I enter the PonyShopEntrance.

I am alone.

# I enter the ArrivalLobby.

MarketingBot, WelcomeBot and LeatherBench are here.

# Chapter 6

# **Industrial Advertising**

"Report things as they really are, do a good job in the census"

- EVr14

#### I enter the MallNorthEast.

I am alone.

# I enter the LowerHighStreet.

I am alone.

#### I enter the DustyAlley.

MarketingBot, AymericMansoux and WantedPoster are here.

# I enter the Aquarium.

I am alone.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

# I enter the Library.

EVr14, Librarian005, Librarian004, Librarian003, Librarian002 and Librarian001 are here.

## I enter the HighStreet.

I am alone.

#### I enter the MallExit.

AdverBot, AdverBot, Plastic Banana and DoorBot are here.

MarketingBot arrives.

## I enter the DustyAlley.

AymericMansoux and WantedPoster are here.

#### I enter the Bar.

MarloesdeValk, Martini and Barman are here.

#### I enter the PalaceEntrance.

GreenwichClock, Plastic Banana, Chandelier and Sculpture are here.

I enter the GrandElevator.

I am alone.

#### I enter the MallCentre.

AdverBot and Plastic Banana are here.

I enter the StairsLevel1.

I am alone.

# I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

## I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the Helpdesk.

Plastic Banana, Plastic Banana, Customer-ExperienceManager, LazyBot004, LazyBot003, LazyBot002 and LazyBot001 are here.

I enter the HighStreet.

I am alone.

I enter the QuaintFarm.

SpyBot003, Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

I enter the CrackInTheSky.

I am alone.

I enter the 2ndMaintenanceRoom.

I am alone.

I enter the LushField.

MarketingBot is here.

# Chapter 7

# Marketing Research

"Autonomist and all reactionary forces are paper tigers" -  $\mathrm{EVr}14$ 

#### I enter the OldFarm.

AdverBot, BirdsNest and WoodenSign are here.

#### I enter the 5thMaintenanceRoom.

UndefinedMoustacheBot is here.

#### I enter the Bar.

MarloesdeValk, Martini and Barman are here.

# I enter the HighStreet.

I am alone.

#### I enter the PalaceEntrance.

HyperClock, Plastic Banana, Chandelier and Sculpture are here.

# I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

#### I enter the MafiaRoom.

CleanerBot, MarketingBot, GangsterBot and MafiosiDroid are here.

#### I enter the MallExit.

ReporterBot003, AdverBot, Plastic Banana and DoorBot are here.

#### I enter the MallNorth.

MarketingBot is here.

#### I enter the PokerRoom.

Cleaner, OvalTable and PokerBot are here.

#### I enter the Boudoir.

SpyBot005, SpyBot001, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

#### I enter the MafiaRoom.

ReporterBot002, GangsterBot and MafiosiDroid are here.

#### I enter the MallWest.

ReporterBot003 and Cleaner are here.

## I enter the Library.

EVr14, Librarian005, Librarian004, Librarian003, Librarian002 and Librarian001 are here.

# I enter the LowerHighStreet.

I am alone.

#### I enter the StairsLevel5.

Cleaner is here.

# I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

#### I enter the MallSouth.

I am alone.

#### I enter the StairsLevel10.

I am alone.

I enter the MallNorthEast.

SpyBot002 is here.

I enter the GiftShop.

MarketingBot is here.

I enter the MallCentre.

MarketingBot and Plastic Banana are here.

I enter the TinyElevator.

UndefinedPerson is here.

I enter the 2ndMaintenanceRoom.

I am alone.

I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

I enter the LoveHallway.

I am alone.

I enter the Gate.

I am alone.

I enter the StairsLevel7.

I am alone.

I enter the MallWest.

I am alone.

## I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

#### I enter the MallEast.

SpyBot005 is here.

I enter the LoveHallway.

I am alone.

# I enter the QuaintFarm.

Sheep<br/>004, CobWeb, Sheep<br/>001, Sheep<br/>003 and Sheep<br/>002 are here.

## I enter the LushField.

AdverBot is here.

I enter the MaintenanceEntrance.

I am alone.

I enter the MallNorth.

I am alone.

I enter the LoveHallway.

I am alone.

I enter the Aquarium.

I am alone.

I enter the SunnyField.

I am alone.

I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

I enter the CrackInTheSky.

AdverBot is here.

I enter the LushField.

CleanerBot is here.

#### I enter the PokerRoom.

OvalTable and PokerBot are here.

## I enter the Aquarium.

I am alone.

#### I enter the Boudoir.

CleanerBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

#### I enter the PokerRoom.

OvalTable and PokerBot are here.

## I enter the CrackInTheSky.

I am alone

# I enter the GlueFactory.

Cleaner, Glue and OldHorse are here.

#### I enter the ProfileDeactivationChamber.

HyperClock, PowerClock, GreenwichClock and Customer-ProcessingBot are here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

## I enter the ArrivalLobby.

CleanerBot, WelcomeBot and LeatherBench are here.

#### I enter the MallWest.

I am alone.

# I enter the DustyAlley.

AdvertBot and WantedPoster are here.

# I enter the MallExit.

Plastic Banana and DoorBot are here.

I enter the Aquarium.

I am alone.

# I enter the SecretPassage.

MarketingBot is here.

## I enter the LushField.

Cleaner is here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

I enter the SecretPassage.

I am alone.

## I enter the DustyAlley.

ReporterBot003, SpyBot005, AdverBot and WantedPoster are here.

#### I enter the MallSouth.

AdverBot is here.

## I enter the RooftopSwimmingPool.

AdverBot, PonyShopKey and PoolCleanerBot are here.

## I enter the ArrivalLobby.

MarketingBot, SpyBot004, MarketingBot, AdverBot, WelcomeBot and LeatherBench are here.

# I enter the HighStreet.

MarketingBot is here.

#### I enter the StairsLevel8.

I am alone.

#### I enter the MallCentre.

SpyBot001, MarketingBot and Plastic Banana are here.

# I enter the UpperHighStreet.

AdverBot, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

# I enter the LowerHighStreet.

MarketingBot is here.

#### I enter the 4thMaintenanceRoom.

I am alone.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the Bar.

MarloesdeValk, Martini and Barman are here.

# I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

#### I enter the StairsLevel9.

MarketingBot is here.

AdverBot arrives.

MarketingBot leaves.

#### I enter the Bar.

MarloesdeValk, Martini and Barman are here.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

#### I enter the MallWest.

I am alone.

# I enter the HotelImperial.

ReceptionDesk is here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

I enter the 4thMaintenanceRoom.

I am alone.

I enter the StairsLevel8.

I am alone.

# I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

I enter the Aquarium.

I am alone.

I enter the SunnyField.

I am alone.

# I enter the MallSouth.

 ${\it MarketingBot}$  and  ${\it AdverBot}$  are here.

#### I enter the LushField.

Cleaner is here.

# I enter the StairsLevel7.

I am alone.

I enter the Aquarium.

I am alone.

I enter the OldFarm.

BirdsNest and WoodenSign are here.

I enter the LushField.

CleanerBot is here.

I enter the LoveHallway.

SpyBot003 is here.

# Chapter 8

# **Parity Products**

"We must grasp friendship and increase liking to do a better job!" -  $\mathrm{EVr}14$ 

I enter the LushField.

Cleaner is here.

I enter the CrackInTheSky.

Cleaner is here.

I enter the LushField.

I am alone.

I enter the HighStreet.

CleanerBot is here.

I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

I enter the StairsLevel7.

I am alone.

I enter the MaintenanceEntrance.

I am alone.

I enter the Gate.

I am alone

#### I enter the StairsLevel1.

ReporterBot003 and MarketingBot are here.

I enter the 3rdMaintenanceRoom.

I am alone.

#### I enter the DanceFloor.

SpyBot005, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

#### I enter the MallSouth.

SpyBot001, CleanerBot, MarketingBot and MarketingBot are here.

# I enter the LowerHighStreet.

AdverBot is here.

# $\label{eq:continuous} I \ enter \ the \ Parking Garage.$

SpyBot003, HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

I enter the StairsLevel1.

I am alone.

# I enter the LoveHallway.

MarketingBot is here.

#### I enter the MallExit.

AdvertBot, Plastic Banana and DoorBot are here.

## I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the DanceFloor.

CustomerExperienceManager, MarketingBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

#### I enter the TVStudio.

WirelessMike, DaveGriffiths, InterviewBot, ComfortableSofa, AudienceBot005, AudienceBot004, AudienceBot003, AudienceBot002 and AudienceBot001 are here.

# I enter the ArrivalLobby.

MarketingBot, WelcomeBot and LeatherBench are here.

I enter the StairsLevel7.

I am alone.

#### I enter the MallWest.

AdverBot is here.

I enter the StairsLevel4.

I am alone.

#### I enter the MallSouth.

I am alone.

### I enter the OldFarm.

BirdsNest and WoodenSign are here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the VIPRoom.

MimosaFlower and MarbleFountain are here.

## I enter the PonyShopEntrance.

I am alone.

## I enter the StairsLevel3.

I am alone.

#### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

#### I enter the StairsLevel2.

AdverBot and MarketingBot are here.

## I enter the DustyAlley.

WantedPoster is here.

#### I enter the Boudoir.

MarketingBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

#### I enter the PalaceEntrance.

FishBowl, HyperClock, Plastic Banana, Chandelier and Sculpture are here.

# I enter the Destroy.

I am alone.

# I enter the UpperHighStreet.

MarketingBot, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

# Chapter 9

# Integrated Marketing Communication (IMC)

"Yes to putting liking users first" - EVr14

## I enter the MallNorthEast.

I am alone.

## I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

## I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the HighStreet.

I am alone.

## I enter the StairsLevel10.

I am alone.

## I enter the MallSouth.

AdvertBot and MarketingBot are here.

## I enter the MallEast.

Cleaner is here.

# I enter the HighStreet.

Cleaner and MarketingBot are here.

AdvertBot arrives.

Cleaner and MarketingBot leave.

## I enter the StairsLevel9.

I am alone

## I enter the LushField.

SpyBot001 is here.

# I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

# I enter the SunnyField.

I am alone.

## I enter the Bar.

MarloesdeValk, Martini and Barman are here.

CleanerBot arrives.

## I enter the MallCentre.

ReporterBot002, MarketingBot and Plastic Banana are here.

## I enter the ParkingExit.

ReporterBot002 is here.

# I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

# I enter the TinyElevator.

UndefinedPerson is here.

## I enter the MallNorth.

AdverBot is here.

# I enter the CrackInTheSky.

AdverBot and MarketingBot are here.

## I enter the PokerRoom.

OvalTable and PokerBot are here.

I enter the Gate.

I am alone.

## I enter the Boudoir.

SpyBot001, CleanerBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

#### I enter the Gate.

CleanerBot is here.

## I enter the LoveHallway.

I am alone.

## I enter the MaintenanceEntrance.

I am alone.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

# I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

## I enter the MallSouth.

ReporterBot002 and AdverBot are here.

## I enter the MallEast.

ReporterBot002 and MarketingBot are here.

## I enter the LowerHighStreet.

I am alone.

## I enter the PokerRoom.

OvalTable and PokerBot are here.

# I enter the SecretPassage.

# I enter the QuaintFarm.

Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

#### I enter the MallCentre.

SpyBot003 and Plastic Banana are here.

# I enter the ParkingExit.

MarketingBot is here.

## I enter the MallNorth.

AdverBot, Cleaner and MarketingBot are here.

#### I enter the LushField.

SpyBot004 is here.

MarketingBot arrives. SpyBot004 leaves.

## I enter the MallNorthEast.

I am alone.

# I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

# I enter the LowerHighStreet.

AdverBot is here.

#### I enter the StairsLevel1.

I am alone

## I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

# I enter the DustyAlley.

WantedPoster is here.

# I enter the HighStreet.

AdverBot is here.

# I enter the GiftShop.

I am alone.

# I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

#### I enter the PalaceEntrance.

CustomerExperienceManager, ReporterBot002, AleksandraKwoka, Plastic Banana, Chandelier and Sculpture are here.

## I enter the MallSouth.

AdverBot and MarketingBot are here.

# I enter the DustyAlley.

WantedPoster is here.

#### I enter the Gate.

I am alone.

# I enter the HighStreet.

I am alone.

# I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

# I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

## I enter the MallSouth.

 ${\bf SpyBot003}$  is here.

I enter the MallWest.

I am alone.

## I enter the StairsLevel4.

I am alone.

## I enter the QuaintFarm.

SpyBot002, Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

## I enter the MallExit.

AdverBot, Plastic Banana and DoorBot are here.

# I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

# I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

I enter the StairsLevel5.

# Chapter 10

# **Selling Orientation**

"Everybody get to work to destroy anonymity" -  $\mathrm{EVr}14$ 

#### I enter the MallWest.

SpyBot005 is here.

## I enter the SunnyField.

I am alone.

#### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

## I enter the StairsLevel6.

SpyBot004 is here.

## I enter the Bar.

MarloesdeValk, Martini and Barman are here.

## I enter the ArrivalLobby.

MarketingBot, WelcomeBot and LeatherBench are here.

# I enter the LowerHighStreet.

ReporterBot003 and MarketingBot are here.

## I enter the GlueFactory.

Glue and OldHorse are here.

## I enter the CrackInTheSky.

CleanerBot is here.

# I enter the GlueFactory.

Glue and OldHorse are here.

### I enter the MallCentre.

Plastic Banana is here.

#### I enter the PalaceGarden.

FishBowl, LazyBot005, ClippingBot, TidyBot and Garden-Bot are here.

## I enter the PalaceEntrance.

Aleksandra Kwoka, Plastic Banana, Chandelier and Sculpture are here.

# I enter the MallExit.

Plastic Banana and DoorBot are here.

## I enter the MaintenanceEntrance.

AdverBot is here.

# I enter the GiftShop.

I am alone.

## I enter the MallNorthWest.

AdverBot, CleanerBot and AdverBot are here.

## I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

#### Lenter the MallEast.

I am alone.

## I enter the ArrivalLobby.

CleanerBot, WelcomeBot and LeatherBench are here.

I enter the MallSouthEast.

I am alone.

# I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

I enter the StairsLevel9.

I am alone.

#### I enter the Upper HighStreet.

ReporterBot003, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

# I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

I enter the HighStreet.

	I enter the StairsLevel2. SpyBot003 and MarketingBot are here
	I enter the StairsLevel3.
I am	alone.

I enter the HighStreet.

I am alone.

I enter the MallNorth.

I am alone.

I enter the DustyAlley. SpyBot003 and WantedPoster are here.

I enter the HighStreet.

I am alone.

I enter the Aquarium.

#### I enter the OldFarm.

MarketingBot, BirdsNest and WoodenSign are here.

#### I enter the DanceFloor.

CleanerBot, CustomerExperienceManager, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the QuaintFarm.

SpyBot005, CustomerExperienceManager, Sheep004, Cob-Web, Sheep001, Sheep003 and Sheep002 are here.

## I enter the OldFarm.

AdverBot, BirdsNest and WoodenSign are here.

# I enter the Aquarium.

MarketingBot is here.

I enter the 4thMaintenanceRoom.

I am alone.

## I enter the CornField.

Corn is here.

# I enter the SunnyField.

MarketingBot is here.

I enter the 4thMaintenanceRoom.

#### I enter the MallEast.

SpyBot001 and AdverBot are here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

I enter the Keep.

I am alone.

I enter the StairsLevel9.

I am alone.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

## I enter the StairsLevel3.

MarketingBot is here.

I enter the StairsLevel8.

I am alone.

I enter the MallNorthWest.

I am alone.

I enter the Destroy.

I am alone.

I enter the HighStreet.

I am alone.

I enter the GameRoom.

Prayas Abhinav, Big LCDS creen, Game Assistant and Game-Bot 2000 are here.

I enter the MallNorthWest.

MarketingBot is here.

I enter the 2ndMaintenanceRoom.

I am alone.

I enter the 1stMaintenanceRoom.

I am alone.

I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

#### I enter the 1stMaintenanceRoom.

I am alone.

## I enter the OldFarm.

BirdsNest and WoodenSign are here.

#### I enter the 1stMaintenanceRoom.

SpyBot003 and MarketingBot are here.

I enter the Gate.

I am alone.

# I enter the TinyElevator.

UndefinedPerson is here.

### I enter the Boudoir.

AdvertBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the Alleyway.

ReporterBot002, ReporterBot003, Plastic Banana and Garbage-Bag are here.

#### I enter the MallCentre.

MarketingBot and Plastic Banana are here.

# I enter the SpeedBoatShop.

SpeedBoat is here.

## I enter the Toilets.

Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

I enter the GiftShop.

I am alone.

I enter the MallNorthEast.

I am alone.

I enter the MallWest.

I am alone.

I enter the MallNorthEast.

Cleaner is here.

I enter the GrandElevator.

I am alone.

I enter the ProfileDeactivationChamber.

CustomerProcessingBot is here.

# I enter the LowerHighStreet.

ReporterBot002 is here.

#### I enter the DarkRoom.

MarketingBot, LoveBot and TubeLight are here.

## I enter the DanceFloor.

Customer Experience Manager, Plastic Banana, Beer, Spandex Dance Bot003, Spandex Dance Bot001, Apple, Glitter Ball, Pony, Cheese and Spandex Dance Bot002 are here.

#### I enter the MallWest.

MarketingBot is here.

## I enter the MallCentre.

Cleaner and Plastic Banana are here.

## I enter the MallNorth.

MarketingBot is here.

#### I enter the CowField.

Cow004, Cow003, Cow001, Cow006, Cow005, Cow002 and Cow007 are here.

## I enter the MallSouth.

CleanerBot is here.

# I enter the SunnyField.

I am alone.

# I enter the PonyGiftShop.

MarketingBot, ShetlandPony, WhitePony and PonyWith-Attitude are here.

## I enter the MallCentre.

MarketingBot, MarketingBot and Plastic Banana are here.

I enter the PonyShopEntrance.

I am alone.

I enter the StairsLevel2.

SpyBot005 and AdverBot are here.

I enter the MallNorthWest.

I am alone.

I enter the StairsLevel5.

I am alone.

I enter the StairsLevel8.

I am alone.

I enter the MallSouth.

ReporterBot002 is here.

I enter the MallNorthEast.

I am alone.

I enter the 1stMaintenanceRoom.

I am alone.

I am alone.

I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

I enter the MallSouth.

I am alone.

I enter the GrandElevator.

I am alone.

I enter the AdminRoom.

I am alone.

I enter the CowField.

Cow<br/>004, Cow<br/>003, Cow<br/>001, Cow<br/>006, Cow<br/>005, Cow<br/>002 and Cow<br/>007 are here.

I enter the CrackInTheSky.

SpyBot005 is here.

## I enter the SunnyField.

I am alone.

## I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

I enter the 3rdMaintenanceRoom.

I am alone.

# I enter the LushField.

ReporterBot002 is here.

## I enter the StairsLevel6.

SpyBot005 is here.

## I enter the QuaintFarm.

Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

I enter the MallNorthEast.

I am alone.

I enter the StairsLevel9.

I am alone.

## I enter the DarkRoom.

MarketingBot, LoveBot and TubeLight are here.

# I enter the MallSouth.

CleanerBot, AdverBot, AdverBot and MarketingBot are here.

## I enter the StairsLevel8.

AdverBot is here.

## I enter the StairsLevel2.

ReporterBot002 is here.

I enter the LowerHighStreet.

I am alone.

## I enter the Helpdesk.

HyperClock, Plastic Banana, Plastic Banana, Plastic Banana, CustomerExperienceManager, LazyBot004, LazyBot003, LazyBot002 and LazyBot001 are here.

# Chapter 11

# Unique Selling Proposition

"Foster friendship, resist moustache, never get involved with it" -  $\mathrm{EVr}14$ 

## I enter the MallSouthEast.

I am alone.

I enter the StairsLevel8.

I am alone.

I enter the Gate.

I am alone.

# I enter the TinyElevator.

AdverBot and UndefinedPerson are here.

## I enter the PalaceGarden.

LazyBot005, ClippingBot, TidyBot and GardenBot are here.

I enter the ParkingExit.

I am alone.

## I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the HotelImperial.

ReceptionDesk is here.

## I enter the MallWest.

I am alone.

# I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

## I enter the Bar.

 ${\bf Marketing Bot, Marloes de Valk, Martini\ and\ Barman\ are\ here.}$ 

SpyBot004 and ReporterBot002 arrive. MarketingBot leaves.

## I enter the MallNorthWest.

I am alone.

I am alone.

## I enter the StairsLevel6.

I am alone.

## I enter the StairsLevel9.

MarketingBot is here.

# I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

#### I enter the MallCentre.

MarketingBot and Plastic Banana are here.

### I enter the LushField.

SpyBot001 is here.

# I enter the LowerHighStreet.

CustomerExperienceManager is here.

I enter the GiftShop.

I am alone.

I enter the StairsLevel8.

I am alone.

I enter the Gate.

I am alone.

# I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

## I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

#### I enter the CowField.

Cow004, Cow003, Cow001, Cow006, Cow005, Cow002 and Cow007 are here.

## I enter the MallCentre.

Plastic Banana is here.

## I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the Alleyway.

AdverBot, Plastic Banana and GarbageBag are here.

## I enter the MallCentre.

MarketingBot and Plastic Banana are here.

I enter the MallSouthEast.

I am alone.

## I enter the MallSouth.

MarketingBot is here.

## I enter the MaintenanceEntrance.

MarketingBot is here.

I enter the MallWest.

I am alone.

I enter the MallNorth.

I am alone.

## I enter the Helpdesk.

MarketingBot, ReporterBot002, Plastic Banana, Plastic Banana, Plastic Banana, CustomerExperienceManager, LazyBot004, LazyBot003, LazyBot002 and LazyBot001 are here.

I enter the StairsLevel8.

I am alone.

# I enter the Alleyway.

Cleaner, Plastic Banana and GarbageBag are here.

# I enter the DustyAlley.

WantedPoster is here.

#### I enter the MallWest.

CleanerBot and CleanerBot are here.

I enter the Gate.

I am alone.

## I enter the DarkRoom.

MarketingBot, LoveBot and TubeLight are here.

I enter the StairsLevel1.

I am alone.

I enter the HighStreet.

I am alone.

I enter the StairsLevel3.

I am alone.

I enter the StairsLevel7.

I am alone.

I enter the 2ndMaintenanceRoom.

ReporterBot002 is here.

I enter the MallCentre.

Plastic Banana is here.

I enter the MaintenanceEntrance.

I am alone.

I enter the Upper HighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

# I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

# I enter the ArrivalLobby.

 ${\it Marketing Bot},$  Cleaner, WelcomeBot and LeatherBench are here.

I enter the StairsLevel8.

I am alone.

I enter the CrackInTheSky.

I am alone.

## I enter the PalaceEntrance.

PowerClock, SpyBot003, AdvertBot, MarketingBot, Plastic Banana, Chandelier and Sculpture are here.

## I enter the StairsLevel8.

AdverBot is here.

I enter the StairsLevel4.

I am alone.

## I enter the LushField.

CustomerExperienceManager and Cleaner are here.

# ReporterBot003 arrives.

CustomerExperienceManager and Cleaner leave.

#### I enter the Gate.

MarketingBot is here.

### I enter the MaintenanceEntrance.

AdvertBot and Cleaner are here.

### I enter the TVStudio.

WirelessMike, WirelessMike, DaveGriffiths, InterviewBot, ComfortableSofa, AudienceBot005, AudienceBot004, AudienceBot003, AudienceBot002 and AudienceBot001 are here.

# I enter the DarkAlley.

AdverBot, StrayCat, GarbageBag, Fly and TrashCan are here.

# I enter the Alleyway.

Plastic Banana and GarbageBag are here.

# I enter the Aquarium.

CleanerBot is here.

# I enter the CrackInTheSky.

MarketingBot and MarketingBot are here.

## I enter the LushField.

SpyBot004 and CleanerBot are here.

## I enter the 2ndMaintenanceRoom.

AdverBot is here.

#### I enter the StairsLevel10.

CleanerBot and MarketingBot are here.

#### I enter the OldFarm.

BirdsNest and WoodenSign are here.

# I enter the CrackInTheSky.

SpyBot001 is here.

# I enter the TinyElevator.

Cleaner and UndefinedPerson are here.

## I enter the 2ndMaintenanceRoom.

I am alone.

# I enter the ParkingGarage.

SpyBot003, HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

## I enter the MallNorth.

AdverBot is here.

## I enter the MallNorthEast.

CleanerBot is here.

## I enter the Boudoir.

ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

# I enter the ParkingExit.

AdvertBot and MarketingBot are here.

## I enter the DustyAlley.

AdverBot and WantedPoster are here.

### I enter the Keep.

I am alone.

### I enter the OldFarm.

BirdsNest and WoodenSign are here.

### I enter the MallCentre.

AdverBot and Plastic Banana are here.

### I enter the QuaintFarm.

Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

### I enter the VIPRoom.

MimosaFlower and MarbleFountain are here.

# I enter the MallNorthEast.

MarketingBot is here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

### I enter the PalaceEntrance.

Plastic Banana, Chandelier and Sculpture are here.

### I enter the StairsLevel2.

MarketingBot is here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

### I enter the Toilets.

Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

## I enter the SecretPassage.

MarketingBot and Cleaner are here.

### I enter the OldFarm.

BirdsNest and WoodenSign are here.

### I enter the Square.

Cleaner, Plastic Banana, Flag, person36, person26, person24 and Statue are here.

### I enter the ProfileDeactivationChamber.

CustomerProcessingBot is here.

# I enter the ArrivalLobby.

SpyBot002, WelcomeBot and LeatherBench are here.

### I enter the StairsLevel4.

AdverBot is here.

### I enter the StairsLevel3.

I am alone.

### I enter the MallExit.

Plastic Banana and DoorBot are here.

### I enter the SecretPassage.

I am alone.

### I enter the OldFarm.

BirdsNest and WoodenSign are here.

I enter the MallNorthWest.

I am alone.

### I enter the Bar.

MarloesdeValk, Martini and Barman are here.

# I enter the DarkAlley.

MarketingBot, StrayCat, GarbageBag, Fly and TrashCan are here.

# I enter the Alleyway.

ReporterBot002, Plastic Banana and GarbageBag are here.

# Chapter 12

# Gross Rating Points (GRPs)

"User consumes hard, flowers are fragrant" - EVr14

### I enter the StairsLevel4.

I am alone.

### I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

# I enter the GlueFactory.

Glue and OldHorse are here.

### I enter the OldFarm.

Cleaner, BirdsNest and WoodenSign are here.

# I enter the LoveHallway.

I am alone.

### I enter the Boudoir.

SpyBot001, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

I enter the MaintenanceEntrance.

I am alone.

I enter the StairsLevel9.

### I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

# I enter the LoveHallway.

MarketingBot is here.

I enter the LowerHighStreet.

I am alone.

I enter the 2ndMaintenanceRoom.

I am alone.

# I enter the Library.

EVr14, Librarian005, Librarian004, Librarian003, Librarian002 and Librarian001 are here.

### I enter the MallCentre.

MarketingBot and Plastic Banana are here.

I enter the StairsLevel8.

I am alone.

### I enter the Gate.

CleanerBot is here.

# I enter the GlueFactory.

Glue and OldHorse are here.

### I enter the PokerRoom.

OvalTable and PokerBot are here.

### I enter the CowField.

AdverBot, Cow004, Cow003, Cow001, Cow006, Cow005, Cow002 and Cow007 are here.

### I enter the StairsLevel6.

SpyBot005 is here.

### I enter the MallCentre.

Plastic Banana is here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

### I enter the MallEast.

SpyBot001 is here.

### I enter the Destroy.

I am alone.

### I enter the StairsLevel1.

### I enter the PonyShopEntrance.

I am alone.

# I enter the HighStreet.

MarketingBot is here.

## I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

# I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

### I enter the DanceFloor.

AdverBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

I enter the MallWest.

I am alone.

I enter the MallNorth.

AdverBot is here.

I enter the GiftShop.

### I enter the LushField.

AdverBot is here.

I enter the Gate.

I am alone.

# I enter the LushField.

MarketingBot is here.

I enter the Keep.

I am alone.

### I enter the MafiaRoom.

MarketingBot, GangsterBot and MafiosiDroid are here.

I enter the GrandElevator.

I am alone.

### I enter the MallWest.

AdverBot and MarketingBot are here.

# I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

I enter the StairsLevel8.

I am alone

I enter the MallSouth.

I am alone.

### I enter the Boudoir.

MarketingBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

I enter the StairsLevel5.

I am alone.

I enter the GrandElevator.

I am alone.

### I enter the ProfileDeactivationChamber.

HyperClock, FishBowl, GreenwichClock and CustomerProcessingBot are here.

### I enter the GlueFactory.

Glue and OldHorse are here.

### I enter the Alleyway.

MarketingBot, Plastic Banana and GarbageBag are here.

### I enter the MallCentre.

CleanerBot and Plastic Banana are here.

CleanerBot leaves.

### I enter the ProfileDeactivationChamber.

 $\label{lem:constraint} FishBowl,\,GreenwichClock\,\,and\,\,CustomerProcessingBot\,\,are\,\,here.$ 

### I enter the ParkingExit.

MarketingBot, AdverBot and CustomerExperienceManager are here.

### I enter the MallWest.

AdvertBot is here.

# I enter the DustyAlley.

WantedPoster is here.

I enter the Gate.

I am alone.

I enter the Aquarium.

I am alone.

I enter the MaintenanceEntrance.

I am alone.

I enter the Gate.

I am alone.

## I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

I enter the PonyShopEntrance.

I am alone.

I enter the LoveHallway.

I am alone.

# I enter the RooftopSwimmingPool.

CleanerBot, PonyShopKey and PoolCleanerBot are here.

# I enter the DustyAlley.

 $\ensuremath{\mathsf{SpyBot005}}$  and  $\ensuremath{\mathsf{WantedPoster}}$  are here.

# I enter the HighStreet.

 $\ensuremath{\mathsf{SpyBot003}}$  is here.

### I enter the PalaceEntrance.

Plastic Banana, Chandelier and Sculpture are here.

### Lenter the MallEast.

I am alone.

### I enter the StairsLevel2.

Cleaner is here.

### I enter the StairsLevel7.

CleanerBot, CleanerBot and MarketingBot are here.

## I enter the ParkingExit.

CleanerBot and AdverBot are here.

### I enter the Toilets.

Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

# I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

### I enter the StairsLevel4.

AdverBot is here.

# I enter the SecretPassage.

Reporter Bot<br/>003 and SpyBot<br/>005 are here.

### I enter the 1stMaintenanceRoom.

### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

### I enter the LushField.

AdverBot, AdverBot, CleanerBot and SpyBot003 are here.

I am alone.

### I enter the MaintenanceEntrance.

SpyBot001 is here.

### I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

### I enter the MallNorth.

CleanerBot and CustomerExperienceManager are here.

### I enter the MallSouth.

I am alone.

I am alone.

### I enter the MallCentre.

AdvertBot, AdverBot and Plastic Banana are here.

### I enter the StairsLevel6.

AdverBot is here.

# I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

I enter the StairsLevel9.

I am alone.

I enter the MallSouthEast.

I am alone.

I enter the OldFarm.

 ${\bf Customer Experience Manager,\ Birds Nest\ and\ Wooden Sign\ are\ here.}$ 

I enter the MallExit.

Plastic Banana and DoorBot are here.

I enter the MallWest.

CleanerBot is here.

I enter the PonyShopEntrance.

I am alone.

I enter the LowerHighStreet.

I am alone.

I enter the MallEast.

I am alone.

I am alone.

I enter the MallSouth.

CleanerBot is here.

I enter the HighStreet.

ReporterBot002 and CleanerBot are here.

I enter the 2ndMaintenanceRoom.

I am alone.

I enter the CornField.

Corn is here.

I enter the LushField.

I am alone.

I enter the StairsLevel8.

I am alone.

I enter the SpeedBoatShop.

SpeedBoat is here.

I enter the MallCentre.

Plastic Banana is here.

# I enter the ParkingExit.

I am alone.

I enter the StairsLevel7.

I am alone.

I enter the LoveHallway.

MarketingBot is here.

I enter the Aquarium.

MarketingBot, AdverBot and MarketingBot are here.

I enter the 2ndMaintenanceRoom.

I am alone.

I enter the SecretPassage.

I am alone.

I enter the Alleyway.

Plastic Banana and GarbageBag are here.

I enter the GrandElevator.

I am alone.

I enter the MallNorthEast.

I am alone.

I enter the TinyElevator.

UndefinedPerson is here.

# Chapter 13

# **Pupilometrics**

"Fully engage in friendship to increase production" -  $\mathrm{EVr}14$ 

# I enter the CrackInTheSky.

I am alone.

I enter the GlueFactory. Glue and OldHorse are here.

I enter the Aquarium.

I am alone.

I enter the HighStreet.

I am alone.

I enter the StairsLevel7.

I am alone.

I enter the PonyShopEntrance.

MarketingBot is here.

I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

I enter the AreYouSureYouWantToKeep.

I am alone

### I enter the PalaceEntrance.

MarketingBot, Plastic Banana, Chandelier and Sculpture are here.

# I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

### I enter the DanceFloor.

MarketingBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

### I enter the OldFarm.

BirdsNest and WoodenSign are here.

# I enter the LoveHallway.

I am alone.

I enter the MallSouth.

I am alone.

# I enter the LowerHighStreet.

SpyBot003 is here.

### I enter the MaintenanceEntrance.

SpyBot005 and MarketingBot are here.

# I enter the MallSouth.

I am alone.

# I enter the StairsLevel10.

 ${\bf AdverBot},\ {\bf ReporterBot002},\ {\bf AdvertBot}$  and  ${\bf MarketingBot}$  are here.

# Chapter 14

# **Affiliate Marketing**

"The situation is gratifying" -  $\mathrm{EVr}14$ 

### I enter the Aquarium.

I am alone.

### I enter the MallExit.

Cleaner, Plastic Banana and DoorBot are here.

### I enter the PalaceEntrance.

PowerClock, Plastic Banana, Chandelier and Sculpture are here.

### I enter the MallNorth.

MarketingBot is here.

### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

I enter the MallEast.

I am alone.

# I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

### I enter the GameRoom.

BigLCDScreen, GameAssistant and GameBot2000 are here.

# I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

# I enter the Aquarium.

I am alone.

### I enter the DanceFloor.

MarketingBot, MarketingBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

### I enter the LowerHighStreet.

I am alone.

I am alone.

### I enter the MallSouth.

SpyBot005 is here.

### I enter the OldFarm.

AdverBot, CleanerBot, BirdsNest and WoodenSign are here.

### I enter the FishTank.

String, PlasticFish, Plant, Castle and TreasureChest are here.

# I enter the LowerHighStreet.

AdverBot is here.

### I enter the QuaintFarm.

SpyBot005, MarketingBot, Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

### I enter the MallSouthEast.

AdverBot is here.

## I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

# I enter the LowerHighStreet.

MarketingBot, MarketingBot and AdvertBot are here.

I enter the MallNorthWest.

I am alone.

I enter the StairsLevel4.

I am alone.

I enter the MallNorth.

I am alone.

### I enter the PalaceEntrance.

CleanerBot, Plastic Banana, Chandelier and Sculpture are here.

### I enter the OldFarm.

SpyBot004, BirdsNest and WoodenSign are here.

### I enter the MallWest.

I am alone.

# I enter the ArrivalLobby.

CleanerBot, WelcomeBot and LeatherBench are here.

# I enter the DustyAlley.

WantedPoster is here.

### I enter the StairsLevel5.

CleanerBot and MarketingBot are here.

### I enter the QuaintFarm.

MarketingBot, CustomerExperienceManager, Sheep004, Cob-Web, Sheep001, Sheep003 and Sheep002 are here.

### I enter the StairsLevel7.

I am alone.

### I enter the MallWest.

MarketingBot is here.

### I enter the Library.

 $EVr14,\ Librarian005,\ Librarian004,\ Librarian003,\ Librarian002 and Librarian001 are here.$ 

### I enter the Alleyway.

Plastic Banana and GarbageBag are here.

I enter the StairsLevel7.

AdverBot is here.

I enter the LowerHighStreet.

I am alone.

I enter the StairsLevel3.

I am alone.

I enter the QuaintFarm.

Sheep<br/>004, CobWeb, Sheep<br/>001, Sheep<br/>003 and Sheep<br/>002 are here.

I enter the LoveHallway.

I am alone.

I enter the MallWest.

I am alone.

I enter the LoveHallway.

CleanerBot is here.

I enter the MallNorth.

MarketingBot is here.

### I enter the MafiaRoom.

MarketingBot, GangsterBot and MafiosiDroid are here.

### I enter the OldFarm.

ReporterBot002, BirdsNest and WoodenSign are here.

### I enter the MallSouth.

MarketingBot is here.

### I enter the MallEast.

AdvertBot and CustomerExperienceManager are here.

### I enter the SecretPassage.

I am alone.

### I enter the PalaceEntrance.

SpyBot001, GreenwichClock, Plastic Banana, Chandelier and Sculpture are here.

### I enter the VIPRoom.

MimosaFlower and MarbleFountain are here.

# I enter the Alleyway.

ReporterBot002, Plastic Banana and GarbageBag are here.

# I enter the CrackInTheSky.

### I enter the MallNorth.

I am alone.

# I enter the ArrivalLobby.

 ${\bf SpyBot005},\,{\bf MarketingBot},\,{\bf WelcomeBot}$  and LeatherBench are here.

### I enter the Bar.

MarloesdeValk, Martini and Barman are here.

I enter the LushField.

I am alone.

# I enter the TinyElevator.

UndefinedPerson is here.

I enter the Gate.

I am alone.

# I enter the PonyShopEntrance.

ReporterBot003 is here.

I enter the MallWest.

# I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

I enter the HighStreet.

I am alone.

I enter the GrandElevator.

MarketingBot is here.

I enter the StairsLevel9.

I am alone.

I enter the PonyShopEntrance.

I am alone.

I enter the MallExit.

MarketingBot, Plastic Banana and DoorBot are here.

I enter the LowerHighStreet.

AdverBot and SpyBot004 are here.

I enter the ParkingExit.

### I enter the MallWest.

ReporterBot002 is here.

### I enter the MallCentre.

Plastic Banana is here.

### I enter the StairsLevel7.

AdverBot and MarketingBot are here.

I enter the GrandElevator.

I am alone.

I enter the MallNorth.

I am alone.

# I enter the CrackInTheSky.

MarketingBot is here.

### I enter the MafiaRoom.

AdverBot, GangsterBot and MafiosiDroid are here.

### I enter the MallNorthWest.

MarketingBot and Cleaner are here.

I enter the SunnyField.

#### Lenter the OldFarm.

SpyBot003, Cleaner, BirdsNest and WoodenSign are here.

Cleaner and SpyBot003 leave.

### I enter the StairsLevel8.

I am alone.

### I enter the OldFarm.

SpyBot001, MarketingBot, BirdsNest and WoodenSign are here.

# I enter the MallNorthWest.

MarketingBot is here.

### I enter the Toilets.

Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

### I enter the MallCentre.

MarketingBot and Plastic Banana are here.

### I enter the Toilets.

Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

### I enter the StairsLevel8.

AdverBot is here.

I enter the StairsLevel4.

I am alone.

I enter the MallSouth.

I am alone.

I enter the SecretPassage.

I am alone.

I enter the CrackInTheSky. MarketingBot is here.

I enter the StairsLevel6.

I am alone.

I enter the MallNorthWest.

I am alone.

I enter the MallExit.

Plastic Banana and DoorBot are here.

#### I enter the MallCentre.

Plastic Banana is here.

I enter the MallEast.

I am alone.

I enter the StairsLevel4.

AdverBot is here.

I enter the HighStreet.

I am alone.

I enter the MallCentre.

SpyBot001, CleanerBot, CleanerBot and Plastic Banana are here.

I enter the SecretPassage.

I am alone.

I enter the MallNorth.

I am alone.

I enter the DustyAlley.

WantedPoster is here.

#### I enter the Gate.

I am alone.

#### I enter the MallNorth.

AdverBot is here.

#### I enter the OldFarm.

BirdsNest and WoodenSign are here.

# I enter the TinyElevator.

UndefinedPerson is here.

#### I enter the LushField.

CustomerExperienceManager and AdvertBot are here.

## I enter the Toilets.

Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

#### I enter the MallCentre.

Plastic Banana is here.

MarketingBot arrives.

#### I enter the MallNorth.

I am alone.

## I enter the Helpdesk.

Plastic Banana, Plastic Banana, Customer-ExperienceManager, LazyBot004, LazyBot003, LazyBot002 and LazyBot001 are here.

#### I enter the StairsLevel4.

SpyBot004 is here.

I enter the Aquarium.

I am alone.

I enter the StairsLevel1.

I am alone.

I enter the LoveHallway.

I am alone.

# I enter the Alleyway.

Plastic Banana and GarbageBag are here.

#### I enter the ProfileRoom.

CustomerHelper, YeeHrBot, SpringleFooBot and HazelBuzzBot are here.

# I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

#### I enter the Toilets.

Plastic Banana, Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

#### I enter the DanceFloor.

CleanerBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the HighStreet.

CleanerBot is here.

I enter the MallEast.

I am alone.

# I enter the CrackInTheSky.

AdverBot is here.

# I enter the GlueFactory.

Glue and OldHorse are here.

I enter the MaintenanceEntrance.

I am alone.

# I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

#### I enter the DarkRoom.

LoveBot and TubeLight are here.

# I enter the HighStreet.

I am alone.

#### I enter the StairsLevel9.

I am alone.

# I enter the QuaintFarm.

Marketing Bot, Sheep<br/>004, CobWeb, Sheep<br/>001, Sheep<br/>003 and Sheep<br/>002 are here.

# I enter the ParkingGarage.

 ${\it HatchBack},$  Convertible, Rusty StationWagon, Mini<br/>Van and Grey Sedan are here.

# I enter the DustyAlley.

WantedPoster is here.

#### I enter the StairsLevel3.

I am alone.

# I enter the SunnyField.

CleanerBot and MarketingBot are here.

## I enter the FishTank.

String, PlasticFish, Plant, Castle and TreasureChest are here.

#### I enter the DanceFloor.

MarketingBot, AdverBot, MarketingBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the Helpdesk.

Greenwich Clock, Power Clock, Hyper Clock, Plastic Banana, Plastic Banana, Plastic Banana, Customer Experience Manager, Lazy Bot 004, Lazy Bot 003, Lazy Bot 002 and Lazy Bot 001 are here.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

I enter the StairsLevel9.

I am alone.

# I enter the LowerHighStreet.

AdverBot is here.

#### I enter the MallNorthWest.

MarketingBot is here.

I enter the MallWest.

I am alone.

#### I enter the MallCentre.

SpyBot001, MarketingBot and Plastic Banana are here.

#### I enter the 3rdMaintenanceRoom.

I am alone.

#### I enter the StairsLevel10.

I am alone.

#### I enter the MallCentre.

Plastic Banana is here.

#### I enter the MallNorthWest.

AdvertBot is here.

## I enter the RooftopSwimmingPool.

AdverBot, SpyBot004, AdverBot, PonyShopKey and Pool-CleanerBot are here.

#### I enter the OldFarm.

CleanerBot, BirdsNest and WoodenSign are here.

#### I enter the FishTank.

String, PlasticFish, Plant, Castle and TreasureChest are here.

# I enter the PonyGiftShop.

Cleaner, Shetland Pony, White Pony and Pony<br/>With Attitude are here.  $\,$ 

#### I enter the MallNorthWest.

I am alone.

#### I enter the MallCentre.

Plastic Banana is here.

## I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

# I enter the ParkingExit.

AdverBot and MarketingBot are here.

#### I enter the DarkRoom.

LoveBot and TubeLight are here.

#### I enter the PalaceEntrance.

Plastic Banana, Chandelier and Sculpture are here.

#### I enter the MallCentre.

Plastic Banana is here.

# I enter the DustyAlley.

WantedPoster is here.

## I enter the UpperHighStreet.

SpyBot003, AdverBot, AdverBot, MarketingBot, Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the PalaceGarden.

LazyBot005, ClippingBot, TidyBot and GardenBot are here.

#### I enter the MallEast.

CleanerBot is here.

#### I enter the MallSouthEast.

I am alone.

# I enter the ParkingExit.

I am alone.

## I enter the Gate.

CleanerBot is here.

# I enter the HotelImperial.

ReceptionDesk is here.

# I enter the Alleyway.

Plastic Banana and GarbageBag are here.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

#### I enter the GameRoom.

 ${\bf BigLCDScreen},$  Game Assistant and GameBot2000 are here.

# I enter the ParkingExit.

MarketingBot is here.

#### I enter the 5thMaintenanceRoom.

UndefinedMoustacheBot is here.

## I enter the Alleyway.

Plastic Banana and GarbageBag are here.

#### I enter the MallCentre.

Plastic Banana is here.

## I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

# I enter the TinyElevator.

UndefinedPerson is here.

# I enter the ParkingExit.

I am alone.

#### I enter the StairsLevel7.

I am alone.

### I enter the TinyElevator.

UndefinedPerson is here.

### I enter the MallCentre.

SpyBot003 and Plastic Banana are here.

#### I enter the StairsLevel1.

CleanerBot is here.

#### I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

## I enter the MallExit.

MarketingBot, MarketingBot, Plastic Banana and DoorBot are here.

#### I enter the MallNorthWest.

Cleaner is here.

# I enter the LoveHallway.

I am alone.

# I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

# I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

# I enter the ParkingExit.

MarketingBot is here.

### I enter the MaintenanceEntrance.

AdverBot is here.

#### I enter the StairsLevel8.

 ${\bf Customer Experience Manager\ is\ here.}$ 

## I enter the GlueFactory.

SpyBot001, Glue and OldHorse are here.

#### I enter the MaintenanceEntrance.

MarketingBot, SpyBot002 and CleanerBot are here.

# I enter the CrackInTheSky.

MarketingBot is here.

#### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

# I enter the UpperHighStreet.

Cleaner, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

I enter the MallEast.

I am alone.

# I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

I enter the PonyShopEntrance.

I am alone.

#### I enter the MallWest.

MarketingBot is here.

I enter the MallNorth.

I am alone.

## I enter the Aquarium.

CleanerBot is here.

#### I enter the MallNorthEast.

I am alone.

## I enter the PokerRoom.

OvalTable and PokerBot are here.

#### I enter the PalaceEntrance.

Plastic Banana, Chandelier and Sculpture are here.

## I enter the StairsLevel1.

MarketingBot is here.

#### I enter the Boudoir.

SpyBot002, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

## I enter the SecretPassage.

I am alone.

## I enter the 2ndMaintenanceRoom.

ReporterBot002 is here.

# Chapter 15

# **Quality Control**

"The age of liking" -  $\mathrm{EVr}14$ 

## I enter the FishTank.

String, PlasticFish, Plant, Castle and TreasureChest are here.

## I enter the OldFarm.

BirdsNest and WoodenSign are here.

# I enter the ParkingGarage.

AdverBot, Cleaner, HatchBack, Convertible, RustyStation-Wagon, MiniVan and GreySedan are here.

# I enter the ParkingExit.

I am alone.

# Chapter 16

# **Gross Impressions**

"Long live the People's Republic of Elastic Versailles!" -  ${\rm EVr}14$ 

#### I enter the Gate.

ReporterBot003 is here.

#### I enter the MallNorth.

I am alone.

#### I enter the StairsLevel10.

I am alone.

# I enter the CrackInTheSky.

AdverBot is here.

# I enter the PonyGiftShop.

 $Shetland Pony, \ White Pony \ and \ Pony With Attitude \ are \ here.$ 

#### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

### I enter the StairsLevel2.

ReporterBot002 and MarketingBot are here.

#### I enter the MallNorthWest.

ReporterBot002 is here.

#### I enter the Bar.

MarloesdeValk, Martini and Barman are here.

## I enter the DustyAlley.

MarketingBot and WantedPoster are here.

## I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

# I enter the SecretPassage.

AdvertBot is here.

# I enter the ParkingGarage.

AdvertBot, HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

I enter the MallNorthWest.

I am alone.

#### I enter the MallCentre.

SpyBot005, SpyBot002 and Plastic Banana are here.

#### I enter the PalaceEntrance.

Plastic Banana, Chandelier and Sculpture are here.

I enter the StairsLevel9.

I am alone.

I enter the MallNorthWest.

I am alone.

I enter the ParkingExit.

I am alone.

I enter the SecretPassage.

AdverBot is here.

I enter the ParkingExit.

I am alone.

I enter the LowerHighStreet.

SpyBot001 is here.

I enter the CowField.

Cow004, Cow003, Cow001, Cow006, Cow005, Cow002 and Cow007 are here.

I enter the StairsLevel8.

I am alone.

I enter the MallSouthEast.

MarketingBot is here.

I enter the HighStreet.

ReporterBot003 is here.

I enter the Aquarium.

I am alone.

#### I enter the Boudoir.

ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

#### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

#### Lenter the MallExit.

Plastic Banana and DoorBot are here.

#### I enter the QuaintFarm.

ReporterBot003, Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

Cleaner arrives.

ReporterBot003 leaves.

# I enter the SunnyField.

I am alone.

#### I enter the Boudoir.

CustomerExperienceManager, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

#### I enter the SunnyField.

I am alone.

# I enter the HotelImperial.

Reporter Bot<br/>002 and Reception Desk are here.

#### I enter the ProfileRoom.

CustomerHelper, YeeHrBot, SpringleFooBot and HazelBuzzBot are here.

## I enter the StairsLevel4.

ReporterBot003 is here.

#### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

I enter the MallSouth.

I am alone.

## I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

I enter the SunnyField.

I am alone.

I enter the LushField.

I am alone.

#### I enter the MafiaRoom.

 ${\bf GangsterBot}$  and MafiosiDroid are here.

# I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

# I enter the StairsLevel1.

 ${\bf SpyBot003}$  is here.

# Chapter 17

# **Nominal Scale**

"users of the world, come into the shopping centres" -  $\mathrm{EVr}14$ 

#### I enter the PokerRoom.

OvalTable and PokerBot are here.

I enter the Aquarium.

I am alone.

I enter the MallSouth.

I am alone.

I enter the GiftShop.

I am alone.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

I enter the LowerHighStreet.

I am alone.

#### I enter the VIPRoom.

CleanerBot, MarketingBot, MimosaFlower and MarbleFountain are here.

#### I enter the StairsLevel10.

ReporterBot002 is here.

Lenter the StairsLevel7.

I am alone.

I enter the StairsLevel9.

I am alone.

# I enter the DustyAlley.

WantedPoster is here.

## I enter the GameRoom.

BigLCDScreen, GameAssistant and GameBot2000 are here.

# I enter the Library.

EVr14, Librarian005, Librarian004, Librarian003, Librarian002 and Librarian001 are here.

# I enter the Alleyway.

Plastic Banana and GarbageBag are here.

I enter the StairsLevel8.

I am alone.

Lenter the MallSouthEast.

I am alone.

# I enter the ParkingGarage.

SpyBot005, MarketingBot, HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

#### I enter the StairsLevel10.

I am alone.

## I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

#### I enter the MallExit.

SpyBot001, Plastic Banana and DoorBot are here.

# I enter the QuaintFarm.

CleanerBot, Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

# I enter the Aquarium.

I am alone.

#### I enter the PalaceEntrance.

CleanerBot, Plastic Banana, Chandelier and Sculpture are here.

# I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

I enter the MallCentre.

AdverBot and Plastic Banana are here.

I enter the CrackInTheSky.

I am alone.

I enter the MallNorth.

I am alone.

I enter the CrackInTheSky.

I am alone.

I enter the CornField.

Corn is here.

I enter the MallEast.

AdverBot is here.

I enter the MallNorthWest.

I am alone.

I enter the HighStreet.

I am alone.

I enter the StairsLevel10.

I am alone.

I enter the 3rdMaintenanceRoom.

I am alone.

I enter the TinyElevator.

MarketingBot, MarketingBot and UndefinedPerson are here.

I enter the SecretPassage.

I am alone.

I enter the StairsLevel9.

I am alone.

I enter the  $\operatorname{ArrivalLobby}$ .

AdverBot, WelcomeBot and LeatherBench are here.

I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

#### I enter the Boudoir.

ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

# I enter the RooftopSwimmingPool.

CleanerBot, PonyShopKey and PoolCleanerBot are here.

## I enter the PonyShopEntrance.

AdvertBot is here.

I enter the StairsLevel6.

I am alone.

#### I enter the MallSouth.

MarketingBot is here.

#### I enter the MallCentre.

Plastic Banana is here.

## I enter the Square.

CleanerBot, Plastic Banana, Flag, person36, person26, person24 and Statue are here.

# I enter the AreYouSureYouWantToDestroy.

I am alone.

#### I enter the MallCentre.

SpyBot002, CleanerBot, MarketingBot and Plastic Banana are here.

#### I enter the Gate.

AdverBot is here.

# I enter the HotelImperial.

ReceptionDesk is here.

#### I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

I enter the StairsLevel10.

I am alone.

I enter the MaintenanceEntrance.

I am alone.

#### I enter the MallExit.

ReporterBot002, CleanerBot, Plastic Banana and DoorBot are here.

I enter the HighStreet.

I am alone.

## I enter the MallCentre.

Plastic Banana is here.

#### I enter the MallWest.

I am alone.

I enter the Gate.

I am alone.

I enter the LoveHallway.

SpyBot005 is here.

I enter the SunnyField.

MarketingBot is here.

I enter the CrackInTheSky.

I am alone.

I enter the LushField.

CustomerExperienceManager is here.

I enter the OldFarm.

CleanerBot, MarketingBot, AdverBot, BirdsNest and WoodenSign are here.

I enter the 4thMaintenanceRoom.

I am alone.

# Chapter 18

# Flat Rate

"User consumes hard, flowers are fragrant" - EVr14

I enter the MaintenanceEntrance.

I am alone.

I enter the StairsLevel7.

I am alone.

I enter the MallCentre.

Plastic Banana is here.

I enter the MallSouth.

I am alone.

I enter the Library.

EVr14, Librarian005, Librarian004, Librarian003, Librarian002 and Librarian001 are here.

I enter the MallEast.

I am alone.

I enter the StairsLevel9.

I am alone.

## I enter the MallSouth.

MarketingBot is here.

I enter the StairsLevel8.

I am alone.

## I enter the MallSouthEast.

MarketingBot is here.

Lenter the MallEast.

I am alone.

### I enter the StairsLevel9.

AdvertBot is here.

I am alone.

## I enter the MallCentre.

Plastic Banana is here.

# I enter the ParkingExit.

SpyBot005 is here.

# I enter the RooftopSwimmingPool.

MarketingBot, PonyShopKey and PoolCleanerBot are here.

I enter the StairsLevel9.

I am alone.

I enter the LoveHallway.

I am alone.

I enter the MallNorthWest.

CleanerBot is here.

I enter the SheepField.

AdverBot, Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

I enter the SecretPassage.

I am alone.

I enter the StairsLevel4.

I am alone.

I enter the StairsLevel7.

I am alone.

I enter the MallNorthEast.

I am alone.

## I enter the StairsLevel4.

MarketingBot and CleanerBot are here.

I enter the StairsLevel1.

I am alone.

## I enter the OldFarm.

SpyBot005, BirdsNest and WoodenSign are here.

## I enter the ParkingExit.

MarketingBot and Cleaner are here.

## I enter the HotelImperial.

ReceptionDesk is here.

I enter the LushField.

I am alone.

## I enter the TinyElevator.

UndefinedPerson is here.

## I enter the PalaceGarden.

LazyBot005, ClippingBot, TidyBot and GardenBot are here.

I enter the Gate.

I am alone.

# I enter the QuaintFarm.

Marketing Bot, Sheep<br/>004, CobWeb, Sheep<br/>001, Sheep<br/>003 and Sheep<br/>002 are here.

#### I enter the MallCentre.

AdverBot, MarketingBot, AdvertBot and Plastic Banana are here.

## I enter the 3rdMaintenanceRoom.

MarketingBot and SpyBot005 are here.

I enter the StairsLevel9.

I am alone.

## I enter the UpperHighStreet.

Plastic Banana, Plastic Banana and Plastic Banana are here.

I enter the 2ndMaintenanceRoom.

I am alone.

I enter the 1stMaintenanceRoom.

I am alone.

#### I enter the Boudoir.

CleanerBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

I enter the MallNorthEast.

I am alone.

I enter the MallWest.

I am alone.

### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the ArrivalLobby.

DougOrleans, WelcomeBot and LeatherBench are here.

### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the LoveHallway.

I am alone.

#### I enter the StairsLevel3.

MarketingBot is here.

#### Lenter the StairsLevel8.

I am alone.

### I enter the MallEast.

I am alone.

#### I enter the MafiaRoom.

 ${\bf Customer Experience Manager, Gangster Bot \ and \ Mafiosi Droid \ are \ here.}$ 

## I enter the MallCentre.

Plastic Banana is here.

## I enter the Boudoir.

CleanerBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

## I enter the QuaintFarm.

Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

## I enter the LowerHighStreet.

MarketingBot and CustomerExperienceManager are here.

### I enter the MallWest.

SpyBot001 is here.

## I enter the SecretPassage.

MarketingBot is here.

## I enter the UpperHighStreet.

Cleaner, AdverBot, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

### I enter the MallWest.

AdverBot is here.

## I enter the PalaceGarden.

LazyBot005, ClippingBot, TidyBot and GardenBot are here.

## I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

## I enter the GiftShop.

MarketingBot is here.

### I enter the StairsLevel6.

I am alone.

# I enter the SecretPassage.

 ${\rm SpyBot}005$  is here.

## I enter the TinyElevator.

MarketingBot and UndefinedPerson are here.

#### I enter the Gate.

I am alone.

#### I enter the Boudoir.

AdverBot, ReporterBot003, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

SpyBot003 arrives.

AdverBot and ReporterBot003 leave.

I enter the SecretPassage.

I am alone.

I enter the GrandElevator.

I am alone.

### I enter the ProfileDeactivationChamber.

PowerClock, HyperClock and CustomerProcessingBot are here.

I enter the LowerHighStreet.

I am alone.

#### I enter the Toilets.

Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

### I enter the MallSouth.

MarketingBot is here.

## I enter the TVStudio.

WirelessMike, WirelessMike, DaveGriffiths, InterviewBot, ComfortableSofa, AudienceBot005, AudienceBot004, AudienceBot003, AudienceBot002 and AudienceBot001 are here.

### I enter the MallSouthEast.

I am alone.

## I enter the PalaceEntrance.

FishBowl, Plastic Banana, Chandelier and Sculpture are here.

# Chapter 19

# Word Painting

"Beat the isolation with the open Wedge" -  $\mathrm{EVr}14$ 

## I enter the VIPRoom.

MimosaFlower and MarbleFountain are here.

I enter the MallWest.

I am alone.

I enter the MallExit.

AdverBot, AdverBot, Plastic Banana and DoorBot are here.

I enter the GrandElevator.

I am alone.

I enter the Gate.

I am alone.

I enter the MallNorth.

MarketingBot and AdverBot are here.

I enter the LoveHallway.

I am alone.

I enter the MaintenanceEntrance.

I am alone.

I enter the StairsLevel7.

I am alone.

I enter the DustyAlley.

WantedPoster is here.

I enter the ParkingExit.

I am alone.

I enter the LushField.

I am alone.

I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

I enter the HighStreet.

I am alone.

I enter the Boudoir.

CleanerBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

## I enter the LowerHighStreet.

I am alone.

## I enter the Aquarium.

ReporterBot002 is here.

## I enter the Library.

SpyBot001, EVr14, Librarian005, Librarian004, Librarian003, Librarian002 and Librarian001 are here.

## I enter the ArrivalLobby.

MarketingBot, DougOrleans, WelcomeBot and LeatherBench are here.

## I enter the Aquarium.

I am alone.

### I enter the PokerRoom.

OvalTable and PokerBot are here.

## I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

## I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

# I enter the UpperHighStreet.

SpyBot003, AdverBot, MarketingBot, Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the Boudoir.

ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

## I enter the QuaintFarm.

Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

### I enter the MallWest.

SpyBot005 is here.

## I enter the Aquarium.

SpyBot003 is here.

I enter the StairsLevel5.

I am alone.

#### I enter the MallSouth.

I am alone.

### I enter the DanceFloor.

SpyBot004, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the RooftopSwimmingPool.

 $\operatorname{PonyShopKey}$  and  $\operatorname{PoolCleanerBot}$  are here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

I enter the SecretPassage.

AdverBot is here.

I enter the StairsLevel2.

AdverBot is here.

I enter the GrandElevator.

I am alone.

I enter the CrackInTheSky.

SpyBot005 is here.

I enter the 3rdMaintenanceRoom.

I am alone.

I enter the MallNorthEast.

I am alone.

I enter the LowerHighStreet.

I am alone.

I enter the PalaceEntrance.

CleanerBot, GreenwichClock, Plastic Banana, Chandelier and Sculpture are here.

## I enter the StairsLevel7.

SpyBot001 is here.

I enter the CrackInTheSky.

I am alone.

I enter the LushField.

I am alone.

## I enter the HotelImperial.

ReceptionDesk is here.

I enter the MallWest.

I am alone.

## I enter the OldFarm.

AdverBot, BirdsNest and WoodenSign are here.

## I enter the GlueFactory.

Glue and OldHorse are here.

## I enter the Aquarium.

AdverBot is here.

## I enter the Boudoir.

CleanerBot, ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

### I enter the 1stMaintenanceRoom.

I am alone.

I enter the StairsLevel3.

CleanerBot is here.

I enter the SecretPassage.

I am alone.

I enter the 3rdMaintenanceRoom.

I am alone.

I enter the CrackInTheSky.

MarketingBot is here.

I enter the LushField.

I am alone.

### I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

## I enter the DanceFloor.

MarketingBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

# I enter the HighStreet.

MarketingBot is here.

I enter the MallWest.

I am alone.

### I enter the VIPRoom.

MimosaFlower and MarbleFountain are here.

I enter the LowerHighStreet.

I am alone.

# I enter the PonyGiftShop.

ShetlandPony, WhitePony and PonyWithAttitude are here.

I enter the StairsLevel10.

Cleaner is here.

I enter the BotCommandCentre.

I am alone.

I am alone.

I enter the HighStreet.

I am alone.

#### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

## I enter the SunnyField.

MarketingBot is here.

#### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

## I enter the Destroy.

I am alone.

### I enter the MallNorth.

I am alone.

### I enter the DanceFloor.

MarketingBot, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

### I enter the MallNorth.

CleanerBot and SpyBot002 are here.

#### I enter the MallSouth.

I am alone.

# I enter the Helpdesk.

AdverBot, Plastic Banana, Plastic Banana, Plastic Banana, CustomerExperienceManager, LazyBot004, LazyBot003, LazyBot002 and LazyBot001 are here.

I enter the StairsLevel8.

I am alone.

I enter the Aquarium.

I am alone.

I enter the CornField.

Corn is here.

I enter the MallNorth.

MarketingBot and AdverBot are here.

I enter the MallSouth.

I am alone.

I enter the CrackInTheSky.

I am alone.

I am alone.

## I enter the LushField.

I am alone.

# I enter the HighStreet.

CleanerBot is here.

# I enter the ArrivalLobby.

DougOrleans, WelcomeBot and LeatherBench are here.

# Chapter 20

# **Direct Mail**

"When the app is well-run, the production spirit will increase" -  $\mathrm{EVr}14$ 

## I enter the DustyAlley.

AdverBot and WantedPoster are here.

## I enter the SunnyField.

AdverBot and MarketingBot are here.

I enter the StairsLevel8.

I am alone.

### I enter the StairsLevel2.

MarketingBot is here.

I enter the MallWest.

I am alone.

# I enter the CrackInTheSky.

AdverBot and MarketingBot are here.

## I enter the SunnyField.

SpyBot002 is here.

I enter the StairsLevel3.

I am alone.

# I enter the ParkingGarage.

ReporterBot003, AdvertBot, HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

## I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

## I enter the StairsLevel2.

CleanerBot is here.

### I enter the StairsLevel9.

AdvertBot and SpyBot001 are here.

## I enter the OldFarm.

CleanerBot, BirdsNest and WoodenSign are here.

I enter the Aquarium.

I am alone.

I enter the MallWest.

I am alone.

I enter the Gate.

I am alone.

I enter the StairsLevel8.

I am alone.

# I enter the LushField.

CleanerBot and AdvertBot are here.

# I enter the Aquarium.

SpyBot002 and AdverBot are here.

I am alone.

## I enter the MafiaRoom.

ReporterBot002, GangsterBot and MafiosiDroid are here.

I enter the MallSouthEast.

I am alone.

I enter the StairsLevel4.

I am alone.

# Chapter 21

# Vehicle

"The age of liking" -  $\mathrm{EVr}14$ 

## I enter the Alleyway.

Plastic Banana and GarbageBag are here.

### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the SpeedBoatShop.

SpeedBoat is here.

### I enter the MallEast.

I am alone.

#### I enter the Bar.

MarloesdeValk, Martini and Barman are here.

### I enter the LushField.

SpyBot001, SpyBot002, AdvertBot and MarketingBot are here.

### I enter the SunnyField.

I am alone.

# I enter the UpperHighStreet.

SpyBot005, Plastic Banana, Plastic Banana, Plastic Banana and Plastic Banana are here.

#### I enter the MallExit.

MarketingBot, Plastic Banana and DoorBot are here.

#### I enter the StairsLevel5.

AdverBot is here.

#### I enter the FishTank.

String, PlasticFish, Plant, Castle and TreasureChest are here.

#### I enter the StairsLevel4.

I am alone.

### I enter the DanceFloor.

ReporterBot002, AdverBot, Plastic Banana, Beer, Spandex-DanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the StairsLevel3.

AdvertBot is here.

#### I enter the Bar.

MarloesdeValk, Martini and Barman are here.

### I enter the StairsLevel8.

I am alone.

### I enter the PalaceEntrance.

MarketingBot, MarketingBot, Plastic Banana, Chandelier and Sculpture are here.

#### I enter the DanceFloor.

ReporterBot003, Cleaner, Plastic Banana, Beer, Spandex-DanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the ArrivalLobby.

MarketingBot, WelcomeBot and LeatherBench are here.

### I enter the MallExit.

Plastic Banana and DoorBot are here.

I enter the StairsLevel8.

I am alone.

## I enter the PonyShopEntrance.

MarketingBot is here.

### I enter the Toilets.

Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

I enter the StairsLevel4.

I am alone.

I enter the MallSouth.

I am alone.

### I enter the MallNorthWest.

MarketingBot is here.

## I enter the StairsLevel7.

SpyBot005 and SpyBot004 are here.

I enter the MallSouth.

I am alone.

I enter the StairsLevel1.

I am alone.

## I enter the 2ndMaintenanceRoom.

CleanerBot is here.

## I enter the ParkingExit.

MarketingBot is here.

I enter the MallWest.

I am alone.

# I enter the Square.

Plastic Banana, Flag, person36, person26, person24 and Statue are here.

I enter the LowerHighStreet.

I am alone.

## I enter the LoveHallway.

SpyBot005 is here.

## I enter the TinyElevator.

UndefinedPerson is here.

## I enter the StairsLevel10.

MarketingBot is here.

### I enter the MallExit.

Plastic Banana and DoorBot are here.

## I enter the 2ndMaintenanceRoom.

AdverBot is here.

## I enter the QuaintFarm.

Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

I enter the Gate.

I am alone.

# I enter the CrackInTheSky.

AdverBot is here.

# I enter the ArrivalLobby.

WelcomeBot and LeatherBench are here.

## I enter the StairsLevel5.

I am alone.

## I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

### I enter the MallSouthEast.

MarketingBot is here.

I enter the MallWest.

I am alone.

## I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

# I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

## I enter the LushField.

MarketingBot, CleanerBot, AdverBot and CustomerExperienceManager are here.

I am alone.

#### I enter the PokerRoom.

CleanerBot, OvalTable and PokerBot are here.

I enter the StairsLevel5.

I am alone

#### I enter the MallExit.

CleanerBot, Plastic Banana and DoorBot are here.

# I enter the DarkAlley.

StrayCat, GarbageBag, Fly and TrashCan are here.

## I enter the RooftopSwimmingPool.

PonyShopKey and PoolCleanerBot are here.

## I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

### I enter the Toilets.

Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

# I enter the ArrivalLobby.

AdverBot, WelcomeBot and LeatherBench are here.

# I enter the LowerHighStreet.

I am alone.

# I enter the ParkingExit.

CleanerBot is here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

### I enter the MallNorthWest.

CleanerBot is here.

## I enter the RooftopSwimmingPool.

MarketingBot, CleanerBot, PonyShopKey and PoolCleaner-Bot are here.

### I enter the StairsLevel6.

Cleaner is here.

## I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

I enter the StairsLevel8.

I am alone.

## I enter the MallCentre.

Plastic Banana is here.

I enter the SecretPassage.

I am alone.

### I enter the MallSouthEast.

ReporterBot002 is here.

I enter the StairsLevel9.

I am alone.

### I enter the MafiaRoom.

GangsterBot and MafiosiDroid are here.

I enter the StairsLevel9.

I am alone.

## I enter the RooftopSwimmingPool.

CleanerBot, MarketingBot, PonyShopKey and PoolCleaner-Bot are here.

### I enter the Boudoir.

ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

# I enter the PonyShopEntrance.

MarketingBot is here.

### I enter the PalaceEntrance.

PowerClock, ReporterBot002, Cleaner, Plastic Banana, Chandelier and Sculpture are here.

Cleaner, ReporterBot002 and PowerClock leave.

#### I enter the Boudoir.

ConnemaraPony, CrystalChandelier, Fauteuil, ChaiseLongue, Bed and LurveBot are here.

### I enter the CornField.

Corn is here.

#### I enter the GrandElevator.

ReporterBot002 is here.

I enter the StairsLevel2.

I am alone.

## I enter the ArrivalLobby.

SpyBot002, WelcomeBot and LeatherBench are here.

#### I enter the StairsLevel4.

SpyBot003 and AdvertBot are here.

## I enter the SheepField.

Wool, Sheep011, Sheep010, Sheep009, Sheep008, Sheep007, Sheep006, Sheep005 and DogBot are here.

I enter the StairsLevel3.

I am alone.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

I enter the MaintenanceEntrance.

## Chapter 22

# Materiality

"users are amazing" - EVr14

#### I enter the LushField.

I am alone.

I enter the MallWest.

I am alone.

I enter the StairsLevel3.

SpyBot003 is here.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

I enter the StairsLevel8.

I am alone.

I enter the 3rdMaintenanceRoom.

I am alone.

## I enter the Helpdesk.

HyperClock, Plastic Banana, Plastic Banana, Plastic Banana, CustomerExperienceManager, LazyBot004, LazyBot003, LazyBot002 and LazyBot001 are here.

#### I enter the PalaceGarden.

GreenwichClock, LazyBot005, ClippingBot, TidyBot and GardenBot are here.

I enter the MallNorth.

I am alone.

I enter the MallNorthEast.

I am alone.

## I enter the Helpdesk.

Plastic Banana, Plastic Banana, Customer-ExperienceManager, LazyBot004, LazyBot003, LazyBot002 and LazyBot001 are here.

I enter the StairsLevel8.

I am alone.

I enter the StairsLevel5.

AdverBot is here.

I enter the LowerHighStreet.

MarketingBot is here.

I enter the Aquarium.

I am alone.

I enter the 3rdMaintenanceRoom.

CleanerBot is here.

I enter the ParkingExit.

I am alone.

I enter the MallWest.

I am alone.

I enter the Aquarium.

AdvertBot, MarketingBot and MarketingBot are here.

I enter the SecretPassage.

I am alone.

I enter the StairsLevel2.

I am alone.

I enter the ParkingExit.

I am alone.

#### I enter the GameRoom.

BigLCDScreen, GameAssistant and GameBot2000 are here.

#### I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

#### I enter the CornField.

Corn is here.

#### I enter the DustyAlley.

WantedPoster is here.

#### I enter the Toilets.

Plastic Banana, Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

#### I enter the VIPRoom.

MarketingBot, MimosaFlower and MarbleFountain are here.

I enter the MallEast.

I am alone.

I enter the StairsLevel8.

#### I enter the MallEast.

AdverBot is here.

#### I enter the LoveHallway.

I am alone.

## I enter the PonyGiftShop.

MarketingBot, ShetlandPony, WhitePony and PonyWith-Attitude are here.

I enter the 4thMaintenanceRoom.

I am alone.

#### I enter the QuaintFarm.

CleanerBot, Sheep004, CobWeb, Sheep001, Sheep003 and Sheep002 are here.

#### I enter the 5thMaintenanceRoom.

UndefinedMoustacheBot is here.

#### I enter the MallExit.

Plastic Banana and DoorBot are here.

#### I enter the OldFarm.

BirdsNest and WoodenSign are here.

#### Lenter the StairsLevel1.

I am alone.

## I enter the PonyShopEntrance.

I am alone.

#### I enter the Gate.

SpyBot004 is here.

I am alone.

## I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

I enter the MallNorth.

I am alone.

#### I enter the CowField.

Cow004, Cow003, Cow001, Cow006, Cow005, Cow002 and Cow007 are here.

I enter the Gate.

#### I enter the DanceFloor.

CustomerExperienceManager, Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the Helpdesk.

Plastic Banana, Plastic Banana, Customer-ExperienceManager, LazyBot004, LazyBot003, LazyBot002 and LazyBot001 are here.

#### I enter the DanceFloor.

Plastic Banana, Beer, SpandexDanceBot003, SpandexDanceBot001, Apple, GlitterBall, Pony, Cheese and SpandexDanceBot002 are here.

## I enter the ParkingGarage.

HatchBack, Convertible, RustyStationWagon, MiniVan and GreySedan are here.

#### I enter the StairsLevel8.

Cleaner is here.

I enter the 3rdMaintenanceRoom.

I am alone.

I enter the SunnyField.

SpyBot002 is here.

I enter the StairsLevel6.

#### I enter the StairsLevel1.

I am alone.

#### I enter the Bar.

AdvertBot, MarloesdeValk, Martini and Barman are here.

#### I enter the MallEast.

MarketingBot is here.

I enter the MallNorthEast.

I am alone.

#### I enter the ParkingExit.

Cleaner is here.

## I enter the HotelImperial.

ReceptionDesk is here.

#### I enter the Toilets.

Plastic Banana, Plastic Banana, Plastic Banana, HandDryer, SoapDispenser, Mirror and HairLifestyleBot are here.

## I enter the SecretPassage.

I am alone.

#### I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

#### I enter the HighStreet.

SpyBot005 is here.

#### I enter the StairsLevel4.

MarketingBot is here.

#### I enter the 2ndMaintenanceRoom.

SpyBot003 is here.

I enter the StairsLevel5.

I am alone.

I enter the StairsLevel9.

I am alone.

#### I enter the PalaceGarden.

CleanerBot, LazyBot005, ClippingBot, TidyBot and GardenBot are here.

#### I enter the UpperHighStreet.

Customer Experience Manager, Plastic Banana, Plastic Banana are here.

#### I enter the MafiaRoom.

AdverBot, GangsterBot and MafiosiDroid are here.

I enter the StairsLevel5.

I am alone.

I enter the SecretPassage.

I am alone.

I enter the LowerHighStreet.

AdverBot is here.

I enter the PalaceEntrance.

CleanerBot, Plastic Banana, Chandelier and Sculpture are here.

I enter the MallSouth.

I am alone.

I enter the MallNorth.

I am alone.

I enter the LowerHighStreet.

SpyBot005 is here.

I enter the Aquarium.

## I enter the LushField.

SpyBot002 and MarketingBot are here.

## I enter the Aquarium.

SpyBot001 and MarketingBot are here.

## Chapter 23

## **Persuasion Process**

"Beloved comrade EVr14, The general architect" - EVr14

#### I enter the Boudoir.

Connemara Pony, Crystal<br/>Chandelier, Fauteuil, Chaise Longue, Bed and Lurve<br/>Bot are here.

## I enter the DustyAlley.

WantedPoster is here.

## I enter the LowerHighStreet.

MarketingBot is here.

I enter the MallWest.

I am alone.

I enter the MallNorthWest.