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Still they moved upward.

Now they were in clouds. They could see nothing but drifting whiteness, and the moisture hung to them and condensed in icy droplets. As Meg shivered, Calvin's grip tightened. In front of her Charles Wallace sat quietly. Once he turned just long enough to give her a swift glance of tenderness and concern. Her Meg felt as each moment passed that he was growing farther and farther away, that he was becoming less and less her adored baby brother and more and more one with whatever kind of being Mrs. Whatsit, Mrs. Who, and Mrs. Which in actuality were.

Abruptly they burst out of the clouds into a shaft of light. Below them there were still rocks, above them the rocks continued to reach up into the sky, but now, though it seemed miles upward, Meg could see where the mountain at last came to an end.

Mrs. Whatsit continued to climb, her wings straining a little. Meg felt her heart racing, cold sweat began to gather on her face and her lips felt as though they were turning blue. She began to gasp.

"All right, children, use your flowers now," Mrs. Whatsit said.

69

A Wrinkle in Time

said. "The atmosphere will continue to get thinner from now on. Hold the flowers up to your face and breathe through them and they will give you enough oxygen. It won't be as much as you've used to, but it will be enough."

Meg had almost forgotten the flowers, and was grateful to realize that she was still clinging them, that she hadn't let them fall from her fingers. She pressed her face into the blossoms and breathed deeply.

Calvin still held her with one arm, but he, too, held the flowers to his face.

Charles Wallace moved the hand with the flowers slowly, almost as though he were in a dream.

Mrs. Whatsit's wings strained against the thinness of the atmosphere. The summit was only a little way above



**A WRINKLE IN TIME**

1. The atmosphere will continue to get thinner from now on. Hold the flowers up to your face and breathe through them and they will give you enough oxygen. It won't be as much as you've used to, but it will be enough.

2. Mrs. Whatsit continued to climb, her wings straining a little. Meg felt her heart racing, cold sweat began to gather on her face and her lips felt as though they were turning blue. She began to gasp.

3. "All right, children, use your flowers now," Mrs. Whatsit said.

4. Mrs. Whatsit's wings strained against the thinness of the atmosphere. The summit was only a little way above



A wrinkle in time chapter 10 short summary. A wrinkle in time chapter 10 read aloud. A wrinkle in time chapter 10 audio. A wrinkle in time chapter 10 summary. A wrinkle in time chapter 10 questions.

This commercial told the story of a boy and his dog Duck, who both grow old together as the viewer learns why the dog received his unique name. The campaign was so popular and quotable that another campaign was launched that featured the actress slamming the frying pan into dishes and other breakable objects. Photo Courtesy: Marisolcoitos/YouTube Chanel paid a pretty penny to use Monroe's likeness and song, but the money was worth it, as sales skyrocketed. Moreover, African-Americans were still a rarity in commercials at the time, and the success of the ad further showed the importance of portraying them in media. Metro Trains: "Dumb Ways to Die" (2012) This animated Australian safety campaign was designed to promote child safety. Photo Courtesy: Honda/YouTube Honda made such an impact on their target market that it won an Emmy Award. During the 2010 Super Bowl, the former Golden Girl starred in the now famous "You're Not You When You're Hungry," which spawned an entire series of additional ads. Photo Courtesy: JamesCentral/YouTube The animated commercial was set to a Lily Allen cover of Keane's "Somewhere Only We Know" beautifully compliments this two-minute advert, and Disney veterans came together to complete this masterpiece. It won multiple awards and also boosted alarm clock sales by 55 percent. Chipotle: "Back to the Start" (2011) This heartwarming stop-motion Chipotle campaign followed two farmers who moved to a more sustainable farm, and it was insamely popular in 2011. These are the most iconic commercials, the ones that have stayed in viewers' minds years or even decades after the fact due to their memorable stories, controversial statements or hilarious jokes. This Super Bowl ad created a new genre of commercials that used entertainment to sell a product. Photo Courtesy: Dalbor Truhlar/YouTube Affective commercials don't just sell us a great product; they also tell a story. Much like the previous commercial, this one uses the story of a parent-child relationship and origami wrappers to tell a sweet story. E-Trade informs the viewer that there are better ways to spend hard-earned money, and they can help. Mountain Dew: "Puppy Monkey Baby" (2016) "Puppy Monkey Baby" features, unsurprisingly, a weird hybrid creature resembling a baby, monkey and pug. Photo Courtesy: Charles Wieland/YouTube This highly stylized art house film was dreamlike, exotic and made an impression, not only for its direction, but also because it made no sense. The little girl places all the origami swans they've made together in a shoebox and takes them off to college. Photo Courtesy: Greatest Ads/YouTube Volkswagen released the ad early on YouTube, where it gained 1 million views overnight, and 16 million more before the Super Bowl. While the first of the three has often lagged behind its competition, the catchphrase, "Where's the Beef?" from a Wendy's Super Bowl commercial helped it catch up a bit by drawing attention to the lack of beef in its rivals' burgers. Photo Courtesy: Mackenzie Rough/YouTube The spot the Meow

Mix costs only cost around \$3000, but the company subsequently made millions off the funny commercial. 2013 commercial: Photo Courtesy: haikarate4/YouTube The ad campaign helped boost Disney's revenue by 31 percent that year and was used in Vice President Walter Mondale's presidential campaign. It featured a moving cover of Coldplay's song "The Scientist" by Willie Nelson. It also won multiple industry awards for its message.IAMS: "A Boy and His Dog Duck" (2015)America loves coming of age stories, especially easily digestible ones. In the commercial, a tiny child dressed as Darth Vader tries to use the force in multiple ways. Photo Courtesy: House Beautiful/YouTube If you do decide to call the number, an automated voice reads off a list of relaxing sounds and sleep-inducingly boring recordings you can listen to. Ad Age named it the number one Super Bowl commercial of all time – an impressive feat, considering it's one of the firsts.Coca-Cola: "Hey Kid, Catch!" (1979)In this commercial from 1979, Mean Joe Green shotguns a Coke given to him by a young sports fan after a game. This bizarre creature led to millions in sales.WATERISLIFE: "Kenya Bucket List" (2013)Thanks to adoption adverts from the 1960s, it's well known that many rural parts of Kenya have poor drinking water. Yes, IAMS isn't a particularly unique dog food brand, and yes, many viewers probably knew what the ad was doing, but people cried anyway. Kind of like how gum sticks to the bottom of a desk, although that probably wasn't the comparison they were going for.Casper: "Can't Sleep?" (2017)Mattress company Casper decided to create an unorthodox ad aimed at a core part of its consumer base: insomniacs. This 10-part series made Air Jordans a household name and popularized multiple slang terms and jokes. It told the heartwarming story of a bear who receives an alarm clock for hibernation from his friend, the hare. Before this ad, it was unheard of for advertisements to work so effectively before their initial release.Thai Life Insurance: "Unsung Hero" (2014)This Thai Life Insurance commercial was massively popular because of how beautiful and touching its story was. Considering how popular it was in the United States, it must have had an even better run in its native Thailand. Where other ads came across as too idealistic to believe, this one didn't take itself too seriously. Photo Courtesy: Medpets DE/YouTube Yes, it's emotionally manipulative. They simply wanted to portray modern Americans in all their different relationship status. A scene that could be stolen from National Geographic turns into Fight Club in seconds. Granted, whether it was effective in preventing drug use may be a different matter.Monster.com: "When I Grow Up ..." (1999)Sometimes, an effective ad campaign is a parody of less successful commercials. Created through four months of hand-drawn illustrations by dozens of animators, the paper flipping and stop-motion techniques used in the commercial proved revolutionary.E-Trade: "Monkey" (2000)Ad Age described this ad as "impossibly stupid, impossibly brilliant," and that's certainly not wrong. It wasn't effective at first, but it did give visibility to a candy that wasn't well-known in the United States until this ad campaign. The paper background makes the commercial feel nostalgic and personal. Not only did the campaign sell more meat, but it also revived Mondale's flagging campaign. While the cat was fine, the footage was unusable – until someone decided to take a snippet of the video and use it to create the famous lip-synced cat. The commercial shows a chimpanzee dancing in a garage and lip-synching "La Cucaracha." Photo Courtesy: ascheandspencer/YouTube The off-rhythm, flannel-clad seniors apparently paid \$2 million for the privilege of spending time with this primate. It paid for itself before the ad ever ran on television. The commercial has become a hallmark of 70s environmentalism. If you are, you've no doubt seen the annual John Lewis & Partners Christmas advertisements for the department store of the same name. To Chris Martin's chagrin, many viewers and critics thought the stop-motion commercial gave a better performance than Coldplay that night.John West Salmon: "Bear" (2000)In this mockumentary commercial about a bear fishing, a guy shows up and kung-fu fights the bear so he can steal his salmon. Who knew confusing your consumers could lead to millions of dollars in revenue?Apple: "1984" (1984)George Orwell's novel 1984 is a staple of pop culture, so it's not surprising that someone tried to use it in a commercial in the titular year. It's certainly an unforgettable approach.John Lewis: "The Bear and the Hare" (2013)Are you from the UK? Photo Courtesy: Old Spice/YouTube The commercial won a slew of awards, and after receiving over 55 million views on YouTube, Old Spice decided to make even more ads using the same premise, thereby giving birth to the Old Spice Guy and a thousand memes.Keep America Beautiful: "Crying Aboriginal" (1971)This commercial depicting a Native American crying over the pollution of his land was one of the most successful campaigns run by Keep America Beautiful, a nonprofit that advocates for litter removal along highways. In 2013, nonprofit WATERisLIFE created a campaign that brought awareness to this fact again. Any questions?" This tough-love PSA was no doubt scary for children but was memorable in delivering its anti-drug rhetoric. Photo Courtesy: Brand Buffet/YouTube This "time-flies" commercial is about enjoying the little things while sticking together through hardships. "When I Grow Up..." was exactly that, a parody of aspirational commercials that told children to reach for the moon and stars. In fact, according to the ad, 1 in 5 children in Kenya won't reach the age of five. In this Super Bowl commercial, Apple states that its technology can remove you from the iron clutches of Big Brother and lead you to freedom. It's hard not to make an audible "Aww" when you see it. IKEA won major points with the LGBTQA community and their allies, leading to boosted sales.Chanel No. 5: "Marilyn" (1994)When Marilyn Monroe told an interviewer that she wore only Chanel No. 5 to bed, it made the company millions of dollars. Photo Courtesy: simongir/YouTube "Wassup" became a worldwide phenomenon and was subsequently parodied throughout the early 2000s, including through an entire scene in Scary Movie. Photo Courtesy: danno creative/YouTube "Bears" won awards for its well-timed comedy and quickly became a viral sensation, receiving over 300 million views. Photo Courtesy: BAE Made/YouTube The campaign became the most awarded campaign in history at the Cannes Lions International Film Festival of Creativity and led to multiple spin-offs, including a mobile game, children's books and toys. The answer is no. It starts with Soichiro Honda's idea of using a radio generator to power his wife's vehicle and ends with a red Honda driving away in the desert. Photo Courtesy: Anthony Kalamut/YouTube Multiple PSAs were made in the '80s to warn children of the dangers of drugs, but the sizzling eggs on the pan is the most iconic. While filming a cat eating for use in a commercial, the cat in question began to choke on its food. Photo Courtesy: justin engle/YouTube Fun fact: While Iron Eyes Cody, the actor who played the Native American chieftain, claimed to be Cherokee, his family said otherwise, and he was confirmed after death to really be Sicilian. Chanel No. 5 is still the top-selling perfume for the company, and it's in part because of the cultural cachet the ad gave the film years ago.TRUX: "Trix Are for Kids" (1959)"Silly rabbit, Trix are for kids!" says a plucky young girl after outsmarting an animated rabbit. It's also credited with improving safety around trains in Australia, reducing the number of "near-miss" accidents by more than 30 percent.PSA: "This Is Your Brain on Drugs" (1997)This is your brain. Photo Courtesy: stiggerpao/YouTube Not only did it win a Clio award, but it also inspired a 1981 made-for-TV movie, The Steeler and the Pittsburgh Kid. He also needed to wear a life preserver under his buckskins when he was canoeing on the river because he couldn't swim.Mentos: "The Freshmaker" (1992)This advertisement for Mentos candy combined a Euro-pop jingle with corny acting and the beauty that was 90s fashion. To capitalize on that success for a new generation, Chanel used a mix of acting and technology to morph Carole Bouquet in Marilyn Monroe singing I Wanna Be Loved by You. The music video for their single "Big Me" parodied the ad and won an MTV Video Music Award for its trouble. Whether people loved the Puppy Monkey Baby or hated it, Mountain Dew was on their minds. Photo Courtesy: Kris Decker/YouTube Although it was incredibly popular, only 55 percent of viewers polled remembered that the commercial had anything to do with Reebok. Spoiler: Duck is how the boy pronounced the name "Duke" when he was a kid. Isaiah Mustafa delivered kept audiences laughing from start to finish and made the phrase, "I'm on a horse," a joke all on its own. The director of the video, Jesse Peretz, called the original commercial "total lobotomized happiness."Nike: "Hang Time" (1989)If you've ever thrown a sheet of rolled-up paper in the trash while yelling, "Money!", you have "Hang Time" to thank for that. This is your brain on drugs. Photo Courtesy: Best of the World/YouTube The ad won the night for best Super Bowl commercial and helped Snickers earn a total of \$376 million in two years. It's not every day that a commercial breaks your heart like this.Extra: "Origami" (2013)Why is a gum commercial trying to make you cry? His birth name was Espera Oscar de Corti. People buy with their emotions before their logic, which makes advertisements that play on feelings so effective. Photo Courtesy: GreatAdsOnline/YouTube Two adorable 4-year-olds, Maasai and Nkatole, go on an adventure to see everything they can "before they die." The ad pulled at the nation's heartstrings and started a domino effect of mass donations.Volkswagen: "The Force" (2011)Volkswagen's "The Force" is currently the most-watched Super Bowl commercial of all time. That rabbit has been on a quest for the fruity goodness of Trix for decades now, but to this day, he hasn't had a bite. Michael Jordan has appeared in hundreds of commercials overall, including his infamous McDonald's appearance, but this one is his best.Wendy's "Where's The Beef?" (1984)Wendy's, Burger King and McDonald's are fast-food rivals to end all fast-food rivals. It was bizarre, and probably the cause of many a child's nightmares, but it was a social media success. If you haven't already watched this, you're in for a treat. The phrase has subsequently come to mean calling the substance of something into question. Photo Courtesy: Alex Lasarenko/YouTube Monster's motivating ad is funny and unconventional, and overnight, it doubled the monthly viewers on the job website from 1.5 to 2.5 million. Director Spike Lee and Michael Jordan collaborated to make fun of the traditional "hero athlete" image to create a series of hilarious commercials. The religious right protested ad featuring gay men, but IKEA didn't back down. E-trade is an investment website that helps people make informed decisions about things like stock and bonds. This Budweiser campaign is still popular to this day, with Burger King creating a variation of its own in 2018.IKEA: "Dinning Room" (1994)In 1994, IKEA launched a trilogy of ads focusing on different families buying dining room furniture, including a husband and wife, a divorcee and a gay couple. It generated 2.2 million online views and 300k social media interactions in one night. Photo Courtesy: pretzel78/YouTube The ad campaign was so popular that 50 years later, people are still saying the catchphrase to ward off people from their food. Its animated cartoon characters told children how to avoid danger around trains specifically, but also featured electrocution, food poisoning and fire. As a thank you, Green tosses his jersey and spouts the famous line, "Hey kid, catch!" which has been parodied and referenced ever since. Photo Courtesy: Mister Alcohol/YouTube Mountain Dew knew that confusion over the sketch would draw attention, and they were right. Talk about two birds with one stone.Budweiser: "Wassup?" (1999)"Beer commercials are well known for using beautiful women in their ads, which made Budweiser's "Wassup" commercial all the more unique. It follows a man who likes to do nice things for people, but this "unsung hero" doesn't get any adoration for it – in the beginning. Photo Courtesy: TRUE FOOD ALLIANCE/YouTube The campaign picked up a lot of steam in the early 2012s after airing during the Grammy Awards. Unless you stay on the line to hear what number nine is, you won't even know that Casper is behind the line. It showed guys just hanging out., and it made the beer a subtle element in the commercial itself. 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