The video began with a general walkthrough of the Mall of America. There were red and blue color screen filters (American colors) throughout almost the entire video. The camera followed unaware, almost mindless shoppers around and zoomed in on major U.S. products such as a giant Pepsi container and on the All American Food restaurant sign. Ominous music played in the background as if something bad was going to happen. Soon afterward, the camera pointed to a military theme shop with screens playing a raid scene. The military video had no screen filter (as if you were no longer in the mall). The scene was of a man waiting in the desert and an air raid is about to begin. Jets filled the sky and army trucks and other military transport rushed in to the scene as well. The lone man appeared to be hiding, possibly trying to hide from the U.S. military (unsure since the person also seems to be dressed in military gear). Tracking noises played in the background. Soon after the raid in the video, they zoomed out of the video, showing a man in air force gear gazing out towards the mall. The military tracking noises were still playing in the background as if the raid was still happening. The camera continued to follow shoppers around, pointing to various mainstream shops and flashing lights of the mall, highlighting popular concepts brought upon common American society. Flashes of seemingly perfect men and women, sale signs, and even a vague sight of a donkey’s leg filled the screen. The donkey’s leg possibly alluded to the democratic structure of the U.S.

The intended message of the video could have been that consumerism often takes control of our lives in unexpected manners and can form the way many people think. Signs that often appear harmless (i.e. the Hollister entrances with perfect looking men and women), are embedded in our minds and our minds are molded by the major companies’ products (represented by unaware shoppers). However, this film also raises the idea of cultural imperialism spreading to other nations by the heavy consumerism of this country. The air raid scene appeared to show that American culture is passed on to other countries in a more aggressive manner, like the flashing lights that filled the mall. American culture is imposed to other countries like a military raid, a bombardment of American products. The highlight of signs such as All American Food and a sign below a shop stating: “Gateway to America” pushed the idea that anything American is good and others should incorporate into their own lives, mixing their culture with American culture to improve. The man in the raid scene appearing to hide from the U.S. military seemed to show people from the other nations trying to avoid getting caught up in American consumerism (eventually imposing cultural imperialism), but ultimately end up getting caught.