PEOPLE MAKE DECISIONS BASED ON EMOTIONS RATHER THAN LOGIC, FOR EXAMPLE, A CLOWN MAKES US FEEL GOOD, SO IF A CLOWN IS HOLDING A HAMBURGER, WE THINK, WOW, A HAMBURGER WOULD MAKE ME FEEL GOOD TOO! WE KNOW THAT BEER DOESN’T ACCTUALLY GET THE GIRL, OR MAKE OUR FRIENDS SEEMS LIKE THE COOLEST GUYS AROUND, BUT THIS COMMERCIAL MAKES ME FEEL GOOD ABOUT SOCIAL INTERACTIONS WITH ATTRACTIVE WOMEN, SO THE BEER MUST MAKE THAT HAPPEN!