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**Communication of Position in Current National Primetime Brand
Advertising – A Content Analysis**

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**Thesis submitted to the
Perley Isaac Reed School of Journalism
at West Virginia University
in partial fulfillment of the requirements
for the degree of**

**Master of Science
in
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ABSTRACT

Communication of Position in Current National Primetime Brand Advertising – A Content Analysis

Chad M. Mezera

Study examines communication of brand position in current national brand advertising on the four network stations during primetime programming. Content analysis of a random sample of advertising executions was performed on the premise that evaluation of said executions should be performed on the basis of cues provided by the execution to the viewer. Coded results are provided and analyzed. Brand position, as applied to communication in television commercials, is defined and explored.

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Statement of the Problem and Justification:

Positioning is the backbone of the branding of any product. It is what differentiates that product from others in a category in the minds of consumers. Though the term “position” made its debut in 1972, the concept it summarizes has always been the true purpose of brand advertising. Yet this concept has seen little analysis as related to the end product of marketing communication campaigns – the advertisements themselves.

The problem this study will address is twofold. First, can we ascertain communication of brand position in a television advertisement? Second, based on the analysis, is position being communicated in current primetime television advertising?

The first problem will be to develop and operationalize an instrument that is designed to identify aspects of television executions that are necessary for communication of brand position to occur. The second problem consists of analysis of a random sample of primetime television advertising using the developed methodology. The results of this analysis will be used in an overall evaluation of communication of brand position during primetime advertising and marketers’ ability to ascertain this communication through analysis of the execution itself.

Justification for this research is best illustrated by the following quote concerning Coca-Cola’s advertising, as perceived by consumers:

“Consumers see every ad or commercial for Coke as an extension of the product itself. Time and again in research studies people will comment, ‘that’s not Coca-Cola’ when the ambience of the commercial or ad is not ‘quality’ or ‘tasteful’ or misses the way people see the product and how it fits the pulse of their daily lives. So it follows that a commercial for Coca-Cola should have the properties of the product itself. It should be a pleasurable experience, refreshing to watch and pleasant to listen to. It should reflect the quality by being quality. And it should make you say, ‘I wish I’d been there. I wish I had been drinking Coke with those people.’” (Rutherford 1994)

The basis of this quote is that all brand advertising should reflect the product's position. It also relates to the problem in that it identifies the need to be able to ascertain what an execution is really communicating, and how, so that maintenance of brand image can be assured.

Therefore, the research will attempt to quantitatively evaluate television advertising, judging advertisements on the basic goals and cues presented by the sponsor of the message. Most commercial evaluation is qualitative in nature, rating executions based on personal reactions to the execution. By taking a more pragmatic perspective in execution analysis, it is believed that television advertising will ultimately become more effective, as creators of these executions will be able to empirically prove what the ad does by showing how it accomplishes the predetermined goal(s) in an objective analysis.

Purpose of Study:

The purpose of this study is to identify communication of positioning within television executions. Since little information has been located regarding operational means of analyzing television executions, it is first necessary to identify potential variables of the executions which can be identified as those necessary to communicate a brand's position. After the instrument is developed, it will be tested against 100 randomly selected executions, for purposes of validating the instrument, and secondly, for analyzing current sponsor use of television executions for means of establishing, communicating, and/or maintaining a brand's position.

The implications of this study are simple. It is necessary when constructing an advertising campaign to do so on the basis of a brand's position; that is, always building outbound or external communications around the concept of that position. All subsequent advertising must then work to communicate this established position, making analysis of television executions necessary to ensuring that the brand always communicates its position in the marketplace.

The ability to identify the communication of position is important to both the sponsoring brand and also competition. When a brand is initially attempting to enter the marketplace in any given category, or reposition itself into a more advantageous position within a category, it is necessary to determine the positioning of the competition within the category. Through analysis of the competition's executions, a follower into the category or repositioned brand can accurately determine the niche within the category that will be most beneficial to occupy (assuming that central position is already taken).

Research Questions:

1. Does current television advertising communicate brand position?
2. What criteria must be present in a television execution for brand position to be communicated?
3. How are visual cues used to communicate brand position in current television executions?
4. How are audible cues used to communicate brand position in current television executions?
5. How are consumer purchase motivations communicated in current television executions?
6. Does execution length affect communication of brand position?

Review of Literature:

Value of the Brand

A brand must reflect the nature of the product as well as offer something illusory, aspiration, or emotional to the consumer. According to Bing, some of the most important aspects to establishing a brand include defining and understanding the overall brand concept, target audience, brand packaging, possible tie-ins, pricing, logo, slogan, and position. All of these aspects of branding must be utilized when planning and developing the advertising for a brand. (Bing 1999)

Advertising's purpose is to communicate the message of a sponsor to the target audience of that sponsor or sponsor's product/brand. This can include many different possible messages, depending on the goals of the sponsor or brand. Though not all advertising should solely communicate the position of the brand, no advertising should be aired with contradicts the brand's position, even if the purpose of that advertising is to communicate something other than the image or personality of the brand. Promotions aimed at driving sales may concentrate on a price-reduction or special offer, thereby excluding brand position in the message. Similarly, advertising for a motion picture may concentrate on the product without specific mention of the sponsor who is advertising it.

However, advertising whose goal is short-term sales increases or communication of promotional messages need not exclude brand positioning entirely. According to Summers, "whatever the product, service, audience or positioning, there is a way to tie in promotions to the branding strategy." This, however, is not evident in the majority of promotional advertising during primetime network programming. And though this is certainly logical, this thesis focuses on national brand advertising, with the exclusion of promotional advertisements. The distinction will be made upon viewing the collected advertisements, with those that do not attempt to communicate anything other than the promotional message being excluded from the analysis. However, executions whose goals are to communicate image of the brand with the accompaniment of a promotional offer will be included in the sample. This inclusion is due to the fact that "promotional

efforts can relate directly to the core values of the company's target audience to gain increased participation levels." (Summers 1999)

On the other hand, those advertisements whose goal is to communicate the essence of the brand (including its position) should ensure that executions communicate the correct messages to consumers. A brand is the "driving force and distinctive endorsement of the values a company shares with its customer." Consistent brand messaging is necessary, including linking brand assets together and "providing a clear and concise message across all platforms." An advertiser must know what the brand assets are and use them to differentiate the brand from its competition. Brand assets, in advertising, "provide a visual language that a customer can understand, embrace and, in turn, want to invest in." (Blik 2001)

Much industry literature supports use of brand position in brand advertising. According to Sebastiao, "A successful positioning strategy translates into a high level of differentiation of attributes that are sustainable, measurable, and - most importantly - valued by your target customers." The effectiveness of a brand's position and the subsequent communication of this position are "inextricably tied to your ability (as the sponsor) to deliver on your promises through the company's actions, procedures, programs, and products." (Sebastiao 1999)

The importance of successful communication of brand position to the continued value of a brand cannot be understated. It is certain that in the modern marketplace, where consumers have an abundance of product and service choices, branding efforts help to simplify consumer decision making in a complicated marketplace. Marketing experts agree that a brand's position will be integral to any brand's future success. A statement from one such expert, Bob Obernesser, partner of McMillan/Dolittle, expressed about Wal-Mart versus Sears' positions, "When you think of Wal-Mart, you think low prices, and that is their brand image. I don't know if consumers can enunciate the brand images of Sears. Sears conjures up the image of a department store that is attempting to change its images, moving a little more toward up-scale, but we know that hasn't really been successful." (Harnett 1999)

The goal of any brand is to continue to grow within the marketplace. In order to grow and continue to thrive, a brand's position must be constantly evaluated as it relates

to market needs and perceptions. Communication of brand position is inextricably linked to a brand's success over time, necessitating all brand advertising to continuously communicate the brand's position to consumers. Furthermore, communication of position "establishes a base for adding affinity products: line extensions and flankers to the brand." (Gruenwald 1997)

Brand Position

There are many definitions regarding brand "positioning." For purposes of operationalizing these terms, the following sources and definitions have been compiled. The definitions that will be used in this thesis will be covered in the "Definitions" section. The following review of industry literature establishes the definitions to be used in the analysis for this thesis.

Jack Trout, the originator of the term, defines positioning as "simply concentrating on an idea – or even a word – that defines the company in the minds of the consumer." (Trout and Rivkin 1996)

The term "positioning" does not have a concrete definition; one that is applicable in all situations. Specifically, "sometimes it refers to locating the brand within the product category with respect to competing brands; sometimes it refers to aiming the brand at a particular group of buyers; sometimes it refers to giving the brand an overall image, and yet at other times it refers to deciding which specific benefits of the brand to emphasize." (Rossiter and Percy 1997)

Also, brand position is "a super-communication effect which mentally tells the buyer what the brand is, who it's for, and what it offers." (Rossiter and Percy 1997)

Aaker states: "Brand position is the part of the brand identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands." (Aaker 1996)

Positioning is "how you differentiate yourself in the mind of your prospect." Ries also states "'vagueness' is becoming more prevalent today than 'positioning'." (Ries and Trout 2000)

Brand position is “the compass of its identity, pointing it toward the place it can leverage the most power in the category in which it competes, and establish the most powerful leverage within the lives of its potential users.” One area that Upshaw comments on is that marketers aren’t solely responsible for the creation of a brand’s position. It is in fact the consumer who ultimately decides a brand’s position. She states, “it is the customer who implicitly agrees to a positioning that is proposed by a marketer.” (Upshaw 1995)

Marconi makes the following statement concerning how positioning is intrinsically related to advertising: “Advertising is one, perhaps the most inclusively effective, component of the marketing plan utilized to achieve positioning. It is typically within advertising that the positioning strategies of associating the product with imagery pleasing to the customer can be accomplished, as well as clearly differentiating the product from its competition.” (Marconi 1993)

Supporting Marconi’s statement, Ind suggests “the maintenance of overall awareness of and the communication of the core positioning attributes is the key role of advertising.” (Ind 1997)

The creative idea must “represent the brand’s positioning statement.” Furthermore, they state that “adherence to the positioning strategy turns the creative idea into an effective ad, rather than just a creative ad.” Therefore, all executions, including television, must employ tactics that will be most likely to do the following: (Rossiter and Percy 1997)

- 1) Gain the audience’s attention
- 2) Draw it to (the category and) the brand, thus building awareness
- 3) Communicate the brand’s positioning strategy persuasively to achieve or reinforce brand position.”

Upshaw further breaks positioning into “positioning types.” These types seem to be derived from a blending of format type, category, and the underlying purchase motivation of the brand/product. The positioning types outlined by Upshaw include the following: Feature-driven Prompts, Problem/Solution Prompts, Target-driven

Positionings, Competition-driven Positionings, Emotional/Psychological Positionings, Benefit-driven Positionings, Aspirational Positionings, and Value Positionings. (Upshaw 1995)

Content Analysis

Content analysis, defined, is “a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables.” (Wimmer and Dominick 1997)

The steps in conducting content analysis research include the following:

1. Formulate research question
2. Define population in question
3. Select appropriate sample size
4. Select and define unit(s) of analysis
5. Construct categories of content to be analyzed
6. Establish quantification system
7. Train coders and conduct a pilot study
8. Code the content according to established definitions
9. Analyze collected data
10. Draw conclusions and search for indications

These steps establish the foundation upon which this thesis, especially the methodology, was constructed.

Units of Analysis

General Information

Initially, a list of nine questions Jewler suggests be asked when “watching TV commercials with a critical eye and ear” were considered. When constructing the overall synopsis of an execution, the questions outlined below will be used when analyzing the overall workings of the execution. The questions include the following:

- 1) What is the single central message or idea?
- 2) What was the value of the opening shot with respect to that idea?
- 3) Did you get involved with the commercial? If so, at what point did it happen?
- 4) To what extent did the pictures, as opposed to the words, tell the story?
- 5) Were the words redundant, or did they add something? What did they add?
- 6) Were interesting, exciting, complicated, beautiful visuals on screen long enough for complete understanding or appreciation? Were dull, static visuals on too long? How would you make them better?
- 7) Was the story an irrelevant, attention getting (device), or was the product an integral part of the story?
- 8) Did you enjoy the story? Did you believe it or find some other value in it? Or was it unrelated to the product story and just there to make you watch?
- 9) Afterwards, could you say why you should care about the product or service in a sentence? (Jewler and Drewniany 2001)

Classification Information

Before analysis of a commercial may begin, it is necessary to first identify all relevant sponsor information and length of commercial. Therefore, brand, product beneath the brand (extensions) and category the product likely falls into (ex. automobile, toothpaste, etc.) will be recorded.

Brand, Product and Category

Categories for this thesis were established based on industry literature that outlines top categories in network primetime, ranked based on expenditures for 1999 and 2000. The ranking of these categories provided no bearing in the numbering of the categories for this thesis.

The top 40 categories present in network primetime in 1999 included the following (in rank order): cars & light trucks, restaurants (national), telephone companies/services, motion pictures, financial products, prescription medications, carbonated soft drinks, apparel retailers, credit cards & travelers checks, beer & ale, home & building retailers, candy & mints, pain relievers/sedatives, dental supplies, online/data processing, shampoos/conditioners, cereals, vitamins/supplements/reducing aids, cold & sinus remedies, cameras/photography supplies, computers, general discount dept. stores, property & casualty insurance, games, freight, pre-recorded audio & video, organizations, bakery goods, apparel-dept. stores, non-prescription medication, coffee/tea/cocoa/milk additives, face makeup, hair coloring products, retailers, skin care creams/lotions/oils, laundry soaps, chips/nuts/popcorn/pretzels, fruit juices/fruit flavored drinks, sport shoes, and computer software. (Top categories in network primetime 1999)

The top 50 categories present in network primetime in 2000 included the following (in rank order): cars & light trucks, restaurants (national), motion pictures, telephone companies and services, prescription medications, financial products and services, credit cards and travelers checks, carbonated soft drinks, apparel retailers, beer

and ale, Internet NEC, computers, consumer electronics/toy/hobby retailers, Internet communications/content providers/portals/engines, candy and mints, organizations, property and casualty insurance, home and building retailers, department stores, corporate advertising NEC, dental supplies, computer software, cereals, pain relievers/sedatives/sleeping products, prerecorded audio and video, games, cameras and photographic supplies, telephone equipment, government (nonpolitical), vitamins/nutritional supplements/reducing aids, general discount department stores, discount department and variety stores, shampoos/conditioners/rinses, business retailers, skin care creams/lotions/oils, cold/cough/sinus/asthma remedies, sport shoes, laundry soaps and preparations, hair coloring products, freight, prepared dinners and entrees NEC, insecticides/disinfectants/deodorizers, chips/nuts/popcorn/pretzels, face makeup, medicated products and remedies – non-RX, bakery goods, fruit juices and fruit flavored drinks, household batteries, digestive aids/antacids/laxatives, major appliances. (Top categories in network primetime 2000)

The top 40 brands in network primetime advertising in 1999 included the following, in rank order based on spending: McDonalds, Burger King, Taco Bell, KFC, Wendy's, Sprint PCS, Sprint Long Distance - Residential, Volkswagon Jetta, Nissan Maxima, Gap, Snap.com, Visa card, Home Depot, M&Ms, 10-10-220 Long Distance, Office of National Drug Control, Coors Light, Subway restaurant, Radio Shack, Intel, Olive Garden, Coca-cola Classic, Budweiser, 1-800-CALLATT, MasterCard, Dr. Pepper, Pepsi, Wal-Mart, IBM Business Services, 1-800-COLLECT, Nike, Dominos, Claritan, Bud Lite, USPS Priority Mail, Pizza Hut, 10-10-321 Long Distance, Burlington Coat Factory, Sears, and Hallmark. (Top brands in network primetime 2000)

Length of Commercial

Length of commercial will also be noted, since communication of position may be more suited to longer executions (30 seconds vs. 15 seconds). According to an article by Chuck Ross, "Thirty-second spots are more effective in selling packaged goods than 15-second spots." (Ross 1999)

The use of 15-second spots is growing, mostly due to the expense of television advertising. One consideration that must be made is that stand-alone 15-second commercials are often used inappropriately, rarely working with low-involved audiences. Advertisers should not use 15-second spots when the audience is not highly involved and/or the message is not visually simple. Advertisers should consider using 15-second spots as reminder ads after mental territory has been captured with longer ads or as a sequel, with a longer-length ad at the beginning of the pod, followed by a 15-second ad at the end of the pod. It is important to remember that 15-second ads often have difficulty breaking through the clutter (that they often help create). “A three-minute ad break can consist of six 30-second ads or twelve 15-second ads.” (Sutherland and Sylvester 2000)

Drama commercials, or executions employing extensive story formats, generally require longer spot lengths. Conscious ad recall, according to Sutherland, is achieved more effectively through the use of 30-second or longer executions. (Sutherland and Sylvester 2000)

Key Copy Words

Key copy words consist of audible phrases used in a television execution which translate the brand’s benefit(s) into a compelling language for the prospective consumer. They always state or imply benefit. (Czerniawski and Maloney 1999)

Copy must marry well with the visual components of the execution. Baldwin confirms that “words are only part of the equation. If the visual did not contribute to the power of a TV commercial, advertisers could just as well stick with radio. As important as copy is, it does not work alone.” (Baldwin 1989)

Tagline

Tagline refers to a statement, either made audibly or visually or both, at the end of the execution for purposes of supplying additional information. (Book and Schick 1997)

According to Aaker and Joachimsthaler, “the tagline represents the brand position (or communication goals), and its function is to communicate with the external audience.” By linking the position inextricably with the tagline, Aaker oversimplifies the concept. Though this would allow for easy operationalization of the term, one cannot simply examine a commercial’s tagline to ascertain the sponsor’s desired position communication. (Aaker and Joachimsthaler 2000)

Emphasis and Meaning

Examining emphasis and meaning is necessary to analysis of television executions. By focusing on the thematic construction of an execution, it is likely that the sponsor’s goals for that execution will become apparent. Therefore, frame, theme, and discourse are vital concepts to the identification of the sponsor’s underlying goals and for full understanding of how a sponsor’s advertisement is supposed to work.

Formats, according to Altheide, “pertain to the underlying organization and assumptions of time, space, and manner of experience.” They are the world within which a commercial exists and which the viewer will have no difficulty identifying. For example, an automaker’s advertisement may begin by showing the viewer a highway.

Frames are general meanings behind communication. According to Altheide, frames are “the focus, a parameter or boundary, for discussing a particular event.” In the case of television advertising, this indicates the overall platform upon which the execution is constructed. Frames are, for purposes of clarity, to be considered the reality from which the execution communicates to the potential consumer. They are the reality the consumer can, without thinking, accept as real and thus relate with. Frames exist within the overall format. Therefore, the slice of the format the sponsor shows to the viewer is the frame. For example, the automaker’s execution that seeks to promote the sponsor’s SUV may show the product on the highway, heading for rocky terrain.

Themes, however, are “mini-frames.” They constitute a particular point of view within the format and frame. The theme is the light in which the product is presented,

within the overall theme. Using the SUV example, the frame would be the product's implied performance capabilities.

Discourse refers to the “actual words and direct messages that reflect certain themes, which in turn are held together and given meaning by a broader frame.” Using the SUV example, discourse is the illustration of the product's ruggedness by illustration of its relationship with the provided frame and theme. (Altheide 1996)

Purchase Motivations

Negatively originated (Informational) purchase motivations include the following:

- Problem Removal
- Problem Avoidance
- Incomplete Satisfaction
- Mixed Approach-Avoidance
- *Normal Depletion*

Purchase of an informational product is motivated by the consumers' need for that product. Events in the consumers' life, from need of a product, dissatisfaction with a current product, or running out of stock of a currently owned product, spur a consumer to purchase an informational product. According to Rossiter, “Any of these events will put you into a negative mental state that you will seek to ‘relieve’ by purchasing a new or replacement product.” (Rossiter and Percy 1997)

Therefore, communication of the brand position for an informational product will speak to solving a consumer's problem, inciting purchase through one of the informational motives listed above, excluding Normal Depletion, as it indicates brand loyalty. When motivated by Normal Depletion, a consumer will repurchase a currently used brand at the point they run out of their current stock without weighing other options or considering the brand position prior to purchasing the product. Therefore, normal

depletion would not influence a brand position strategy and will not be considered in this research.

Positively originated (Transformational) purchase motivations, on the other hand, include:

- Sensory Gratification
- Intellectual Stimulation or Mastery
- Social Approval

Transformational motives are sometimes termed “reward” motives, in that the consumer has no real need for the product, but more a desire to own the brand or product based on psychological want. Rossiter states that “with each of the positively originated motives, a positive stimulus (or reward) is promised rather than an aversive stimulus (or punishment) being removed or reduced as in negative motivations.” (Rossiter and Percy 1997)

In relation to brand position, the purchase motivations listed above are relevant in that differentiation of the brand within the category occurs when the brand selects an attribute upon which to differentiate. Researching and understanding why the target audience is most likely to purchase a brand, and on what attribute, forms the foundation of any differentiated position. Communication to the target audience should include reference to the purchase motivation upon which most consumers are likely to purchase that brand. Of course, determining why consumers actually are purchasing a particular brand is difficult, though for purposes of this study, communication of purchase motive will likely assist in identification of brand position, as purchase motivation is the beginning point for any benefit emphasis position.

Execution Format Types

Though format type does not necessarily indicate communication of position, analysis of a spot’s format can be important to understanding the underlying goals of the

sponsor. Also, product personality can be portrayed through use of a certain format type, which can be very important to the communication of position for some products. Therefore, format type will be used, when applicable, to further dissect the likely goals of the sponsoring brand.

Jewler lists eight formats for television commercials. These formats will be considered basic themes for purposes of this research. They include the following:

- 1) Demonstration
 - a. Product in Use
 - b. Before and After
 - c. Side by Side (Illustrative Comparison with Competition)
- 2) Product as Star
- 3) Speaker in an Interesting Location
- 4) Vignette
- 5) Slice of Life
- 6) Presenters
- 7) Testimonials
- 8) Stories

A demonstrative theme may include showing product in use, before and after, or side-by-side comparisons with leading competition. Product as star includes the brand or product as an actual character within the commercial. Speaker in an interesting location might include an attractive celebrity at an exotic location speaking on behalf of the sponsoring brand. Vignettes are brief episodes that are threaded together to drive home the same point regarding a product story. Slice of life illustrates a person with a problem, of which the sponsoring brand is the solution. Presenters are executions in which a spokesman looks into the camera and urges viewers to purchase the sponsoring brand. Testimonials are based on real experiences of consumers of the sponsoring brand. Finally, stories should, according to Jewler, be considered 30-second television shows. (Jewler and Drewniany 2001)

Rossiter and Percy list five main types of TV commercial story scripts. These include the following:

- 1) Demonstration
 - a. Straight Performance
 - b. Before-After
 - c. Side-by-Side
 - d. New Use Demonstration
- 2) Straight List of Benefits
- 3) Slice of Life (mini drama)
- 4) Testimonial (by an in-ad presenter: celebrity or user)
- 5) Lifestyle (user-as-hero)

These are then categorized into informational and transformational classifications (as discussed in the previous section). Demonstration is an informational script that can be broken down into four subcategories. These include a straight performance, before-after, side-by-side, and new use demonstrations. Scripts that are either informational or transformational include the straight list of benefits, slice of life, and testimonial scripts. Finally, a lifestyle script is classified as transformational. (Rossiter and Percy 1997)

Regarding content analysis of television executions, there are many criteria that should be considered. Initially, the advertisements should be analyzed for an indication of a position. The category (or sub-category) should be identified. Also, any benefits or attributes communicated should be noted. Other aspects, including use of a particular presenter, theme, or logo should be noted. (Rossiter and Percy 1997)

Audible and Visual Cues

Similar to execution format type, the audible and visual cues used by a sponsor to communicate their message to a target audience can be influential when considering the overall communication of brand position, as they can be used to communicate the brand

personality. Certain cues were selected as most likely to play a major role in communication of the message. The purpose for evaluating executions on the basis of components may find support in a quote by Dick Wasserman, “When [clients] evaluate advertising executions, they do not understand that consumers react to ads in a generalized, unanalytical, emotional way...Consumers are much more imaginative than many advertisers are willing to give them credit for. Readers and viewers do not have to be led by the hand to understand what a client’s advertising is getting at. All they need is a couple of key verbal and visual guideposts, and they are quite capable of filling in the blanks.” [Sullivan, 1998 #109]

“Everything in an advertisement carries symbolic meanings.” The preceding statement is understood, however this also requires that creators of executions pay specific attention to each cue present in a spot. “By paying careful attention to the symbolic connotations of various objects, colors, and words, the art director and copy writer can give the viewer clues as to whether or not the ad or brand is for him or her.” (Baldwin 1989)

The best approach to understanding a brand’s inner meaning or position is through the signs which identify it. Assessment of a brand’s inner meaning, according to Kapferer, “necessitates scrutiny of the products or services themselves, the brand name, its personification, logo, country of origin, advertising themes, and style and packaging approach.” These comprise some of the potential stated, shown or implied cues that could occur in an execution. (Kapferer 1992)

Aaker breaks down a brand’s value proposition into three functional areas: Functional, Emotional, and Self-expressive benefits. Functional benefits are those derived from a product’s attribute(s). Emotional benefits are explained by Aaker’s statement; “when the purchase or use of a particular brand gives the consumer a positive feeling, the brand is providing an emotional benefit.” A self-expressive benefit is realized by a consumer when the product or brand becomes a symbol of a consumer’s self-concept. These three areas constitute various cues a commercial might employ visually or audibly in attempts to pass a message to the viewer. (Aaker 1996)

Brand character includes cues that utilize “brand portraits,” characters which represent the brand’s traits and features, in their brand advertising. Brand characters may

represent several different cues to a viewing audience based on the character's relationship to the product. They may symbolize the creator of the brand, may be a direct symbol of the brand and its qualities, or may serve as an emotional link between the brand and the public. (Kapferer 1992)

Music is a very important consideration that must be made, as music will set the tone and/or attract an audiences' attention, as well as assist in message delivery. Sullivan states, "The wrong music can wreck a great spot just as surely as the right score can move a so-so spot onto the A-list." This author also discusses jingles, calling them "boring, corny, horrible, and sad thing (s) left over from Eisenhower's 50s." His advice is to avoid them completely. [Sullivan, 1998 #109]

Communication of Brand Sponsor Executions

There is ample information available regarding communication of brand position by advertisers. The following examples serve to illustrate some methods used by recent advertisers to communicate the position of their brand to their target audience.

Mountain Dew remains consistent with its brand position. According to an article titled “Mountain Dew Stays True to its Brand Position,” by Louise Kramer, Mountain Dew has evolved from a “soft drink with a hillbilly theme to a cutting edge brand” which outperformed competition in growth in 1997. Jeff Mordos, the exec VP-managing director at Mountain Dew’s longtime agency BBDO Worldwide, New York, stated that the brand, over the last 25 years, has remained true to its position. “The image has been a real tight link with thirst-quenching and with teens having an outrageous time with the brand outdoors,” said Mordos. (Kramer 1998)

Gillette, according to a 1998 article, created a brand extension of their shave product line to better attract their female audience. The “Gillette for Women” position differentiates itself from Gillette’s male shaving line based on the purchase motivation of the new target audience. According to Grossman, “The Gillette ads will emphasize the slogan ‘Are You Ready?’ which focuses on taking the functional role out of shaving by replacing it with an emotional role.” The article also stated that women are more likely to choose a female-branded product rather than a man’s product, supporting Gillette’s position for its brand extension. (Grossman 1998)

Bennigan’s Irish American Grill & Tavern use Irish pub songs as an audible cue in communication of their “Irish Hospitality” position. According to Cebrzynski, a 2001 spot entitled “Pocket Money,” begins with a man standing in front of a clothes dryer. An Irish pub band sings, “As I put on my daily attire/I got my button-flies out of the dryer/Next thing you know I’m a man of means/I found 10 bucks in the pocket of my jeans.” The next scene in the executions shows the man enjoying a meal at Bennigan’s. The tag used for the campaign is the single word “Slainte,” a traditional Irish toast to good fortune. All these cues combine to form the effective communication of Bennigan’s position – a fun, entertaining pub with a purely Irish personality. (Cebrzynski 2001)

Keds Corp., a division of Stride Rite Corp., in February 2000, expanded the Keds footwear brand's position from a seasonal shoe for warm weather into a year-round, comfortable footwear brand. According to the article, "The ads feature women in a variety of settings, with the tagline "Keds every wear" to play on the all-occasion positioning." By using Keds' target audience (women, 25-54) in a variety of locations enjoying the product, Keds communicates the new position of the brand. (Cardona 2000)

Brands in one category, in particular, must be certain to maintain positive brand positions. The automobile industry spent 1 in every 8 advertising dollars in 2000. This category must focus on purchase motivations of the average buyer in their advertising spots. According to Gottesman, "The price-sensitive buyer will always be a feature in an industry where the typical product can cost \$20,000; but 70 percent of customers are more concerned about not getting screwed than haggling over the last nickel. In other words, image and positioning remain vitally important in car marketing." This implies that car manufacturers must focus on consumer satisfaction with the brand, not only the product. The article illustrates this by stating that market studies indicate that 8 of 10 buyers were satisfied with their car. However, only 4 in 10 would likely purchase the same brand again. (Gottesman 2000)

Chevrolet, in 1999, dumped its "Genuine Chevrolet" tagline for a more youthful, more dependable tag, "We'll Be There." Chevy's campaign used several commercial formats, including one performed in a horror-movie genre. It showed frantic motorists trying to get their vehicles started as unseen monsters attacked. The executions used the following phrase as a visual cue during the execution: "Don't you wish everything was as dependable as a Chevy?" (Halliday 1999)

Another automobile marketer, Toyota, took a different approach and position in their advertising for the Toyota Camry. According to McMains, "a new TV spot for the Camry Solara sport coupe takes viewers through a car chase in Spain. After slamming recklessly into various vehicles, the driver of a small, beat-up European car carefully inches past a shiny red Camry Solara. The commercial features the line, "The Camry Solara. Yeah, it's that nice." Toyota's position, like Chevy's, focuses on the product rather than the consumer. However, their position was apparent through their use of visual and audible cues. (McMains 2001)

Methodology:

A content analysis was conducted on 111 randomly selected commercials established in the preliminary sample research. Each execution was analyzed using the following instrument, developed for use in this study:

Results from the analysis of the randomly selected executions were coded and information was entered into SPSS, a statistical analysis program. Findings were extracted from this information.

Development of Instrument for Content Analysis

After reviewing the available literature, cues were identified and compiled that should help define several components of any television execution that might play a role in the communication of brand position. See Review of Literature for information on the individual components and cues utilized in this instrument.

In order to establish if and/or how a television execution communicates a brand's position, it is necessary to analyze every available aspect of the execution for cues that might indicate that position was, in fact, communicated. The following instrument allows for dissection of a television execution into several key areas through which a sponsor may communicate the position of the brand. Unfortunately, simply identifying a few of the cues listed in any given execution does not guarantee that communication of position occurred; they simply indicate the method through which the sponsor attempted this communication. After a commercial is initially analyzed, it is then necessary to look into how the cues are used, what audible or visual communication took place, and if this communication fits into the operational definition of position. This is the component of the research that is most subjective, though initial analysis of the execution should provide a metaphorical roadmap through which a researcher can seek the deeper meaning behind the cues, and therefore determine whether communication of brand position occurred.

Instrument for Assessing Communication of Position in a Television Advertisement

General Information

Brand:
Product/Service:
Product/Service Category:
Length of Commercial: ___ 15 Seconds ___ 30 Seconds ___ 60 Seconds ___ Other
Key Copy Words:
Tagline:
Core Dramatization:
Overall Synopsis of Execution:
Brand Position Communicated (C, U, X):
Number of Viewings:
Other Notes:

Emphasis and Meaning

Theme:
Frame:
Discourse:

Purchase Motivations

___ Problem Removal	___ Problem Avoidance
___ Incomplete Satisfaction	___ Mixed Approach-Avoidance
___ Sensory Gratification	___ Intellectual Stimulation or Mastery
___ Social Approval	

Notes on Apparent Purchase Motivations:

Execution Format Type

___ Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)	
___ Product as Star	___ Speaker in Interesting Location
___ Vignette	___ Slice of Life
___ Presenters/Endorsement	___ Testimonial
___ Story	___ Lifestyle

Notes on Use of Format:

Audible Cues

___ Name of Brand	___ Target Audience
___ Customer Needs	___ Benefit
___ Attribute	___ Emotion
___ Reason-why	___ Brand Character
___ Competitive Advantage	___ Language
___ Music	___ Accent
___ Sound	

Description of Primary Audible Cue(s):

Visual Cues

___	Brand Logo	___	Target Audience
___	Customer Needs	___	Benefit
___	Attribute	___	Emotion
___	Reason-why	___	Brand Character
___	Competitive Advantage	___	Actor Demographics
___	Setting	___	B&W

Description of Primary Visual Cues:

Preliminary Execution Analysis (Test Application of Instrument)

The aforementioned instrument was applied to a convenience sample of six executions taken from the Tuesday, December 11, 2001, NBC 9:00 p.m. timeslot. The executions were: Lowe's, Rocher Chocolates, Fidelity Investments, Black & Decker Scum Buster, TJ Maxx, and I-Mac I-Pod. The instrument was useful in compiling objective notes about what each execution was composed of and helped in assessing overall communication of brand position. All commercials were found to communicate brand position, as defined above, though not all were "clear" in this communication.

For example, the execution for the Black & Decker Scum Buster, a 15-second spot, showed a trail leading from inside a bathroom, out a window, across a porch, through a hallway, and out a dog door to find a hand-held machine cleaning a tire rim. It took several viewings of this execution for it to become apparent what the product was, what it did (the trail it supposedly left through the house looked like yellow paint initially), and why anyone would want one. However, through close inspection, it became apparent that this hand-held scrubber could supposedly clean anything, from sinks, to carpet, to wooden benches, and even brake-dust covered car wheels. This is indeed communication of position, though it was the most difficult to ascertain of the executions analyzed.

More obvious was the execution for I-Mac's I-Pod. This execution begins with a man (specific demographic unknown) sitting at his I-Mac. It demonstrated the ease of which this man transferred files from his computer to a small, white music player. The man dances to peppy music as he passes through his apartment toward the front door. He puts on his coat and slips the white device neatly into the pocket of his jacket. The door

shuts and the music temporarily stops for a voice-over (VO) to state “I-Pod – A thousand songs in your pocket.” The music picks up again as the I-Mac logo comes on screen with the tagline “Think Different.” This execution very handily portrayed I-Mac’s I-Pod as a powerful personal music player and supports I-Mac’s existing position as the innovative leader in personal computer products.

Though concrete criteria for analysis of commercials in determining the communication of position are not available (given the intricate nature of the variables), this instrument assists in the evaluation process by objectively recording aspects of spot production, which allows for interpretation toward the more subjective identification of brand position communication.

Additionally, it provides a means for comparing commercials based on many factors, including length of commercial, category, likely consumer purchase motivation, and use of audible and visual cues. Though no specific research question addresses these specific features, it is possible that interesting statistics may be extracted from them.

Defining Position

Definitions of Brand Position:

- 1) “A ‘supercommunication effect’ that mentally tells the prospective buyer what the brand is, who it’s for, and what it offers.” (Rossiter and Percy 1997)
- 2) “The way we want customers to perceive, think, and feel about our product or service relative to competitors.” Furthermore, brand positioning is “composed of the following six elements: customer need, target customer group, competitive framework, benefit, reason-why, and brand character.” (Czerniawski and Maloney 1999)

- 3) “How you differentiate yourself in the mind of your prospect.” (Ries and Trout 2000)

Communication of Positioning

Communication of brand position will be assessed through analysis of commercials as indicated and explained in the Methodology section. For purposes of providing an operational definition, the above source definitions will be combined, along with sources outlined in the Literature Review section, and with the addition of intent on the part of the sponsor. In other words, communication of brand position will be defined for this study as follows:

Brand communications that attempt to differentiate a brand, based on some attribute, benefit, or emotion offered by that brand, in the minds of that brand's target consumer. This communication may be visual, audible, or both. It may be overtly stated or implied, communicated in any method available in the medium of television advertising. Therefore, virtually any communication of a positive aspect of the brand that a target audience might mentally use to set the brand apart from competition in the category may be determined as communication of brand position, or as a position prompt, which for purposes of this study will be considered synonymous.

This definition is reached through examination of industry definitions of positioning, tempered by the acknowledgement that every brand's communication will seek to reach a different target audience. It is also acknowledged that brand leaders in any given category need not communicate a competitive position since they occupy the central position. An example of a market leader whose advertising does not explicitly communicate brand position is Nike, who often neglects to state anything about the footwear, having found it only necessary to illustrate athletes using the product and flashing the Nike logo, the “Swoosh,” encouraging viewers to “Just Do It.” The position

of Nike is not clearly or explicitly communicated, yet the implications of a Nike commercial are unmistakable, and are an effective method of prompting the brand's central position.

Operational Definitions of Units of Analysis

Brand

Brand denotes a name, word, phrase, symbol, or combination of these communicators that distinguishes a product. Specifically, the sponsoring brand will be recorded. This is operationalized as notation of the sponsor of the execution, communicated by any means.

Product

Denotes the product or service that carries the name of the brand. This is operationalized as notation of the product that the commercial is devoted to by the brand, as noted above.

Note: For purposes of brevity, the term "Product" will be used to mean "Product or Service."

Product Category

Denotes overall category in which a product, as listed above, is classified. This is operationalized as notation of the product category within which the product being advertised is located.

Key Copy Words

Audible phrases used in a television execution that communicate the brand's benefit(s) to a consumer. This is operationalized as the transcription of any audible (verbal) phrases in an execution that explicitly state a benefit the brand (or brand's product) offers to the consumer.

Tagline

A statement made audibly, visually or both, often at the end of an execution, which supplies additional information about the brand or product. This is operationalized as any statement made that is designed to provide additional information or leave the viewer with a summing thought.

Core Dramatization

Refers to the primary idea an execution communicates about a brand or product and illustrates for the target audience. This is operationalized as the base message of an execution; the primary communication made in an execution. Core dramatization can include both audible and visual cues.

Brand Position Communicated

Will be coded into the following categories:

Clear (C): Communication of brand position was easy to identify. This is operationalized as, all other factors aside, brand position communication being easily identified within 5 or less viewings of the execution.

Unclear (U): Communication of brand position was identified after several viewings. This is operationalized as, all other factors aside, brand

position communication being identified after viewing the executions more than 5 times.

None (X): Communication of brand position was unable to be identified despite numerous viewings. This is operationalized as, all other factors aside, brand position communication could not be identified after viewing the executions, totaling at least 15 times.

Note: See “Caveat” under Number of Viewings for more information.

Number of Viewings

Refers to the number of times an execution was viewed during the analysis for this research. Is not intended to be a measure of minimum effective frequency. This measure will provide a basis for categorization, especially in relation to clarity of brand position communication. This is operationalized simply as the number of times an execution was viewed during the content analysis.

Caveat: It must be acknowledged that this variable will be impacted by coder wear-out and the coder’s learning curve. Therefore, this measure is not a reliable measure, serving only as a classification variable that will support conclusions reached during the final analysis of overall effective methods of brand position communication.

Overall Synopsis of Execution

Denotes an abstract of the overall communication and design of the execution. Includes any relevant criteria describing the workings of the commercial. This is operationalized as the coder’s overall interpretation of the commercial. Can include subjective opinions regarding what the sponsor is trying to accomplish,

comments on most effective aspects, and emotion the coder experiences while analyzing the execution.

Emphasis and Meaning

Frame

Frame denotes the overall reality in which the commercial takes place. Analyses will include relevant settings, which support belief in sponsor's message given product category and brand personality. This is operationalized as the coder's impression of the overall reality the execution seeks to call into the consumer's mind. In essence, frame places the viewer in a world they already understand and agree with.

Caveat: Emphasis and Meaning variables are based on the subjective interpretation of an execution.

Theme

Represent the point of view the sponsor wants to convey, given the frame. Theme is the overall method within the frame in which the product is presented. This is operationalized as the perspective from which the sponsor wants a viewer to receive the message.

Caveat: Emphasis and Meaning variables are based on the subjective interpretation of an execution.

Discourse

The specific messages communicated which reflect the given theme. Illustration of product benefit, given the theme and frame, will constitute discourse. This is

operationalized as the actual message the sponsor intends to communicate to a viewer, based on the viewers acceptance of reality (theme) and perspective provided by the sponsor (frame).

Caveat: Emphasis and Meaning variables are based on the subjective interpretation of an execution.

Purchase Motivations

Problem Removal

Negatively originated purchase motivation that infers or states that the product can remove a problem in the consumers' lives. This is operationalized as evidence within an execution that communicates to the viewer that the product can remove a problem from a consumer's life.

Problem Avoidance

Negatively originated purchase motivation that infers or states, through ownership of the product, a problem may be avoided. This is operationalized as evidence within an execution that communicates to the viewer that the product can help the consumer avoid a problem in the consumer's life.

Incomplete Satisfaction

Negatively originated purchase motivation that infers or states that purchase of product will alleviate previous dissatisfaction with other offerings in product category. This is operationalized as evidence within an execution that communicates to the viewer that the product will satisfy the consumer within the category, acknowledging that the consumer has suffered previous disappointment and dissatisfaction with competing products in that category.

Mixed Approach-Avoidance

Negatively originated purchase motivation that infers or states that purchase of the product will serve the needs of the consumer without the consumer having to make a difficult decision regarding product purchase (selection of product based on the least offensive option). This is operationalized as evidence within an execution that communicates to the viewer that the product will satisfy the consumer within the category, acknowledging that the consumer must make a choice regarding any product within category, with the sponsoring brand's product offering the least offensive option.

Sensory Gratification

Positively originated purchase motivation that infers or states that purchase of the product will be pleasing to the consumers' senses. This is operationalized as evidence within an execution that communicates to the viewer that the product will satisfy the consumer's senses in such a way that it is the primary reason compelling a consumer to select the sponsoring brand's product.

Intellectual Stimulation or Mastery

Positively originated purchase motivation that infers or states that purchase of the product will stimulate the consumer intellectually. This is operationalized as evidence within an execution that communicates to the viewer that the product will satisfy the consumer's intellectual needs.

Social Approval

Positively originated purchase motivation that infers or states that purchase of the product will incite the approval of one's peers or that they will be seen in a positive way within their social scene. This is operationalized as evidence within an execution that communicates to the viewer that the product will satisfy the consumer's quest for social approval.

Execution Format Type

Demonstration

Operationalized as any execution format that shows product in use. Also includes before and after demonstrations, side-by-side comparisons with leading competition, or illustration of new uses for a product.

Product as Star

Operationalized as any execution format that includes that product as an actual character within the commercial.

Speaker in Interesting Location

Operationalized as any execution format that features a spokesperson in a location that is interesting to the target audience.

Vignette

Operationalized as any execution format that uses a story-type method of delivering the product's message. Often, several executions using different people and places but relaying the same information are used.

Slice of Life

Operationalized as any execution format that illustrates a moment in the life of a seemingly normal consumer. Used often to illustrate how a product can remove a problem for the target audience.

Presenters/Endorsement

Operationalized as any execution format that employs a spokesperson that addresses the target audience by looking into the camera and explaining why they should purchase that product. Does not include spokespersons that testify based on their use of the product. Often will include a celebrity as the endorser.

Testimonial

Operationalized as any execution format that uses a spokesperson to describe a real experience, which that spokesperson had while using or owning the product.

Story

Operationalized as any execution format that includes a storyline. According to Jewler, they should be thought of as 30-second television shows. The message of the sponsor will be communicated through the storyline of the commercial.

Lifestyle

Operationalized as any execution format that illustrates use of a product as a component of an actor's lifestyle. The actor in a lifestyle execution will not pitch the brand or product, but will merely illustrate the use of a product through the actor's apparent lifestyle.

Audible Cues

Audible Cue(s)

Any audible communication used in an execution to communicate to a consumer.

Name of Brand

Operationalized as audible statement of the sponsoring brand's name.

Target Audience

Operationalized as audible communication stating for whom the product is intended. Must explicitly state whom the product is for or for whom the execution is directed.

Customer Needs

Operationalized as audible communication stating a need of the consumer that the product can solve. Must explicitly state the need of the consumer.

Benefit

Operationalized as audible communication relating the product benefits to the consumer. Must explicitly state the benefit a consumer gains from the product.

Attribute

Operationalized as audible communication of a product's attribute(s). Includes all stated attribute(s) offered by the product to a consumer. Must explicitly state this attribute(s).

Emotion

Operationalized as audible communication of the emotional response a product can bring to a consumer. Must explicitly state the emotion or emotional response.

Reason-why

Operationalized as audible communication of the purchase motivation likely to inspire a consumer to purchase the product. The purchase motivation that is audibly communicated will be indicated in the Purchase Motivation section of the instrument. Must be explicitly stated in execution.

Brand Character

Operationalized as audible communication of a unique characteristic of the brand or relating the uniqueness of the brand's overall character.

Competitive Advantage

Operationalized as audible communication of the product's superiority within a category relative to other brands within the same category. Must explicitly state evidence of this advantage. May sometimes name competition.

Language

Operationalized as audible communication using language to address a particular demographic or gain audience attention.

Music

Operationalized as audible communication using music. Will include use of popular music and jingles written specifically for the advertising of the brand.

Accent

Operationalized as audible communication from a spokesperson or Voice Over (VO) that carries a distinct accent.

Sound

Operationalized as audible communication using sounds that are not language or music. Includes special effects and product in use sounds.

Visual Cues

Visual Cue(s)

Any visual communication used in an execution to communicate to a consumer.

Brand Logo

Operationalized as visual communication of a brand logo or name in an execution, as well as illustration of the product or packaging in which the product is sold.

Target Audience

Operationalized as visual communication for whom the product is intended. Includes demographics of the actors used in the execution, if used in such a purpose that they identify the likely target of the sponsor's message.

Customer Needs

Operationalized as visual communication illustrating a need of the consumer that the product can likely fill. Illustration of this variable will not necessarily include the sponsoring brand's product in the visual communication of customer need.

Benefit

Operationalized as visual communication relating the product benefits to the consumer. Illustration of this variable will include the sponsoring brand's product in the visual communication of consumer benefit.

Attribute

Operationalized as visual communication of a product's attribute(s). Attribute(s) may include showing the product out of its packaging, illustration of how

product is made, graphic interpretation of how the product works, and any other method of showcasing the product for the viewing consumer.

Emotion

Visual communication of the emotional response a product can bring to a consumer. Illustration of this variable need not simultaneously show the product. However, there can be no doubt that emotion expressed by the actor in the execution originates with use or ownership of the sponsoring brand's product.

Reason-why

Operationalized as visual communication of the purchase motivation likely to inspire a consumer to purchase the product. The purchase motivation that is visually communicated will be indicated in the Purchase Motivation section of the instrument.

Brand Character

Operationalized as visual communication of a unique characteristic of the brand or relating the uniqueness of the brand's overall character.

Competitive Advantage

Operationalized as visual communication of the product's superiority within a category relative to other brands within the same category. May illustrate competing brands, but not necessarily. Side-by-side comparison or product benefits, even if competition is not named, will be considered to be visual communication of competitive advantage.

Actor Demographics

Operationalized as visual communication that relies on the executions actors to illustrate the target audience that the execution seeks to persuade.

Setting

Operationalized as visual communication of a particular setting in which to use the brand, especially if the setting speaks something about the brand, the brand's use, or toward the brand's position.

B&W

Operationalized as any execution that, for the entire length or for any portion of the execution length, incorporates the use of black and white, for any reason, into the execution.

Sample Research Details and Random Selection of Executions

Research in this study will be conducted in several stages. Initially, research was conducted on the network television stations from which the sample will be randomly taken. A spreadsheet was constructed which included all possible time slots, as defined in the preliminary sample research. These timeslots were then assigned random numbers and resorted, providing a list of timeslots to be used in the sample. Second, an instrument has been designed which will be used in the content analysis to be conducted on the random sample. This instrument has been tested, as noted in the third section, in the preliminary execution analysis. Primary research methods, those which will be utilized in the content analysis of the randomly generated sample, are mentioned in the final section.

Preliminary Sample Research and Random Selection

Defining the Universe

The executions for this study will be randomly selected from primetime network programming within the period of one week. The definition of primetime used for this study states: “In broadcast, the general reference is to that time period which attracts the most viewers or listeners. Specifically, in TV, generally 8:00-11:00 p.m. EST, Monday through Saturday and 7:30-11:00 p.m. EST Sunday.” (Surmanek 1993)

For purposes of this study, each half-hour of programming will represent one timeslot. Total number of timeslots available for one week of primetime programming on one network station is 43.

There are four network stations which will be included in this study: NBC, ABC, CBS, and Fox. Therefore, the total number of possible timeslots each week is 172 (4 x 43).

This study will analyze only national brand advertisements appearing in primetime network programming. Executions may be sponsored by brands that are either products or services. No public service announcements or political advertisements will be used in the study. Because the 2002 Winter Olympic Games are being held in Salt Lake City, Utah, many brands are broadcasting sponsorship ads. These ads will be excluded due to the likelihood that many will not be communicating a brand position on the basis that their sponsorship of the Olympics is their intended message, not standard advertising of the brand. Finally, promotions will be excluded from the study since, like sponsorships, communication of brand position is not necessarily the goal of the ad; the purpose is more likely to be purchase facilitation or development of brand purchase intention, though not necessarily on the basis of brand position (cents-off, limited time, etc.).

Preliminary analysis of four timeslots of network programming yielded the following results:

Table 1: Preliminary Timeslot Analysis

Time Slot #	Time	# Commercials	# Sponsorships	# Promos	Total Usable
1	8:00 PM	15	0	2	13
2	8:30 PM	10	2	1	7
3	9:00 PM	15	1	1	13
4	9:30 PM	9	0	3	6

(Avg.) First Hour Slot:	15	0.5	1.5	13
(Avg.) Second Hour Slot:	9.5	1	2	6.5
Overall Avg. Per Slot:	12.25	0.75	1.75	9.75

Average of 10 usable commercials per time slot.
Will record first 20 randomly selected time slots.

As indicated, there were found to be, on average, 10 usable executions per time slot. In the four timeslots, there were only two duplicate executions, therefore it was not factored into the chart, though extra timeslots will be allocated for sampling to offset the problems associated with duplicate executions. Each execution, therefore, will only be analyzed once. Subsequent identical executions will be discarded.

The target sample size for this study is 100 unique executions. Sample executions will be selected by first, recording the randomly selected timeslots, then analyzing all executions in order of their appearance (1-100) until the goal of 100 executions is reached.

In order to assure that enough executions will be available for the sample, 20 timeslots will be selected. This, according to preliminary research, should yield 200 usable executions, but does not account for repetition.

Selecting a Sample

Random selection of 20 timeslots was performed. A Microsoft Excel spreadsheet was created for all 172 possible timeslots in any given week. The random number function was applied to each timeslot, which were then sorted according to the randomly assigned number. The following chart contains the top 20 selected timeslots:

Table 2: Randomly Selected Timeslots A

Time Slot #	Network	Day	Time Slot
70	NBC	Friday	9:00 PM
76	NBC	Saturday	9:00 PM
102	CBS	Wednesday	9:30 PM
142	FOX	Wednesday	8:00 PM
60	NBC	Wednesday	10:00 PM
128	CBS	Sunday	10:00 PM
40	ABC	Sunday	9:00 PM
43	ABC	Sunday	10:30 PM
116	CBS	Friday	10:30 PM
163	FOX	Saturday	9:30 PM
29	ABC	Friday	10:00 PM
64	NBC	Thursday	9:00 PM
96	CBS	Tuesday	9:30 PM
140	FOX	Tuesday	10:00 PM
87	CBS	Monday	8:00 PM
152	FOX	Thursday	10:00 PM
2	ABC	Monday	8:30 PM
101	CBS	Wednesday	9:00 PM
80	NBC	Sunday	7:30 PM
24	ABC	Thursday	10:30 PM

The final chart contains the top 20 selected timeslots, sorted again by the day of the week in which they occur. This is the schedule of recording to be used, based on random selection of timeslots:

Table 3: Randomly Selected Timeslots B

Time Slot #	Network	Day	Time Slot
80	NBC	Sunday	7:30 PM
40	ABC	Sunday	9:00 PM
128	CBS	Sunday	10:00 PM
43	ABC	Sunday	10:30 PM
87	CBS	Monday	8:00 PM
2	ABC	Monday	8:30 PM
96	CBS	Tuesday	9:30 PM
140	FOX	Tuesday	10:00 PM
142	FOX	Wednesday	8:00 PM
101	CBS	Wednesday	9:00 PM
102	CBS	Wednesday	9:30 PM
60	NBC	Wednesday	10:00 PM
64	NBC	Thursday	9:00 PM
152	FOX	Thursday	10:00 PM
24	ABC	Thursday	10:30 PM
70	NBC	Friday	9:00 PM
29	ABC	Friday	10:00 PM
116	CBS	Friday	10:30 PM
76	NBC	Saturday	9:00 PM
163	FOX	Saturday	9:30 PM

The week in which the sample was taken began Sunday, January 27th, 2001, at 7:30 p.m. and concluded Saturday, February 2nd, at 11:00 p.m. The recording was completed as dictated by the random selection of timeslots.

Recording Schedule

<i>Date and Timeslot</i>	<i>Affiliate</i>	<i>Programming</i>
<i>Sunday, January 27</i>		
7:30 – 8:00 p.m.	NBC (11)	Newscast: Dateline NBC
9:00 – 9:30 p.m.	ABC (4)	Mini-Series: Stephen King’s “Red Rose”
10:00 – 10:30 p.m.	CBS (5)	Movie: “My Sister’s Keeper”
10:30 – 11:00 p.m.	ABC (4)	Mini-Series: Stephen King’s “Red Rose”
<i>Monday, January 28</i>		
8:00 – 8:30 p.m.	CBS (5)	Sitcom: King of Queens
8:30 – 9:00 p.m.	ABC (4)	Game Show: Who Wants to be a Millionaire

Tuesday, January 29

9:30 – 10:00 p.m.	CBS (5)	Special: State of the Union Address
10:00 – 10:30 p.m.	FOX (6)	Special: State of the Union Address

Wednesday, January 30

8:00 – 8:30 p.m.	FOX (6)	Sitcom: That 80's Show
9:00 – 9:30 p.m.	CBS (5)	Sitcom: Becker
9:30 – 10:00 p.m.	CBS (5)	Sitcom: Becker
10:00 – 10:30 p.m.	NBC (11)	Drama Show: Law & Order

Thursday, January 31

9:00 – 9:30 p.m.	NBC (11)	Sitcom: Will & Grace
10:00 – 10:30 p.m.	FOX (6)	Newscast: Fox News
10:30 – 11:00 p.m.	ABC (4)	Mini-Series: Stephen King's "Red Rose"

Friday, February 1

9:00 – 9:30 p.m.	NBC (11)	Newscast: Dateline NBC
10:00 – 10:30 p.m.	ABC (4)	Newscast: 20/20
10:30 – 11:00 p.m.	CBS (5)	Sports: Friday Night Super Bowl Bash

Saturday, February 2

9:00 – 9:30 p.m.	NBC (11)	Movie: "The General's Daughter"
9:30 – 10:00 p.m.	FOX (6)	Reality Show: America's Most Wanted

Recorded from Verizon Cable Provider, Morgantown, WV.

ABC Affiliate – WTAE (Channel 4)
CBS Affiliate – WDTV (Channel 5)
FOX Affiliate – WCWB (Channel 6)
NBC Affiliate – WBOY (Channel 11)

The following spreadsheet details the recording of executions for analysis and the order in which executions will be selected from the recorded timeslots:

Table 4: Recording Schedule

Research #	Date	Day	Timeslot	Timeslot #	Affiliate	Tape #	Program #
1	1-Feb	Fri	9:00 p.m.	70	NBC	6	1
2	2-Feb	Sat	9:00 p.m.	76	NBC	7	1
3	30-Jan	Wed	9:30 p.m.	102	CBS	4	3
4	30-Jan	Wed	8:00 p.m.	142	FOX	4	1
5	30-Jan	Wed	10:00 p.m.	60	NBC	4	4
6	27-Jan	Sun	10:00 p.m.	128	CBS	1	3
7	27-Jan	Sun	9:00 p.m.	40	ABC	1	2
8	27-Jan	Sun	10:30 p.m.	43	ABC	1	4
9	1-Feb	Fri	10:30 p.m.	116	CBS	6	3
10	2-Feb	Sat	9:30 p.m.	163	FOX	7	2
11	1-Feb	Fri	10:00 p.m.	29	ABC	6	2
12	31-Jan	Thur	9:00 p.m.	64	NBC	5	1
13	29-Jan	Thur	9:30 p.m.	96	CBS	3	1
14	29-Jan	Tue	10:00 p.m.	140	FOX	3	2
15	28-Jan	Mon	8:00 p.m.	87	CBS	2	1
16	31-Jan	Thur	10:00 p.m.	152	FOX	5	2
17	28-Jan	Mon	8:30 p.m.	2	ABC	2	2
18	30-Jan	Wed	9:00 p.m.	101	CBS	4	2
19	27-Jan	Sun	7:30 p.m.	80	NBC	1	1
20	31-Jan	Thur	10:30 p.m.	24	ABC	5	3

Coding the Research

Results of the content analysis were coded in accordance with the following information:

Code Sheet Legend

Execution Number Refers to the execution based on the randomly selected recording of timeslots.

General Information

Brand/Product*: Text (Not Coded)

Category:
Cars & Light Trucks 1

Restaurants (Fast Food)	2
Telephone Companies/Services	3
Financial Products/Services	4
Prescription Medications	5
Carbonated Soft Drinks	6
Credit Cards & Travelers Checks	7
Beer & Ale	8
Candy & Mints	9
Pain Relievers/Sedatives	10
Online/Data Processing	11
Shampoos/Conditioners	12
Cereals	13
Cold & Sinus Remedies	14
General Discount Dept. Stores	15
Property & Casualty Insurance	16
Non-Prescription Medication	17
Face Makeup	18
Hair Coloring Products	19
Retailers	20
Skin Care Creams, Lotions, Oils	21
Chips, Nuts, Popcorn & Pretzels	22
Fruit and Vegetable Juices/Flavored Drinks	23
Sport Shoes	24
Jewelers	25
Home-Scented Products	26
Health Foods	27
Other Packaged Foods	28
Home Cleaning Supplies	29
Restaurants (Non-Fast Food)	30
Hotels	31
Shaving Products	32
Batteries	33
Pet Supplies	34
Water Treatment Products	35
State/Tourism	36
Greeting Cards	37
Other Personal Hygiene Products	38
Other	39
Length:	Numeric (in seconds)
Key Copy Words:	Not Coded
Tagline:	
Audible Only	1
Visual Only	2
Audible and Visual (Same)	3
Audible and Visual (Different)	4
None	5

Core Dramatization:	Not Coded
Synopsis:	Not Coded
Position:	
Clearly Communicated (C)	1
Unclearly Communicated (U)	2
Not Communicated (X)	3
Viewings:	Numeric
 <i>Emphasis and Meaning</i>	
Theme:	Not Coded
Frame:	Not Coded
Discourse:	Not Coded
 <i>Purchase Motivations</i>	
Motive:	
Problem Removal	1
Problem Avoidance	2
Incomplete Satisfaction	3
Mixed Approach-Avoidance	4
Sensory Gratification	5
Intellectual Stimulation/Mastery	6
Social Approval	7
None Apparent	8
 <i>Execution Format Type</i>	
Type:	
Demonstration	1
<i>(Note: all Demonstration ads will be analyzed as one group)</i>	
Straight Performance	1a
Before-After	1b
Side-by-Side	1c
New Use	1d
Product as Star	2
Speaker in Interesting Location	3
Vignette	4
Slice of Life	5
Presenters/Endorsement	6
Testimonial	7
Story	8
Lifestyle	9
 <i>Synopsis/Other</i>	
Bstate (Number of times Brand Name is stated)	Numeric
Bshown (Number of times Brand (Logo) is shown)	Numeric
Web (Web address provided)	(1/2)**
Tel (Telephone number provided)	(1/2)

Audible Cues

ANB	(Name of Brand)	(1/2)
ATA	(Target Audience)	(1/2)
ACN	(Customer Needs)	(1/2)
AB	(Benefit)	(1/2)
AA	(Attribute)	(1/2)
AE	(Emotion)	(1/2)
ARW	(Reason-why)	(1/2)
ABC	(Brand Character)	(1/2)
ACA	(Competitive Advantage)	(1/2)
AL	(Language)	(1/2)
AM	(Music)	(1/2)
AAc	(Accent)	(1/2)
AS	(Sound)	(1/2)

Visual Cues

VBL	(Brand Logo)	(1/2)
VTA	(Target Audience)	(1/2)
VCN	(Customer Needs)	(1/2)
VB	(Benefit)	(1/2)
VA	(Attribute)	(1/2)
VE	(Emotion)	(1/2)
VRW	(Reason-why)	(1/2)
VBC	(Brand Character)	(1/2)
VCA	(Competitive Advantage)	(1/2)
VAD	(Actor Demographics)	(1/2)
VS	(Setting)	(1/2)
VBW	(B&W)	(1/2)

* **Bold Text** indicates variable on execution master code sheet.

** Symbols (1/2) denote findings of “Yes” (1) and “No” (2).

Inter-Coder Reliability Analysis

Analysis was completed on the inter-coder reliability of the instrument used in this study. A total of 126 checks were performed, resulting in disagreement on 7 of those checks. This calculates to an inter-coder reliability of 94.4% agreement.

The variable that presented the most misinterpretation was Brand Character. After clarification with Dr. Schimmel, it was agreed that the method in which this variable was analyzed was appropriate and acceptable.

Further detailed information regarding methodology and results this study is presented in the Appendices.

- Appendix I: Execution Analysis Results
- Appendix II: Final Analysis Results

Findings:

A total of 105 executions were found to be usable from the randomly selected sample. Executions were eliminated from the sample because the recording was flawed, the execution was a duplicate, or the execution failed to meet the criteria established in the Methodology section. Full presentation of this information is located in Appendix I and II.

Descriptive Statistics

Category

A total of 39 categories were represented in the sample. Of these, the top five were as follows:

1. Cars & Light Trucks	12.4%
2. Prescription Medication	5.7%
3. Home Cleaning Supplies	5.7%
4. Restaurants (Fast Food)	4.8%
5. Telephone Companies/Services	4.8%

Length

Executions ranged in length from 15 seconds to 120 seconds. Only 8 ran longer than 30 seconds. The most frequently used ad length in the sample was 30 seconds, accounting for 59 executions, or 53.2% of the valid sample. A total of 38 ads, 36.2% of the valid percent, were 15 seconds in duration.

Table 5: Execution Length

Execution Length	Frequency	Valid Percent
15 Seconds	38	36.2
30 Seconds	59	56.2
45 Seconds	2	1.9
60 Seconds	5	4.8
120 Seconds	1	1
Totals:	105	100

Tagline

Taglines were incorporated into all but 9.5% of the analyzed sample. The most frequent use of the tagline incorporated both visual and audible communication of the same tagline, occurring in 38.1% of executions. Only 8.6% used dual taglines, or different taglines for visual and audible delivery. This occurred most often when the sponsor's corporate tagline differed from the product's tagline. Nearly the same percentage of executions used visual only or audible only taglines, 22.9% and 21.0% respectively.

Table 6: Use of Tagline

Tagline	Frequency	Valid Percent
Audible Only	22	21
Visual Only	24	22.9
Audible and Visual - Same	40	38.1
Audible and Visual - Different	9	8.6
None	10	9.5
Totals:	105	100

Position

Communication of position, as detailed in Methodology, was demonstrated clearly in 75.2% of the sample. An additional 20.0% of executions were determined to contain communication of position in some form, though this communication was not

easily discernable without attentive viewing. Finally, only 4.8% of executions in the sample were found to not communicate position in any discernable way.

Table 7: Communication of Position

Position	Frequency	Valid Percent
Clearly Communicated	79	75.2
Unclearly Communicated	21	20
Not Communicated	5	4.8
Totals:	105	100

Purchase Motivation

Apparent purchase motivations portrayed by the executions were closely divided between low and high involvement motives. Low involvement purchase motivations were presented in 56.2% of the sample, with the most used motive, problem removal, accounting for 31.4%. High involvement motives were apparent in 40.9%, mostly attributed to the motive of sensory gratification. The remaining 2.9% of executions communicated no apparent purchase motivation.

Table 8: Purchase Motivation

Purchase Motivation	Frequency	Valid Percent
Problem Removal	33	31.4
Problem Avoidance	9	8.6
Incomplete Satisfaction	15	14.3
Mixed Approach - Avoidance	2	1.9
Sensory Gratification	18	17.1
Intellectual Stimulation/Mastery	11	10.5
Social Approval	14	13.3
None Apparent	3	2.9
Totals:	105	100

Format Type

Eight different format types were utilized in the sample. The most used format type was the vignette, totaling 31.4% of the executions. Presenters/Endorsers were used

22.9% of the time, Demonstration 12.4%, and the Story format 10.5%. Product as Star, Slice of Life, and Lifestyle formats each composed 6.7% of the sample, while Testimonials were used in only 2.9% of the analyzed executions.

Table 9: Format Type

Format Type	Frequency	Valid Percent
Demonstration	13	12.4
Product as Star	7	6.7
Vignette	33	31.4
Slice of Life	7	6.7
Presenters/Endorsers	24	22.9
Testimonial	3	2.9
Story	11	10.5
Lifestyle	7	6.7
Totals:	105	100

Brand Name

The name of the brand was stated (audibly) at least once in all but 6.7% of the sample size. In 78.1% of the sample, the brand name was stated between 1 and 3 times, with 25.7% stating it only once. One execution stated the name of the brand a total of 8 times, the most in any execution analyzed. The mean for this variable was 2.29.

Table 10: Brand Name

Brand Name Stated	Frequency	Valid Percent
0	7	6.7
1	27	25.7
2	35	33.3
3	20	19
4	8	7.6
5	2	1.9
6	2	1.9
7	3	2.9
8	1	1
Totals:	105	100

Brand Logo

Brand name or logo was shown in 100% of the executions analyzed. In 69.5% of the sample, the brand name or logo was shown three or fewer times. Two executions presented the brand name or logo 10 times during the course of the execution. The mean for this variable was 3.10.

Table 11: Brand Name or Logo

Brand Logo Shown	Frequency	Valid Percent
1	13	12.4
2	34	32.4
3	26	24.8
4	12	11.4
5	11	10.5
6	6	5.7
7	1	1
10	2	1.9
Totals:	105	100

Web Address and Telephone Number

Corporate web address was provided in 37.1% of the sample executions. A toll-free telephone number was provided in only 22.9% of the executions.

Table 12: Web Address and Telephone Number

Web Address	Frequency	Valid Percent
Yes	39	37.1
No	66	62.9
Telephone Number		
Yes	24	22.9
No	81	77.1

Audible Cues

The audible cues most often present in the analyzed sample included: Name of Brand (93.3%), Reason-why (67.6%), Language (96.2%), and Music (85.7%).

Conversely, the audible cues least often present in the sample included: Target Audience (6.7%), Emotion (6.7%), Brand Character (2.9%), Competitive Advantage (14.3%), and Accent (4.8%).

Table 13: Audible Cues

Audible Cues	Frequency Found	Valid Percent
Name of Brand	98	93.3
Target Audience	7	6.7
Customer Needs	60	57.1
Benefit	49	46.7
Attribute	62	59
Emotion	7	6.7
Reason-Why	71	67.6
Brand Character	3	2.9
Competitive Advantage	15	14.3
Language	101	96.2
Music	90	85.7
Accent	5	4.8
Sound	25	23.8

Visual Cues

The visual cues most often present in the sample were Brand Logo (100%), Customer Needs (68.6%), Attribute (78.1%), and Reason-why (61.9%). The visual cues least often present included: Emotion (21.0%), Brand Character (10.5%), Competitive Advantage (10.5%), and Black & White (6.7%).

Table 14: Visual Cues

Visual Cues	Frequency Found	Valid Percent
Brand Name or Logo	105	100
Target Audience	33	31.4
Customer Needs	72	68.6
Benefit	42	40
Attribute	82	78.1
Emotion	22	21
Reason-Why	65	61.9
Brand Character	11	10.5
Competitive Advantage	11	10.5
Actor Demographics	44	41.9
Setting	43	41
B&W	7	6.7

Crosstabs

Category/Position

Several interesting points can be made from examining how categories compared in terms of communication of position. Cars & Light Trucks, for example, had 13 representative executions in the sample. Of these, only 4 were found to clearly communicate a position, while 8 communicated position unclearly. One was found to not communicate position in the execution. Restaurants (Fast Food) clearly communicated position in 3 out of 5 executions, while Telephone Companies/Services in 4 out of 5. Home Cleaning Supplies, comprising of 6 total executions, communicated a position clearly in all 6.

Category/Motive

When comparing how categories stacked up in terms of purchase motivation apparent in the execution, it should be noted that most (11 out of 13) of the executions in the Cars & Light Trucks category portrayed a high-involvement purchase motive. Four

of the 5 Restaurant (Fast Food) executions portrayed a low-involvement motive. Telephone Companies/Services also portrayed a low-involvement motive in 4 out of 5 executions, and all four focused on Incomplete Satisfaction.

Correlations

Correlations between variables were also computed. The research found that the following variables correlated with the variable Position at the 0.05 level (2-tailed): Audible Customer Needs, Audible Benefit, Audible Reason-why, Visual Target Audience, Visual Customer Need, Visual Benefit, and Visual Reason-why. Furthermore, the following variables correlated with the variable Position at the 0.01 level (2-tailed): Purchase Motivation, Visual Emotion, and Visual Setting.

Complete research findings are presented in Appendix II.

Discussion:

Current Television Advertising and Communication of Position

According to the research conducted, current primetime television advertising does show evidence of communicating brand position. However, this is not saying that on average a primetime commercial does communicate position to an average viewer. Due to the active nature of content analysis, and given the complexity of modern advertising, all that can be stated for certain is that the ingredients are present in most of the executions in the sample to communicate a position to an active viewer.

Most of the executions in the sample clearly communicated some evidence of position, as defined in the Methodology section. The Chevrolet Avalanche spot (Execution #30) clearly shows the primary product attribute by having the actor stop and exit the vehicle to demonstrate the unique selling proposition of the vehicle. An execution for Torengos tortilla chips (Execution #39) utilizes a side-by-side comparison to emphasize its advantage over competition. Aleve Cold & Sinus (Execution #51) clearly communicated the duration of effect of their product by combining the audible ticking of a clock with visual passing of time, both with a wall clock and a focus group moderator acting extremely bored. Petsmart (Execution #111), using a vignette format with complementary audible and visual cues, employed the high-involvement purchase motive to communication of the USP for their pet supply stores. In total, 79 of the 105 valid executions in the sample were determined to clearly communicate a position. The most clear position resulted from seamless use of both audible and visual cues in an often simple manner, communicating only what was necessary to interest the audience and provide them with rudimentary knowledge of the brand.

Positioning for products whose executions attempted more complex messages or delivery were often more difficult to determine communication of a position. One example, a spot for a Lexus (Execution #5), used poetic copy with an artistic flair to the visual cues that accentuated the vehicle's prestige and class. However, the identification of what was special about the vehicle was lost in the drama created by the audible and

visual cues. Only after numerous viewings was the implied message of the spot, quality craftsmanship, identified.

Another vehicle ad in which the communication of position was difficult to discern was a spot for Volkswagon (Execution #52). In this execution, a coworker needs to borrow a man's "fast car." When he arrives in the parking garage, he fixes his attention on a vehicle and presses the remote, causing the running lights on the car, which is located behind his back, to flash. At the end of the spot, the VO's statement is intended to communicate that VW is fast but unassuming, but this isn't clear until the execution was viewed several times. Additionally, this execution is quite amusing, which attracts attention to the actor and not the vehicle.

Of the five executions that were not found to communicate any position, two are known to be part of a larger campaign. The first, MLife (Execution #9), is part of a campaign introducing a new communication device. The campaign seems to be focused toward inciting word of mouth and causing the viewer to question what the product even does. MLife eventually unveiled this new product in subsequent advertising. The second, Nexium (Execution #66), is a reminder ad for an ongoing campaign. The remaining three in which no communication of position was identified were Saturn SL1 (Execution #25), Pro Act Technologies (Execution #55), and Hershey's Kisses (Execution #102). In the case of Hershey's Kisses, it could be argued that the spot used brand character as a visual cue to remind viewers to purchase Hershey's for Valentine's Day, though the only attribute displayed in the spot was the candy in the wrapper, and the copy failed to elaborate on the brand or product in any way.

Execution Criteria and Communication of Position

Though no single variable was determined to be inextricably linked to the communication of a position, many were found to likely influence such communication. It is important to note that, due to the complexity of marketing communications, a specific formula for communication of position does not exist. However, the executions that most clearly communicated a brand position did so by using numerous variables in

tandem, creating attention-getting and informative ads whose message was apparent in the first couple of viewings.

The research shows that some cues were utilized far more frequently than other cues. Audible cues most often found to be present in an execution were the statement of the brand's name, the reason why a consumer would be motivated to purchase that brand, use of language in any understandable form, and music. In the cases of variables such as audible communication of the name of the brand, use of language, and use of music, an overwhelming number of the sampled executions used the cue, making determination of this cue's effect on communication of position impossible. The audible cue expressing the reason why a consumer would purchase the brand, though identified in 71 of the executions, only was identified in one execution which failed to communicate any position, and 9 in which communication of any position was unclear.

Executions in which a benefit was audibly communicated were all found to communicate a position, 47 of 49 doing so clearly. Audible emotion, though present in only 7 executions, was present only in executions in which a position was clearly identifiable. Audible competitive advantage was present only in ads communicating a position, with 13 of 15 doing so clearly.

Visual cues most often present in the sample executions were presentation of the brand name or logo, communication of customer needs, brand or product attribute(s), and reason why a consumer would be motivated to purchase the brand. Visual presentation of brand name or logo was present in all of the executions in the sample and is therefore not related to the communication of position (except to note that no position was communicated without it). Of the 72 ads in the sample that visually communicated customer needs, 10 were unclear and only one did not communicate a position at all. Similarly, the executions that visually communicated reason-why were all determined to communicate some position, with 55 of 65 doing so clearly. Visual demonstration of a brand or product's attribute(s) did not affect the finding of a position; 3 of 82 were found to not do so, 19 of 82 did so unclearly, and 60 of 82 did so clearly.

Executions in which visual communication of the target audience was present all were found to communicate a position, with 30 of 33 doing so clearly and the remaining 3 unclearly. Similarly, executions that showed a brand's benefit were all found to

communicate a position, with 39 of 42 doing so clearly. Visual communication of emotion also was present only in executions that were found to communicate a position, with 21 of 22 doing so clearly. Finally, use of a particular setting important to the message or category was present only in executions in which a position was identified, with 37 of 43 doing so clearly.

Visual Cues and Position

Visual communication of target audience is apparent in an execution for Always Maxi Pads (Execution #88) in which the primary actor in the commercial, though never speaking, illustrates the statements being made by the VO - sitting for long periods of time before standing up, at which time menstrual flow increases necessitating a maxi pad which absorbs faster. This visual cue is key to the overall message being sent by the execution, and integral in demonstrating for whom the product is positioned.

Benefit offered by a brand, communicated visually, is well communicated by DuPont (Execution #33), whose advertisement illustrates the advancements of technology made by the company over time, inferring benefit to consumers who use the products. This execution, by visually communicating to the viewer how the brand has impacted them (and indeed all of us), unmistakably communicates a central position.

Though only 22 executions used a visual cue of consumer emotion, all ads which included this cue were determined to communicate a position. Morgan Stanley (Execution #98) used emotion as the basic theme for the entire ad, to which end all cues directed the viewer. In the execution, an older man in a tux is sitting in a yard, obviously deep in contemplation. The VO, a soft woman's voice, is apparently reading the thoughts of the man, or responding to those viewers who are within the same demographic, regarding investing. A second actress (daughter to the man) enters the screen wearing a wedding dress, thereby reinforcing the message of a need for investing. The emotional cue is even apparent in the VO, whose inflection and tone softens when the daughter smiles and says "Hi, Daddy." This emotional execution effectively communicates the

position of Morgan Stanley, as the VO explains that this investment company will never let you lose sight of the reason to use their service.

Setting also seemed to reinforce the communication of a position. Gold Bond Lotion (Execution #92) begins by stating the effects Chicago winters have on the presenter's skin. This sends the message to viewers that if the product works in an extreme climate, it will work for them. Other sponsors, such as Petsmart (Execution #111) and Best Buy (Execution #36), included a few shots of a store location, using the accompanying VO to send a specific message while the viewer is visually shown the location where they can respond to that message. Though setting alone does not result in certain communication of position, its use in an execution can complement the message sent by the sponsor in a positive way.

Audible Cues and Position

Audible cues are used in a similar fashion to visual cues in that when used together, they assist in effective message dissemination. Audible benefit, present in 49 executions in the sample, was identified in only executions where a position was also identified. In the DuPont advertisement (Execution #33), copy was focused on the visual communication of benefit, as discussed above. Though the true communication of consumer benefit was done visually, the audible copy reinforced the message. Audible benefit was also used in similar fashion in two low-involvement purchase motivation (problem removal) ads for home cleaning supplies. These two competitors in the same category, Clorox Ready Mop (Execution #20) and Pledge Grab-It Wet (Execution #26), both audibly communicate the brand's offered benefit to consumers. In the Clorox execution, the VO states, "Simply squirt and mop. No more bucket. No more filthy water." This copy accentuates the benefit of ease of cleaning to the prospective consumer. The Pledge execution also communicates basically the same idea audibly. The presenter states, in reference to the product, "It's a lot easier than my mop and bucket. This is my new bucket. And this is my new mop." This execution relies more

heavily on the combination of the visual cues to the advertising copy, though it essentially accomplishes the same thing as its competition's execution.

A majority of executions in the sample provided audible communication of the reason-why, with only 1 in 71 failing to communicate a position, and 9 in 71 communicating a position unclearly. Honey Nut Cheerios (Execution #4) does a solid job utilizing audible reason why. A man, who is shown in the execution eating Honey Nut Cheerios goes about his daily routine but tells every person he comes across that he's lowered his cholesterol. The actions of the man, accompanied by the VO, allow little opportunity for the viewer to misunderstand the intended message. This execution clearly communicates the position of Honey Nut Cheerios, mostly due to this cue.

Audible emotion was one of the cues least often found in the research. However, all executions that contained audible communication of emotion were also found to clearly communicate a position. The best example of use of this cue was identified in a Hallmark spot (Execution #60). The story format and length of spot (120 seconds) allowed for a strong emotional appeal to be communicated to the viewer. Without ever naming the brand, but by showing it within the emotional storyline of the execution, this execution delivers a strong position for the brand. One of the actresses in the execution reads the card aloud, thus changing her previous statement that a woman's heart won't always "flutter" after marriage. Upon finding the card in her parent's nightstand, she suddenly realizes that your heart will always flutter, inextricably linking the Hallmark name with communication of emotions such as love.

Competitive advantage, when communicated audibly, often stated a competing brand's name or the execution visually showed a competing brand when discussing the advertised brand's advantage over competition. Audible competitive advantage was used as a primary cue in an advertisement sponsored by Kia Sportage (Execution #18). In this spot, three women are in a Kia Sportage. The camera is focused on the two women in the front. The spoken words are comparing these two women's automobile purchases, the driver's Kia and the passengers Honda. Each attribute compared illustrated Kia's competitive advantage over Honda, and clearly communicates attributes upon which Kia could be positioned.

Another execution that utilizes audible competitive advantage but does not name a competing brand is for Aspercreme (Execution #91). The copy is focused primarily on this audible cue, relaying the following message to viewers: “Use an ordinary pain rub on your arthritis and everyone knows it. Use odor-free Aspercreme instead and get clinically proven, fast-acting pain relief no one knows about but you.” This copy, complemented with corresponding visual cues, successfully communicates clear evidence of position for Aspercreme.

Communication of Purchase Motivation

Purchase motivation was communicated in all but 3 of the sampled executions. This communication was not usually overtly stated, often it was implied either through the cues or because of the product category of the advertised brand. It should be noted that some executions communicated more than one purchase motive, though the most apparent of these was selected during the analysis.

Problem removal, a low-involvement purchase motive, was most often communicated by visually illustrating how a product could help a consumer remove a problem. An example of problem removal is apparent in the Clorox Ready Mop commercial (Execution #20). In this execution, the mop quickly transforms dull, dirty floors into shiny, impossibly clean floors under its own volition. Of the 105 valid executions in the sample, 33 demonstrated a problem removal purchase motive.

Problem avoidance, another low-involvement purchase motive, accounted for 9 executions within the sample. This motive was most often implied within the commercial through key copy or with a fear appeal. A commercial for Snickers (Execution #63) uses a football team who has lost competitive edge due to hunger, then illustrates a Snickers candy bar, ending with the tagline “Don’t let hunger happen to you.” Though a candy bar is most often a problem removal purchase, this execution communicates that by eating Snickers, a consumer can avoid the problem of hunger when it could adversely affect performance.

A sponsor whose execution communicated a problem avoidance motive by using a fear appeal was HR Block (Execution #40). This ad's primary message is that in 2001, there were 441 tax law changes. The music in this execution contains the lyrics, "Let me tell you how it will be. One for you, 19 for me. Cause I'm a Taxman!" Visually, frustrated taxpayers are shown. These taxpayers visit HR Block and leave happy. Included in this execution is the guarantee that if a consumer is not satisfied with the service, they don't pay. This execution is very effective in its use of a fear appeal while subsequently providing the viewer with a simple, risk-free avoidance to a well-understood problem.

An incomplete satisfaction purchase motive was communicated in 15 of the sampled executions. Often this purchase motive was implied through communication of a brand's competitive advantage over competitors within the category. An execution for Chase credit card (Execution #12) communicated this by using the core dramatization of the commercial to illustrate a USP of the Chase credit card plan. A woman is shown waiting at a table. A man arrives and apologizes for being late. The woman then stands and kisses a startled busboy, smiles at the man, then leaves. The VO then states, "When you're late, most people make you pay for it. At Chase, we don't. Qualified customers can have their late fee waived." Incomplete satisfaction is implied to any viewer who finds that feature appealing, as most credit cards do not offer to waive one's late fee.

Mixed approach-avoidance was the least used purchase motive. This was expected, as this purchase motive does not lend itself well to communication of position since it is purchase based on the consumer's selection of the lesser of all evils. Only 2 executions in the sample communicated this motive, one for Safe Auto car insurance (Execution #13) and the second for Choice Hotels (Execution #100). Though both ads communicated position, the message sent through the executions were that the service was nothing special. Safe Auto's primary message was audibly communicated as a tagline, "We keep you legal for less." And though the execution for Choice Hotels focused more on the fun of traveling, the only clear message about the brand was that their signs have changed.

Sensory gratification, a high-involvement purchase motive, was identified in 18 of the sample executions, making it the second most often used motive in the sample. An ad

for Charmin (Execution # 109) made use of this motive by illustrating the softness of the product in an animated spot. The USP of the product is communicated through the key copy, which states that it, “seems like everyone loves the feel of new, improved Charmin. It’s so much softer, you can actually feel the difference. Because Charmin now has new, soft petals of Silq. And that means a more comfortable clean than you ever imagined.” The copy was visually reinforced through illustration of cartoon animals experiencing the softness of the toilet paper.

Intellectual stimulation/mastery was often the purchase motivation expressed within an execution though not necessarily the same purchase motivation that would incite a consumer to purchase. Specifically, 6 of the 11 executions found to communicate this purchase motive were for vehicles. In these executions, sponsors appealed to a consumer’s intellect, not to a social approval or sensory gratification motive, which are more likely to inspire a consumer in a vehicle purchase. An execution for Volkswagon (Execution #44) actually employs scientific jargon, detailing the inner workings of the VW Turbo engine. This execution breaks to a teenage male and female. The female comments that VWs get good gas mileage (because of the technology previously discussed by a male VO) with the male adding “and it’s fast.” The key copy at the end of the execution, spoken by a female VO, impresses this motive on the viewer, stating, “Volkswagon’s enhanced turbo technology. It’s not rocket science. Well, it is sort of.” This execution positions Volkswagon as an intelligent alternative of automobiles.

The final purchase motivation is social approval. Of the executions sampled, 14 made use of this purchase motive. Both commercials for sport shoe brands, Nike (Execution #47) and Skechers Sport (Execution #11), utilized social approval as purchase motive in their executions. Interestingly, neither used any spoken copy, with the only audible cue being music. The Nike execution pictured a guy practicing skateboard stunts while wearing Nikes. At the end of the commercial, the word “Just” appeared on screen, then the Nike “Swoosh” logo. The implied message, based on watching the actor, is that viewers should be themselves (and wear Nike shoes in the process). The Skechers execution followed the same basic format, though the brand was more prominently displayed on the feet of numerous teenagers at a social gathering.

Social approval was also identified in an ad for Motorola (Execution #79) that focused on a boy sitting on a bench in an amusement park. The boy had two legs in casts, but he was still apparently having the time of his life because his three friends each had a Motorola T193 with 4-way chat phone and communicated with him by sending him messages while they rode roller coasters. Use of this product is social in nature; the 4-way chat feature is the USP communicated in the chat, which is what allowed the injured boy to still remain part of his social group regardless of their location and his injury.

Execution Length and Communication of Position

Length of an execution was not found to correlate with the communication of position within current television advertising. However, in the cases of the 7 executions that ran longer than 30 seconds, only one was found to unclearly communicate position. Of the 38 ads that ran 15 seconds in length, 29 were found to clearly communicate a position, 6 unclearly, and 3 not at all. Of the 59 thirty-second executions, 43 clearly communicated a position, 14 did so unclearly, and 2 failed to communicate a position at all.

Though length did not seem to affect the overall finding of a position, there were some interesting facts to note in other areas. First, the most commonly employed purchase motive for 15-second spots was problem removal, a low involvement motive. The most commonly used motive in 30-second spots was social approval, a high-involvement motive. In the sample, 45% of executions with apparent low involvement purchase motives were 15-second spots, compared to 20% of executions employing high involvement motives at the same length.

Secondly, two execution format types were favored when using 15-second spots: vignettes and presenters/endorsers. Each type was represented 13 times with short spots, out of a total of 38 spots analyzed. Executions utilizing a story format were all 30 seconds in length or more.

There was no apparent correlation between execution length and number of times the execution needed to be viewed during the research.

Conclusions:

This research began laying the groundwork for evaluation of television executions on the basis of the function of cues within the execution, especially concerning the necessary communication of a brand's position. Numerous examples were discussed and findings were reported that support industry literature, which stresses the importance of brand position within all brand advertising. Though several cues may ultimately be discarded as being unrelated to the communication of position, they remain an integral part of current television advertising and should still be considered when designing marketing communications.

This study supports the premise that brand advertising should communicate a position. Simplistic messages with clear purchase motives and effective use of a combination of visual and verbal cues were often found to most clearly communicate a brand's likely position. The importance lies, however, in how the viewing audience perceives the execution, and whether or not the execution can, based on its characteristics, drive the consumer to an action desired by the sponsor, in most cases purchase. Though the current primary method of execution evaluation is subjective in nature, this research has proven that objective evaluation is not impossible, and should therefore be considered during the creation of television brand advertisements.

Finally, the concentration of marketing communications is a dynamic practice with no set equation that must be followed to ensure an advertiser's success. It's certain that executions from a decade ago are unlikely to be effective in the current environment, as marketing communications continue to evolve and mass marketing continues to fragment. The ability of a marketer to analyze executions based on both objective and subjective methods will assist that marketer in producing effective marketing communications for the current environment. Assurance of adherence to a brand's position when creating a brand's marketing communications will help that brand remain distinct in the minds of consumers.

Future Research:

Future research in this area should focus on further defining the units of analysis and the interaction between cues that results in effective communication of position. Access to a brand's marketing plan would allow for specific evaluation of that brand's execution(s) based on the criteria that actually communicate the brand's position to the target audience. Analysis of small sample sizes using multiple, randomly selected participants (focus groups) would validate the findings by illustrating the general public's response to a group of executions, rather than an attentive graduate student's, in the field of marketing communications, perceptions. Finally, more research on communication of brand position and how it relates to other tools used in integrated marketing communications would be beneficial to marketers who wish to remain competitive in a dynamic communications environment.

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Appendix I:

Research Sample

The following executions were extracted from the recorded timeslots for analysis. A total of 111 unique, usable executions were collected for analysis. The extra executions were added to ensure that at least 100 executions would be analyzed.

Table 15: Execution Master List

Spot #	Brand/Product
1	Flonase
2	Verizon Wireless
3	Glade Plug-Ins
4	Honey Nut Cheerios
5	Lexus
6	Verizon
7	Infusium 23
8	Clairol Natural Instincts
9	M Life
10	Dodge
11	Skechers Sport
12	Chase
13	Safe Auto
14	Kay Jewelers
15	Riesen
16	Yoplait Light
17	Choice Hotels
18	Kia Sportage
19	Quaker Nutrition for Women
20	Clorox Ready-Mop
21	Olay Daily Facials
22	Scrubbing Bubbles
23	Sears
24	Oreos Mini-Oreos
25	Saturn SL1
26	Pledge Grab-It Wet
27	Pizza Hut Pzone
28	Diet Dr. Pepper
29	PUR Water Filters

30	Chevy Avalanche
31	Drano Max
32	HR Block
33	DuPont
34	Celebrex
35	WalMart
36	Best Buy
37	Triaminic Softchews
38	Diet Dr. Pepper
39	Torengos
40	HR Block
41	Pennsylvania
42	Verizon Wireless
43	Burger King
44	Volkswagon
45	M & Ms
46	Dominoes
47	Nike
48	AT&T Broadband
49	Chi-Chi's
50	Refresh
51	Aleve Cold & Sinus
52	Volkswagon
53	Campbell's
54	Michelob
55	Pro Act Technologies
56	Nissan
57	Dodge (Caravan)
58	Dodge (Durango)
59	Hallmark
60	Hallmark
61	Detrol LA
62	GMC Envoy
63	Snickers
64	V8
65	Wizard Crystal Air Freshner
66	Nexium
67	Robitussin Maximum Strength
68	Olive Garden
69	Be Koool
70	Dr. Pepper

71	Diflucan
72	Jeep Grand Cherokee
73	Hidden Valley Dip
74	AdVair
75	Nissan Xterra
76	Revlon Age Defying Lotion
77	Beggin Strips
78	KFC
79	Motorola
80	Edge
81	Papa Johns
82	Gardetto
83	Voicestream
84	AOL
85	Miller Lite
86	Cascade Complete
87	Tylenol Flu
88	Always
89	KY Liquid
90	McDonalds
91	Aspercreme
92	Gold Bond Lotion
93	Pepsi Twist
94	AOL
95	Slim Fast
96	Just for Men
97	Safe Auto
98	Morgan Stanley
99	Eureka
100	Choice Hotels
101	Swanson Hungry Man
102	Hershey's Kisses
103	Circuit City
104	Florida Orange Juice
105	Mitsubishi Montero Sport
106	Sudafed Nighttime Sinus
107	Schick Extreme
108	Duracell
109	Charmin
110	Glade Plug-Ins
111	Petsmart

Execution Data Sheets

Execution #1

General Information

Brand:	Flonase
Product/Service:	Nasal Spray
Product/Service Category:	Prescription Medications (5)
Length of Commercial:	15 Seconds
Key Copy Words:	When your doctor writes your prescription for Flonase, you'll be glad you took the time. 1-877-Flonase.
Tagline:	(A & V) All You Want is Flonase
Core Dramatization:	Woman bulldozes her entire front lawn, apparently to rid it of grass.
Overall Synopsis of Execution:	15 second reminder ad; implies problem removal motivation for using Flonase.
Brand Position Communicated:	Unclearly Communicated
Number of Viewings:	14
Other Notes:	Toll-free telephone number provided.

Emphasis and Meaning

Frame:	Woman is outside on front lawn; grass emits allergens.
Theme:	Woman is digging up her front yard, removing all grass, apparently in an effort to remove allergens.

Discourse: The product, Flonase, will accomplish the same thing, by making a user resistant to the allergens common outside their home.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input checked="" type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Purchase motivation illustrated by woman bulldozing her front yard. Implies that Flonase removes the problem just as removing the grass on a lawn, the apparent source of the problem.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format: This execution uses the vignette format by implying the features of the advertised product by illustrating the reason-why. This 15 second execution is probably edited from a 30-second ad.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input checked="" type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 3
VO only; no actor speaking.
Sound: engine of the bulldozer and “swooshing” when product is displayed.

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input checked="" type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 2
Reason-why: removes allergy problems - implied.
Setting: outside/yard.
1-877-Flonase is displayed on the bottom of the screen for most of the execution.

Execution #2

General Information

Brand: Verizon Wireless

Product/Service: America's Choice Calling Plan

Product/Service Category: Telephone Companies/Services (3)

Length of Commercial: 30 Seconds

Key Copy Words: Can you hear me now? Good.

Tagline: (A & V) We Never Stop Working for You

Core Dramatization: Man, who is employed by Verizon, in variety of settings (swamp, office, elevator) illustrating that the cellphone he's carrying works no matter where he is.

Overall Synopsis of Execution: This execution does two things. It first illustrates a phone that works anywhere (due to it's carrier, Verizon) and second, pitches the plan as it benefits a consumer.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 12

Other Notes: Toll-free telephone number provided. Web address provided.

Emphasis and Meaning

Frame: Use of cellular telephone.

Theme: Attempt to make connection from numerous, odd locations.

Discourse: This cellular phone works, no matter where you are.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input checked="" type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: “Can you hear me now” implies that this phone works anywhere, a USP since the average consumer knows that many phones do not work anywhere.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: Several possible format types. This vignette also features the Verizon guy in several different locations, using the phone.

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2
Music very soft at end.
VO sells America’s Choice Plan.
James Earl Jones, Verizon celebrity spokesperson, voices tagline.
Benefit: phone works anywhere.
Attributes of plan stated.

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
|--|--|

- | | |
|--|---|
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 1
 Settings where phone operated under this plan include swamp, office building, elevator, snowy mountainous terrain. Spokesperson wears Verizon jacket in every terrain, even the swamp (there's a Verizon patch on his overalls).

Execution #3

General Information

Brand: Glade Plug-Ins (SC Johnson)

Product/Service: Plug In Air Freshener

Product/Service Category: Home-Scented Products (26)

Length of Commercial: 15 Seconds

Key Copy Words: Glade Plug-Ins are the only scented oils whose entire line lasts 60 days.

Tagline: (A & V) The Long Lasting Scented Oil

Core Dramatization: Presenter compares Glade Plug-Ins with Wizard air fresheners, stating that Glade lasts longer. VO states that entire Glade line lasts 60 days. Commercial ends with presenter smelling plugged in Glade air freshener and stating "Smells great."

Overall Synopsis of Execution: Competitive ad for Glade Plug-Ins.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 10

Other Notes: None

Emphasis and Meaning

Frame: Woman sitting in her home.

Theme: Woman wants her home to smell good.

Discourse: Glade will make her home smell good for longer periods than competing brand (Wizard).

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Consumers of this product are motivated by a desire to have their home smell good, or are driven by desire to gratify their sense of smell.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input checked="" type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format: Primarily uses endorsement by actress, supporting claims with a side-by-side comparison.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Product stated: 4
“Plug it in, plug it in” jingle, common throughout Glade commercials.

Visual Cues

- | | | | |
|-------------------------------------|----------------|--------------------------|-----------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input checked="" type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Product shown: 6
 Side-by-side; Glade vs. Wizard. Visual “scent rings” originate from both, but illustrates Glade emitting scent after Wizard stops.

Execution #4

General Information

Brand:	Honey Nut Cheerios (General Mills)
Product/Service:	Honey Nut Cheerios
Product/Service Category:	Cereals (13)
Length of Commercial:	30 Seconds
Key Copy Words:	I lowered my cholesterol.
Tagline:	(A & V) Bee Happy. Bee Healthy.
Core Dramatization:	Actor informing everyone he meets that he’s lowered his cholesterol (by eating Honey Nut Cheerios-inferred).
Overall Synopsis of Execution:	Repositioned as a brand of cereal that lowers users’ cholesterol levels. Illustrated by a man informing coworkers/passersby that he’s lowered his cholesterol. VO explains why. The Bee is at the end, states the tagline. Same bee is pictured on the box, the cereal “mascot”. Shot of package shows heart on front of box that claims “May Lower Cholesterol.”
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	11

Other Notes: None

Emphasis and Meaning

Frame: Man goes through an ordinary day in his life.

Theme: He informs everyone he comes in contact with that he's lowered his cholesterol.

Discourse: Man has succeeded in lowering he cholesterol by eating Honey Nut Cheerios.

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input checked="" type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations: Boasts lowering of cholesterol, therefore avoidance of health problems. The actor is obviously impressed with himself, confident, after avoiding health risks by lowering cholesterol levels.
Cholesterol mentioned: 4

Execution Format Type

<input type="checkbox"/>	Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)	<input type="checkbox"/>	Speaker in Interesting Location
<input type="checkbox"/>	Product as Star	<input type="checkbox"/>	Slice of Life
<input checked="" type="checkbox"/>	Vignette	<input type="checkbox"/>	Testimonial
<input type="checkbox"/>	Presenters/Endorsement	<input type="checkbox"/>	Lifestyle
<input type="checkbox"/>	Story		

Notes on Use of Format: Vignette style used which first accentuates benefit, then illustrates how consumer can attain that benefit.

Audible Cues

<input checked="" type="checkbox"/>	Name of Brand	<input type="checkbox"/>	Target Audience
<input checked="" type="checkbox"/>	Customer Needs	<input checked="" type="checkbox"/>	Benefit
<input checked="" type="checkbox"/>	Attribute	<input type="checkbox"/>	Emotion
<input checked="" type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input checked="" type="checkbox"/>	Language
<input checked="" type="checkbox"/>	Music	<input checked="" type="checkbox"/>	Accent
<input type="checkbox"/>	Sound		

Description of Primary Audible Cue(s): Brand stated: 2

VO states product benefits as the lowering of cholesterol through regularly consuming Honey Nut Cheerios. Actor only says “I’ve lowered my cholesterol,” etc.

Customer Needs: Heart Healthy Diet

Attribute: Tastes sweet

Benefit: Lowered cholesterol

Accent: bee voice distinct, high-pitched, memorable.

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input checked="" type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s):

Brand shown: 3

Benefit illustrated by zooming in on package, where it states “May lower cholesterol.” There is some fine print (can’t read it).

Execution #5

General Information

- Brand: Lexus
- Product/Service: ES300
- Product/Service Category: Cars & Light Trucks (1)
- Length of Commercial: 30 Seconds
- Key Copy Words: My hands speak to me. They tell me secrets. They tell me of time and patience. At least, that is what my hands say.
- Tagline: (A) A New World of Luxury.
- Core Dramatization: Compares between old horse saddle and car. Man’s hands rub saddle, then steering wheel and leather

seat of car. Implies that car as close to natural beauty as you can get. The connection between horse saddle and car seat is not difficult to make.

Overall Synopsis of Execution: An artistic, tonal execution. Very quiet and mellow. Poem is a bit difficult to decode. Actor may be a leatherman himself, admiring Lexus' quality craftsmanship.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 12

Other Notes: Execution focuses on communicating an "old world" setting, then gradually emerging a Lexus to compare with older gentleman's comments on fine craftsmanship (leather). Also compares vehicle with horses and the leather car seat to saddle.

Emphasis and Meaning

Frame: Man talking about older times (e.g. values).

Theme: Car enters the older value setting established by older man.

Discourse: Man appreciates craftsmanship of vehicle, based on older time values.

Purchase Motivations

- | | |
|--|--|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input checked="" type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Initially, sensory gratification was assumed to be the primary purchase motive, based on key copy words. However, tone sets stage for impression of old time wisdom, inferring intellectual stimulation (at least in regard to execution).

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input checked="" type="checkbox"/> Presenters/Endorsement | |

Story

Lifestyle

Notes on Use of Format:

Though presenter format used, the actor never speaks directly about the product/brand. However, the copy used by the presenter accentuates the high-class, high-quality position of Lexus in an indirect way.

Audible Cues

- Name of Brand
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Music
- Sound

- Target Audience
- Benefit
- Emotion
- Brand Character
- Language
- Accent

Description of Primary Audible Cue(s):

Brand stated: 1

Visual Cues

- Brand Logo
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Setting

- Target Audience
- Benefit
- Emotion
- Brand Character
- Actor Demographics
- B&W

Description of Primary Visual Cue(s):

Product shown: 3
Reason-why implied with quality craftsmanship. Setting includes horses, monastery-like building, old-world charm. Uses all neutral colors, which sets a more subdued tone to this execution.

Execution #6

General Information

Brand:

Verizon

Product/Service:

Local package

Product/Service Category:

Telephone Companies/Services (3)

Length of Commercial: 60 Seconds

Key Copy Words: One low monthly rate gives you all the services you need.

Tagline: None (James Earl Jones says “Verizon” but no tag given)

Core Dramatization: Slice of life ad showing discussion between users of the service and Verizon call center staff (who are overly friendly).

Overall Synopsis of Execution: Illustrates how Verizon employees help Verizon customers find a calling package/plan to fit into their lives.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 11

Other Notes: Toll-free number provided. Web address provided.

Emphasis and Meaning

Frame: Illustration of need for telephone service.

Theme: Depiction of diverse populations who all have similar needs.

Discourse: Verizon provides a service that fits into people’s lifestyles and needs.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input checked="" type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Incomplete satisfaction as purchase motivation implied by Verizon’s choice of showcased benefits.

Execution Format Type

- | | | | |
|--------------------------|---|-------------------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input checked="" type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | | |

Presenters/Endorsement
 Story

Testimonial
 Lifestyle

Notes on Use of Format:

Audible Cues

Name of Brand
 Customer Needs
 Attribute
 Reason-why
 Competitive Advantage
 Music
 Sound

Target Audience
 Benefit
 Emotion
 Brand Character
 Language
 Accent

Description of Primary Audible Cue(s):

Brand stated: 3
Sound: telephone ring.

Visual Cues

Brand Logo
 Customer Needs
 Attribute
 Reason-why
 Competitive Advantage
 Setting

Target Audience
 Benefit
 Emotion
 Brand Character
 Actor Demographics
 B&W

Description of Primary Visual Cue(s):

Brand Logo shown: 2
Target audience illustrated by actors, though are pretty broad, including several age groups and demographics. However, represents that everyone needs a good telephone service plan.
Customer Needs: telephone usage.
Attributes are visually transmitted in writing on screen, matching VO.
Emotion implied with a family togetherness appeal (confused about the robot).

Execution #7

General Information

Brand:

Infusium 23

Product/Service:

Leave-In Hair Treatment

Product/Service Category: Shampoos/Conditioners (12)

Length of Commercial: 15 Seconds

Key Copy Words: VO: Infusium 23 leave in treatment corrects, restores, and structurizes damaged hair.

Tagline: (A & V) The Leave-In You'll Believe In

Core Dramatization: Illustration of hair strand being healed when the word "Infuse" seeps into it.

Overall Synopsis of Execution: Testimonial ad, using "Beth", who talks about how fast it works (she snaps her fingers to represent this speed). First time said, tagline stated "The Leave-In Beth Believes In." Beth swings her head to illustrate how Infusium 23 makes her hair feel great.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 12

Other Notes: None

Emphasis and Meaning

Frame: Woman is talking about her hair.

Theme: Woman's hair is damaged (Fried).

Discourse: Infusium 23 fixed Beth's "fried" and damaged hair.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> X Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Product removes the problem of damaged hair by fixing hair and making it feel "great."

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Vignette | |

- | | |
|---|---|
| <input type="checkbox"/> Presenters/Endorsement | <input checked="" type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

“Beth” provides the testimonial.

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s):

Product stated: 4
Audible benefit, “It feels great.”

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s):

Product shown: 2
Shows product package as well as product name at top of screen.

Execution #8

General Information

- | | |
|---------------------------|--|
| Brand: | Clairol |
| Product/Service: | Natural Instincts |
| Product/Service Category: | Hair Coloring Product (19) |
| Length of Commercial: | 15 Seconds |
| Key Copy Words: | Your hair looks healthier and shinier than before. |

Tagline: (V) A Beauty All Your Own (includes visual of thumbprint)

Core Dramatization: It's all about botanicals (all natural). Beautiful women in nature being lively, with their hair looking lively, not dull. Illustrates that social contacts won't be able to tell that your hair has been colored.

Overall Synopsis of Execution: This executions seeks to visually illustrate that Clairol Natural Instincts bring a liveliness to your hair, unlike other botanicals, which are relaxing (to you as a person). Begins with a woman lounging in the tub, then picks up energizing tone, faster music, women jumping around outdoors.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 11

Other Notes: Everything in commercial is "alive," even flowers growing/blossoming right before their eyes. Extensive use of color in this execution demonstrates liveliness brought to hair by product.

Emphasis and Meaning

Frame: Theme established with their question. Belief that botanicals and all natural products are "calming."

Theme: Not all botanicals put you to sleep.

Discourse: Clairol is the brand of botanicals that bring your hair to life; wake up your hair's color.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Product actually removes problem (dull hair) but execution's purchase motivation focuses on sensory gratification – appearances.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Product stated: 3
 Attribute: 100% pure botanicals
 Benefit stated as “shinier and healthier hair than before.”

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Product shown: 2
 Target audience implied through actresses, younger, long-haired vital women.
 Extensive use of bright colors.

Execution #9

General Information

Brand: MLife
 Product/Service: Unknown

Product/Service Category: Other (39) (Only know it deals with communication)

Length of Commercial: 15 Seconds

Key Copy Words: (Re: Grandfather) He's alone and says he wants an Mlife to help him meet women.

Tagline: (V) What is Mlife?

Core Dramatization: Grandson translating for Grandfather. How is Mlife going to help him meet women?

Overall Synopsis of Execution: This is a teaser ad; doesn't state or illustrate what product or service is. Part of larger campaign. Know it is something to communicate with. Mlife will change how we communicate (contrasting old with new, closing the generation gap).

Brand Position Communicated: Not Communicated

Number of Viewings: 8

Other Notes: None

Emphasis and Meaning

Frame: Grandson and grandfather at seafood restaurant.

Theme: Grandfather has worked hard all his life and now wants to meet women.

Discourse: Mlife can help him meet women.

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations: None Apparent. Purpose of execution is to build interest/word of mouth.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

One of a series of vignettes.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input checked="" type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input type="checkbox"/> | Music | <input checked="" type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s):

Product stated: 1
Grandfather doesn't speak English;
grandson is interpreting.
Target audience is portrayed as grandfathers
trying to meet women.

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s):

Product Name shown: 2
Actors are Asian (One in a series of
vignettes?)

Execution #10

Execution omitted from random sample due to one of the following reasons:

- A) Data corrupted during collection
- B) Execution failed to meet preliminary requirements for analysis

Execution #11

General Information

Brand:	Skechers
Product/Service:	Sport footwear
Product/Service Category:	Sport Shoes (24)
Length of Commercial:	30 Seconds
Key Copy Words:	None
Tagline:	None
Core Dramatization:	Teenagers browse Skecher footwear line via virtual reality.
Overall Synopsis of Execution:	Futuristic execution that indicates a social approval motivation. No spoken copy, only techno-like music, computer animated graphics (holograms), and apparent target audience. Setup like website – can “browse” shoes. Ad may be designed to increase website traffic.
Brand Position Communicated:	Unclearly Communicated
Number of Viewings:	11
Other Notes:	Web address provided.

Emphasis and Meaning

Frame:	Group of teenagers hanging out.
Theme:	Teenagers are having fun; engaged in partying.
Discourse:	Everyone is wearing Skechers.

Purchase Motivations

___	Problem Removal	___	Problem Avoidance
___	Incomplete Satisfaction	___	Mixed Approach-Avoidance
___	Sensory Gratification	___	Intellectual Stimulation/Mastery

Social Approval

Notes on Apparent Purchase Motivations: After browsing virtual reality footwear, execution pans to room full of teenagers wearing Skechers footwear.

Execution Format Type

<input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)	<input type="checkbox"/> Speaker in Interesting Location
<input type="checkbox"/> Product as Star	<input type="checkbox"/> Slice of Life
<input type="checkbox"/> Vignette	<input type="checkbox"/> Testimonial
<input type="checkbox"/> Presenters/Endorsement	<input checked="" type="checkbox"/> Lifestyle
<input type="checkbox"/> Story	

Notes on Use of Format:

Audible Cues

<input type="checkbox"/> Name of Brand	<input type="checkbox"/> Target Audience
<input type="checkbox"/> Customer Needs	<input type="checkbox"/> Benefit
<input type="checkbox"/> Attribute	<input type="checkbox"/> Emotion
<input type="checkbox"/> Reason-why	<input type="checkbox"/> Brand Character
<input type="checkbox"/> Competitive Advantage	<input type="checkbox"/> Language
<input checked="" type="checkbox"/> Music	<input type="checkbox"/> Accent
<input type="checkbox"/> Sound	

Description of Primary Audible Cue(s): No spoken copy.

Visual Cues

<input checked="" type="checkbox"/> Brand Logo	<input checked="" type="checkbox"/> Target Audience
<input type="checkbox"/> Customer Needs	<input type="checkbox"/> Benefit
<input checked="" type="checkbox"/> Attribute	<input type="checkbox"/> Emotion
<input checked="" type="checkbox"/> Reason-why	<input type="checkbox"/> Brand Character
<input type="checkbox"/> Competitive Advantage	<input checked="" type="checkbox"/> Actor Demographics
<input type="checkbox"/> Setting	<input type="checkbox"/> B&W

Description of Primary Visual Cue(s): Skechers' logo shown: 2
Target audience is apparent, depicted throughout spot, wearing sponsor's footwear.
Web address is provided at end of execution: www.skechers.com.
Reason why: Illustrated through social scene portrayed in the execution.

Execution #12

General Information

Brand:	Chase
Product/Service:	Platinum Credit Card
Product/Service Category:	Credit Cards & Travelers Checks (7)
Length of Commercial:	30 Seconds
Key Copy Words:	When you're late, most people make you pay for it. At Chase, we don't. Qualified customers can have their late fee waived.
Tagline:	(V) The Right Relationship is Everything. (A) It's not just a credit card, it's a relationship.
Core Dramatization:	Woman, who's been waiting, gets up and kisses waiter, presumably to make late arriving beau "pay for it."
Overall Synopsis of Execution:	Uses core dramatization to illustrate a USP of a Chase credit card plan. VO explains Chase details and preceding illustrated story through their comparison with the credit card.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	9
Other Notes:	Toll-free number provided. Web address provided.

Emphasis and Meaning

Frame:	Woman waiting at a restaurant.
Theme:	Man arrives late. Woman kisses waiter, apparently to make man "pay" for his late arrival.
Discourse:	If woman were a Chase credit card (by comparison), she wouldn't have made him pay for being late.

Purchase Motivations

___ Problem Removal ___ Problem Avoidance

- | | |
|---|---|
| <input checked="" type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Incomplete satisfaction, based on illustration of a benefit of Chase that consumers using regular cards may find appealing.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input checked="" type="checkbox"/> Story | |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Product stated: 2
Message delivered primarily by VO.

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Product shown: 3
Visual story (actors) illustrate USP of Chase execution. However, no specifics about brand are communicated visually.

Execution #13

General Information

Brand: Safe Auto

Product/Service: Insurance Company

Product/Service Category: Property and Casualty Insurance (16)

Length of Commercial: 15 Seconds

Key Copy Words: This winter, Safe Auto can help provide you with something every driver wants. (Skater) Smooth sailing.

Tagline: (V) We Keep You Legal For Less

Core Dramatization: Woman ice-skating backwards, says "Smooth sailing."

Overall Synopsis of Execution: Two Safe Auto spokespeople in ice skating rink. Ice skater skates backward and answers male spokespersons statement (Key Copy). Safe Auto logo is displayed prominently on truck on ice rink.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: Toll-free telephone number provided. Web address provided.

Emphasis and Meaning

Frame: Endorsers of insurance company in ice skating rink.

Theme: Offering protection and safety for drivers in winter.

Discourse: Safe Auto can provide that protection (smooth sailing).

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input checked="" type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery

Social Approval

Notes on Apparent Purchase Motivations: Consumers choose insurance providers based on a mixed approach-avoidance (lesser of all evils) motivation. Confirmed by tagline of execution.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input checked="" type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2
Music is Safe Auto jingle, without the words.

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand logo/name shown: 4
Use of ice skating rink apparently meant to imply winter conditions.

Execution #14

General Information

Brand:	Kay Jewelers
Product/Service:	Jeweler (3-Stone Diamond Necklace)
Product/Service Category:	Jewelers (25)
Length of Commercial:	30 Seconds
Key Copy Words:	VO: You can be assured of two things. First, that Kay diamonds are hand-selected for exceptional beauty and second, that she'll absolutely love it.
Tagline:	(A & V) Every Kiss Begins with Kay
Core Dramatization:	Woman's apparent pleasure at receiving a diamond necklace from Kay Jewelers. Shows diamond quality (glittering diamonds).
Overall Synopsis of Execution:	Guy gives woman a piece of jewelry on a horse-drawn carriage ride. Overview of quality of Kay diamonds, as well as of this particular necklace, and final shot of Kay store front. Execution begins with VO: "What in the world can you give the woman whose already taken your heart?" Use of flashlight by male in execution is weird – undermines value/quality of product.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	13
Other Notes:	Web address provided.
Emphasis and Meaning	
Frame:	A romantic evening/couple on a date.
Theme:	Guy presents woman with a gift.
Discourse:	The perfect gift for such an occasion is Kay diamond/jewelry.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Though two purchase motivations are possible, the woman's obvious approval is what this execution illustrates. Therefore, the target audience includes males, with the purchase motivation being social approval.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 3
Tagline is a jingle, "Every Kiss Begins with Kay."
VO is female – credible on subject of gifts for women.

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input checked="" type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input checked="" type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |
| <input checked="" type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand logo/name shown: 4

Target audience shown by male producing the piece of jewelry for the female. Apparent purchaser is different to the apparent user, thus execution reinforces the target of the message by focusing the reason-why to the reward he is likely to receive for his purchase.

Execution #15

General Information

Brand:	Riesen
Product/Service:	Chocolate Caramel Chew
Product/Service Category:	Candy & Mints (9)
Length of Commercial:	15 Seconds
Key Copy Words:	Really chocolaty. Great chew. Mmm, and not too sweet.
Tagline:	(V & A) Mighty Chocolaty. Mighty Riesen. (A) You Gotta Try 'em
Core Dramatization:	Chocolate covering the chocolate caramel; being poured over chocolate caramel.
Overall Synopsis of Execution:	Passersby taste test Riesen candy at an airport, stating the key copy. Unseen person gives them the Riesen chews from a bag; VO describes attributes of Riesen candy.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	9
Other Notes:	None
Emphasis and Meaning	
Frame:	Three guys walking in airport terminal.
Theme:	They are intercepted; asked to try a product.

Discourse: Try Riesen candy and they like it.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Three guys mention three attributes of Riesen – illustrating sensory motive (taste).

Execution Format Type

- | | | | |
|--------------------------|---|-------------------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input checked="" type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format: Passersby taste test, but not a testimonial ad.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input checked="" type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 2
Background sounds: airport noises.
Reason-why provided simultaneously with attributes, as the attributes are what gratify a consumer's senses, thus providing the motivation for purchase (gratification of one's sense of taste).

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input checked="" type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 3
Setting: airport (used to establish frame).
Reason-why illustrated through facial expressions of actors involved in supposed taste-test.

Execution #16

General Information

Brand: Yoplait

Product/Service: Light Yogurt

Product/Service Category: Health Foods (27)

Length of Commercial: 30 Seconds

Key Copy Words: Good

Tagline: (A & V) It is So Good

Core Dramatization: Two women sitting around eating Yoplait Light Yogurt talking about how, this year, they're going to be good – in reference to health, diet and exercise. Also, dramatized raspberries falling into swirling yogurt.

Overall Synopsis of Execution: Incorporates all the good things to do for health and fitness with eating Yoplait Light Yogurt.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 10

Other Notes: None

Emphasis and Meaning

Frame: Two women discussing resolutions.

Theme: Discuss things they can do to accomplish their goals.

Discourse:

Eating Yoplait Light Yogurt will help them accomplish their goals.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Typical health commercial – bad health/diet problem removal. Of course, actresses are fit and trim. Success is primary purpose – feeling of success motivates purchase of brand.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Product stated: 1

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Product shown: 4

Women, who are eating the yogurt in the commercial, are already thin and athletic, though they speak as if they're not.

Execution #17

Execution omitted from random sample due to one of the following reasons:

- C) Data corrupted during collection
- D) Execution failed to meet preliminary requirements for analysis

Execution #18

General Information

Brand: Kia

Product/Service: Sportage

Product/Service Category: Cars & Light Trucks (1)

Length of Commercial: 30 Seconds

Key Copy Words: Jill: Sara bought a new Kia Sportage. It came with three airbags and 24-hour roadside assistance. Trish bought a Honda CRV; two airbags, no roadside assistance. Sara's Sportage came with a 10-year warranty. Trish's CRV, just three. And yet Sara paid thousands less than poor Trish...
Trish: Jill, will you shut it?
Jill: Ah, Trish is upset. Is it because Sara's been dating her ex-boyfriend?
VO: The new Kia Sportage.

Tagline: None

Core Dramatization: Three women in a Kia Sportage. Driver pleased with Kia, passenger not as pleased with her Honda

CRV. Backseat woman commenting on attributes of Kia that Honda lacks.

Overall Synopsis of Execution: Clever way to compare Kia Sportage with Honda CRV; illustrates the pride of a Kia owner and the disappointment of a Honda owner, then makes joke of this disappointment at the end (see Key Copy).

Brand Position Communicated: Clearly Communicated

Number of Viewings: 11

Other Notes: None

Emphasis and Meaning

Frame: Three women in vehicle.

Theme: Woman in backseat is comparing vehicle purchases of driver and passenger.

Discourse: The one that purchased the Kia got a better deal.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input checked="" type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Primarily incomplete satisfaction, but has elements of intellectual stimulation/mastery motive. For consumers who are in the market, this execution will impress upon them that the Kia offers a better deal for a comparable product.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input checked="" type="checkbox"/> | Story | | |

Notes on Use of Format: Attributes of Kia Sportage given in comparison to Honda SUV within the story of Sara's purchase of the Kia Sportage.

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 3
Benefit stated as compared to Honda CRV, along with attributes.

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand logo shown: 1
Actress demographics are middle-aged women. The execution is set entirely inside the Kia Sportage. Emotion is visually communicated on the faces of the actresses: Sara, the Kia driver is happy, almost gloating while Trish, the supposed Honda CRV owner, looks thoroughly displeased.

Execution #19

General Information

Brand: Quaker

Product/Service: Nutrition for Women

Product/Service Category: Cereals (13)

Length of Commercial: 15 Seconds

Key Copy Words: New from Quaker it's Nutrition for Women, an oatmeal with your needs in mind.

Tagline: (A) Nutrition for Women. New from Quaker.

Core Dramatization: Attributes of oatmeal for women entering spinning bowl. Strengthened with iron, calcium, soy protein, Folic acid. Colored (purple) boxes shifting/moving behind product.

Overall Synopsis of Execution: Shows woman (spokesperson) flexing, happy that there's oatmeal specifically for women. Actress audibly claims that this is necessary.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 12

Other Notes: None

Emphasis and Meaning

Frame: Woman talking about women's nutrition.

Theme: Discusses nutrition as it relates to specific oatmeal for women's dietary needs.

Discourse: Quaker offers a new line of oatmeal that fulfills the dietary needs of women.

Purchase Motivations

- | | |
|---|--|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input checked="" type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input checked="" type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Incomplete satisfaction with current products, necessitating a female version of oatmeal line. Primarily intellectual stimulation – women have specific nutrition needs and Quaker is able to solve the problem through new extension.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input checked="" type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Actor presents new product line, complete with audible reason-why, to the camera.

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s):

Brand stated: 2

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s):

Brand shown: 2

Execution #20

General Information

Brand: Clorox

Product/Service: Ready Mop

Product/Service Category: Home Cleaning Supplies (29)

Length of Commercial: 30 Seconds

Key Copy Words: Simply squirt and mop. No more bucket. No more filthy water.

Tagline: (A) The Extraordinary Mop in a Box from Clorox

Core Dramatization: Mop, from box to shining floors, see mop in use (by itself). Mop hits bucket, illustrating that it is not longer needed when mopping floors.

Overall Synopsis of Execution: Illustrates primary benefits through computer animated mop. Leaves floors impossibly clean and shiny. Illustrates no effort – product works by itself. Everything you need is in one box. Uses the work extraordinary.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Consumers have dirty floors.

Theme: Consumers want simple, convenient method to clean their floors.

Discourse: Clorox offers the solution with the new Ready Mop.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Problem removal – remove dirt from floors.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input checked="" type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: Mop performs work all by itself, is the only character in this execution.

Audible Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |

- | | |
|--|--|
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 4
Music: similar to music used in cartoons.

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 4
Benefit illustrated as impossibly shiny floors and mop hitting bucket (on impossibly shiny floors).

Execution #21

General Information

Brand: Olay

Product/Service: Daily Facials

Product/Service Category: Skin Care Creams, Lotions, Oils (21)

Length of Commercial: 15 Seconds

Key Copy Words: How do I really care for my skin? VO: Olay daily facials. Serious skin care in one step.

Tagline: (V) Love the Skin You're In

Core Dramatization: Mother getting oatmeal and mud thrown on her face by toddler. Olay daily facials demonstrated in middle of execution.

Overall Synopsis of Execution: Spokesperson (mother) who, despite her toddler's playfulness, treats the skin on her face with Olay

facial cream. Her skin is obviously clear of blemishes. Product is demonstrated as easy to use and fast. This allows mother to still have time for her children while is able to take care of herself.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 10

Other Notes: None

Emphasis and Meaning

Frame: Woman wants to take care of her skin.

Theme: Discusses ways her child helps her (humor) take care of her skin.

Discourse: Olay Daily Facials is what she uses to take care of her skin.

Purchase Motivations

- | | | | |
|--------------------------|-------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input checked="" type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Avoidance of bad skin is the purchase motivation.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | | |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Story | <input type="checkbox"/> | Lifestyle |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 3
Benefit: one-step

Visual Cues

<input checked="" type="checkbox"/> Brand Logo	<input checked="" type="checkbox"/> Target Audience
<input type="checkbox"/> Customer Needs	<input checked="" type="checkbox"/> Benefit
<input checked="" type="checkbox"/> Attribute	<input type="checkbox"/> Emotion
<input checked="" type="checkbox"/> Reason-why	<input type="checkbox"/> Brand Character
<input type="checkbox"/> Competitive Advantage	<input checked="" type="checkbox"/> Actor Demographics
<input type="checkbox"/> Setting	<input type="checkbox"/> B&W

Description of Primary Visual Cue(s): Brand shown: 3
Lists product benefits with package on screen while spokesperson is using product.

Execution #22

General Information

Brand: Scrubbing Bubbles (SC Johnson)

Product/Service: Bathroom Cleaner

Product/Service Category: Home Cleaning Supplies (29)

Length of Commercial: 15 Seconds

Key Copy Words: Be done with scum faster with scrubbing bubbles.

Tagline: (A) They Work Even Harder So You Don't Have To

Core Dramatization: Two women, two bathtubs in side-by-side comparison. Woman on right uses Scrubbing Bubbles and completes in almost no time. Woman on left scrubs tub through entire 15 second spot, while other woman endorses Scrubbing Bubbles.

Overall Synopsis of Execution: Woman on left scrubs tub while hand shows bottle of Scrubbing Bubbles over and over on right, along with cartoon scrubbing bubble spinning through the word "scum."

Brand Position Communicated: Clearly Communicated

Number of Viewings: 7

Other Notes: None

Emphasis and Meaning

Frame: Two women cleaning their bathtubs.

Theme: The one on the right uses Scrubbing Bubbles to clean her tub, the one of the left uses Tilex.

Discourse: Scrubbing Bubbles works faster than Tilex.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Cleaning product, removal of scum quickly is the motivation, therefore problem removal.

Execution Format Type

- | | |
|---|--|
| <input checked="" type="checkbox"/> C Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: Demonstrates comparison between women; one uses Scrubbing Bubbles, the other uses Tilex. Split screen shows two bathtubs, one for each woman.

Audible Cues

- | | |
|---|---|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input checked="" type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2

Sound: the Scrubbing Bubble cartoon makes a spinning sound.

Visual Cues

- | | |
|---|---|
| <input checked="" type="checkbox"/> X Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> X Customer Needs | <input checked="" type="checkbox"/> X Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> X Reason-why | <input checked="" type="checkbox"/> X Brand Character |
| <input checked="" type="checkbox"/> X Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> X Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s):

Brand shown: 2
Benefit illustrated by showing that the woman using Scrubbing Bubbles completes her cleaning long before the other woman (using a competing brand).

Execution #23

Execution omitted from random sample due to one of the following reasons:

- A) Data corrupted during collection
- B) Execution failed to meet preliminary requirements for analysis

Execution #24

General Information

Brand:	Oreos
Product/Service:	Mini Oreos
Product/Service Category:	Other Packaged Foods (28)
Length of Commercial:	15 Seconds
Key Copy Words:	Oreo Song – Tagline only spoken words by VO.
Tagline:	(A) A Smaller Version of the Classic. O-R-E-O

Core Dramatization: Actor reminisces over life at snack machine after spotting Mini Oreos in the selection. Dramatizes how Oreos are a part of this person's childhood. Seem to represent happiness and nostalgia to the actor.

Overall Synopsis of Execution: Young adult selects Mini Oreos from vending machine and, with the accompaniment of the Oreo jingle, recalls several fond memories of childhood/young adult social situations that involved Oreos.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Boy is standing at a vending machine.

Theme: Boy is deciding what to purchase.

Discourse: Boy selects Mini Oreos because of his happy memories, which are associated with the Oreo brand.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Food typically is motivated by problem removal, or satisfying hunger. Motivation in execution deals more with high-involvement response of the actor to the product. Therefore, this execution uses a social approval motive based on actor's memories of happy social moments which involved the brand.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | | |

Presenters/Endorsement
 Story

Testimonial
 Lifestyle

Notes on Use of Format:

Vignette begins with boy, at a young adult age. Then execution, apparently through boy's decision process, displays flashes of boy's life, all of which are happy and all of which feature Oreos.

Audible Cues

Name of Brand
 Customer Needs
 Attribute
 Reason-why
 Competitive Advantage
 Music
 Sound

Target Audience
 Benefit
 Emotion
 Brand Character
 Language
 Accent

Description of Primary Audible Cue(s):

Brand stated: 2
Copy delivered through Oreo song/jingle.
Sound: vending machine

Visual Cues

Brand Logo
 Customer Needs
 Attribute
 Reason-why
 Competitive Advantage
 Setting

Target Audience
 Benefit
 Emotion
 Brand Character
 Actor Demographics
 B&W

Description of Primary Visual Cue(s):

Brand shown: 6
Actor illustrates emotional response to the brand.
Setting: vending machine illustrates point of purchase.

Execution #25

General Information

Brand: Saturn

Product/Service: SL1

Product/Service Category: Cars & Light Trucks (1)

Length of Commercial: 30 Seconds

Key Copy Words: (V) Saturn is in high gear. Actually, we're in overdrive.

Tagline: None

Core Dramatization: Saturn SL1 with fast music and flashing colors at various angles.

Overall Synopsis of Execution: Serves only to showcase product for viewer. Camera only shows the outside of the automobile at different angles. This execution does nothing but show the vehicle.

Brand Position Communicated: Not Communicated

Number of Viewings: 11

Other Notes: Toll-free telephone number provided.

Emphasis and Meaning

Frame: A vehicle.

Theme: Flashing colors and angles of the same vehicle.

Discourse: Vehicle is a Saturn.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: There is nothing else in this execution except visual showcasing of the vehicle – therefore sensory gratification.

Execution Format Type

- | | |
|---|--|
| <input checked="" type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Demonstrates outside of vehicle. Therefore, this execution will be considered straight demonstration.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s):

VO only at the end.
Brand stated: 1

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s):

Brand shown: 5
Used lots of colors.

Execution #26

General Information

Brand: Pledge (SC Johnson)

Product/Service: Grab It Wet (Mop)

Product/Service Category: Home Cleaning Supplies (29)

Length of Commercial: 15 Seconds

Key Copy Words: It's a lot easier than my mop and bucket. This is my new bucket. And this is my new mop.

Tagline: None

Core Dramatization: Wet mop leaving floor wet and clean. Baby crawling on floor reinforces spokesperson's claim that having a clean house makes her feel like a better mom. Ease of use illustrated.

Overall Synopsis of Execution: Illustrates use of mop and actress' admission that having a clean house makes her feel like a better mom.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 7

Other Notes: None

Emphasis and Meaning

Frame: Two women are talking about floor care.

Theme: Two women discussing how to best clean floors in easiest way.

Discourse: Pledge Grab It makes floor cleaning easy and does a good job.

Purchase Motivations

- | | | | |
|---------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input checked="" type="checkbox"/> X | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Problem Removal is removal of dirt from floors. However, incomplete satisfaction with standard type mops a secondary purchase motive.

Execution Format Type

- | | | | | |
|---------------------------------------|---|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | A | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | | Vignette | <input type="checkbox"/> | Testimonial |
| <input checked="" type="checkbox"/> X | | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | | Story | | |

Notes on Use of Format: Primarily a presenter, though product in use is demonstrated by presenter of execution.

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Product stated: 2
 Music is a jingle: Grab It!
 Emotional cue involves the toddler with the spokeswoman’s claims that she feels like a better mother when her floors are clean.

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Product/Logo shown: 6
 Illustration of emotion: kid with toys scurrying across clean floor.
 Actress demographics: mother.

Execution #27

General Information

Brand: Pizza Hut

Product/Service: Pzone

Product/Service Category: Restaurants (Fast Food) (2)

Length of Commercial: 30 Seconds

Key Copy Words: The Pzone Revolution – only at Pizza Hut.

Tagline: (V) The Best Pizzas Under One Roof

Core Dramatization: Attributes of Pzone; being made, cut, eaten.

Overall Synopsis of Execution: Introducing new Pzone sandwiches. Spokesman very excited by this new offering, likening it to a revolution in the pizza industry. Very fast-paced spot. Emphasis on size of product; "Huge," dare you to eat one alone.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Guy talking about pizza.

Theme: Discusses new product, which combines a pizza with a sandwich.

Discourse: Pizza Hut offers the Pzone, a new product that crosses a pizza with a sandwich.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input checked="" type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Though this is an execution for fast food (implying problem removal motive), the focus is on the improvement Pizza Hut has made to its offerings, now creating the attributes of a pizza into the ease of consumption aspects of a sandwich, thus emphasizing the consumer's incomplete satisfaction with traditional pizza.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input checked="" type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 4
Ease of consumption is audible benefit.
Use Italian terms in copy.

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 3
Extensive use of the color red.

Execution #28

General Information

Brand: Dr. Pepper

Product/Service: Diet Dr. Pepper

Product/Service Category: Carbonated Soft Drinks (6)

Length of Commercial: 15 Seconds

Key Copy Words: Not everything can be as good as the original. But diet Dr. Pepper is.

Tagline: (A & V) Diet Dr. Pepper. Tastes more like Regular Dr. Pepper.

Core Dramatization: Chimp, dressed up as highway motorcycle patrol, drinking a diet Dr. Pepper.

Overall Synopsis of Execution: Humor ad using chimps as spoof of “Chips” TV show. Dressed as cops on motorcycles. Key copy implies use of chimps.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 7

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Spoof of “Chips” TV show.

Theme: Spoof of TV show is not as good as the original.

Discourse: Comparison, showing that Diet Dr. Pepper is as good as the original, even if the spoof of the TV show is not.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input checked="" type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |

___ Sound

Description of Primary Audible Cue(s): Brand stated: 3

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input checked="" type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 2

Execution #29

General Information

Brand: PUR

Product/Service: Water Filters

Product/Service Category: Water Treatment Products (35)

Length of Commercial: 30 Seconds (Two 15-second spots back-to-back)

Key Copy Words:

1. Bottled water getting expensive? Try PUR filtered water. Just as good as bottled water at a price that's ten times less.
2. Besides saving you money, the PUR water filter is so easy to install and use. You already have all the tools you need.

Tagline: (A & V) Your Water Should Be PUR

Core Dramatization:

1. Ice cubes clinking together, making cash register sounds. PUR water filter spouting clear water as a replacement for expensive bottled water. Faucet sound: "Doesn't that sound better?"
2. Demonstrates ease of installation. Claps hands together to accentuate simplicity.

Overall Synopsis of Execution: Two 15 second ads that work together (and therefore are analyzed together). The first 15 second spot shows how PUR water filter can save money for a user. Second 15 second spot demonstrates ease of installation and use.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Drinking water needs.

Theme: Fulfilling the need of water for drinking.

Discourse: PUR Water Filters are easy to install and will save the consumer money by replacing the need for expensive bottled water.

Purchase Motivations

- | | | | |
|---------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input checked="" type="checkbox"/> X | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Primary purchase motive is problem removal, with second 15-second ad reinforcing the first 15 second ad, though the second focuses more on problem avoidance (ease of installation). However, the primary purchase motive is removal of the expensive cost of bottled water.

Execution Format Type

- | | | | |
|---------------------------------------|---|--------------------------|---------------------------------|
| <input checked="" type="checkbox"/> A | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 6 (Combined)

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 5 (Combined)

Execution #30

General Information

- Brand: Chevrolet
- Product/Service: Avalanche
- Product/Service Category: Cars & Light Trucks (1)
- Length of Commercial: 30 Seconds
- Key Copy Words: VO: Introducing the all-new Chevy Avalanche, the only vehicle that switches from a SUV to a pick-up.
- Tagline: (V & A) Avalanche. Like A Rock.
- Core Dramatization: Driver demonstrating the switching ability of his Chevy Avalanche – from SUV to pick-up.
- Overall Synopsis of Execution: Two guys in Chevy Avalanche, tearing down a dirt road. Passenger asks driver, “Hey, can we switch?”

inferring that he would like to drive. Driver looks at him, says “Good idea,” stops vehicle, gets out, and demonstrates how Avalanche transforms from an SUV to a pick-up truck. Avalanche is Motortrend’s 2002 Truck of the Year.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: None

Emphasis and Meaning

Frame: Two males are riding in a truck.

Theme: Passenger wants to drive; asks the driver to switch.

Discourse: Because of the attributes of the Chevy Avalanche, the driver misunderstands passenger requests (or pretends to) and transforms the truck from an SUV to a pick-up.

Purchase Motivations

- | | |
|--|--|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input checked="" type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: A “master of the dirt road” truck commercial.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |

Music
 Sound

Accent

Description of Primary Audible Cue(s): Product stated: 3

Visual Cues

Brand Logo
 Customer Needs
 Attribute
 Reason-why
 Competitive Advantage
 Setting

Target Audience
 Benefit
 Emotion
 Brand Character
 Actor Demographics
 B&W

Description of Primary Visual Cue(s): Product shown: 3
Emotion is visually communicated through driver's and passengers facial features – having fun in the vehicle.

Execution #31

General Information

Brand: Drano

Product/Service: Drano Max

Product/Service Category: Home Cleaning Supplies (29)

Length of Commercial: 15 Seconds

Key Copy Words: Drano Max removes clogs better than professional strength Liquid Plumber cause it's thicker.

Tagline: (A) Relax. You've got Drano Max.

Core Dramatization: Thick Drano Max removing clog better than Liquid Plumber in side-by-side comparison.

Overall Synopsis of Execution: Begins with couple "bent out of shape" (their throats are contorted to resemble drain pipes) due to clogged drain. This first part of the commercial is in black and white. Then, in color, execution demonstrates side-by-side comparison between

Drano Max and Liquid Plumber. Ends by showcasing product packaging.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 10

Other Notes: None

Emphasis and Meaning

Frame: Couple has the problem of a clogged drain.

Theme: This couple is very upset about having a clogged drain.

Discourse: Drano Max helps by unclogging their drain.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Product removes clogs from drains, therefore execution illustrates a problem removal purchase motivation.

Execution Format Type

- | | |
|---|--|
| <input checked="" type="checkbox"/> C Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand/Product stated: 3

Sounds similar to what one would expect in a suspense movie are used when introducing consumers' problem.

Visual Cues

- | | |
|---|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input checked="" type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand/Product shown: 4
B&W used in beginning when couple gets "bent out of shape."

Execution #32

General Information

Brand: HR Block

Product/Service: Accountants

Product/Service Category: Financial Products/Services (4)

Length of Commercial: 15 Seconds

Key Copy Words: We can double check past returns. You can get more money back.

Tagline: (V) Just Plain Smart

Core Dramatization: Frustrated taxpayers in beginning; happy taxpayers leaving HR Block office at end of spot.

Overall Synopsis of Execution: Illustrates one service (USP) provided by HR Block. Beginning explains problem. End shows that HR Block can remedy consumers' problem. Use of color green signifies money.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: Web address provided. Toll-free telephone number provided.

Emphasis and Meaning

Frame: People paying taxes.

Theme: People possibly paid too much in last year's taxes.

Discourse: HR Block can solve that by re-filing, can get more money back for the taxpayer.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Problem is overpayment of taxes.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 1
Music: "Taxman"

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |

- | | |
|--|---|
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 2
 Setting: HR Block office

Execution #33

General Information

Brand: DuPont

Product/Service: Chemical Company

Product/Service Category: Other (39)

Length of Commercial: 30 Seconds

Key Copy Words: If you can unlock the secrets of nature, you can find miracles. At DuPont, we've been finding them for 200 years now.

Tagline: (A & V) DuPont - The Miracles of Science

Core Dramatization: Illustration of various consumer goods that are manufactured in materials which were discovered (miracles) and utilized by DuPont. There is an artistic flair to this execution, from interesting camera angles to a scantily clad woman wearing as imitation-leather outfit. This illustrates that products DuPont has developed have impacted American culture.

Overall Synopsis of Execution: Corporate image advertisement; effective and artistic. Purpose is purely to bolster the image of DuPont by showcasing the product of its accomplishments. Contains transitions from past to present – past repeating itself (polyester). B & W shot illustrates old technology. Products showcased: Nylon, Teflon, Polyester, Leather with Lycra, DuPont Fuel Cells.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 11

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Corporation tapping into science, making life better.

Theme: Science can better our own quality of life.

Discourse: DuPont is improving our quality of life through advancements in technology.

Purchase Motivations

- | | | | |
|--------------------------|-------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input checked="" type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Purpose of execution is intellectual stimulation, based on DuPont's suggested impact on culture/lifestyle.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format: Follow progression of culture and time through flashes of several people.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input checked="" type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input checked="" type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 2
Music build as execution progresses through time and cultures.

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input checked="" type="checkbox"/> | B&W |

Description of Primary Visual Cue(s):

Brand Logo shown: 1
B & W screen represents old technology (actually seems to be old film footage of a scientist demonstrating product).
Visual cues represent a progression toward the future.

Execution #34

General Information

- Brand: Celebrex
- Product/Service: Arthritis Medication
- Product/Service Category: Prescription Medications (5)
- Length of Commercial: 45 Seconds
- Key Copy Words: Who would know they have arthritis?
- Tagline: None
- Core Dramatization: Aging couple ice skating with commenting VO. Dramatization primarily communicates that this couple can still enjoy life, even though they have arthritis, due to use of Celebrex.
- Overall Synopsis of Execution: Illustration of how Celebrex can positively impact those stricken with arthritis, allowing them to live a happier, more energetic life. Illustration of their elation at being able to skate around as if they were a young, courting couple is supported by VO's comments which provide a play-by-play for this couple's flirtatious behavior. Coupled with

Olympic mention: "Celebrex...celebrates the Olympic spirit in all of us." Execution likens life to a performance. Execution ties in with Olympics, of which Celebrex is a sponsor. Actors are introduced as Tom and Sue.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: Web address provided. Toll-free telephone number provided. Also, directs viewers to see Celebrex ad in Health Magazine.

Emphasis and Meaning

Frame: Two people are skating at an outdoor ice rink.

Theme: They are older people and have arthritis.

Discourse: Because they take Celebrex, they aren't limited in their abilities by their arthritis.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Problem removal motivation because execution represents return to a better life through removal of arthritic pain.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input checked="" type="checkbox"/> Lifestyle |

Notes on Use of Format: The couple is ice skating, engaged in life. Actors do not speak, we simply see them acting in a seemingly normal way.

Audible Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Name of Brand | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |

- | | |
|--|--|
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 4

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 5
 Setting: ice rink used to show what one might be able to do without arthritis pain.

Execution #35

General Information

Brand: WalMart

Product/Service: WalMart stores

Product/Service Category: General Discount Department Store (15)

Length of Commercial: 30 Seconds

Key Copy Words: You can just afford to buy more at WalMart. Your dollar goes much further.

Tagline: (V) Always Low Prices. Always.

Core Dramatization: How quality of living area is improved for one family through shopping at WalMart. Use of toddler at play drives family quality of life notion.

Overall Synopsis of Execution: Testimonial that stresses family life and that WalMart can help improve quality of living area

because it is less expensive and this family can get everything they need at WalMart. Testimonial provided by a minority couple (Martin Family). Stresses that WalMart is convenient, fast, and offers competitive prices.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 10

Other Notes: Web address provided.

Emphasis and Meaning

Frame: A young family starting out.

Theme: The young family is organizing and planning lifestyle, setting up new house, and experiencing new baby.

Discourse: Shopping at WalMart allows them to do it all (organize, plan, fill new house, care for child).

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input checked="" type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Represents competitive pricing and one-stop shopping – incomplete satisfaction from alternatives.

Execution Format Type

- | | | | |
|--------------------------|---|-------------------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input checked="" type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format: Testimonial provided by the Martin family. Elements of story are included.

Audible Cues

- | | | | |
|-------------------------------------|----------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input checked="" type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |

- | | |
|--|--|
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 3

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 5
Setting: Shows WalMart store

Execution #36

General Information

Brand: Best Buy

Product/Service: Best Buy Stores

Product/Service Category: Retailers (20)

Length of Commercial: 30 Seconds

Key Copy Words: Love playing around with stuff? Then get in to Best Buy.

Tagline: (A & V) Turn On the Fun

Core Dramatization: An African American gentleman in business attire plays around with amenities of a public restroom after he believes himself to be alone.

Overall Synopsis of Execution: Man playing in restroom. VO: "Love playing around with stuff?" Then breaks to man playing with electronics in a Best Buy store, leaving with a huge smile on his face.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Man in restroom, washing hands.

Theme: Man gets caught “playing” in bathroom by a gentleman exiting a stall.

Discourse: Best Buy is fun and offers tons of stuff you are allowed to play with.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Turn on the fun – execution illustrates play, a strong sensory gratification motive.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | | |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Speaker in Interesting Location |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Story | <input type="checkbox"/> | Lifestyle |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input checked="" type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 2
Music sets the stage for deterioration in man’s bearing/behavior.

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 3
Setting: Best Buy store shown

Execution #37

General Information

Brand: Triaminic

Product/Service: Softchews

Product/Service Category: Cold & Sinus Remedies (14)

Length of Commercial: 15 Seconds

Key Copy Words: Triaminic Softchews dissolve magically, in an instant.

Tagline: (A & V) Just the Right Relief

Core Dramatization: Young female child hiding under blanket, not feeling well yet refusing to take medicine, apparently because she thinks it will taste bad.

Overall Synopsis of Execution: Execution for an over the counter children’s medication that illustrates how, due to Triaminic Softchews attribute of dissolving quickly, children like them and are therefore willing to take medication without fuss or struggle. Child illustrates benefit by stating, “Hey, these are good!”

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Young female child is sick.

Theme: Her mother is trying to get her to take medicine, but she thinks it will taste bad.

Discourse: Mother gives the daughter Triaminic Softchews and daughter says they taste good and make her feel better.

Purchase Motivations

<input checked="" type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations: This execution communicates two possible purchase motivations. The end user is also not the target of the advertisement. Problem removal is the purchase motivation for the target of the commercial; incomplete satisfaction is the purchase motivation for the end user of the product, but who does not purchase the product. Therefore, problem removal is the primary purchase motive, as this is the purchase motivation of a purchaser – the mother who wants her child to take medicine without fuss, so that child will get over their illness.

Execution Format Type

<input type="checkbox"/>	Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)	<input type="checkbox"/>	Speaker in Interesting Location
<input type="checkbox"/>	Product as Star	<input type="checkbox"/>	Slice of Life
<input checked="" type="checkbox"/>	Vignette	<input type="checkbox"/>	Testimonial
<input type="checkbox"/>	Presenters/Endorsement	<input type="checkbox"/>	Lifestyle
<input type="checkbox"/>	Story		

Notes on Use of Format:

Audible Cues

<input checked="" type="checkbox"/>	Name of Brand	<input type="checkbox"/>	Target Audience
<input checked="" type="checkbox"/>	Customer Needs	<input checked="" type="checkbox"/>	Benefit
<input type="checkbox"/>	Attribute	<input type="checkbox"/>	Emotion
<input checked="" type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input checked="" type="checkbox"/>	Language
<input checked="" type="checkbox"/>	Music	<input type="checkbox"/>	Accent

___ Sound

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 2
Emotion illustrated is the love of a mother for a daughter who is sick.

Execution #38

General Information

Brand: Dr. Pepper

Product/Service: Diet Dr. Pepper

Product/Service Category: Carbonated Soft Drinks (6)

Length of Commercial: 15 Seconds

Key Copy Words: Not everything can be as good as the original. But diet Dr. Pepper is.

Tagline: (A & V) Tastes More Like Regular Dr. Pepper

Core Dramatization: Uses humor to reinforce statement made in key copy. "Holland Globetrotters" used as spoof of Harlem Globetrotters, with core dramatization including the consumption of the product.

Overall Synopsis of Execution: Humorous ad uses "Holland Globetrotters" as spoof of Harlem Globetrotters, wearing stereotypical Dutch clothing and being cheered on by Dutch-girl cheerleaders, also wearing traditional Dutch attire.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 7

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Spoof on Harlem Globetrotters.

Theme: Spoof of basketball team is not as good as the original.

Discourse: Comparison, showing that Diet Dr. Pepper is as good as the original, even if the spoof of the basketball team is not.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input checked="" type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 3

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
|--|--|

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input checked="" type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 2

Execution #39

General Information

Brand:	Torengos
Product/Service:	Tortilla Chips
Product/Service Category:	Chips, Nuts, Popcorn & Pretzels
Length of Commercial:	30 Seconds
Key Copy Words:	You don't have to understand these guys to understand new Torengos are great for dipping.
Tagline:	(V) Curved for Serious Dipping
Core Dramatization:	Comparison between Torengo and regular Tortilla chips. Guy on right, who holds a bag of regular tortilla chips, throws his chip behind couch upon which both actors sit, and tries a Torengo.
Overall Synopsis of Execution:	Two foreign guys sitting on a couch speaking jibberish, apparently arguing over tortilla chips. This execution uses a clever method to compare Torengos brand tortilla chips with regular bagged tortilla chips. Primarily a visual ad demonstrating product for viewers, with VO guiding viewers to the intended message of the commercial.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	8
Other Notes:	None

Emphasis and Meaning

Frame: Two guys are sitting on a couch eating tortilla chips.

Theme: They each have a different brand of chip.

Discourse: The guy with Torengos has a better dipping chip.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input checked="" type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Through side-by-side comparison, this execution illustrates the incomplete satisfaction a consumer might have with regular tortilla chips by illustrating a Torengo in use, without ever stating it.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input checked="" type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | | |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Story | <input type="checkbox"/> | Lifestyle |

Notes on Use of Format: Interesting use of side-by-side comparison. There is no doubt that a comparison is being illustrated, yet no copy states this.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input type="checkbox"/> | Music | <input checked="" type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 3

Visual Cues

- | | | | |
|-------------------------------------|----------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |

Competitive Advantage
 Setting

Actor Demographics
 B&W

Description of Primary Visual Cue(s): Brand shown: 3

Execution #40

General Information

Brand: HR Block

Product/Service: Accountants

Product/Service Category: Financial Products/Services

Length of Commercial: 30 Seconds

Key Copy Words: No one understands the tax law changes better than HR Block.

Tagline: (V) Just Plain Smart

Core Dramatization: Provides information and reason-why. Shows frustrated taxpayer, who goes to HR Block office, leaving happy.

Overall Synopsis of Execution: The tone is interesting in this ad. Begins with three guys on roof with 2001 tax law changes, books blowing in wind, etc. Then goes to consumer, who is frustrated. The consumer uses service provided by HR Block and, at the end of the execution, is happy. Use of green signifies color of money. Humor employed when copy compares acts of congress with acts of God. If you're not satisfied, you don't pay.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 12

Other Notes: Web address provided, as well as available location – Sears. Toll-free telephone number provided.

Emphasis and Meaning

Frame: It's tax time again.

Theme: The government has imposed 441 new tax laws.

Discourse: HR Block understands these new laws and can help you.

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input checked="" type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations: Problem avoidance purchase motivation apparent in the focus of the execution – 2001 tax law changes. HR Block, being the experts in the area of tax laws, can assist a consumer at tax time, allowing the consumer to avoid a potentially large problem – the IRS.

Execution Format Type

<input type="checkbox"/>	Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)		
<input type="checkbox"/>	Product as Star	<input type="checkbox"/>	Speaker in Interesting Location
<input checked="" type="checkbox"/>	Vignette	<input type="checkbox"/>	Slice of Life
<input type="checkbox"/>	Presenters/Endorsement	<input type="checkbox"/>	Testimonial
<input type="checkbox"/>	Story	<input type="checkbox"/>	Lifestyle

Notes on Use of Format:

Audible Cues

<input checked="" type="checkbox"/>	Name of Brand	<input type="checkbox"/>	Target Audience
<input checked="" type="checkbox"/>	Customer Needs	<input checked="" type="checkbox"/>	Benefit
<input type="checkbox"/>	Attribute	<input type="checkbox"/>	Emotion
<input checked="" type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input checked="" type="checkbox"/>	Language
<input checked="" type="checkbox"/>	Music	<input type="checkbox"/>	Accent
<input type="checkbox"/>	Sound		

Description of Primary Audible Cue(s): Brand stated: 1
Music: "Taxman"
Lyrics from song: "Let me tell you how it will be. One for you, 19 for me. Cause I'm a Taxman!"

Benefit of using service – no risk: If you’re not satisfied, you don’t pay.

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s):

Brand Logo shown: 2
Use of color green: signifies money.
Beginning of execution very “cold” – uses bluish hue. Three guys in suits represent federal government. Begin on roof, decreeing new laws of the land. Tone and colors warm when execution goes to taxpayer and to HR Block.
Setting: HR Block office shown

Execution #41

General Information

Brand:	Pennsylvania
Product/Service:	State/Travel/Tourism
Product/Service Category:	State/Tourism (36)
Length of Commercial:	30 Seconds
Key Copy Words:	Come enjoy them this winter. Including the mountains called Endless. Which is what you’ll want your stay here to be.
Tagline:	(V) Memories Last a Lifetime
Core Dramatization:	Showcase of beauty of Pennsylvania. Includes people engaged in winter sports: snow boarding, downhill skiing, cross-country skiing.

Overall Synopsis of Execution: State tourism ad that highlights Pennsylvania's beauty and tourist usage and enjoyment.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: Web address provided. Toll-free telephone number provided. Governor named.

Emphasis and Meaning

Frame: Winter vacation spots.

Theme: Where is the best place to go and relax in winter?

Discourse: Pennsylvania offers many wonderful opportunities for winter vacationing; can fulfill many winter consumer wants.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input checked="" type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Sponsor stated: 1

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input checked="" type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input checked="" type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s):

Sponsor's name shown: 1
Beauty of landscape and winter usage illustrated.

Execution #42

General Information

Brand: Verizon Wireless

Product/Service: Free Up Plan

Product/Service Category: Telephone Companies/Services (3)

Length of Commercial: 30 Seconds

Key Copy Words: The better way to pay from Verizon Wireless gives you more reasons to get connected and stay connected.

Tagline: (A) Join In. Free Up.
(V) Join Up. Join In.

Core Dramatization: Computer graphics/technological special effects. Flashing of attributes offered to consumers by this Verizon plan.

Overall Synopsis of Execution: Introduction ad stressing attributes of plan. Uses special effects, presumably for getting viewer attention. Uses uncommon, "modern" font.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 11

Other Notes: Toll-free telephone number provided. No web address provided.

Emphasis and Meaning

Frame: Wireless communication.

Theme: Convenience of no membership but with wireless phone capabilities.

Discourse: Verizon Wireless offers these attributes with the Free Up Plan.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input checked="" type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Offers plan with advantages (for some prospects) over other wireless services.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input checked="" type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | | |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Story | <input type="checkbox"/> | Lifestyle |

Notes on Use of Format: Straight demonstration – flow of information without use of spokesperson or coherent acting.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input checked="" type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 2
Very techno/modern – probably focusing on younger target audience.

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 2
Font is unusual.
Technological appearing special effects used (electrical flow of information).

Execution #43

General Information

Brand: Burger King

Product/Service: Egg Sandwich

Product/Service Category: Restaurants (Fast Food) (2)

Length of Commercial: 15 Seconds

Key Copy Words: Sung by spokesperson: "BK and BB puts out something new."

Tagline: (A) Lets You Have It Your Way

Core Dramatization: Close-up of new egg sandwich offered by Burger King.

Overall Synopsis of Execution: Execution uses jazz musician, BB King, to introduce new sandwich. Execution flashes word "New" and "99" cents.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 7

Other Notes: None

Emphasis and Meaning

Frame: Fast food breakfast offerings.

Theme: New egg sandwich on breakfast menu.

Discourse: Burger now offers a new egg sandwich on their breakfast menu for 99 cents.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Introduction ad for a food product, presumably a problem removal motivation.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 3
VO covers product (attribute).

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 3

Execution #44

General Information

Brand: Volkswagon

Product/Service: Turbo Technology

Product/Service Category: Cars & Light Trucks (1)

Length of Commercial: 30 Seconds

Key Copy Words: Volkswagon's enhanced turbo technology. It's not rocket science. Well, it is sort of.

Tagline: (V) Drivers Wanted

Core Dramatization: Product attribute showcased; how VW engine performs due to inner workings and design of engine.

Overall Synopsis of Execution: Begins with serious tone, male VO explains product attribute (engine design). Breaks to teenage male and female. The female comments that VWs get good gas mileage due to engine design; the male adds "and it's fast." Then breaks back to serious, scientific tone with different (female) VO, who states the Key Copy Words.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: Web address provided. Telephone number provided.

Emphasis and Meaning

Frame: Illustration of how a vehicle's engine works.

Theme: Engines are getting more and more advanced.

Discourse:

Volkswagon is leading this technology advancement.

Purchase Motivations

- | | |
|--|--|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input checked="" type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Execution focuses on illustrating technical aspects of the VW Turbo engine, using schematic-like diagrams to demonstrate how engine performs. Intent is intellectual stimulation, supported by middle break showing teenagers, who aren't grasping the true depth of VW's technology.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> A Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: Execution breaks format in the middle when the teenage actors provide their input. Primarily uses demonstration format employing VO to explain attributes of VW engine.

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 3
Music in front and back of spot, but stops in middle when teenage male and female speak to camera.

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
|--|--|

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 1
 Execution uses scientific presentation at beginning and end, with technical animations of design of VW engine. Middle of execution is just two teenage actors standing at what looks like a prom.

Execution #45

General Information

Brand: M & Ms

Product/Service: M & Ms

Product/Service Category: Candy & Mints (9)

Length of Commercial: 15 Seconds

Key Copy Words: One can of milk chocolate on the wall... (Song)

Tagline: (V) Deep Down, They're All Chocolate

Core Dramatization: M & Ms sitting around on sofa, drinking cans of milk chocolate in trashed apartment (chocolate mess everywhere).

Overall Synopsis of Execution: Not certain what this commercial is intended to accomplish. It may be one vignette in a series. However, this execution says nothing about the product and communicates no apparent purchase motivation.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 12

Other Notes: Web address provided.

Emphasis and Meaning

Frame: The M&Ms are back.

Theme: They are sitting around a trashed apartment, partying.

Discourse: M&Ms are drinking milk chocolate from cans (apparently they are what they eat).

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input checked="" type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: No ascertainable purchase motivation, other than problem removal - hunger.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input checked="" type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format: Due to the use of the M & Ms as the actors in the execution, it qualifies as a Product as Star ad format. It is possible, however, that it is also one vignette in a series, as no real communication seems to have taken place.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 0

Visual Cues

- | | | | |
|-------------------------------------|------------|--------------------------|-----------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
|-------------------------------------|------------|--------------------------|-----------------|

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input checked="" type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 2

Execution #46

Execution omitted from random sample due to one of the following reasons:

- C) Data corrupted during collection
- D) Execution failed to meet preliminary requirements for analysis

Execution #47

General Information

Brand:	Nike
Product/Service:	Sports Footwear
Product/Service Category:	Sport Shoes (24)
Length of Commercial:	15 Seconds
Key Copy Words:	None
Tagline:	(V) “Just” then the Nike “Swoosh” Logo
Core Dramatization:	Guy wearing Nike trying skateboard tricks.
Overall Synopsis of Execution:	This execution is a Nike ad that fits into Nikes previous advertising. It illustrates a skate boarder attempting stunts to energetic music and ends with the visual word “Just” and the Nike “Swoosh” logo.
Brand Position Communicated:	Clearly Communicated

Number of Viewings: 7

Other Notes: None

Emphasis and Meaning

Frame: Guy skateboarding.

Theme: He's just being himself – practicing skateboard stunts.

Discourse: Nike is a part of life.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|--------------------------|---|-------------------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input checked="" type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|-----------------|
| <input type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 0

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input checked="" type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |

___	Setting	___	B&W
Description of Primary Visual Cue(s):		Brand Logo shown: 1 Emotion illustrated: just be yourself.	

Execution #48

Execution omitted from random sample due to one of the following reasons:

- E) Data corrupted during collection
- F) Execution failed to meet preliminary requirements for analysis

Execution #49

General Information

Brand:	Chi-Chi's
Product/Service:	Salsa
Product/Service Category:	Other Packaged Foods (28)
Length of Commercial:	30 Seconds
Key Copy Words:	It's good it didn't hit the floor.
Tagline:	(A & V) Good No Matter What
Core Dramatization:	Woman apparently eats Chi-Chi's salsa off her foot after a guy accidentally spills his. When she returns, there is salsa smeared on her face.
Overall Synopsis of Execution:	Two guys talking, one drops a glob of Chi-Chi's salsa off a chip. The glob lands on a woman's foot, when she says the Key Copy Words, apparently in concern for the carpet. She excuses herself to the restroom, returning a few seconds later with salsa smeared on her face. The two men stop talking, one points at his face, indicating that she has salsa on

her face, which she promptly eats, to the obvious disdain of the men. This ad turns my stomach.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: None

Emphasis and Meaning

Frame: People at party, standing around the salsa bowl.

Theme: Salsa falls from guys chip onto woman's foot.

Discourse: Because it's Chi-chi's salsa, she presumably eats it off her foot rather than wasting it.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input checked="" type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input checked="" type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 1

Visual Cues

<input checked="" type="checkbox"/>	Brand Logo	<input type="checkbox"/>	Target Audience
<input checked="" type="checkbox"/>	Customer Needs	<input type="checkbox"/>	Benefit
<input checked="" type="checkbox"/>	Attribute	<input type="checkbox"/>	Emotion
<input type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input type="checkbox"/>	Actor Demographics
<input checked="" type="checkbox"/>	Setting	<input type="checkbox"/>	B&W

Description of Primary Visual Cue(s): Brand Logo shown: 2

Execution #50

General Information

Brand:	Refresh
Product/Service:	Eye Drops
Product/Service Category:	Non-Prescription Medication
Length of Commercial:	30 Seconds
Key Copy Words:	There's so much beauty to drink in. Don't let your eyes feeling dry, gritty, and irritated stop you from enjoying it.
Tagline:	(A) For Relief that's Fast and Protection that Lasts (V) Relief and Protection
Core Dramatization:	Man fishing with girl; screen changes color to represent dry, gritty eye condition, as being discussed simultaneously by VO.
Overall Synopsis of Execution:	Shows man fishing with girl and how Refresh eye drops can keep his eyes feeling good so that he may enjoy the activity.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	9
Other Notes:	None

Emphasis and Meaning

Frame: Grandfather and granddaughter are fishing.

Theme: He is enjoying nature and doesn't want his eyes to dry out.

Discourse: Refresh brand eye drops allow him to enjoy nature without having to worry about dry, itchy eyes.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Two purchase motivations are apparent. First, problem removal (primary motive), since that is what the product boasts. Second, however, the execution speaks more toward a problem avoidance motivation, due to its urgings to not let gritty, dry eyes affect your quality of life activities.

Execution Format Type

- | | |
|---|--|
| <input checked="" type="checkbox"/> A Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input checked="" type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: Slice of life sandwiches demonstration of the product. Slice of life provides reason-why and emotion, thus considered the primary format.

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 4

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input checked="" type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |
| <input checked="" type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s):

Brand shown: 3
Though this execution uses color throughout, it uses a brownish tint when attempting to illustrate how dry, gritty eyes can change the actor's enjoyment of the outdoors.

Execution #51

General Information

- Brand: Aleve
- Product/Service: Cold & Sinus
- Product/Service Category: Cold & Sinus Remedies (14)
- Length of Commercial: 30 Seconds
- Key Copy Words: The challenge is, you only get one pill. But the minute your symptoms return, come tell me.
- Tagline: (A & V) Take the One Pill Challenge
- Core Dramatization: Time passing during Aleve challenge. Focus group moderator doing things to pass the time as clock ticks down the hours. One focus group participant returns, not because her symptoms returned, but for an Aleve for her husband.
- Overall Synopsis of Execution: Effectively communicates that Aleve works for a long period of time after taking only one pill. Actors list their symptoms, providing the viewer with reason-why.
- Brand Position Communicated: Clearly Communicated

Number of Viewings: 7

Other Notes: Web address provided.

Emphasis and Meaning

Frame: People stricken with a cold or sinus problem.

Theme: These people need relief but can only take one pill.

Discourse: Aleve gets rid of symptoms for hours with only one pill.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input checked="" type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand/Product stated: 2
Sound used: ticking of clock notes passage of time.

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 10
Benefit illustrated by passing time with no returning focus group participants.

Execution #52

General Information

Brand: Volkswagon

Product/Service: Beetle Turbo S

Product/Service Category: Cars & Light Trucks (1)

Length of Commercial: 60 Seconds

Key Copy Words: The 180 horsepower new Beetle Turbo S. You'd never suspect it.

Tagline: (V) Drivers Wanted
(A) You'd never suspect it.

Core Dramatization: Guy needing to borrow friend's "fast" car. Once in garage, he focuses on a silver car, with friend's Turbo Beetle behind his back. Pushes remote and is discouraged when silver car he's staring at does not respond. Behind his back, the Turbo Beetle S's running lights flash. VO speaks key copy.

Overall Synopsis of Execution: Illustrates the copy words by showing guy picking the wrong silver car. Guy never "suspects" that the VW Turbo Beetle S is his coworkers "fast" car.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 12

Other Notes: Web address provided. Toll-free telephone number provided.

Emphasis and Meaning

Frame: Guy needs to get to a meeting in a hurry.

Theme: Borrows a co-workers car because it's "fast."

Discourse: Can't locate the vehicle in the garage because he doesn't assume the VW Beetle is a "fast" car.

Purchase Motivations

- | | | | |
|--------------------------|-------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input checked="" type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Execution infers an intelligent decision – fast, yet unassuming vehicle.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input checked="" type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 1

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input checked="" type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |

___ Setting	___ B&W
Description of Primary Visual Cue(s):	Brand Logo shown: 3 Visual presentation used to illustrate key copy words only, provide a story for the viewer, but does nothing to elaborate on any benefit or purchase motivation possibly considered when purchasing an automobile. Execution uses a bluish/silver (metallic) tone in coloring.

Execution #53

General Information

Brand:	Campbell's
Product/Service:	Tomato Soup
Product/Service Category:	Other Packaged Foods (28)
Length of Commercial:	15 Seconds
Key Copy Words:	You always knew Campbell's was good. With a velvety smooth taste that's truly one of a kind.
Tagline:	(A & V) M'm M'm Good
Core Dramatization:	Soup in bowl, spoon dipped to illustrate thick, "velvety" smooth texture. Taste is implied in this execution by the three actors eating the soup, while sitting on a bench facing a picture of a Campbell's Tomato Soup can.
Overall Synopsis of Execution:	Execution compares soup to art, focusing on attributes of Campbell's Tomato Soup. Attributes are illustrated to viewing audience by the three actors eating the soup; all three sitting on a bench in a supposed art gallery, facing a picture of a can of Campbell's Tomato Soup.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	9

Other Notes: None

Emphasis and Meaning

Frame: Three people are eating soup.

Theme: They are talking about soup as a classic.

Discourse: Campbell's Tomato soup is a classic with sensory gratifying attributes.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Focuses on physical attributes – color and texture. A high-involvement ad for soup.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input checked="" type="checkbox"/> | A Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format: Primarily a straight performance execution.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input checked="" type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input checked="" type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |

___X Setting

___ B&W

Description of Primary Visual Cue(s): Brand Logo shown: 2

Execution #54

General Information

Brand: Michelob

Product/Service: Amber Bock

Product/Service Category: Beer & Ale (8)

Length of Commercial: 30 Seconds

Key Copy Words: No Spoken Copy
(V): Until now, it's been selling by word of mouth. Which makes sense. Your mouth is what tastes it.

Tagline: (V) Rich in Color. Smooth in Taste.

Core Dramatization: Split screen showing, on one half, a group of smiling, socializing people. On the other half, visually shown is the beer being poured. Notable color, carbonation, and foam, illustrating product attributes, linking them with happily socializing people.

Overall Synopsis of Execution: Split screen, no spoken words (music only) links group socializing with Michelob Amber Bock beer. Seems to be an implied social approval motivation.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: None

Emphasis and Meaning

Frame: People having a good time.

Theme: These people are consuming beer.

Discourse: Michelob Amber Bock is loads of fun.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Social approval purchase motive based on execution's apparent comparison between people having fun and Michelob Amber Bock beer.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input checked="" type="checkbox"/> Lifestyle |

Notes on Use of Format: Actors in execution are shown in their revelry, never stating anything (no spoken copy), just having fun with Michelob beer in hand.

Audible Cues

- | | |
|--|--|
| <input type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 0

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 3

Split screen: dark beer background on one half of screen. Execution compares partying with Michelob Amber Bock.

Execution #55

General Information

Brand:	Pro Act Technologies
Product/Service:	Employee Benefits Management Software
Product/Service Category:	Other (39)
Length of Commercial:	30 Seconds
Key Copy Words:	There is power in your workforce. Power you can use to automate your employee benefits programs. Meet the leader in HR and benefits management software. Giving your employees full information about their benefits choices and the tools to make the right decisions. Anytime. Anywhere.
Tagline:	(A) Putting Benefits Management in the Right Hands
Core Dramatization:	Special effects: Large ball pushed by woman; proceeds through “technology ball maze.” At the end, one single ball is produced that fits into the palm of the woman’s hand. Illustrates complexity wrapped into a single, manageable object.
Overall Synopsis of Execution:	Somewhat confusing execution. Very difficult to ascertain what the meaning of the special effects (the balls) are, or what they have to do with software or employee benefits management. No information provided beyond key copy about the product. The product is not shown, leaving the viewer questioning who and what the product is for.
Brand Position Communicated:	Not Communicated
Number of Viewings:	15

Other Notes: Web address provided. Toll-free telephone number provided.

Emphasis and Meaning

Frame: There is complexity in the workplace.

Theme: Software programs can make employee benefits manageable.

Discourse: Pro Act Technologies can help manage employee benefits packages.

Purchase Motivations

- | | | | |
|--------------------------|-------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input checked="" type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: This is most likely a B2B ad for software only relevant to businesses which need employee benefits management programs.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 1

Visual Cues

- | | | | |
|-------------------------------------|----------------|--------------------------|-----------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |

___ Reason-why
___ Competitive Advantage
___ Setting

___ Brand Character
___ Actor Demographics
___ B&W

Description of Primary Visual Cue(s):

Brand Logo shown: 1
Special effects illustrate implied benefit (complexity to simplicity). However, this benefit is implied and difficult to ascertain. Also, illustrates efficiency visually.

Execution #56

General Information

Brand: Nissan

Product/Service: Altima

Product/Service Category: Cars & Light Trucks (1)

Length of Commercial: 30 Seconds

Key Copy Words: (A): The totally new Nissan Altima.
(V): For symptoms of claustrophobia, take one.

Tagline: (V) Driven
(A) The Cure for the Common Car

Core Dramatization: Camera enters car, showing man driving with dark landscape through windows, then car spins around 360 degrees, stopping for VO.

Overall Synopsis of Execution: Typical incoherent car commercial. Tone of ad is important, using dark landscapes and dramatic music. However, all this execution does is showcase the vehicle in motion. This execution is vague in its message.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 8

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Driving a car.

Theme: The car needs to be designed for comfort and safety.

Discourse: Nissan Altima is a safe car with is comfortable because of its cabin roominess.

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input checked="" type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations: Implied purchase motivation of avoidance of problem(s); first with comfortable roominess, second with controllability, even in adverse conditions.

Execution Format Type

<input type="checkbox"/>	Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)		
<input checked="" type="checkbox"/>	Product as Star	<input type="checkbox"/>	Speaker in Interesting Location
<input type="checkbox"/>	Vignette	<input type="checkbox"/>	Slice of Life
<input type="checkbox"/>	Presenters/Endorsement	<input type="checkbox"/>	Testimonial
<input type="checkbox"/>	Story	<input type="checkbox"/>	Lifestyle

Notes on Use of Format:

Audible Cues

<input checked="" type="checkbox"/>	Name of Brand	<input type="checkbox"/>	Target Audience
<input type="checkbox"/>	Customer Needs	<input type="checkbox"/>	Benefit
<input type="checkbox"/>	Attribute	<input type="checkbox"/>	Emotion
<input type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input checked="" type="checkbox"/>	Language
<input checked="" type="checkbox"/>	Music	<input type="checkbox"/>	Accent
<input checked="" type="checkbox"/>	Sound		

Description of Primary Audible Cue(s): Brand stated: 1

Visual Cues

<input checked="" type="checkbox"/>	Brand Logo	<input type="checkbox"/>	Target Audience
<input checked="" type="checkbox"/>	Customer Needs	<input type="checkbox"/>	Benefit
<input checked="" type="checkbox"/>	Attribute	<input type="checkbox"/>	Emotion
<input checked="" type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input type="checkbox"/>	Actor Demographics
<input checked="" type="checkbox"/>	Setting	<input type="checkbox"/>	B&W

Description of Primary Visual Cue(s): Brand Logo shown: 1

Execution #57

General Information

Brand: Dodge

Product/Service: Caravan

Product/Service Category: Cars & Light Trucks (1)

Length of Commercial: 30 Seconds

Key Copy Words: (V): The view never changes unless you're the lead dog.
(A): Available 3.8 Liter Magnum V6 and all-wheel drive. It's how the lead dog leads.

Tagline: (A) Ford, GM, and Toyota Don't Match This

Core Dramatization: Red Dodge Caravan passes a snowplow on a winter-covered road.

Overall Synopsis of Execution: Illustrates Caravan's power (due to engine) and how it can pass an operating snowplow (due to all-wheel drive), and therefore is the "lead dog." Summarizes attributes and conveys power of the vehicle. And, in keeping with Dodge advertising tradition, the vehicle is the color red.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: None

Emphasis and Meaning

Frame: Vehicle in winter.

Theme: Vehicle in winter needs to be able to handle inclement weather.

Discourse: Dodge can “lead” in inclement weather because of its attributes.

Purchase Motivations

- | | |
|--|--|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input checked="" type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Focuses on attributes that make a Dodge Caravan a valuable purchase because of its ability to perform.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input checked="" type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 1

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 1

Execution #58

General Information

Brand:	Dodge
Product/Service:	Durango
Product/Service Category:	Cars & Light Trucks
Length of Commercial:	30 Seconds
Key Copy Words:	Dig it. Do it. With Dodge Durango SXT. V8 power at a price no other SUV can touch.
Tagline:	(A) Ford, GM and Toyota Don't Match This.
Core Dramatization:	Compares Durango with high-adrenaline sports, coupled with action music. Vehicle in execution is red.
Overall Synopsis of Execution:	Heavy, active music with visual presentation of "www.kickseveryonesbutt.com." Focuses on lifestyle and how this vehicle will complement the active, adventurous lifestyle portrayed by the execution.
Brand Position Communicated:	Unclearly Communicated
Number of Viewings:	10
Other Notes:	None

Emphasis and Meaning

Frame:	Driving a sport utility vehicle.
Theme:	Having fun with the SUV.
Discourse:	Dodge Durango is for the adventuresome and fun-loving individual.

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance

- Sensory Gratification
- Social Approval

Intellectual Stimulation/Mastery

Notes on Apparent Purchase Motivations:

Focuses on sensory gratification by illustrating the personality (fun) of the Dodge Durango. Consumers who have similar likes as those illustrated by the execution would be interested in this vehicle.

Execution Format Type

- Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)
- Product as Star
- Vignette
- Presenters/Endorsement
- Story
- Speaker in Interesting Location
- Slice of Life
- Testimonial
- Lifestyle

Notes on Use of Format:

Illustrates how Dodge Durango complements an adventuresome lifestyle/personality.

Audible Cues

- Name of Brand
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Music
- Sound
- Target Audience
- Benefit
- Emotion
- Brand Character
- Language
- Accent

Description of Primary Audible Cue(s):

Brand stated: 1

Visual Cues

- Brand Logo
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Setting
- Target Audience
- Benefit
- Emotion
- Brand Character
- Actor Demographics
- B&W

Description of Primary Visual Cue(s):

Brand shown: 2
Target audience visually addressed through a psychographic (high-adrenaline sport lovers).

Execution #59

General Information

Brand:	Hallmark
Product/Service:	Greeting Cards
Product/Service Category:	Greeting Cards (37)
Length of Commercial:	45 Seconds
Key Copy Words:	Mostly Italian – No specific copy in English.
Tagline:	(V) When you care enough to send the very best
Core Dramatization:	Woman receives Hallmark card and kisses delivery boy. Then, a group of boys from the village return, all bringing cards, presumably so she'll kiss them.
Overall Synopsis of Execution:	This execution illustrates the emotional response one might have when receiving a Hallmark card. The use of music and lack of specific copy allows this ad to convey the visual emotional response Hallmark wants to couple with their brand without having to specifically state it. Implied message: picking out and sending a Hallmark greeting card is worth the time because it will make someone's day.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	10
Other Notes:	Web address provided.

Emphasis and Meaning

Frame:	An American woman living in a foreign country (Italy).
Theme:	This woman receives a greeting card from a delivery boy.
Discourse:	It is a Hallmark card from a friend of hers. In her elation at receiving this card, she hugs and kisses the delivery boy.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Focuses on emotional response one might feel upon receiving a Hallmark card. Emotional focus suggests sensory gratification as primary purchase motivation.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input checked="" type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input checked="" type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 0

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input checked="" type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input checked="" type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 2
Execution begins with darker colors, until we get to the American woman, at which time the colors are bright/lively.

Execution #60

General Information

Brand:	Hallmark
Product/Service:	Greeting Cards
Product/Service Category:	Greeting Cards (37)
Length of Commercial:	120 Seconds
Key Copy Words:	Jules, forget everything I just said. Your heart will always flutter. Look at Mom and Dad.
Tagline:	(V) When You Care Enough to Send the Very Best
Core Dramatization:	Wedding preparations, bride to be expressing concern that heart won't always flutter in conversation with her sister. The sister, while looking through parent's room, finds a Hallmark card from her mother to her father, then assures bride to be that she'll be in love forever, because her parents are (known to viewers only through the Hallmark card).
Overall Synopsis of Execution:	Emotional purchase motivation. This execution illustrates how a simple Hallmark card can make everything better, convincing two daughters that their hearts will always flutter after they've read a Hallmark card from their mother to their father.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	7
Other Notes:	None

Emphasis and Meaning

Frame:	Preparations are being made for a wedding.
Theme:	The bride to be is wondering about future love and emotion.

Discourse: Hallmark is a way to express those future feelings.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Emotional appeal, focuses on feeling and is therefore a sensory gratification motive for purchase.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input checked="" type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: This execution epitomizes the story format.

Audible Cues

- | | |
|--|--|
| <input type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 0

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 3

Execution #61

General Information

Brand:	Detrol LA
Product/Service:	Overactive Bladder Medication
Product/Service Category:	Prescription Medications (5)
Length of Commercial:	60 Seconds
Key Copy Words:	Gotta Go.
Tagline:	(A) For Overactive Bladder. When You've Always Gotta Go. (V) For Overactive Bladder.
Core Dramatization:	Beginning of commercial: fast paced music and women having to go to the bathroom. Illustrated by woman crossing her legs and looking miserable. Then middle of commercial uses animation to illustrate a person taking Detrol LA. End of execution: the music slows and women are relaxed. Music changes to "and I don't have to go right now."
Overall Synopsis of Execution:	Good illustration of the need for a medication to control an overactive bladder. Typical information for prescription medication provided, however, message communicated in an effective and meaningful way through the use of the actresses and music.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	8
Other Notes:	Web address provided. Toll-free telephone number provided.

Emphasis and Meaning

Frame:	Women who feel they have to urinate all the time.
Theme:	This feeling interrupts the lives of these women.

Discourse: Detrol LA controls this feeling and gives women their lives back.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Medication that removes the problem of having an overactive bladder.

Execution Format Type

- | | |
|---|--|
| <input checked="" type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input checked="" type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: Primarily slice of life format, but uses demonstration to illustrate product supposedly working.

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 3

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 4

Execution #62

General Information

Brand:	GMC
Product/Service:	Envoy
Product/Service Category:	Cars & Light Trucks
Length of Commercial:	30 Seconds
Key Copy Words:	VO: So who is Motortrend's 2002 sport utility of the year? The GMC Envoy. Those who think America can't compete don't take test drives.
Tagline:	(A & V) We Are Professional Grade
Core Dramatization:	Exterior of GMC Envoy coupled with Motortrend award. Then, Envoy driving through fog to blue skies in desert, then to print ad, which states tagline.
Overall Synopsis of Execution:	An execution from a definite me-too positioned brand touting their advancement on market leaders and using "American Pride" appeal in their message. Music, "Who's Got the Last Laugh Now," illustrates smugness due to advancement on category leaders.
Brand Position Communicated:	Unclearly Communicated
Number of Viewings:	9
Other Notes:	Web address provided.

Emphasis and Meaning

Frame:	A sport utility vehicle.
Theme:	This vehicle is Motortrend's Sport Utility of the Year.
Discourse:	The GMC Envoy is Motortrend's Sport Utility of the Year for 2002.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Purchase motivation is not distinct. However, the execution's play toward American Pride illustrates an implied social approval motive.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input checked="" type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format: Straight demonstration of vehicle.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input checked="" type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 1
Music: "Who's got the last laugh now?"

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input checked="" type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 3
This execution shows the GMC Envoy visually in a me-too position.

Execution #63

General Information

Brand:	Snickers
Product/Service:	Candy Bar
Product/Service Category:	Candy & Mints (9)
Length of Commercial:	30 Seconds
Key Copy Words:	Loss of competitive edge. Another unfortunate side effect of hunger.
Tagline:	(A & V) Don't Let Hunger Happen to You
Core Dramatization:	Football team whose coach, during halftime, coaches plan (as if it were in his playbook) to get on the bus and go home, to play video games and take a nap. Execution breaks to spokesperson, whose copy provides meaning to the coach's remarks by commenting on how hunger can affect competitive edge.
Overall Synopsis of Execution:	Primarily works to illustrate an extreme example of loss of competitive edge by a football team at halftime. The solution, according to the execution, is to eat Snickers. Possible attempt at humor.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	10
Other Notes:	None

Emphasis and Meaning

Frame:	Football team in the locker room at halftime.
Theme:	The coach is illustrating plans for the team to depart.

Discourse:

If the team players and coach would eat a Snickers candy bar, they would regain their competitive edge and not leave the football game at halftime.

Purchase Motivations

- | | | | |
|--------------------------|-------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input checked="" type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Though most food products are motivated by problem removal, this execution communicates from the standpoint of avoiding a problem (hunger) so that consumer won't experience loss of competitive edge.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Primarily a vignette format, though this execution incorporates a presenter to illustrate product benefits/attributes and explain the actions of the football team.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s):

Brand stated: 2

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |

___ Setting

___ B&W

Description of Primary Visual Cue(s):

Brand Logo shown: 3

Execution #64

General Information

Brand:

V8

Product/Service:

Vegetable Drink

Product/Service Category:

Fruit and Vegetable Juices/Flavored Drinks (23)

Length of Commercial:

30 Seconds

Key Copy Words:

Rich, delicious V8 Vegetable Juice. Has a full serving of vegetables. For when you want to eat right. Or, at the very least, drink right.

Tagline:

(A & V) Drink Smarter

Core Dramatization:

Supposed attraction between man and woman at diner. Both are drinking V8. Man begins flirting, woman smiles. Attraction is lost, however, when food is brought out. The woman, over a large bowl of salad, scowls at the man, who is taking a large bite into a burger-like sandwich.

Overall Synopsis of Execution:

Purchase motivation for this execution is likely social approval. Woman, who previously has been accepting of the man's flirtatious activities (while they both consumed V8), frowns at man's choice of food. Message: Drink V8 – drink smarter (like the beautiful woman).

Brand Position Communicated:

Clearly Communicated

Number of Viewings:

8

Other Notes:

None

Emphasis and Meaning

Frame: Two people are in a restaurant.

Theme: These two people are attracted to each other.

Discourse: They flirt while they drink V8 brand vegetable juice.

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input checked="" type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations: Approval of female sought through similar decision to consumer V8 juice.

Execution Format Type

<input type="checkbox"/>	Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)	<input type="checkbox"/>	Speaker in Interesting Location
<input type="checkbox"/>	Product as Star	<input type="checkbox"/>	Slice of Life
<input type="checkbox"/>	Vignette	<input type="checkbox"/>	Testimonial
<input type="checkbox"/>	Presenters/Endorsement	<input type="checkbox"/>	Lifestyle
<input checked="" type="checkbox"/>	Story		

Notes on Use of Format:

Audible Cues

<input checked="" type="checkbox"/>	Name of Brand	<input type="checkbox"/>	Target Audience
<input checked="" type="checkbox"/>	Customer Needs	<input checked="" type="checkbox"/>	Benefit
<input checked="" type="checkbox"/>	Attribute	<input type="checkbox"/>	Emotion
<input type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input checked="" type="checkbox"/>	Language
<input checked="" type="checkbox"/>	Music	<input type="checkbox"/>	Accent
<input checked="" type="checkbox"/>	Sound		

Description of Primary Audible Cue(s): Brand stated: 2
Sound: diner noises.

Visual Cues

<input checked="" type="checkbox"/>	Brand Logo	<input checked="" type="checkbox"/>	Target Audience
<input checked="" type="checkbox"/>	Customer Needs	<input type="checkbox"/>	Benefit
<input checked="" type="checkbox"/>	Attribute	<input type="checkbox"/>	Emotion
<input checked="" type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input checked="" type="checkbox"/>	Actor Demographics
<input checked="" type="checkbox"/>	Setting	<input type="checkbox"/>	B&W

Description of Primary Visual Cue(s): Brand Logo shown: 10
Extensive showcasing of product, with both actors trying to impress each other by presenting their drink of choice in the course of their flirtations.

Execution #65

General Information

Brand: Wizard

Product/Service: Crystal Air

Product/Service Category: Home-Scented Products

Length of Commercial: 15 Seconds

Key Copy Words: New Crystal Air air freshener from Wizard is the only one with a concentrated fragrance gel in a beautiful glass disk.

Tagline: (A & V) Fragrances that Change Your World

Core Dramatization: Woman smells air freshener, smiles, and places it in sunlit window.

Overall Synopsis of Execution: Simple execution that showcases product and offers a couple of attributes, as well as a benefit (up to 4 weeks).

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Woman in her home.

Theme: She wants her home to smell better.

Discourse:

Wizard makes her house smell good for a considerable amount of time.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: This execution uses a sensory gratification motivation by stressing the primary attribute of the product (scent) and then showcasing it's "beautiful glass disk" by setting it in a sunlit window.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: VO speaks copy; the actress is visual only.

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 3

Execution #66

General Information

Brand: Nexium

Product/Service: Medicine

Product/Service Category: Prescription Medications (5)

Length of Commercial: 15 Seconds

Key Copy Words: Nexium. People are asking their doctors about it.

Tagline: (A) Today's Purple Pill is Nexium

Core Dramatization: People standing on a beach at sunset like out of the movie City of Angels.

Overall Synopsis of Execution: Reminder ad from Nexium, but never says what Nexium does. The only thing communicated about the product is the tagline and free trial offer.

Brand Position Communicated: Not Communicated

Number of Viewings: 10

Other Notes: Toll-free telephone number provided.

Emphasis and Meaning

Frame: People standing on a beach.

Theme: These people are talking (to the viewer, not each other).

Discourse: Nexium, today's purple pill, has impacted their life; is important to them.

Purchase Motivations

<input checked="" type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations: Because it is apparent that the product is a medication, the problem removal motive is most likely.

Execution Format Type

- Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)
- Product as Star
- Vignette
- Presenters/Endorsement
- Story
- Speaker in Interesting Location
- Slice of Life
- Testimonial
- Lifestyle

Notes on Use of Format:

Audible Cues

- Name of Brand
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Music
- Sound
- Target Audience
- Benefit
- Emotion
- Brand Character
- Language
- Accent

Description of Primary Audible Cue(s): Brand stated: 7

Visual Cues

- Brand Logo
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Setting
- Target Audience
- Benefit
- Emotion
- Brand Character
- Actor Demographics
- B&W

Description of Primary Visual Cue(s): Brand Logo shown: 3

Execution #67

General Information

Brand: Robitussin
Product/Service: Maximum Strength Cough Medicine
Product/Service Category: Non-Prescription Medication (17)

Length of Commercial: 15 Seconds

Key Copy Words: Shh. My husband has a bad cough. But he'll sleep all night because I gave him Robitussin Maximum Strength... So he can sleep and so can I.

Tagline: (A & V) Nighttime Strong

Core Dramatization: Man with cough able to sleep because wife gave him Robitussin (man sleeping peacefully).

Overall Synopsis of Execution: Short execution (15 seconds) that still manages to illustrate the benefit of the product quite effectively, using recognizable music, visual, and other audible cues.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Man is sick and can't sleep.

Theme: Woman gives him medicine and he sleeps peacefully.

Discourse: The medicine that helped him sleep is Robitussin Maximum Strength Cough Medicine.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Man shown first with symptoms, then sleeping peacefully – his problem removed.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |

Story

Lifestyle

Notes on Use of Format:

Execution uses woman to explain, to the viewers, the problem and solution to that problem.

Audible Cues

Name of Brand

Customer Needs

Attribute

Reason-why

Competitive Advantage

Music

Sound

Target Audience

Benefit

Emotion

Brand Character

Language

Accent

Description of Primary Audible Cue(s):

Brand stated: 2

Visual Cues

Brand Logo

Customer Needs

Attribute

Reason-why

Competitive Advantage

Setting

Target Audience

Benefit

Emotion

Brand Character

Actor Demographics

B&W

Description of Primary Visual Cue(s):

Brand shown: 2

Execution #68

General Information

Brand:

Olive Garden

Product/Service:

Restaurant

Product/Service Category:

Restaurants (Non-Fast Food) (30)

Length of Commercial:

30 Seconds

Key Copy Words:

Tonight, our chefs will make this delicious dish for you and your family.

Tagline:

(A & V) When You're Here, You're Family

Core Dramatization: Chef Neri cooking in her Italian kitchen, teaching chefs how to cook for Olive Garden restaurants. Emphasis on attributes of food she's making.

Overall Synopsis of Execution: Illustrates quality of Olive Garden food by showing Italian chef training Olive Garden chefs. Emphasis on food quality and training chef's delight when tasting Chef Neri's work.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: People are preparing food.

Theme: The food is Italian.

Discourse: The people preparing this mouth-watering Italian food are chefs of Olive Garden restaurants.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Sensory gratification implied through showcase of food and being "family" claim.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|----------------|--------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |

- | | |
|--|--|
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 3

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input checked="" type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 2

Execution #69

General Information

Brand: Be Koool

Product/Service: Cooling Strips

Product/Service Category: Non-Prescription Medication (17)

Length of Commercial: 15 Seconds

Key Copy Words: When my child has a fever, I give her medication. And then Be Koool, for immediate cooling relief.

Tagline: (A) For Cooling Relief

Core Dramatization: Soft gel sheet (pushed with finger to demonstrate thickness/pliancy) staying in place on little girl's forehead.

Overall Synopsis of Execution: Execution uses a problem removal motivation, illustrated by spokeswoman. Attributes of product are outlined by VO, with the benefit being illustrated and spoken by child actor.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 7

Other Notes: None

Emphasis and Meaning

Frame: Child is not feeling well.

Theme: One of the child's symptoms is a fever.

Discourse: Be Koool cooling strips cools the child's fever.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Cools the heat brought on by a fever; removes discomfort.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |

<input checked="" type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input checked="" type="checkbox"/>	Actor Demographics
<input type="checkbox"/>	Setting	<input type="checkbox"/>	B&W

Description of Primary Visual Cue(s): Brand Logo shown: 3

Execution #70

General Information

Brand:	Dr. Pepper
Product/Service:	Dr. Pepper
Product/Service Category:	Carbonated Soft Drinks (6)
Length of Commercial:	30 Seconds
Key Copy Words:	Be you. Do what you do. Dr. Pepper.
Tagline:	(V) Be You
Core Dramatization:	Garth Brooks with porch band, singing about Dr. Pepper. Listeners laugh, dance, and party, while drinking Dr. Pepper.
Overall Synopsis of Execution:	Illustrates individualist nature of Dr. Pepper advertising by showing Garth Brooks and his band of misfits on porch, playing a Dr. Pepper tune, surrounded by happy people, all drinking Dr. Pepper.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	7
Other Notes:	Web address provided.

Emphasis and Meaning

Frame:	A group of people is gathering to hang out.
Theme:	These people are singing, dancing, and drinking soda.

Discourse: Dr. Pepper makes them party and be happy.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Dr. Pepper mixes well with social gathering.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: Uses Garth Brooks as a celebrity endorser.

Audible Cues

- | | |
|---|---|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input checked="" type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input checked="" type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 5

Execution #71

General Information

Brand: Diflucan (Pfizer)

Product/Service: Yeast Infection Medication (Pill)

Product/Service Category: Prescription Medications (5)

Length of Commercial: 60 Seconds

Key Copy Words: Truth. Just one pill is as effective as the leading 7-day cream, without the mess.

Tagline: (V) Treat a yeast infection with a pill instead of a messy cream. (Not really a tagline)

Core Dramatization: Truth – gives reason why and benefits.
Dare – Call your doctor and ask about Diflucan.

Overall Synopsis of Execution: Presenter ad illustrating benefits of taking Diflucan for yeast infections as opposed to “messy” creams. Provides good reason-why and grabs attention with presenter using “Truth or Dare” angle to discuss personal matter with viewers.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: Web address provided. Toll-free telephone number provided. See print ad in Shape Magazine.

Emphasis and Meaning

Frame: Woman has a yeast infection.

Theme: She is discussing solutions.

Discourse: Diflucan is the solution – only need to take one pill instead of using messy creams like Monistat 7.

Purchase Motivations

<input checked="" type="checkbox"/> Problem Removal	<input type="checkbox"/> Problem Avoidance
<input checked="" type="checkbox"/> Incomplete Satisfaction	<input type="checkbox"/> Mixed Approach-Avoidance
<input type="checkbox"/> Sensory Gratification	<input type="checkbox"/> Intellectual Stimulation/Mastery
<input type="checkbox"/> Social Approval	

Notes on Apparent Purchase Motivations: Primarily problem removal: cures yeast infections. Incomplete Satisfaction: no messy creams.

Execution Format Type

- | | | | |
|---------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> C | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input checked="" type="checkbox"/> X | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format: Primarily presenter format, but does illustrate the attributes of cream products in comparison to a single pink pill, also naming Monistat 7 as the cream illustrated.

Audible Cues

- | | | | |
|---------------------------------------|-----------------------|---------------------------------------|-----------------|
| <input checked="" type="checkbox"/> X | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> X | Customer Needs | <input checked="" type="checkbox"/> X | Benefit |
| <input checked="" type="checkbox"/> X | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> X | Reason-why | <input type="checkbox"/> | Brand Character |
| <input checked="" type="checkbox"/> X | Competitive Advantage | <input checked="" type="checkbox"/> X | Language |
| <input checked="" type="checkbox"/> X | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 8

Visual Cues

- | | | | |
|---------------------------------------|-----------------------|---------------------------------------|--------------------|
| <input checked="" type="checkbox"/> X | Brand Logo | <input checked="" type="checkbox"/> X | Target Audience |
| <input checked="" type="checkbox"/> X | Customer Needs | <input checked="" type="checkbox"/> X | Benefit |
| <input checked="" type="checkbox"/> X | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> X | Reason-why | <input type="checkbox"/> | Brand Character |
| <input checked="" type="checkbox"/> X | Competitive Advantage | <input checked="" type="checkbox"/> X | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 6

Execution #72

General Information

Brand: Jeep

Product/Service:	Grand Cherokee
Product/Service Category:	Cars & Light Trucks (1)
Length of Commercial:	30 Seconds
Key Copy Words:	With its patented four-wheel drive system, Jeep Grand Cherokee is extremely capable. But as well-mannered as ever.
Tagline:	None
Core Dramatization:	Jeep Grand Cherokee emerging from pond, yielding to three young, female hikers.
Overall Synopsis of Execution:	Three female hikers exploring wetlands. They pause a moment, then cross over water, walking on an unseen object. After the hikers have safely crossed, the water begins to churn, signifying that something large is emerging. Jeep Grand Cherokee drives from depths of the pool. Three hikers comment on the Jeep Grand Cherokee being a "gentleman." Primary attribute noted: patented four-wheel drive system. This execution apparently means to communicate that Jeep Grand Cherokee can help you get across terrain previously impassable. The only way they could cross was with the assistance of the Jeep. However, this is not easily discerned from watching this ad.
Brand Position Communicated:	Unclearly Communicated
Number of Viewings:	13
Other Notes:	Web address provided.
Emphasis and Meaning	
Frame:	Three females are hiking.
Theme:	They come across some apparently impassable water.
Discourse:	The three hikers are able to cross this water with help from a Jeep Grand Cherokee.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Primarily based on hikers’ comments of the vehicle being well-mannered, implying social grace.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input checked="" type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: Vehicle is a character in this execution.

Audible Cues

- | | |
|---|---|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input checked="" type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2
Sound: churning water prior to emergence of vehicle.
Brand Character: vehicle stated by hikers to be a “gentleman.”

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 2

Execution #73

General Information

Brand:	Hidden Valley
Product/Service:	Ranch Dip
Product/Service Category:	Other Packaged Foods (28)
Length of Commercial:	15 Seconds
Key Copy Words:	Nothing turns the ordinary into the extraordinary like a packet of Hidden Valley Ranch.
Tagline:	(A) Nothing turns the ordinary into the extraordinary like a packet of Hidden Valley Ranch.
Core Dramatization:	Black and white ordinary dip becomes color with using Hidden Valley Ranch dip. Execution does this change, from B&W to color, three times.
Overall Synopsis of Execution:	Apparent illustration of competitive edge, though competition not named. Sound of ripping packet and tone of music are the primary methods used by this execution in transition between ordinary and extraordinary (Hidden Valley Ranch) with concurrent changes from B&W to color.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	7
Other Notes:	Web address provided.

Emphasis and Meaning

Frame:	Vegetable dips.
Theme:	Want the best dip available.
Discourse:	Hidden Valley Ranch is the best dip available.

Purchase Motivations

Problem Removal Problem Avoidance

- | | |
|---|---|
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Sensory gratification motive based on illustration of Hidden Valley Ranch dip “jazzing” food up from regular dip.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> C Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 1
Sound: pitiful violin music.

Visual Cues

- | | |
|---|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input checked="" type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 4
B&W used to illustrate regular, “ordinary” dip. Switches to color to show Hidden Valley Ranch, “extraordinary” dip.

Execution #74

General Information

Brand: AdVair

Product/Service: Asthma Medication

Product/Service Category: Prescription Medication (5)

Length of Commercial: 60 Seconds

Key Copy Words: AdVair is the first and only product to effectively treat the two main components of asthma: airway constriction and inflammation. No other single product does that.

Tagline: (A) AdVair: Because life should take your breath away, not asthma.

Core Dramatization: Group of presumed asthma sufferers enjoying life without symptoms of asthma. Graphically illustrates two main components of asthma which AdVair supposedly treats/combats.

Overall Synopsis of Execution: Typical prescription medication commercial, illustrating what an asthma sufferer can do (benefit) while on AdVair. Follows typical format as most prescription medications.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: Web address provided. Toll-free telephone number provided.

Emphasis and Meaning

Frame: Members of family are asthma sufferers.

Theme: The family is outside, enjoying nature.

Discourse: This family of asthma sufferers can do these activities because they take AdVair.

Purchase Motivations

<input checked="" type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery

Social Approval

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input checked="" type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input checked="" type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Primarily presentation, but also shows family engaged in activities (slice of life) and includes demonstration of asthma symptoms.

Audible Cues

- | | |
|---|---|
| <input checked="" type="checkbox"/> Name of Brand | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s):

Brand stated: 7
Music: Ain't No Mountain High Enough

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s):

Brand shown: 5
Setting: outside in desert area – dry and dusty environment.

Execution #75

General Information

Brand: Nissan

Product/Service: XTerra

Product/Service Category: Cars & Light Trucks (1)

Length of Commercial: 30 Seconds

Key Copy Words: A million uses and counting.

Tagline: (A): Everything You Need, Nothing You Don't
(V): Driven

Core Dramatization: Mountain biker taping his bicycle seat – illustration of the “Emergency Room” synonymous with the back of this vehicle.

Overall Synopsis of Execution: Nissan Xterra perched on top of mountain. Biker rides to it, opens back of vehicle, tapes bicycle seat (but ignores bleeding cut on his own arm), music begins. VO then names attributes and the tagline as biker rides off again.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 10

Other Notes: Web address provided.

Emphasis and Meaning

Frame: A guy is out, mountain biking.

Theme: This bicycle gets damaged.

Discourse: Takes his bicycle to his Nissan Xterra, where he repairs it with supplies he keeps in the “emergency room” in the back of this vehicle.

Purchase Motivations

- | | |
|--|--|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input checked="" type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: High involvement execution – suggests attributes needed by consumer.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input checked="" type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 1

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 2

Execution #76

General Information

Brand: Revlon

Product/Service: Age Defying Lotion (Foundation)

Product/Service Category: Skin Care Creams, Lotions, Oils (21)

Length of Commercial: 30 Seconds

Key Copy Words: (V) You take care of the inside. We'll take care of the outside.
 (A) I leave the beautiful skin part to Revlon.

Tagline: (A) Be Yourself. Be Unforgettable.
 (V) Be Unforgettable

Core Dramatization: Woman (spokesperson) talking about beauty, including beautiful skin. Many shots of her face, which appears flawless, presumably due to her use of Revlon Age Defying Lotion.

Overall Synopsis of Execution: Defines beauty, then pitches Revlon as being able to assist in the beautiful skin part. Tone for this execution is softer, more subdued, and spokesperson is also soft-spoken. Though this is a problem removal purchase motivation, it rides a fine line toward social approval.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Woman asks what is unforgettable beauty.

Theme: Woman lists attributes of unforgettable beauty, including beautiful skin.

Discourse: Woman relies on Revlon for her beautiful skin.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Product removes problem (wrinkles) and is thus motivated by removal of a problem (primary), though execution focuses on “unforgettable beauty” and, thus, purchase of brand could also be motivated by social approval.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input checked="" type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input checked="" type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 5
B&W used in beginning of execution when woman is talking about unforgettable beauty.

Execution #77

General Information

Brand: Beggin Strips
Product/Service: Pet Treat
Product/Service Category: Pet Supplies (34)
Length of Commercial: 15 Seconds

Key Copy Words: It's Bacon!

Tagline: (A) Dogs don't know it's not bacon.

Core Dramatization: Portly gentleman in chair, looking at dog (dog's nose on bottom of screen, discussing Beggin Strips. No dramatization except for gentleman holding up package of product, stating "dog's don't know it's not bacon" in questioning tone.

Overall Synopsis of Execution: Brand awareness ad, no apparent purchase motivation. Still using same type of commercial they've been using for years – "It's Bacon!"

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 7

Other Notes: None

Emphasis and Meaning

Frame: Man sitting in living room chair.

Theme: Man talking to his dog.

Discourse: Dog doesn't know that Beggin Strips aren't bacon.

Purchase Motivations

- | | |
|--|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Purchase motivation can only be ascertained from dog's point of view. No apparent purchase motivation for viewer.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input checked="" type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 1

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 1
Attribute shown is packaging.

Execution #78

General Information

Brand: KFC

Product/Service: Spicy/Honey Chicken Wings

Product/Service Category: Restaurants (Fast Food) (2)

Length of Commercial: 30 Seconds

Key Copy Words: I'm talking about KFC Honey Barbeque wings and spicy Barbeque wings. They're drenched in sauce for that big time flavor.

Tagline: (A & V) There's Fast Food. And Then There's KFC.

Core Dramatization: Chicken wing basting over grill with barbeques sauce, plus illustration of chicken with honey and chicken with peppers.

Overall Synopsis of Execution: Begins with “lackluster” football party. Jason Alexander, spokesperson for KFC, shows up and fails at a bit of humor. Spokesperson discusses attributes of the two variations of KFC wings. Execution ends with an obviously celebratory party (with people dancing in the background, eating KFC). Jason Alexander was paid 4 million dollars to be KFC spokesman.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 10

Other Notes: None

Emphasis and Meaning

Frame: People look tired and bored at football party.

Theme: Football parties should be fun and lively.

Discourse: KFC wings will spice up your football party and make people happy.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Primarily social approval as this execution pushes viewers to include KFC wings at their football parties.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format: Jason Alexander: KFC celebrity endorser.

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
|---|--|

- | | |
|--|--|
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 4

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand Logo shown: 4

Execution #79

General Information

Brand: Motorola

Product/Service: T193 with 4-way chat

Product/Service Category: Telephone Companies/Services (3)

Length of Commercial: 30 Seconds

Key Copy Words: Introducing the Motorola T193 with 4-way chat.

Tagline: (V) Intelligence Everywhere

Core Dramatization: Kid with casts on both legs sitting on bench in an amusement park, screaming while reading his phone, which is apparently on a 4-way chat with his friends, who are riding roller coasters.

Overall Synopsis of Execution: Very attention-getting execution. Illustrates the product in use. Copy is short; this is an apparently new product. The tone of the ad is upbeat/happy.

Question of whether young people in this age group are the target market for this product.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Boy sitting on bench at amusement park.

Theme: Both of boy's legs are broken and in casts, but he's obviously having fun.

Discourse: He's having fun because his friends are sending him messages through their Motorola T193 communications devices.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input checked="" type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input checked="" type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 1

Sounds: roller coaster in background.

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input checked="" type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input checked="" type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |
| <input checked="" type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 2

Execution #80

General Information

Brand:	Edge
Product/Service:	Shaving Gel
Product/Service Category:	Shaving Products (32)
Length of Commercial:	30 Seconds
Key Copy Words:	Edge Clean's got a built in facial cleanser that helps lift dirt and oil every time you lather.
Tagline:	(A) Clean up your act with Edge Clean Shave Gel.
Core Dramatization:	Guy goes through car wash that's really an edge gel shaving wash, gets lathered and shaved, drives off with attractive woman.
Overall Synopsis of Execution:	Odd execution, likening drive through car wash with shaving. Peppy music and "cool" guy, who gets girl after he's shaved. This execution illustrates product benefits.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	8
Other Notes:	None

Emphasis and Meaning

Frame: Guy pulls up to a car wash; woman snubs him.

Theme: Car wash shaves guy's face.

Discourse: Because guy is shaved with Edge shaving gel, woman finds him attractive.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 5

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 4

Execution #81

General Information

Brand:	Papa John's
Product/Service:	Pizza
Product/Service Category:	Restaurants (Fast Food) (2)
Length of Commercial:	30 Seconds
Key Copy Words:	For 17 years, you've helped us prove that better ingredients make a better pizza.
Tagline:	(A) Better Ingredients. Better Pizza. Papa John's.
Core Dramatization:	"Pizzarama" chief (apparently representative of Papa John's competition) sitting in office, downplaying Papa John's competitive advantage. Papa John affirming, through audible response and visually showcasing product, that competitors were wrong.
Overall Synopsis of Execution:	Execution breaks from competitor to founder of Papa John's, illustrating that better ingredients do work, despite competitor's claims, since Papa John's has been in business for 17 years. Includes promo offer.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	11
Other Notes:	None

Emphasis and Meaning

Frame:	Pizzarama chief hears news of new competition.
Theme:	Pizzarama chief remains unconcerned because using better ingredients is too costly to remain competitive.

Discourse:

Papa John's has prospered for 17 years because they use better ingredients and thus make a better pizza.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input checked="" type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Papa John's founder speaks on behalf of Papa John's, as is typical in this company's advertising.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input checked="" type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s):

Brand stated: 2

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s):

Brand shown: 6

Execution #82

General Information

Brand:	Gardetto
Product/Service:	Snack Mix
Product/Service Category:	Chips, Nuts, Popcorn & Pretzels
Length of Commercial:	30 Seconds
Key Copy Words:	When you eat Gardettos snack mix, you don't fool around. Bold. Hardy. A robust mix of flavors with a hefty crunch.
Tagline:	(A & V) Snack Like You Mean It
Core Dramatization:	Backhoe digging pit in guy's front yard for planting tree. Assumed in comparison of eating Gardettos (between digging hole with a shovel and using a backhoe).
Overall Synopsis of Execution:	Guys walks up to a man who is using a shovel to plant a tree. The guy watches for a couple seconds, crunching on Gardettos snack mix. Then, Gardettos guy leaves the screen, and a backhoe enters, digging a huge hole. Assumed to tie with key copy – when you eat Gardettos snack mix, you don't fool around. Execution ends with tree-planter dropping tree into hole dug by backhoe.
Brand Position Communicated:	Unclearly Communicated
Number of Viewings:	13
Other Notes:	None
Emphasis and Meaning	
Frame:	Man is digging a hole in his front yard for a tree using a regular shovel.
Theme:	Second man walks up and watches, crunching on food.

Discourse: Because the second guy eats Gardettos snack mix, he doesn't mess around – digs hole in first man's yard with backhoe.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2
Sounds: chewing on Gardettos and motor of the backhoe.

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 4

Execution #83

General Information

Brand:	Voicestream
Product/Service:	Wireless Provider
Product/Service Category:	Telephone Companies/Services (3)
Length of Commercial:	30 Seconds
Key Copy Words:	Now you can use your home phone for something else. Cause with Voicestream, you'll always get more for less. The most minutes to use more places more of the time, all for less money.
Tagline:	(A) Get more. Pay Less. Guaranteed.
Core Dramatization:	Woman talking on cell phone, using home phone (still attached to wall by cord) to pound meat. Then, at end of execution, places phone in dishwasher, leaving cord still attached to wall.
Overall Synopsis of Execution:	Execution uses visuals (actress' activities) to illustrate that subscribing to Voicestream, a consumer's home phone is rendered obsolete.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	9
Other Notes:	None

Emphasis and Meaning

Frame:	Woman talking on the phone.
Theme:	Uses home phone to beat meat.
Discourse:	Because she uses Voicestream wireless service, she doesn't need her home phone.

Purchase Motivations

Problem Removal Problem Avoidance

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input checked="" type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Jamie Lee Curtis is celebrity spokesperson.

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s):

Brand stated: 1

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s):

Brand shown: 1

Execution #84

General Information

Brand: America Online (AOL)

Product/Service: Online Service Provider

Product/Service Category: Online/Data Processing (11)

Length of Commercial: 30 Seconds

Key Copy Words: "All I Need" song, performed by Lindsay Pagano. Spokespeople (AOL users): Very easy to use. I feel like part of a community with AOL.

Tagline: (A & V) So Easy to Use. No Wonder it's #1.

Core Dramatization: Happy people talking about AOL (primarily women) with music (Song: All I Need) playing for duration of execution.

Overall Synopsis of Execution: Execution showcases some AOL features, especially AOL Music. Includes spokespeople stating some attributes and benefits they receive from the service.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: Toll-free telephone number provided.

Emphasis and Meaning

Frame: People are talking.

Theme: These people are talking about how happy they are with their online service provider.

Discourse: AOL is the online service provider that makes these people happy.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | |

- | | |
|--|--|
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 7

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 5

Execution #85

Execution omitted from random sample due to one of the following reasons:

- G) Data corrupted during collection
- H) Execution failed to meet preliminary requirements for analysis

Execution #86

General Information

Brand: Cascade

Product/Service: Cascade Complete Dishwashing Detergent

Product/Service Category: Home Cleaning Supplies (29)

Length of Commercial: 15 Seconds

Key Copy Words: Forget scrubbing, rinsing, even adding a separate rinse aid. Now food is dissolved away, leaving only shine. Try Cascade Complete.

Tagline: (A & V) Skip the Sink

Core Dramatization: Woman frosts an angel food cake; places plate with entire cake on it into her dishwasher. Fills soap dispenser with Cascade Complete, removes clean cake plate from dishwasher.

Overall Synopsis of Execution: Illustrates, however dubiously, that one can put dishes into dishwasher still covered with food, and Cascade Complete will still clean them, by dissolving away the food.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 10

Other Notes: None

Emphasis and Meaning

Frame: Woman frosts cake on a glass plate.

Theme: Puts plate, cake and all, in dishwasher.

Discourse: Plate comes out of dishwasher perfectly clean because Cascade Complete dissolves food away.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|---|--|
| <input checked="" type="checkbox"/> B Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |

Presenters/Endorsement
 Story

Testimonial
 Lifestyle

Notes on Use of Format:

Execution illustrates before and after using Cascade Complete on the cake plate.

Audible Cues

Name of Brand
 Customer Needs
 Attribute
 Reason-why
 Competitive Advantage
 Music
 Sound

Target Audience
 Benefit
 Emotion
 Brand Character
 Language
 Accent

Description of Primary Audible Cue(s):

Brand stated: 1

Visual Cues

Brand Logo
 Customer Needs
 Attribute
 Reason-why
 Competitive Advantage
 Setting

Target Audience
 Benefit
 Emotion
 Brand Character
 Actor Demographics
 B&W

Description of Primary Visual Cue(s):

Brand Logo shown: 1

Execution #87

General Information

Brand: Tylenol

Product/Service: Tylenol Flu

Product/Service Category: Non-Prescription Medication (17)

Length of Commercial: 15 Seconds

Key Copy Words: VO: It's flu season. Luckily, there's Tylenol Flu, with powerful flu medication plus extra strength Tylenol, to help you feel better fast.

Tagline: (V) Take Comfort in Our Strength

Core Dramatization: Tylenol Flu pill created by combining red Tylenol pill with white "Flu Medicine" pill.

Overall Synopsis of Execution: Male sick in bed, female gives him Tylenol Flu. VO explains attributes and benefits. Execution ends with male reading in bed, female putting her arms around him.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Male is sick with the flu.

Theme: Female gives him medicine.

Discourse: Male feels better because female gave him Tylenol Flu.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Audible Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |

<input type="checkbox"/> Competitive Advantage	<input checked="" type="checkbox"/> Language
<input checked="" type="checkbox"/> Music	<input type="checkbox"/> Accent
<input type="checkbox"/> Sound	

Description of Primary Audible Cue(s): Brand stated: 1

Visual Cues

<input checked="" type="checkbox"/> Brand Logo	<input type="checkbox"/> Target Audience
<input checked="" type="checkbox"/> Customer Needs	<input checked="" type="checkbox"/> Benefit
<input checked="" type="checkbox"/> Attribute	<input type="checkbox"/> Emotion
<input type="checkbox"/> Reason-why	<input type="checkbox"/> Brand Character
<input type="checkbox"/> Competitive Advantage	<input type="checkbox"/> Actor Demographics
<input type="checkbox"/> Setting	<input type="checkbox"/> B&W

Description of Primary Visual Cue(s): Brand shown: 4

Execution #88

General Information

Brand: Always

Product/Service: Maxi Pad

Product/Service Category: Other Personal Hygiene Products (38)

Length of Commercial: 30 Seconds

Key Copy Words: If you've been sitting awhile, did you know that on your heavy days, the minute you stand up, your flow can increase up to 2000 times? That's why you need these new Always maxis.

Tagline: (A & V) Expect More Protection

Core Dramatization: Side-by-side comparison of Always maxi pad absorbing mysterious blue liquid faster than competition's maxi pad.

Overall Synopsis of Execution: Woman watching an opera while VO explains reason-why and benefits of new Always maxi pads. Approaches a fear appeal, but executed in odd way.

Interesting to note woman's actions when VO discusses increase in flow.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 11

Other Notes: None

Emphasis and Meaning

Frame: Woman is sitting, enjoying an opera.

Theme: Woman is menstruating while sitting for long periods.

Discourse: Woman is protected because she uses Always Maxi Pads.

Purchase Motivations

- | | | | |
|--------------------------|-------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input checked="" type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input checked="" type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | | |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Story | <input type="checkbox"/> | Lifestyle |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 3

Visual Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 3

Execution #89

General Information

Brand: KY

Product/Service: KY Liquid

Product/Service Category: Other Personal Hygiene Products (38)

Length of Commercial: 15 Seconds

Key Copy Words: Discover a new world of intimacy with KY Liquid lubricant.

Tagline: (A & V) The #1 Doctor Recommended Brand

Core Dramatization: KY on fingers, demonstrating lubricating benefit.

Overall Synopsis of Execution: Woman discussing why a relationship works; VO discusses KY. Ends by saying that he (her mate) think she has a very agile...mind. Infers that relationship works when you use KY lubricant, though copy used primarily for getting attention.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 8

Other Notes: None

Emphasis and Meaning

Frame: Woman sitting on couch in a living room.

Theme: Woman is discussing why relationships last.

Discourse: Woman implies that her relationship lasts because she uses KY Liquid lubricant.

Purchase Motivations

- | | | | |
|--------------------------|-------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input checked="" type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 3

Execution #90

General Information

Brand: McDonald's

Product/Service: Dollar Menu Fast Food

Product/Service Category: Restaurants (Fast Food) (2)

Length of Commercial: 30 Seconds

Key Copy Words: For only a dollar, save on all your favorites.

Tagline: (V) Smile

Core Dramatization: Showcases food one can order from McDonald's new Dollar Menu.

Overall Synopsis of Execution: Builds awareness of McD's Dollar Menu. Nothing particular in the way of branding.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 8

Other Notes: None

Emphasis and Meaning

Frame: Fast food.

Theme: Fast food that you can purchase for one dollar.

Discourse: McDonalds offers new dollar menu.

Purchase Motivations

<input checked="" type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations: Removes problem of hunger for less money.

Execution Format Type

- Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)
- Product as Star
- Vignette
- Presenters/Endorsement
- Story
- Speaker in Interesting Location
- Slice of Life
- Testimonial
- Lifestyle

Notes on Use of Format:

Audible Cues

- Name of Brand
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Music
- Sound
- Target Audience
- Benefit
- Emotion
- Brand Character
- Language
- Accent

Description of Primary Audible Cue(s): Brand stated: 5

Visual Cues

- Brand Logo
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Setting
- Target Audience
- Benefit
- Emotion
- Brand Character
- Actor Demographics
- B&W

Description of Primary Visual Cue(s): Brand shown: 5

Execution #91

General Information

Brand: Aspercreme

Product/Service: Arthritis Pain Rub

Product/Service Category: Pain Relievers/Sedatives (10)

Length of Commercial: 15 Seconds

Key Copy Words: Use an ordinary pain rub on your arthritis and everyone knows it. Use odor-free Aspercreme instead and get clinically-proven, fast acting pain relief no one knows about but you.

Tagline: (A & V) Fast Pain Relief No One Know About But You

Core Dramatization: Woman gets in car; everyone smells her and rolls windows down (to ventilate smell from interior of car). Illustrates that the same woman, using Aspercreme instead, gets in the car though nobody can smell her, and they are all happy.

Overall Synopsis of Execution: Illustrates older woman whose odor is offensive (due to her use of arthritis pain relief rub). When she uses Aspercreme, however, noone can smell her, as Aspercreme is odorless.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: None

Emphasis and Meaning

Frame: Woman gets in car to go play tennis with her friends.

Theme: Her friends can smell her.

Discourse: Her friends do not smell her when she uses odorless Aspercreme.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Product is primarily problem removal, though execution could be either problem avoidance (avoid the odor) or social approval (don't let other people smell your arthritis rub). Counted as problem removal purchase motive.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Could also be a before-after format, since woman first shown getting in the vehicle when everyone can smell her, then when using Aspercreme, when they cannot.

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s):

Brand stated: 2

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s):

Brand shown: 2

Execution #92

General Information

Brand: Gold Bond

Product/Service: Medicated Lotion

Product/Service Category: Skin Care Creams, Lotions, Oils (21)

Length of Commercial: 15 Seconds

Key Copy Words: Chicago winters make my skin feel dry, cracked, and itchy. Ordinary moisturizers don't relieve it, but Gold Bond Lotion is medicated, so it soothes, moisturizes, and stops the itch.

Tagline: (A & V) It's Medicated to Heal Dry Skin

Core Dramatization: In extreme winter conditions, spokesperson uses Gold Bond to alleviate problems caused by such conditions.

Overall Synopsis of Execution: Comparative ad illustrates setting where there is definite need for the product, showcases packaging of competing brands while spokesperson explains why Gold Bond is better.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Winter weather conditions make woman's skin dry.

Theme: Woman discusses product options for caring for her dry skin.

Discourse: Gold Bond Medicated Lotion heals her dry skin best because it's medicated.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input checked="" type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: Removes problem of dry skin in winter.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | <input type="checkbox"/> | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input checked="" type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input checked="" type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input checked="" type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 3

Execution #93

General Information

Brand: Pepsi

Product/Service: Pepsi Twist with Lemon

Product/Service Category: Carbonated Soft Drinks (6)

Length of Commercial: 30 Seconds

Key Copy Words: Like twists? Try new Pepsi Twist in regular or diet.

Tagline: (A) A Lemon Twist on that Great Pepsi Taste

Core Dramatization: Unzipping: The Pepsi can to Pepsi Twist can

Actors – The Pepsi Girl (Halley Eisenberg) to Halley Berry to Barry Boswick

Overall Synopsis of Execution: Unable to find a real message. Ties into Pepsi's recognizable advertising using the Pepsi girl, but then attempts at humor with actor's reactions to the appearances of Halley Berry and Barry Boswick.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 15

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Man sees Pepsi girl Halley Eisenberg drinking a Pepsi.

Theme: She's not Halley Eisenberg, because she's drinking a Pepsi Twist.

Discourse: Nothing is as it seems when drinking new Pepsi Twist.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|----------------|--------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 6

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 7

Execution #94

General Information

Brand: America Online (AOL)

Product/Service: Online Service Provider

Product/Service Category: Online/Data Processing (11)

Length of Commercial: 15 Seconds

Key Copy Words: Introducing the best America Online ever: new version 7.0. It's better, faster, and easier.

Tagline: (A & V) So Easy to Use, No Wonder it's #1

Core Dramatization: Attributes of AOL 7.0.

Overall Synopsis of Execution: Introduction/awareness ad for AOL 7.0. Some spokesperson claims (AOL users).

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: Toll-free telephone number provided.

Emphasis and Meaning

Frame: Online service provider.

Theme: Service provider should be fast and easy to use.

Discourse: AOL version 7.0 is fast and easy to use.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input checked="" type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | | |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Story | <input type="checkbox"/> | Lifestyle |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input checked="" type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 4

Execution #95

General Information

Brand:	Slim Fast
Product/Service:	Slim Fast Health Foods
Product/Service Category:	Health Foods (27)
Length of Commercial:	30 Seconds
Key Copy Words:	Slim Fast. Smart, well-balanced nutrition. To help you eat well and manage your weight.
Tagline:	(A & V) It's Your Life. Feed it Right.
Core Dramatization:	Healthy people using Slim Fast, engaged in activities of life (which are recognizable by most, if not all, viewers).
Overall Synopsis of Execution:	Infers that you can be healthy, like the people in the ad, if you eat Slim Fast.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	8
Other Notes:	Web address provided (For free support, go to slimfast.com).

Emphasis and Meaning

Frame:	It's important to be healthy.
Theme:	You can be healthy in your daily life.
Discourse:	Consuming Slim Fast brand products can make you healthy in your daily life.

Purchase Motivations

<input checked="" type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance

- | | | | |
|--------------------------|-----------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|--------------------------|---|-------------------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input checked="" type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 1
 Music: Jingle - "It's you life. Feed it right."

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input checked="" type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 5
 B&W: Flashes to B&W scenes of people engaged in normal activities.
 Speak to emotional quality of life.

Execution #96

General Information

Brand: Just for Men

Product/Service: Hair Dye (Rejuvenator)

Product/Service Category: Hair Coloring Products (19)

Length of Commercial: 30 Seconds

Key Copy Words: More than a hair color, it's a hair rejuvenator. Gray hair is shampooed away in 5 easy minutes.

Tagline: (A & V) The Rejuvenator

Core Dramatization: Guy being successful on date because woman thinks he's younger than she is, presumably because he colors his hair/has no gray hair.

Overall Synopsis of Execution: Listening to the thoughts of the two actors who are on a date. Breaks to guy in shower, using the product, including illustration of "vitamins" entering hair. Flashes back to date, he wonders how he's doing right before she asks him inside.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Man and woman at a restaurant on a date.

Theme: Woman likes man; thinks he's younger than she is.

Discourse: Woman thinks man is younger because he washes his gray hair out with Just for Men hair dye (Rejuvenator).

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)
- Product as Star
- Vignette
- Presenters/Endorsement
- Story
- Speaker in Interesting Location
- Slice of Life
- Testimonial
- Lifestyle

Notes on Use of Format:

Audible Cues

- Name of Brand
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Music
- Sound
- Target Audience
- Benefit
- Emotion
- Brand Character
- Language
- Accent

Description of Primary Audible Cue(s): Brand stated: 3

Visual Cues

- Brand Logo
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Setting
- Target Audience
- Benefit
- Emotion
- Brand Character
- Actor Demographics
- B&W

Description of Primary Visual Cue(s): Brand shown: 3

Execution #97

General Information

Brand: Safe Auto

Product/Service: Automotive Insurance

Product/Service Category: Property & Casualty Insurance (16)

Length of Commercial: 30 Seconds

Key Copy Words: Every year, the city prepares for winter by stockpiling tons of salt and sand. And every year, thousands of drivers prepare for winter by calling 1 (800) SAFEAUTO.

Tagline: (V) We Keep You Legal for Less

Core Dramatization: Spokespeople walking around sand and salt depository, front loaders loading salt into truck.

Overall Synopsis of Execution: Uses city preparations for hazardous road conditions to plug Safe Auto insurance company.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: Toll-free telephone number provided. Web address provided.

Emphasis and Meaning

Frame: Winter is approaching; the city prepares for inclement weather.

Theme: Drivers need to prepare for winter.

Discourse: Calling Safe Auto prepares drivers for winter.

Purchase Motivations

- | | | | |
|--------------------------|-------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input checked="" type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | | |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Story | <input type="checkbox"/> | Lifestyle |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 4

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input checked="" type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 3

Execution #98

General Information

Brand: Morgan Stanley

Product/Service: Financial Planners

Product/Service Category: Financial Products/Services (4)

Length of Commercial: 30 Seconds

Key Copy Words: VO: You can slow down investing. You can stop investing entirely. But you can't stop daughters from falling in love. Which is why your Morgan Stanley financial advisor will never let you lose sight of what you're investing for.

Tagline: None

Core Dramatization: Man in tuxedo sitting in chair outside, deep in thought. Daughter comes, wearing wedding dress,

smiles, says “Hi Daddy.” VO matches actor (both thoughts and when daughter arrives), bringing emotional appeal to execution.

Overall Synopsis of Execution: Effective emotional illustration of a need of investing. Quiet, no music used. Even noted emotional tone in voice of VO.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Man sitting outside.

Theme: Man thinking about investing.

Discourse: Morgan Stanley doesn’t let him forget what he’s investing for – moments like his daughter’s wedding.

Purchase Motivations

- | | | | |
|--------------------------|-------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input checked="" type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |

Music
 Sound

Accent

Description of Primary Audible Cue(s):

Brand stated: 1
Sound: birds.
VO: female, low-key voice.

Visual Cues

Brand Logo
 Customer Needs
 Attribute
 Reason-why
 Competitive Advantage
 Setting

Target Audience
 Benefit
 Emotion
 Brand Character
 Actor Demographics
 B&W

Description of Primary Visual Cue(s):

Brand shown: 2
Wide-screen, letterbox format. Uses darker, somber colors.

Execution #99

General Information

Brand: Eureka

Product/Service: Whirlwind Vacuum Cleaner

Product/Service Category: Home Cleaning Supplies (29)

Length of Commercial: 15 Seconds

Key Copy Words: VO: Over half of those with allergies reported a noticeable improvement in symptoms after using the Eureka Whirlwind.

Tagline: None

Core Dramatization: Vacuum cleaner picking up hair. Uses no bag, the front pops on and off, which is how it is emptied of contents it picks up.

Overall Synopsis of Execution: Illustrates attribute with testimonial speaker. Gives reason why and benefit of using the product.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: Toll-free telephone number provided. Web address provided.

Emphasis and Meaning

Frame: Woman talking about husband.

Theme: Woman's husband has allergies.

Discourse: Woman uses Eureka Whirlwind vacuum cleaner to decrease her husband's allergic symptoms.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations: Removal of allergens.

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input checked="" type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Name of Brand | <input checked="" type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2
TA: allergy sufferers.

Visual Cues

- | | | | |
|---------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> X | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> X | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 3
Attribute: no bag.

Execution #100

General Information

Brand: Choice Hotels

Product/Service: Hotels

Product/Service Category: Hotels (31)

Length of Commercial: 30 Seconds

Key Copy Words: Not everything about traveling has changed, but our signs have. You'll find them near all your favorite places, even the ones you haven't discovered yet.

Tagline: (A & V) Thanks for Traveling

Core Dramatization: Flashing show of American travel, with subsequent display of Choice Hotels signage.

Overall Synopsis of Execution: Happy, energetic music accompanies illustration of consumer needs. Visualization of signage/logos; message communicated to look for these hotels when traveling. Illustrates "fun" of traveling with accompanying signage providing customer needs.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: Toll-free telephone number provided. Web address provided.

Emphasis and Meaning

Frame: Americans are traveling.

Theme: There are many places to travel to in this country.

Discourse: Americans who are traveling should look for Choice Hotels at whatever destination they travel to.

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input checked="" type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations: States nothing but look for the signs when traveling.

Execution Format Type

<input type="checkbox"/>	Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)	<input type="checkbox"/>	Speaker in Interesting Location
<input type="checkbox"/>	Product as Star	<input type="checkbox"/>	Slice of Life
<input checked="" type="checkbox"/>	Vignette	<input type="checkbox"/>	Testimonial
<input type="checkbox"/>	Presenters/Endorsement	<input type="checkbox"/>	Lifestyle
<input type="checkbox"/>	Story		

Notes on Use of Format:

Audible Cues

<input checked="" type="checkbox"/>	Name of Brand	<input type="checkbox"/>	Target Audience
<input checked="" type="checkbox"/>	Customer Needs	<input type="checkbox"/>	Benefit
<input checked="" type="checkbox"/>	Attribute	<input type="checkbox"/>	Emotion
<input checked="" type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input checked="" type="checkbox"/>	Language
<input checked="" type="checkbox"/>	Music	<input type="checkbox"/>	Accent
<input type="checkbox"/>	Sound		

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

<input checked="" type="checkbox"/>	Brand Logo	<input checked="" type="checkbox"/>	Target Audience
<input checked="" type="checkbox"/>	Customer Needs	<input type="checkbox"/>	Benefit
<input type="checkbox"/>	Attribute	<input type="checkbox"/>	Emotion
<input type="checkbox"/>	Reason-why	<input type="checkbox"/>	Brand Character
<input type="checkbox"/>	Competitive Advantage	<input checked="" type="checkbox"/>	Actor Demographics
<input checked="" type="checkbox"/>	Setting	<input type="checkbox"/>	B&W

Description of Primary Visual Cue(s): Brand shown: 5

Execution #101

General Information

Brand:	Swanson
Product/Service:	Hungry Man Dinners
Product/Service Category:	Other Packaged Foods (28)
Length of Commercial:	30 Seconds
Key Copy Words:	Should have had a Hungry Man from Swanson. A whole pound of the good, hardy food that men love.
Tagline:	(A & V) It's Good to Be Full
Core Dramatization:	Guys working to build a flood wall in a storm. One had a Hungry Man for dinner, while another didn't. The one who did not eat a Hungry Man is swept away by the wind. VO: Should have had a Hungry Man.
Overall Synopsis of Execution:	This execution is a bit silly, but ad pitches a "hearty" Hungry Man dinner is a way to avoid being blown away by wind; which is related to ability to perform. Interesting in its story-like execution, with tragic music and showcase of a savory Hungry Man frozen dinner.
Brand Position Communicated:	Clearly Communicated
Number of Viewings:	10
Other Notes:	None

Emphasis and Meaning

Frame:	Men working against storm/flood.
Theme:	Men talking about what they had for dinner.
Discourse:	Man who didn't have a Hungry Man dinner is blown away (overtaken by storm).

Purchase Motivations

- Problem Removal
- Incomplete Satisfaction
- Sensory Gratification
- Social Approval
- Problem Avoidance
- Mixed Approach-Avoidance
- Intellectual Stimulation/Mastery

Notes on Apparent Purchase Motivations:

Execution Format Type

- Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)
- Product as Star
- Vignette
- Presenters/Endorsement
- Story
- Speaker in Interesting Location
- Slice of Life
- Testimonial
- Lifestyle

Notes on Use of Format:

Audible Cues

- Name of Brand
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Music
- Sound
- Target Audience
- Benefit
- Emotion
- Brand Character
- Language
- Accent

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- Brand Logo
- Customer Needs
- Attribute
- Reason-why
- Competitive Advantage
- Setting
- Target Audience
- Benefit
- Emotion
- Brand Character
- Actor Demographics
- B&W

Description of Primary Visual Cue(s): Brand shown: 2
Actors represent a man's man persona. This food is for tough guys.

General Information

Brand:	Hershey's
Product/Service:	Chocolate Kisses
Product/Service Category:	Candy & Mints (9)
Length of Commercial:	15 Seconds
Key Copy Words:	What happens when a kiss gets kissed? It Blushes. Happy Valentine's Day from Hershey's Kisses.
Tagline:	None
Core Dramatization:	Hershey's Kiss "blushes" when it's kissed by another Hershey's Kiss. Illustrates by the silver foil changing to pink, with red hearts flying out of the top and the Kisses embracing (via the paper strip sticking out of the top).
Overall Synopsis of Execution:	This execution is simply a reminder ad for Valentine's Day. Format uses product as start, the two Hershey's Kisses. Execution infers that chocolate equals romance, and that you can purchase red kisses for Valentine's Day.
Brand Position Communicated:	Not Communicated
Number of Viewings:	8
Other Notes:	None

Emphasis and Meaning

Frame:	Two candies in silver wrap on screen.
Theme:	One candy kisses the other.
Discourse:	The kissed Hershey's Kiss candy's wrapper turns pink.

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input checked="" type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input checked="" type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 1

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input checked="" type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 2

Execution #103

General Information

Brand: Circuit City
Product/Service: Electronics Department Store
Product/Service Category: Retailers (20)
Length of Commercial: 30 Seconds

Key Copy Words: We know how you feel. And that's why we're here.
Circuit City.

Tagline: (A & V) We're With You

Core Dramatization: Guy turns on his newly delivered big screen TV,
looking elated/emotional.

Overall Synopsis of Execution: Execution illustrates a family moving into a new home. The Circuit City deliveryman is there with the male owner and a big screen television. Guy turns the television on and he and the deliveryman just stand there, mesmerized. Then, like a record scratching, the music stops and wife, standing at the front door with child and movers behind her asks husband (in an irritated tone), "Can we start now?" Husband looks at her, smiles, and replies, "Yes we can." End of commercial, people are moving items while husband stands in front of big screen – still mesmerized.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 8

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Man buys big screen television.

Theme: Wife wants man to help her and movers move in.

Discourse: Man too enraptured by big screen television he bought at Circuit City to help or pay attention to his wife.

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input checked="" type="checkbox"/>	Sensory Gratification	<input type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations:

Execution Format Type

Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use)

- | | |
|---|--|
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 1
 Music from Ice Skating program on big screen TV. Sound presumably represents the tearing away of the man's attention from the big screen TV.

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input checked="" type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 2

Execution #104

General Information

Brand: Florida

Product/Service: Orange Juice

Product/Service Category: Fruit and Vegetable Juices/Flavored Drinks (23)

Length of Commercial: 30 Seconds

Key Copy Words: Get Real!

Tagline: (A & V) The Best Start Under the Sun.

Core Dramatization: Contrast between older days (B&W, happy music, Leave It To Beaver tone) and reality (color, heavier music, chaos). Everyone in hectic family is drinking orange juice as they scramble to get ready in the morning.

Overall Synopsis of Execution: Primarily illustrates a family getting ready in the morning, all drinking orange juice.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 11

Other Notes: None

Emphasis and Meaning

Frame: In the past, TV families got ready in the morning in an orderly fashion.

Theme: Real families get ready in a chaotic way.

Discourse: The real family drinks Florida Orange Juice in the morning.

Purchase Motivations

- | | | | |
|--------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations: None Apparent.

Execution Format Type

- | | | | |
|--------------------------|---|-------------------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input checked="" type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 1
 Sound: use of bustling noises as family gets ready in the morning.

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input checked="" type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 1
 B&W used in the beginning to contrast older times with present.

Execution #105

General Information

Brand: Mitsubishi

Product/Service: Montero Sport

Product/Service Category: Cars & Light Trucks (1)

Length of Commercial: 30 Seconds

Key Copy Words: No copy spoken.
(V) Montero Sport. Go.

Tagline: (V) Wake Up and Drive

Core Dramatization: Guys in Montero clapping their knees to the execution's music while driving around.

Overall Synopsis of Execution: Shows product in use with snappy music and happy people.

Brand Position Communicated: Unclearly Communicated

Number of Viewings: 10

Other Notes: Toll-free telephone number provided.

Emphasis and Meaning

Frame: People are driving.

Theme: These people are having fun when they drive, listening and dancing to music.

Discourse: People are having fun driving their Mitsubishi Monteros.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input checked="" type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|--------------------------|---|-------------------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input checked="" type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|-----------------|
| <input type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 0

Visual Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 6

Execution #106

General Information

Brand: Sudafed

Product/Service: Nighttime Sinus

Product/Service Category: Cold & Sinus Remedies (14)

Length of Commercial: 15 Seconds

Key Copy Words: VO: Nighttime sinus troubles? Try new Sudafed Sinus Nighttime plus Pain Relief. It relieves nighttime sinus pain and pressure.
Actress: Which makes for a very good morning.

Tagline: None

Core Dramatization: Rock on sleeping person's head. As VO is discussing the product, the rock cracks and breaks apart. Printed on rock: Sinus Pain and Pressure."

Overall Synopsis of Execution: Illustrates benefit of relieving sinus pain and pressure both visually (symbolized by the rock on the sleeping person's head) and verbally (by VO, confirmed by actress).

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Person having trouble sleeping due to sinus pain and pressure.

Theme: Person takes medicine to alleviate sinus pain and pressure.

Discourse: Sudafed Nighttime Sinus plus Pain Relief is the medicine that alleviates symptoms so person can sleep.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input checked="" type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 2

Execution #107

General Information

Brand: Schick

Product/Service: Extreme III

Product/Service Category: Shaving Products (32)

Length of Commercial: 15 Seconds

Key Copy Words: Triple blade performance, pivoting head. And after a bunch of great shaves, you just toss it and serve up another.

Tagline: (A) Schick. Shave Something.

Core Dramatization: Tennis player shaves head with Schick Extreme III.

Overall Synopsis of Execution: Copy matches spokesperson's actions. Simple awareness ad using a famous athlete who is apparently noted for his bald head.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 8

Other Notes: None

Emphasis and Meaning

Frame: Man has razor.

Theme: Man shaves his head with the razor.

Discourse: Schick Extreme III is a good razor with which to shave one's head.

Purchase Motivations

Problem Removal Problem Avoidance
 Incomplete Satisfaction Mixed Approach-Avoidance

- | | | | |
|--------------------------|-----------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input checked="" type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 3

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input checked="" type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 3

Execution #108

General Information

Brand: Duracell

Product/Service: Batteries

Product/Service Category: Batteries (33)

Length of Commercial: 15 Seconds

Key Copy Words: What lasts up to three times longer than so-called heavy-duty batteries? The new (?) Duracell Coppertop.

Tagline: (A & V) Lasts Up to Three Times Longer

Core Dramatization: Duck robot in “Robot Fight Club” outlasts other robots because it’s powered by Duracell batteries.

Overall Synopsis of Execution: A spin off the Energizer bunny (which keeps going) into the robot battle arena. Illustrates competitive advantage, but this position has been occupied by competitor for years.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 10

Other Notes: None

Emphasis and Meaning

Frame: Robots are in a battle arena.

Theme: Robot duck chased by dangerous looking robots.

Discourse: All other robots run out of power except the duck, which is powered by Duracell batteries.

Purchase Motivations

- | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Problem Removal | <input type="checkbox"/> | Problem Avoidance |
| <input checked="" type="checkbox"/> | Incomplete Satisfaction | <input type="checkbox"/> | Mixed Approach-Avoidance |
| <input type="checkbox"/> | Sensory Gratification | <input type="checkbox"/> | Intellectual Stimulation/Mastery |
| <input type="checkbox"/> | Social Approval | | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input checked="" type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | | |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input type="checkbox"/> Music | <input type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 1

Visual Cues

- | | |
|---|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input checked="" type="checkbox"/> Brand Character |
| <input checked="" type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 2

Execution #109

General Information

Brand: Charmin

Product/Service: Toilet Paper

Product/Service Category: Other Personal Hygiene Products (38)

Length of Commercial: 30 Seconds

Key Copy Words: Seems like everyone loves the feel of new, improved Charmin. It's so much softer, you can actually feel the difference. Because Charmin now has new, soft petals of Silq. And that means a more comfortable clean than you ever imagined.

Tagline: (A & V) New Charmin. With Petals of Silq.

Core Dramatization: Animated cartoon animals enjoying the feel of new Charmin. Bear wipes himself with the Charmin and smiles.

Overall Synopsis of Execution: Animated commercial shows how soft Charmin is, if we take the animated animals' and especially the bear's, hints.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: None

Emphasis and Meaning

Frame: Cartoon animals have a roll of toilet paper.

Theme: They are admiring the softness of the toilet paper.

Discourse: The toilet paper is very soft because it is Charmin with petals of silq.

Purchase Motivations

- | | |
|---|---|
| <input type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input checked="" type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> Speaker in Interesting Location |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Slice of Life |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Lifestyle |
| <input type="checkbox"/> Story | |

Notes on Use of Format:

Audible Cues

- | | |
|---|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Customer Needs | <input checked="" type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Accent |

___ Sound

Description of Primary Audible Cue(s): Brand stated: 3

Visual Cues

<input checked="" type="checkbox"/> Brand Logo	<input type="checkbox"/> Target Audience
<input checked="" type="checkbox"/> Customer Needs	<input checked="" type="checkbox"/> Benefit
<input checked="" type="checkbox"/> Attribute	<input type="checkbox"/> Emotion
<input checked="" type="checkbox"/> Reason-why	<input type="checkbox"/> Brand Character
<input type="checkbox"/> Competitive Advantage	<input type="checkbox"/> Actor Demographics
<input type="checkbox"/> Setting	<input type="checkbox"/> B&W

Description of Primary Visual Cue(s): Brand shown: 2

Execution #110

General Information

Brand:	Glade (SC Johnson)
Product/Service:	Plug-Ins
Product/Service Category:	Home-Scented Products (26)
Length of Commercial:	15 Seconds
Key Copy Words:	(Sniff, sniff) Oh, Kitty. Someone refill that Glade Plug-In.
Tagline:	(A) Plug it in. Plug it in.
Core Dramatization:	Animated cartoon pirate comes out of funny pages because cat box apparently smells. Pirate requests that someone refill the Glade Plug In stuck in a nearby electrical outlet.
Overall Synopsis of Execution:	Reminder ad for Glade Plug In refills. Illustrates need and reason-why.
Brand Position Communicated:	Unclearly Communicated
Number of Viewings:	9
Other Notes:	None

Emphasis and Meaning

Frame: Cat using litter box.

Theme: Litter box smells.

Discourse: Refilling Glade Plug in will reduce the smell of the litter box.

Purchase Motivations

- | | |
|---|---|
| <input checked="" type="checkbox"/> Problem Removal | <input type="checkbox"/> Problem Avoidance |
| <input type="checkbox"/> Incomplete Satisfaction | <input type="checkbox"/> Mixed Approach-Avoidance |
| <input type="checkbox"/> Sensory Gratification | <input type="checkbox"/> Intellectual Stimulation/Mastery |
| <input type="checkbox"/> Social Approval | |

Notes on Apparent Purchase Motivations:

Execution Format Type

- | | |
|--|--|
| <input type="checkbox"/> A Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | |
| <input type="checkbox"/> Product as Star | <input type="checkbox"/> Speaker in Interesting Location |
| <input checked="" type="checkbox"/> Vignette | <input type="checkbox"/> Slice of Life |
| <input type="checkbox"/> Presenters/Endorsement | <input type="checkbox"/> Testimonial |
| <input type="checkbox"/> Story | <input type="checkbox"/> Lifestyle |

Notes on Use of Format:

Audible Cues

- | | |
|--|--|
| <input checked="" type="checkbox"/> Name of Brand | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input checked="" type="checkbox"/> Language |
| <input checked="" type="checkbox"/> Music | <input checked="" type="checkbox"/> Accent |
| <input checked="" type="checkbox"/> Sound | |

Description of Primary Audible Cue(s): Brand stated: 2
Sound: pirate sniffs.

Visual Cues

- | | |
|--|---|
| <input checked="" type="checkbox"/> Brand Logo | <input type="checkbox"/> Target Audience |
| <input checked="" type="checkbox"/> Customer Needs | <input type="checkbox"/> Benefit |
| <input checked="" type="checkbox"/> Attribute | <input type="checkbox"/> Emotion |
| <input checked="" type="checkbox"/> Reason-why | <input type="checkbox"/> Brand Character |
| <input type="checkbox"/> Competitive Advantage | <input type="checkbox"/> Actor Demographics |
| <input type="checkbox"/> Setting | <input type="checkbox"/> B&W |

Description of Primary Visual Cue(s): Brand shown: 2

Execution #111

General Information

Brand: Petsmart

Product/Service: Pet Supply Store

Product/Service Category: Pet Supplies (34)

Length of Commercial: 30 Seconds

Key Copy Words: A smart fact from Petsmart: The average pet eats six times its body weight each year. That's why we have a low-price guarantee on everything from pet food to treats, toys, supplies and more.

Tagline: (A) All You Need for the Life of Your Pet

Core Dramatization: Peppy music (Give me that thing) with owner feeding dog, giving treats, etc.

Overall Synopsis of Execution: Illustrates customer need and reason-why, and competitive benefits of Petsmart.

Brand Position Communicated: Clearly Communicated

Number of Viewings: 9

Other Notes: Web address provided.

Emphasis and Meaning

Frame: Dogs eat a lot/all of the time.

Theme: Dog owners want affordable food for their pet.

Discourse: Petsmart offers affordable pet food.

Purchase Motivations

<input type="checkbox"/>	Problem Removal	<input type="checkbox"/>	Problem Avoidance
<input type="checkbox"/>	Incomplete Satisfaction	<input type="checkbox"/>	Mixed Approach-Avoidance
<input type="checkbox"/>	Sensory Gratification	<input checked="" type="checkbox"/>	Intellectual Stimulation/Mastery
<input type="checkbox"/>	Social Approval		

Notes on Apparent Purchase Motivations: The more you know about your pet, the better pet owner you are. Better pet owners shop at PetSmart and save money.

Execution Format Type

- | | | | |
|-------------------------------------|---|--------------------------|---------------------------------|
| <input type="checkbox"/> | Demonstration (a. Straight Performance; b. Before-After; c. Side-by-Side; d. New Use) | <input type="checkbox"/> | Speaker in Interesting Location |
| <input type="checkbox"/> | Product as Star | <input type="checkbox"/> | Slice of Life |
| <input checked="" type="checkbox"/> | Vignette | <input type="checkbox"/> | Testimonial |
| <input type="checkbox"/> | Presenters/Endorsement | <input type="checkbox"/> | Lifestyle |
| <input type="checkbox"/> | Story | <input type="checkbox"/> | |

Notes on Use of Format:

Audible Cues

- | | | | |
|-------------------------------------|-----------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Name of Brand | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input checked="" type="checkbox"/> | Language |
| <input checked="" type="checkbox"/> | Music | <input type="checkbox"/> | Accent |
| <input type="checkbox"/> | Sound | | |

Description of Primary Audible Cue(s): Brand stated: 2

Visual Cues

- | | | | |
|-------------------------------------|-----------------------|--------------------------|--------------------|
| <input checked="" type="checkbox"/> | Brand Logo | <input type="checkbox"/> | Target Audience |
| <input checked="" type="checkbox"/> | Customer Needs | <input type="checkbox"/> | Benefit |
| <input checked="" type="checkbox"/> | Attribute | <input type="checkbox"/> | Emotion |
| <input checked="" type="checkbox"/> | Reason-why | <input type="checkbox"/> | Brand Character |
| <input type="checkbox"/> | Competitive Advantage | <input type="checkbox"/> | Actor Demographics |
| <input checked="" type="checkbox"/> | Setting | <input type="checkbox"/> | B&W |

Description of Primary Visual Cue(s): Brand shown: 2

Appendix II:

Frequency Tables by Variable

The following charts are frequency tables for each individual variable, as defined by the code sheet above. They are presented in the same order in which they are located on the instrument used for analysis (See Methodology).

Table 16: Length Data

		LENGTH			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	38	34.2	36.2	36.2
	30	59	53.2	56.2	92.4
	45	2	1.8	1.9	94.3
	60	5	4.5	4.8	99.0
	120	1	.9	1.0	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 17: Tagline Data

		TAGLINE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Audible Only	22	19.8	21.0	21.0
	Visual Only	24	21.6	22.9	43.8
	Audible and Visual - Same	40	36.0	38.1	81.9
	Audible and Visual - Different	9	8.1	8.6	90.5
	None	10	9.0	9.5	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 18: Category Data

CATEGORY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cars & Light Trucks	13	11.7	12.4	12.4
	Restaurants (Fast Food)	5	4.5	4.8	17.1
	Telephone Companies/Services	5	4.5	4.8	21.9
	Financial Products/Services	3	2.7	2.9	24.8
	Prescription Medications	6	5.4	5.7	30.5
	Carbonated Soft Drinks	4	3.6	3.8	34.3
	Credit Cards & Travelers Checks	1	.9	1.0	35.2
	Beer & Ale	1	.9	1.0	36.2
	Candy & Mints	4	3.6	3.8	40.0
	Pain Relievers/Sedatives	1	.9	1.0	41.0
	Online/Data Processing	2	1.8	1.9	42.9
	Shampoos/Conditioners	1	.9	1.0	43.8
	Cereals	2	1.8	1.9	45.7
	Cold & Sinus Remedies	3	2.7	2.9	48.6
	General Discount Dept. Stores	1	.9	1.0	49.5
	Property & Casualty Insurance	2	1.8	1.9	51.4
	Non-Prescription Medication	4	3.6	3.8	55.2
	Hair Coloring Products	2	1.8	1.9	57.1
	Retailers	2	1.8	1.9	59.0
	Skin Care Creams, Lotions, Oils	3	2.7	2.9	61.9
	Chips, Nuts, Popcorn & Pretzels	2	1.8	1.9	63.8
	Fruit and Vegetable Juices/Flavored Drinks	2	1.8	1.9	65.7
	Sport Shoes	2	1.8	1.9	67.6
	Jewelers	1	.9	1.0	68.6
	Home-Scented Products	3	2.7	2.9	71.4
	Health Foods	2	1.8	1.9	73.3
	Other Packaged Foods	5	4.5	4.8	78.1
	Home Cleaning Supplies	6	5.4	5.7	83.8
	Restaurants (Non-Fast Food)	1	.9	1.0	84.8
	Hotels	1	.9	1.0	85.7
	Shaving Products	2	1.8	1.9	87.6
	Batteries	1	.9	1.0	88.6
	Pet Supplies	2	1.8	1.9	90.5
	Water Treatment Products	1	.9	1.0	91.4
	State/Tourism	1	.9	1.0	92.4
	Greeting Cards	2	1.8	1.9	94.3
	Other Personal Hygiene Products	3	2.7	2.9	97.1
	Other	3	2.7	2.9	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 19: Position Data**POSITION**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clearly Communicated (C)	79	71.2	75.2	75.2
	Unclearly Communicated (U)	21	18.9	20.0	95.2
	Not Communicated	5	4.5	4.8	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 20: Viewings Data**VIEWINGS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	12	10.8	11.4	11.4
	8	27	24.3	25.7	37.1
	9	27	24.3	25.7	62.9
	10	16	14.4	15.2	78.1
	11	11	9.9	10.5	88.6
	12	6	5.4	5.7	94.3
	13	3	2.7	2.9	97.1
	14	1	.9	1.0	98.1
	15	2	1.8	1.9	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 21: Purchase Motivation Data

MOTIVE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Problem Removal	33	29.7	31.4	31.4
	Problem Avoidance	9	8.1	8.6	40.0
	Incomplete Satisfaction	15	13.5	14.3	54.3
	Mixed	2	1.8	1.9	56.2
	Approach-Avoidance				
	Sensory Gratification	18	16.2	17.1	73.3
	Intellectual				
	Stimulation/Mastery	11	9.9	10.5	83.8
	Social Approval	14	12.6	13.3	97.1
	None Apparent	3	2.7	2.9	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 22: Format Type Data

TYPE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Demonstration	13	11.7	12.4	12.4
	Product As Star	7	6.3	6.7	19.0
	Vignette	33	29.7	31.4	50.5
	Slice of Life	7	6.3	6.7	57.1
	Presenters/Endorsers	24	21.6	22.9	80.0
	Testimonial	3	2.7	2.9	82.9
	Story	11	9.9	10.5	93.3
	Lifestyle	7	6.3	6.7	100.0
		Total	105	94.6	100.0
Missing	System	6	5.4		
Total		111	100.0		

Table 23: Brand Name Stated

BSTATE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	7	6.3	6.7	6.7
	1	27	24.3	25.7	32.4
	2	35	31.5	33.3	65.7
	3	20	18.0	19.0	84.8
	4	8	7.2	7.6	92.4
	5	2	1.8	1.9	94.3
	6	2	1.8	1.9	96.2
	7	3	2.7	2.9	99.0
	8	1	.9	1.0	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 24: Brand Name or Logo Shown

BSHOWN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	11.7	12.4	12.4
	2	34	30.6	32.4	44.8
	3	26	23.4	24.8	69.5
	4	12	10.8	11.4	81.0
	5	11	9.9	10.5	91.4
	6	6	5.4	5.7	97.1
	7	1	.9	1.0	98.1
	10	2	1.8	1.9	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 25: Web Address Provided

WEB

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	35.1	37.1	37.1
	No	66	59.5	62.9	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 26: Telephone Number Provided**TEL**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	21.6	22.9	22.9
	No	81	73.0	77.1	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 27: Audible Name of Brand**ANB**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	98	88.3	93.3	93.3
	No	7	6.3	6.7	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 28: Audible Target Audience**ATA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	6.3	6.7	6.7
	No	98	88.3	93.3	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 29: Audible Customer Need**ACN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	60	54.1	57.1	57.1
	No	45	40.5	42.9	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 30: Audible Benefit**AB**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	44.1	46.7	46.7
	No	56	50.5	53.3	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 31: Audible Attribute**AATT**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	55.9	59.0	59.0
	No	43	38.7	41.0	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 32: Audible Emotion**AE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	6.3	6.7	6.7
	No	98	88.3	93.3	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 33: Audible Reason-Why**ARW**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	71	64.0	67.6	67.6
	No	34	30.6	32.4	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 34: Audible Brand Character**ABC**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	2.7	2.9	2.9
	No	102	91.9	97.1	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 35: Audible Competitive Advantage**ACA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	13.5	14.3	14.3
	No	90	81.1	85.7	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 36: Audible Language**AL**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	101	91.0	96.2	96.2
	No	4	3.6	3.8	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 37: Audible Music**AM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	90	81.1	85.7	85.7
	No	15	13.5	14.3	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 38: Audible Accent**AA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	4.5	4.8	4.8
	No	100	90.1	95.2	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 39: Audible Sound**AS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	22.5	23.8	23.8
	No	80	72.1	76.2	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 40: Visual Brand Logo**VBL**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	105	94.6	100.0	100.0
Missing	System	6	5.4		
Total		111	100.0		

Table 41: Visual Target Audience

VTA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	29.7	31.4	31.4
	No	72	64.9	68.6	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 42: Visual Customer Need

VCN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	64.9	68.6	68.6
	No	33	29.7	31.4	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 43: Visual Benefit

VB

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	37.8	40.0	40.0
	No	63	56.8	60.0	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 44: Visual Attribute

VA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	82	73.9	78.1	78.1
	No	23	20.7	21.9	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 45: Visual Emotion

VE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	19.8	21.0	21.0
	No	83	74.8	79.0	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 46: Visual Reason-Why**VRW**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	58.6	61.9	61.9
	No	40	36.0	38.1	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 47: Visual Brand Character**VBC**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	9.9	10.5	10.5
	No	94	84.7	89.5	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 48: Visual Competitive Advantage**VCA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	9.9	10.5	10.5
	No	94	84.7	89.5	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 49: Visual Actor Demographics**VAD**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	39.6	41.9	41.9
	No	61	55.0	58.1	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 50: Visual Setting**VS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	38.7	41.0	41.0
	No	62	55.9	59.0	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Table 51: Visual Black and White**VBW**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	6.3	6.7	6.7
	No	98	88.3	93.3	100.0
	Total	105	94.6	100.0	
Missing	System	6	5.4		
Total		111	100.0		

Crosstab Tables

The following tables are crosstabulations between the independent variable of position and dependent variables analyzed in the study. Tables are arranged in the same order in which the variable was located on the instrument.

Table 52: Crosstabulation (Length and Position)

LENGTH * POSITION Crosstabulation

Count		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
LENGTH	15	29	6	3	38
	30	43	14	2	59
	45	2			2
	60	4	1		5
	120	1			1
Total		79	21	5	105

Table 53: Crosstabulation (Tagline and Position)

TAGLINE * POSITION Crosstabulation

Count		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
TAGLINE	Audible Only	14	6	2	22
	Visual Only	19	3	2	24
	Audible and Visual - Same	34	6		40
	Audible and Visual - Different	5	4		9
	None	7	2	1	10
Total		79	21	5	105

Table 54: Crosstabulation (Category and Position)

CATEGORY * POSITION Crosstabulation

Count		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
CATEGORY	Cars & Light Trucks	4	8	1	13
	Restaurants (Fast Food)	3	2		5
	Telephone Companies/Services	4	1		5
	Financial Products/Services	3			3
	Prescription Medications	4	1	1	6
	Carbonated Soft Drinks	3	1		4
	Credit Cards & Travelers Checks	1			1
	Beer & Ale	1			1
	Candy & Mints	2	1	1	4
	Pain Relievers/Sedatives	1			1
	Online/Data Processing	2			2
	Shampoos/Conditioners	1			1
	Cereals	2			2
	Cold & Sinus Remedies	3			3
	General Discount Dept. Stores	1			1
	Property & Casualty Insurance	2			2
	Non-Prescription Medication	4			4
	Hair Coloring Products	2			2
	Retailers	1	1		2
	Skin Care Creams, Lotions, Oils	3			3
	Chips, Nuts, Popcorn & Pretzels	1	1		2
	Fruit and Vegetable Juices/Flavored Drinks	1	1		2
	Sport Shoes	1	1		2
	Jewelers	1			1
	Home-Scented Products	2	1		3
	Health Foods	2			2
	Other Packaged Foods	5			5
	Home Cleaning Supplies	6			6
	Restaurants (Non-Fast Food)	1			1
	Hotels	1			1
	Shaving Products	2			2
	Batteries	1			1
	Pet Supplies	1	1		2
	Water Treatment Products	1			1
	State/Tourism	1			1
	Greeting Cards	2			2
	Other Personal Hygiene Products	2	1		3
	Other	1		2	3
Total		79	21	5	105

Table 55: Crosstabulation (Purchase Motivation and Position)

MOTIVE * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
MOTIVE	Problem Removal	27	5	1	33
	Problem Avoidance	7	2		9
	Incomplete Satisfaction	14	1		15
	Mixed	2			2
	Approach-Avoidance				
	Sensory Gratification	12	4	2	18
	Intellectual Stimulation/Mastery	7	3	1	11
	Social Approval	10	4		14
	None Apparent		2	1	3
Total		79	21	5	105

Table 56: Crosstabulation (Type and Position)

TYPE * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
TYPE	Demonstration	9	3	1	13
	Product As Star	3	3	1	7
	Vignette	25	6	2	33
	Slice of Life	4	3		7
	Presenters/Endorsers	20	3	1	24
	Testimonial	3			3
	Story	10	1		11
	Lifestyle	5	2		7
Total		79	21	5	105

Table 57: Crosstabulation (Brand Name Stated and Position)

BSTATE * POSITION Crosstabulation

Count

	POSITION			Total
	Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
BSTATE 0	4	3		7
1	14	9	4	27
2	30	5		35
3	18	2		20
4	8			8
5	1	1		2
6	1	1		2
7	2		1	3
8	1			1
Total	79	21	5	105

Table 58: Crosstabulation (Brand Logo Shown and Position)

BSHOWN * POSITION Crosstabulation

Count

	POSITION			Total
	Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
BSHOWN 1	9	3	1	13
2	23	9	2	34
3	20	5	1	26
4	11	1		12
5	9	1	1	11
6	5	1		6
7		1		1
10	2			2
Total	79	21	5	105

Table 59: Crosstabulation (Web Address and Position)**WEB * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
WEB	Yes	30	8	1	39
	No	49	13	4	66
Total		79	21	5	105

Table 60: Crosstabulation (Telephone Number and Position)**TEL * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
TEL	Yes	17	4	3	24
	No	62	17	2	81
Total		79	21	5	105

Table 61: Crosstabulation (Audible Name of Brand and Position)**ANB * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
ANB	Yes	75	18	5	98
	No	4	3		7
Total		79	21	5	105

Table 62: Crosstabulation (Audible Target Audience and Position)**ATA * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
ATA	Yes	6		1	7
	No	73	21	4	98
Total		79	21	5	105

Table 63: Crosstabulation (Audible Customer Need and Position)**ACN * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
ACN	Yes	53	5	2	60
	No	26	16	3	45
Total		79	21	5	105

Table 64: Crosstabulation (Audible Benefit and Position)**AB * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
AB	Yes	47	2		49
	No	32	19	5	56
Total		79	21	5	105

Table 65: Crosstabulation (Audible Attribute and Position)**AATT * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
AATT	Yes	49	12	1	62
	No	30	9	4	43
Total		79	21	5	105

Table 66: Crosstabulation (Audible Emotion and Position)**AE * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
AE	Yes	7			7
	No	72	21	5	98
Total		79	21	5	105

Table 67: Crosstabulation (Audible Reason-Why and Position)**ARW * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
ARW	Yes	61	9	1	71
	No	18	12	4	34
Total		79	21	5	105

Table 68: Crosstabulation (Audible Brand Character and Position)

ABC * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
ABC	Yes	2	1		3
	No	77	20	5	102
Total		79	21	5	105

Table 69: Crosstabulation (Audible Competitive Advantage and Position)

ACA * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
ACA	Yes	13	2		15
	No	66	19	5	90
Total		79	21	5	105

Table 70: Crosstabulation (Audible Language and Position)

AL * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
AL	Yes	77	19	5	101
	No	2	2		4
Total		79	21	5	105

Table 71: Crosstabulation (Audible Music and Position)**AM * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
AM	Yes	68	18	4	90
	No	11	3	1	15
Total		79	21	5	105

Table 72: Crosstabulation (Audible Accent and Position)**AA * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
AA	Yes	3	1	1	5
	No	76	20	4	100
Total		79	21	5	105

Table 73: Crosstabulation (Audible Sound and Position)**AS * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
AS	Yes	15	10		25
	No	64	11	5	80
Total		79	21	5	105

Table 74: Crosstabulation (Visual Brand Logo and Position)

VBL * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
VBL	Yes	79	21	5	105
Total		79	21	5	105

Table 75: Crosstabulation (Visual Target Audience and Position)

VTA * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
VTA	Yes	30	3		33
	No	49	18	5	72
Total		79	21	5	105

Table 76: Crosstabulation (Visual Customer Need and Position)

VCN * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
VCN	Yes	61	10	1	72
	No	18	11	4	33
Total		79	21	5	105

Table 77: Crosstabulation (Visual Benefit and Position)**VB * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communi cated (C)	Unclearly Communi cated (U)	Not Communi cated	
VB	Yes	39	3		42
	No	40	18	5	63
Total		79	21	5	105

Table 78: Crosstabulation (Visual Attribute and Position)**VA * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communi cated (C)	Unclearly Communi cated (U)	Not Communi cated	
VA	Yes	60	19	3	82
	No	19	2	2	23
Total		79	21	5	105

Table 79: Crosstabulation (Visual Emotion and Position)**VE * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communi cated (C)	Unclearly Communi cated (U)	Not Communi cated	
VE	Yes	21	1		22
	No	58	20	5	83
Total		79	21	5	105

Table 80: Crosstabulation (Visual Reason-Why and Position)**VRW * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
VRW	Yes	55	10		65
	No	24	11	5	40
Total		79	21	5	105

Table 81: Crosstabulation (Visual Brand Character and Position)**VBC * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
VBC	Yes	8	2	1	11
	No	71	19	4	94
Total		79	21	5	105

Table 82: Crosstabulation (Visual Competitive Advantage and Position)**VCA * POSITION Crosstabulation**

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
VCA	Yes	10	1		11
	No	69	20	5	94
Total		79	21	5	105

Table 83: Crosstabulation (Visual Actor Demographics and Position)

VAD * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
VAD	Yes	37	6	1	44
	No	42	15	4	61
Total		79	21	5	105

Table 84: Crosstabulation (Visual Setting and Position)

VS * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
VS	Yes	37	6		43
	No	42	15	5	62
Total		79	21	5	105

Table 85: Crosstabulation (Visual B&W and Position)

VBW * POSITION Crosstabulation

Count

		POSITION			Total
		Clearly Communicated (C)	Unclearly Communicated (U)	Not Communicated	
VBW	Yes	6	1		7
	No	73	20	5	98
Total		79	21	5	105

Other Crosstab Tables

The following charts detail the crosstabulations between dependent variables that provide insight to communication tools used in television advertising. The first three tables examine length as it applies to purchase motivation, format type, and number of

viewings necessary to analyze the execution. The next six tables examine purchase motivation as it applies to product category, number of times the brand name is stated, number of times the brand name or logo is shown, web address, telephone number, and finally execution format type employed for the executions.

Table 86: Crosstabulation (Purchase Motivation and Length)

MOTIVE * LENGTH Crosstabulation

Count		LENGTH					Total
		15	30	45	60	120	
MOTIVE	Problem Removal	20	9	1	3		33
	Problem Avoidance	2	7				9
	Incomplete Satisfaction	4	10		1		15
	Mixed	1	1				2
	Approach-Avoidance						
	Sensory Gratification	7	9	1		1	18
	Intellectual	1	9		1		11
	Stimulation/Mastery						
	Social Approval	1	13				14
	None Apparent	2	1				3
Total		38	59	2	5	1	105

Table 87: Crosstabulation (Format Type and Length)

TYPE * LENGTH Crosstabulation

Count		LENGTH					Total
		15	30	45	60	120	
TYPE	Demonstration	5	8				13
	Product As Star	3	4				7
	Vignette	13	20				33
	Slice of Life	1	4		2		7
	Presenters/Endorsers	13	9		2		24
	Testimonial	2	1				3
	Story		8	1	1	1	11
	Lifestyle	1	5	1			7
Total		38	59	2	5	1	105

Table 88: Crosstabulation (Viewings and Length)

VIEWINGS * LENGTH Crosstabulation

Count		LENGTH					Total
		15	30	45	60	120	
VIEWINGS	7	9	2			1	12
	8	7	17		3		27
	9	11	15	1			27
	10	6	9	1			16
	11	1	9		1		11
	12	3	2		1		6
	13		3				3
	14	1					1
	15		2				2
Total		38	59	2	5	1	105

Table 89: Crosstabulation (Category and Purchase Motivation)

CATEGORY * MOTIVE Crosstabulation

Count		MOTIVE							Total	
		Problem Removal	Problem Avoidance	Incomplete Satisfaction	Mixed Approach-Avoidance	Sensory Gratification	Intellectual Stimulation/Mastery	Social Approval		None Apparent
CATEGORY	Cars & Light Trucks		1	1		2	6	3		13
	Restaurants (Fast Food)	2		2				1		5
	Telephone Companies/Services			4				1		5
	Financial Products/Services	1	1				1			3
	Prescription Medications	6								6
	Carbonated Soft Drinks			2		1		1		4
	Credit Cards & Travelers Checks			1						1
	Beer & Ale							1		1
	Candy & Mints	1	1			2				4
	Pain Relievers/Sedatives	1								1
	Online/Data Processing			1				1		2
	Shampoos/Conditioners	1								1
	Cereals	1	1							2
	Cold & Sinus Remedies	3								3
	General Discount Dept. Stores				1					1
	Property & Casualty Insurance		1		1					2
	Non-Prescription Medication	4								4
	Hair Coloring Products					1		1		2
	Retailers					2				2
	Skin Care Creams, Lotions, Oils	2	1							3
	Chips, Nuts, Popcorn & Pretzels			1		1				2
	Fruit and Vegetable Juices/Flavored Drinks							1	1	2
	Sport Shoes							2		2
	Jewelers							1		1
	Home-Scented Products	1				2				3
	Health Foods	1					1			2
	Other Packaged Foods		1	1		2		1		5
	Home Cleaning Supplies	6								6
	Restaurants (Non-Fast Food)					1				1
	Hotels				1					1
	Shaving Products	2								2
	Batteries			1						1
	Pet Supplies						1		1	2
	Water Treatment Products	1								1
	State/Tourism					1				1
	Greeting Cards					2				2
	Other Personal Hygiene Products		2			1				3
	Other						2		1	3
Total		33	9	15	2	18	11	14	3	105

Table 90: Crosstabulation (Purchase Motivation and Brand Name Stated)

MOTIVE * BSTATE Crosstabulation

Count		BSTATE									Total
		0	1	2	3	4	5	6	7	8	
MOTIVE	Problem Removal	1	5	12	5	4	2	1	2	1	33
	Problem Avoidance		2	4	2	1					9
	Incomplete Satisfaction		3	5	6	1					15
	Mixed Approach-Avoidance			2							2
	Sensory Gratification	2	6	5	3	1		1			18
	Intellectual Stimulation/Mastery		6	3	2						11
	Social Approval	4	2	4	2	1			1		14
	None Apparent		3								3
Total		7	27	35	20	8	2	2	3	1	105

Table 91: Crosstabulation (Purchase Motivation and Brand Shown)

MOTIVE * BSHOWN

Count		BSHOW								Total
		1	2	3	4	5	6	7	10	
MOTIV	Problem	1	10	7	6	6	2		1	33
	Problem Incomplete	1	6	3	1	1	1			15
	Mixed Approach-				1	1				2
	Sensory	1	8	4	2	1	1	1		18
	Intellectu Stimulation/Mast	4	4	3						11
	Social	1	3	3	2	2	2		1	14
	None	2	1							3
Total		13	34	26	12	11	6	1	2	105

Table 92: Crosstabulation (Purchase Motivation and Web Address)

MOTIVE * WEB Crosstabulation

Count		WEB		Total
		Yes	No	
MOTIVE	Problem Removal	10	23	33
	Problem Avoidance	2	7	9
	Incomplete Satisfaction	6	9	15
	Mixed Approach-Avoidance	2		2
	Sensory Gratification	5	13	18
	Intellectual Stimulation/Mastery	7	4	11
	Social Approval	7	7	14
	None Apparent		3	3
Total		39	66	105

Table 93: Crosstabulation (Purchase Motivation and Telephone Number)

MOTIVE * TEL Crosstabulation

Count		TEL		Total
		Yes	No	
MOTIVE	Problem Removal	8	25	33
	Problem Avoidance	2	7	9
	Incomplete Satisfaction	5	10	15
	Mixed			
	Approach-Avoidance	2		2
	Sensory Gratification	2	16	18
	Intellectual	3	8	11
	Stimulation/Mastery			
	Social Approval	2	12	14
	None Apparent		3	3
Total		24	81	105

Table 94: Crosstabulation (Purchase Motivation and Format Type)

MOTIVE * TYPE Crosstabulation

Count		TYPE								Total
		Demonstration	Product As Star	Vignette	Slice of Life	Presenters/Endorsers	Testimonial	Story	Lifestyle	
MOTIVE	Problem Removal	5	2	9	2	10	2	1	2	33
	Problem Avoidance	1	1	3		3		1		9
	Incomplete Satisfaction	2	1	3	1	4	1	3		15
	Mixed									
	Approach-Avoidance			1		1				2
	Sensory Gratification	3	1	8	1	1		2	2	18
	Intellectual									
	Stimulation/Mastery	1	1	5	1	2		1		11
	Social Approval	1	1	2	1	3		3	3	14
	None Apparent			2	1					3
Total		13	7	33	7	24	3	11	7	105