Appendix 1: Evaluation grid

Advertising identification

Advertising number:	
Name of the advertising:	
International brand:	
Country:	
Tone of the advertising:	

Codification of the advertising message

Language component

1. Use of Dialogue

YES	NO – No dialogue	NO – No Character

2. Use of Narrative

YES	NO	

3. Use of Text on screen (signature excluded)

YES	NO	

4. Text Changed on screen (signature excluded)

YES	NO	

5. Use of Music

YES – with lyrics	YES – without lyrics	NO MUSIC

6. Change of Music

YES	NO	NO MUSIC

Visual component

7. Change of color in the signature

YES	NO	

8. Change of scenery

YES	NO	

9. Change of signs

YES	NO	

10. Relation between text and image

Strong Visual	Strong text	50-50

Characters			
11. Number of characters			
1 character	2-3 characters	> 3 characters	No character
12. Changing of Character			
YES	NO	NO CHARACTER	
Type of product			
Convenience product	Shopping product	Speciality product	Unsought product
Industry			
Automotive			
Personal Care			
Food and Soft Drinks			
Electronic Devices			

Appendix 2: List of companies used for the study

1. Coca-Cola Co.
2. Danone Group
3. Nestlé Group
4. L'Oréal
5. Procter&Gamble
6. Renault
7. Peugeot-Citroen
8. Apple
9. Samsung
10. Kellogs
11. Guerlain
12. Dior
13. Ferrerro
14. McDonald's
15. Canon
16. Nintendo
17. Hyundai Motor Co.