

## A: Pollay Appeals - Cheng & Schweitzer Values compared

| Pollay Appeal | Description  | Cheng & Schweitzer Value   | Definition   |
|---------------|--|----------------------------|--|
| Effective     | Feasible, workable, useful, pragmatic, appropriate, functional, consistent, efficient, helpful, comfortable (clothes), tasty (food), strength, longevity of effect | Effectiveness <sup>A</sup> | A product is suggested to be powerful and capable of achieving certain ends  |
| Durable       | Long-lasting, permanent, stable, enduring, strong, powerful, hearty, tough   | Quality                    | The emphasis here is on the excellence and durability of a product, which is usually claimed to be a winner of medals or certificates awarded by a government department for its high grade or is demonstrated by the product's excellent performance. |
| Convenient    | Handy, time-saving, quick, easy, suitable, accessible, versatile   | Convenience <sup>A</sup>   | A product is suggested to be handy and easy to use   |
| Ornamental    | Beautiful, decorative, ornate, adorned, embellished, detailed, designed, styled  | Beauty                     | This value suggests that the use of the product will enhance the loveliness, attractiveness, elegance, or handsomeness of an individual.   |
| Cheap         | Economical, inexpensive, bargain, cut-rate, penny pinching, discounted, at cost, undervalued, a good value   | Economy <sup>A</sup>       | The inexpensive, affordable, and cost-saving nature of a product is emphasised in the commercial   |
| Dear          | Expensive, rich, valuable, highly regarded, costly, extravagant, exorbitant, luxurious, priceless  |                            |  |
| Distinctive   | Rare, unique, unusual, scarce, infrequent, exclusive, tasteful, elegant, subtle, esoteric, hand-crafted  | Uniqueness <sup>A</sup>    | The unrivalled, incomparable, and unparalleled nature of a product is emphasised.  |
| Popular       | Commonplace, customary, well-known, conventional, regular, usual, ordinary, normal standard, typical, universal, general, everyday                                 | Popularity <sup>A</sup>    | The focus here is on the universal recognition and acceptance of a certain product by consumers, e.g. "Best seller"; "Well known..."   |
| Traditional   | Classic, historical, antique,  | Tradition <sup>B</sup>     | The emphasis of the past,  |

|               |   |                         |   |
|---------------|---|-------------------------|---|
|               | legendary, time-honoured, long-standing, venerable, nostalgic   |                         | customs, and conventions are respected. The qualities of being historical, time-honoured, and legendary are venerated, e.g. "With eighty years of manufacturing experience" |
| Modern        | Contemporary, modern, new, improved, progressive, advanced introducing, announcing...   | Modernity <sup>A</sup>  | The notion of being new, contemporary, up-to-date, and ahead of time is emphasised in a commercial.   |
| Natural       | References to the elements, animals, vegetables, minerals, farming, unadulterated, purity (of product), organic, grown, nutritious                              | Natural                 | This value suggests spiritual harmony between man and nature by making references to the elements, animals, vegetables or minerals.   |
| Technological | Engineered, fabricated, formulated, manufactured, constructed, processed, resulting from science, invention, discovery, research, containing secret ingredients | Technology <sup>A</sup> | Here, the advanced and sophisticated technical skills to engineer and manufacture a particular product are emphasised   |
| Wisdom        | Knowledge, education, awareness, intelligence, curiosity, satisfaction, comprehension, sagacity, expertise, judgement, experience                               | Wisdom <sup>A</sup>     | This value shows respect for knowledge, education, intelligence, expertise, or experience.  |
| Magic         | Miracles, magic, mysticism, mystery, witchcraft, wizardry, superstitions, occult sciences, mythic characters, to mesmerise, astonish, bewitch, fill with wonder | Magic <sup>A</sup>      | The emphasis here is on the miraculous effect and nature of a product.  |

|              |   |                                      |   |
|--------------|---|--------------------------------------|---|
| Productivity | References to achievement, accomplishment, ambition, success, careers, self-development, being skilled, accomplished, proficient, pulling your weight, contributing, doing your share |                                      |   |
| Relaxation   | Rest, retire, retreat, loaf, contentment, be at ease, be laid-back, vacations, holiday, to observe  | Leisure <sup>A</sup>                 | This value suggests that the use of a product will bring one comfort or relaxation.   |
| Enjoyment    | To have fun, laugh, be happy, celebrate, to enjoy games, parties, feasts and festivities, to participate  | Enjoyment <sup>A</sup>               | This value suggests that a product will make its user wild with joy. Typical examples include the capital fun that beer or soda drinkers demonstrate in some commercials. |
| Maturity     | Being adult, grown-up, middle aged, senior, elderly, having associated insight, wisdom, mellowness, adjustment, references to ageing, death, retirement, or age related               | Respect for the Elderly <sup>B</sup> | The commercial displays a respect for older people by using a model of old age or asking for the opinions, recommendations, and advice of the elders.                     |

|           |  |                               |  |
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|           | disabilities or compensations.   |                               |  |
| Youth     | Being young or rejuvenated, children, kids, immature, underdeveloped, junior, adolescent   | Youth <sup>A</sup>            | The worship of the younger generation is shown through the depiction of younger models. The rejuvenating benefits of the product are stressed. |
| Safety    | Security (from external threat), carefulness, caution, stability, absence of hazards, potential injury or other risks, guarantees, warranties, manufacturers' reassurances | Safety <sup>A</sup>           | The reliable and secure nature of a product is emphasised.   |
| Tamed     | Docile, civilised, restrained, obedient, compliant, faithful, reliable, responsible, domesticated, sacrificing, self-denying   |                               |  |
| Morality  | Humane, just, fair, honest, ethical, reputable, principled, religious, devoted, spiritual  |                               |  |
| Modesty   | Being modest, naïve, demure, innocent, inhibited, bashful, reserved, timid, coy, virtuous, pure, shy, virginal   |                               |  |
| Humility  | Unaffected, unassuming, unobtrusive, patient, fate-accepting, resigned, meek, plain-folk, down-to-earth  |                               |  |
| Plain     | Unaffected, natural, prosaic, homespun, simple, artless, unpretentious   |                               |  |
| Frail     | Delicate, frail, dainty, sensitive, tender, susceptible, vulnerable, soft, genteel   |                               |  |
| Adventure | Boldness, daring, bravery, courage, seeking adventure, thrills, or excitement  | Adventure <sup>A</sup><br>*** | This value suggests boldness, daring, bravery, courage, or thrill. Sky-diving is a typical example   |
| Untamed   | Primitive, untamed, fierce, coarse, rowdy, ribald, obscene, voracious, gluttonous, frenzied, uncontrolled, unreliable, corrupt, obscene, deceitful, savage                 |                               |  |
| Freedom   | Spontaneous, carefree, abandoned, indulgent, at liberty, uninhibited, passionate   |                               |  |
| Casual    | Unkempt, dishevelled, messy, disordered, untidy, rugged, rumpled, sloppy, casual, irregular, noncompulsive, imperfect  |                               |  |



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|            |  | Courtesy                | the customer are shown through the use of polished and affable language in the commercial  |
| Nurturance | To give gifts, especially sympathy, help love, charity, support, comfort, protection, nursing, consolation, or otherwise care for the weak, disabled, inexperienced, tired, young, elderly, etc. | Nurturance <sup>A</sup> | This value stresses giving charity, help, protection, support, or sympathy to the weak, disabled, young, or elderly.   |
| Succorance | To receive expressions of love (all expressions except sexuality), gratitude, pats on the back, to feel deserving  |                         |  |
| Family     | Nurturance within the family, having a home, being at home, family privacy, companionship of siblings, kinship, getting married  | Family <sup>A</sup>     | The emphasis here is on the family life and family members. The commercial stresses family scenes, getting married, companionship of siblings, kinship, being at home, and suggests that a certain product is good for the whole family. |
| Community  | Relating to community, state, national publics, public spiritedness, group unity, national identity, society, patriotism, civic and community organisations or other social organisations        | Patriotism              | The love and loyalty to one's own nation inherent in the nature or in the use of a product are suggested here.   |
| Healthy    | Fitness, vim, vigour, vitality, strength, heartiness, to be active, athletic, robust, peppy, free from disease, illness, infection, or addiction   | Health <sup>A</sup>     | This value recommends that the use of a product will enhance or improve the vitality, soundness, strength and robust of the body.  |
| Neat       | Orderly, neat, precise, tidy, clean, spotless, unsoiled, sweet-smelling, bright, free from dirt, refuse, pests, vermin, stains and smells, sanitary  | Neatness <sup>A</sup>   | The notion of being clean and tidy is stressed in a commercial.  |

|  |  |                          |   |
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|  |  | Competition <sup>B</sup> | The emphasis here is on distinguishing a product from its counterparts by aggressive comparisons. While explicit comparisons may mention the competitors name, implicit comparisons may use such words as "number one" or "leader". |
|  |  | Work                     | This value shows respect for diligence or dedication of one's   |

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|--|--|--|--|
|  |  |  | labour and skills. A typical example is that a medication has regained a desperate patient his or her ability to work. |
|--|--|--|--|

## B: Resnick-Stern Content Classification System

(Stern, Dean & Resnick, 1981)

| Information cue           | Descriptions   |
|---------------------------|--|
| Price Value               | What does a product cost? What is the value-retention capability? What is the need/satisfaction capability?  |
| Quality                   | What are the product's characteristics that distinguish it from competing products based on an objective evaluation of workmanship, engineering, durability, excellence of materials, structural superiority, superiority of personnel, attention to detail, or special services |
| Performance               | What does the product do, and how well does it do what it is designed to do in comparison to alternative products?   |
| Components or contents    | What is the product composed of? What ingredients does it contain? What ancillary items are included with the product?   |
| Availability              | Where can the product be purchased? When will the product be available for purchase?   |
| Special offers            | What limited-time non-price deals are available with a particular purchase?  |
| Taste                     | Is evidence presented that the taste of a particular product is perceived as superior in taste by a sample of customers  |
| Nutrition                 | Are specific data given concerning the nutritional content of a particular product, or is a direct specific comparison made with other products?   |
| Package or Shape          | What package is the product available in which makes it more desirable than alternatives? What special shapes is the product available in?   |
| Guarantees and warranties | What post-purchase assurances accompany the product?   |
| Safety                    | What safety features are available on a particular product compared to alternative choices?  |
| Independent research      | Are results of research gathered by an "independent" research firm presented?  |
| Company research          | Are data gathered by a company to compare its product with a competitor's presented?   |
| New ideas                 | Is a totally new concept introduced during the commercial? Are its advantages presented?   |

## C: Wells (1988) & Deighton, Romer and McQueen (1989).

|                   |               | Message elements |           |      |
|-------------------|---------------|------------------|-----------|------|
| Wells             | Deighton      | Narration        | Character | Plot |
| Lecture           |               | Yes              | No        | No   |
| Drama and Lecture | Demonstration | Yes              | No        | Yes  |
|                   | Story         | Yes              | Yes       | Yes  |
| Drama             | Drama         | Yes              | Yes       | Yes  |

## D: Simon's Creative Strategies

Martenson (1987)

| Strategy                              | Description  |
|---------------------------------------|--|
| Information                           | Presentation of unadorned facts, without explanation or argument, merely "news about" the product concerned  |
| Argument                              | Relating of facts (reasons why) in some detail to the desired purchase; logical "playing on established desires" in presenting "excuses" to buy  |
| Motivation with psychological appeals | Explicit statement of how the product will benefit the consumer; use of emotions and appeals to self-interest in creating desires not previously readily apparent; interpretation of facts in an "especially for you" framework                      |
| Repeated assertion                    | Hard-selling repetition of one basic piece of information, often a generality, unsupported by factual proof.   |
| Command                               | A "non-logical" reminder (either hard-sell or soft-sell) to predispose audience favourably; maybe reinforced by an authoritative figure  |
| Brand familiarisation                 | Friendly, conversational feel, few or no "selling facts", but suggestion of loyalty to and "trustworthiness" of the advertiser, keeps brand name before the public.  |
| Symbolic assertion                    | Subtle presentation of a single piece of information, links the product to a place, event, person or symbol (any positive connotation); sales pitch usually not explicit, copy [print ed.] usually minimal, and product, in general, not "featured". |
| Imitation                             | Testimonial, by a celebrity, by a "hidden camera" participant or by individual(s) unknown but with whom readers can readily identify (or whom they respect because of specified characteristics).  |
| Obligation                            | Free offer of a gift or information or a touching sentiment, some attempt to make the reader feel grateful.  |
| Habit sharing                         | Offer of a sample or reduced price to initiate a "regular practice or routine"; product usually featured.  |

## E: Caillat and Mueller Results

### Cultural values found in the commercials:

| Value         | US : Present | US: Not present | UK: Present | UK: Not present |
|---------------|--------------|-----------------|-------------|-----------------|
| Individualism | 70.8%        | 29.2%           | 15.8%       | 84.2%           |
| Modernity     | 45.8%        | 54.2%           | 0%          | 100%            |
| Achievement   | 70.8%        | 29.2%           | 10.5%       | 89.5%           |
| Tradition     | 4.2%         | 95.8%           | 44.7%       | 55.3%           |
| Eccentricity  | 4.2%         | 95.8%           | 81.6%       | 18.4%           |

## F: Television Stations Used in the Study

| Country  | UK   | Netherlands   | Germany   |
|----------|--|---|---|
| Channels | ITV-Carlton<br>Channel 4<br>Channel 5<br>Sky One<br>Granada Plus | Nederland 1/2/3<br>RTL 4<br>RTL 5<br>Veronica<br>SBS 6<br>Net 5 | ARD<br>ZDF<br>RTL Plus<br>Sat 1<br>Pro 7<br>Kabel 1 |

## G: Preliminary Results

| Rank | UK           |      | NL           |      | DE           |      |
|------|--------------|------|--------------|------|--------------|------|
| 1    | Effective    | 43.2 | Effective    | 42.9 | Effective    | 50.9 |
| 2    | Convenient   | 22.6 | Convenient   | 17.6 | Nature       | 17.5 |
| 3    | Cheap        | 16.5 | Enjoyment    | 15.9 | Affiliation  | 15.0 |
| 4    | Sexuality    | 15.6 | Relaxation   | 14.3 | Health       | 14.2 |
| 5    | Relaxation   | 12.1 | Cheap        | 11.5 | Convenient   | 12.5 |
| 6    | Affiliation  | 11.0 | Affiliation  | 11.0 | Productivity | 11.9 |
| 7    | Independ.    | 10.6 | Independ.    | 10.4 | Cheap        | 11.7 |
| 8    | Security     | 9.5  | Family       | 9.9  | Safety       | 10.8 |
| 9    | Adventure    | 9.3  | Modern       | 9.6  | Enjoyment    | 10.0 |
| 10   | Safety       | 9.0  | Youth        | 9.3  | Adventure    | 9.2  |
| 11   | Modern       | 8.5  | Safety       | 7.1  | Family       | 7.5  |
| 12   | Enjoyment    | 8.3  | Freedom      | 6.8  | Sexuality    | 6.7  |
| 13   | Wisdom       | 8.1  | Technology   | 6.6  | Nurturance   | 6.3  |
| 14   | Productivity | 8.0  | Productivity | 6.0  | Youth        | 5.9  |
| 15   | Health       | 7.5  | Vain         | 5.5  | Modern       | 5.5  |
| 16   | Magic        | 7.0  | Nurturance   | 5.2  | Vain         | 5.0  |
| 17   | Vain         | 6.5  | Nature       | 5.1  | Tradition    | 4.2  |
| 18   | Youth        | 4.5  | Community    | 4.9  | Freedom      | 4.1  |
| 19   | Untamed      | 4.0  | Tradition    | 4.7  | Maturity     | 3.8  |
| 20   | Nature       | 3.8  | Casual       | 4.4  | Wisdom       | 3.6  |
| 21   | Nurturance   | 3.5  | Sexuality    | 4.2  | Independ.    | 3.3  |
| 22   | Technology   | 3.3  | Wisdom       | 3.8  | Neat         | 3.3  |

|    |            |     |           |     |            |     |
|----|------------|-----|-----------|-----|------------|-----|
| 23 | Succorance | 3.0 | Health    | 3.3 | Succorance | 3.1 |
| 24 | Maturity   | 3.0 | Magic     | 2.7 | Plain      | 2.7 |
| 25 | Community  | 2.8 | Adventure | 2.5 | Moral      | 2.2 |