

## APPENDIX A

Table 1: Frequency of words in Advertisement 1

Advertisement	Word	Frequency
1	opens	///
	eat	/
	great	//
	big	//
	delicious	/
	white	//
	creamy	/
	long	/

Table 2: Frequency of words in Advertisement 2

Advertisement	Word	Frequency
2	asking	/
	lending	/
	cuts	/
	uses	/
	run	/
	call	/
	new	/
	innovative	/
	saving	/
	rolling	/
	better	/
	less	/
	more	/

Table 3: Frequency of words in Advertisement 3

Advertisement	Word	Frequency
3	eat	///
	celebrate	/
	enjoy	/
	come	/
	start	/
	juicy	/
	delicious	/
	golden	//
	faster	/
	only	/
	more	/
	ringgit	/
sen	/	

Table 4: Frequency of words in Advertisement 4

Advertisement	Word	Frequency
4	cleaning, cleans	//
	traps	/
	removes	/
	win	/
	latest	/
	cool	///
	new	/
	auto	//
	supersonic	/
	buy	/
	get	/
	free	/
	faster	/
	today	/
	now	/
only	/	

Table 5: Frequency of words in Advertisement 5

Advertisement	Word	Frequency
5	love	/
	live	/
	grows	/
	dream	/
	act	/
	sing	/
	own	/
	call	/
	fresh	/
	clean	/
	freehold	/
	initial	/
	now	/
	only	/
ringgit	/	

Table 6: Frequency of words in Advertisement 6

Advertisement	Word	Frequency
6	tell	/
	packed	/
	filled	/
	tastes	/
	seem	/
	goes	/
	sun-kissed	/
	comes	/
	know	//
	real	/
	fun	/
	juicy	/
	great	/
	various	/
only	/	

Table 6, continued

	everything	/
	something	/

Table7: Frequency of words in Advertisement 7

Advertisement	Word	Frequency
7	made	/
	works	/
	moisturise	/
	tone	/
	find	/
	feeling, feel	//
	celebrate	/
	having	/
	spend	/
	receive	/
	walk	/
	hard	/

Table 7, continued

	little	/
	great	/
	pampered	/
	sporty	/
	major	/
	know	/
	instant	/
	reward	/
	prize	/
	available	/
	just	/
	something	/
	ringgit	///



Table 8: Frequency of words in Advertisement 8

Advertisement	Word	Frequency
8	won, win	////
	using, use	///
	think	/
	speechless	/
	call	/
	spending	/
	grand	/
	prize	/
	today	/
	every day	/
	more	/
	ringgit	/////

Table 9: Frequency of words Advertisement 9

Advertisement	Word	Frequency
9	remember	//
	take, took	//
	used to	/
	let	/
	efficient	/
	cramp	/
	switch	/
	white	/
	most	/

Table 10: Frequency of words in Advertisement 10

Advertisement	Word	Frequency
10	got	//
	want	/
	shop	/
	go	//
	meet	/
	call	/
	need	/
	new	//
	fun	/
	today	/
	now	/
	every day	/
	everything	/
	something	/
ringgit	/	

Table 11: Frequency of words in Advertisement 11

Advertisement	Word	Frequency
11	need	/
	quench	/
	gulp	/
	hot	//
	cold	//
	today	/
	now	/
	just	/
	less	/
	ringgit	//
	sen	/

Table 12: Frequency of words in Advertisement 12

Advertisement	Word	Frequency
12	moving	/
	saw	/
	went	/
	shopping	//
	come	/
	complain	/
	won, win	////
	guess	/
	spend	/
	big, bigger	//
	new	/
	great	/
	prize	/
	chance	/
	now	/
	just	/
more	/	

Table 12, continued

	ringgit	///
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Table 13: Frequency of words in Advertisement 13

Advertisement	Word	Frequency
13	love	///
	sounds	/
	spend	/
	taking	/
	turns	/
	proud	//
	goes	/
	wipe out	/
	available	/

Table 14 Frequency of words in Advertisement 14

Advertisement	Word	Frequency
14	reach	/
	let	/
	start	/
	cares	/
	dares	//
	go	/
	call	/
	visit	/
	dreams	//

Table 15: Frequency of words Advertisement 15

Advertisement	Word	Frequency
15	introducing	/
	premiering	/
	stand	/
	win	/
	new	/
	modern	/
	daring	/
	sophisticated	/
	attractive	/
	prizes	/
	chance	/



Table 16: Frequency of words in Advertisement 16

Advertisement	Word	Frequency
16	wish	///
	come	/
	had, have	///
	want	/
	wait	/
	charge	/
	score	/
	win	//
	new	/
	easy	/
	chance	/
	every day	///
	something	//

Table 17: Frequency of words Advertisement 17

Advertisement	Word	Frequency
17	won	/
	fill	/
	earned	/
	purchase	/
	gives	/
	know	/
	enjoy	/
	rewarded	/
	ultra	/
	slim	/
	automatic	/
	now	/

Table 18: Frequency of words in Advertisement 18

Advertisement	Word	Frequency
18	achieves	/
	quickens, quicker	//
	help	/
	comes	/
	accelerate	/
	earn	/
	giving	/
	call	/
	far	/
	regular	/
	drop	/
	open	/
	fastest	/
	high	/
today	/	

Table 18, continued

	only	/
	more	//

Table 19: Frequency of words in Advertisement 19

Advertisement	Word	Frequency
19	know	/
	lost	/
	used to	/
	wear	/
	toned	/
	fit	/
	replaced	/
	admit	/
	twin	/
	feel	/
	have	/
	slim, slimming	//

Table 19, continued

	celebrates	/
	takes	/
	shape	/
	bulging	/
	firm	/
	confident	//
	patented	/
	now	/
	more	/

Table 20: Frequency of words in Advertisement 20

Advertisement	Word	Frequency
20	talk	/
	have	/
	take, takes	////
	shot	/
	protect	/

Table 20, continued

	doing	/
	feeding	/
	growing	/
	helps	/
	improve	/
	gets	/
	needs	/
	learned	/
	gives	/
	long	/
	goodness	/
	today	/
	dreams	/
	only	/
	more	/

Table 21: Frequency of words in Advertisement 21

Advertisement	Word	Frequency
21	checked	///
	take	/
	watch	/
	drawing	/
	building, built	//
	expect	/
	flying	/
	auto	/
	move	/
	call	/
	powerful	//
	less	/

Table 22: Frequency of words in Advertisement 22

Advertisement	Word	Frequency
22	trying	/
	fold	/
	put	/
	bumped	/
	drive	/
	power	/
	old	/
	stylish	/
	spacious	/
	dreams	/



Table 23: Frequency of words in Advertisement 23

Advertisement	Word	Frequency
23	doing	/
	blasting, blast	//
	stuck	/
	builds	/
	get rid	/
	brushing	/
	need	/
	reduces	/
	use	/
	clean	/
	contains	/
	only	/
effective	/	

Table 24: Frequency of words in Advertisement 24

Advertisement	Word	Frequency
24	think	//
	have	//
	scare	/
	reload	///
	get	//
	exclusive	/
	something	/
	ringgit	//

Table 25: Frequency of words in Advertisement 25

Advertisement	Word	Frequency
25	conducted	/
	shows	/
	proud	/
	preferred	/
	congratulations	/

Table 26: Frequency of words in Advertisement 26

Advertisement	Word	Frequency
26	dare	/
	test	/
	swift	//
	staggering	/
	sensational	/
	now	/
	today	//

Table 27: Frequency of words in Advertisement 27

Advertisement	Word	Frequency
27	check	/
	playing	/
	reviewing	/
	look	/
	gone	/
	presenting	/
	introducing	/
	expect	/
	get back	/
	fast	/
	turn	/
	instant	/
	new	//
	sharp	/

Table 28: Frequency of words in Advertisement 28

Advertisement	Word	Frequency
28	hear	/
	say	/
	enjoy	/
	experience	/
	relieves	/
	used	/
	have	/
	recommended	/
	suffering	/
	need	/
	sharp	/
	short	/
	sensitive	////
	simple	/
cold	/	

Table 29: Frequency of words in Advertisement 29

Advertisement	Word	Frequency
29	can	/
	find	/
	buy	/
	reload	/
	manual	/
	win	/
	change	/
	made	/
	ends	/
	automatic, auto	//
	power	//
	wise	/
	smarter	/
	every day	/
	ringgit	///

Table 30: Frequency of words in Advertisement 30

Advertisement	Word	Frequency
30	created	/
	call, calling	//
	crazy	//
	low	//
	immediate	/
	extended	/
	new	/
	old	/
	best	/
	close	/
	long lost	/
	sen	////



## APPENDIX B

### Advertisement 1

Man Voice Over:

The great white shark's mouth opens up to 24 inches.

The hippopotamus' mouth opens up to 27 inches.

The African crocodile's mouth opens up to 30 inches.

You are not a great white shark, or a hippopotamus or an African crocodile.

So, eat your big KFC Fish Sandwich one bite at a time.

A delicious fish fillet, cheese and creamy dill dressing in a long sesame seed bun.

The KFC Fish Sandwich. It's big.

(Music)

## Advertisement 2

(Sound of a car stopping)

Man 1 : Hi, neighbours! Are those new tyres?

Man 2 : Uh, why? Who's asking?

(Sound of a car being locked)

Man 1 : Right. That must be the fuel saving Michelin Energy Tyres!

Man 2 : So what? We aren't lending it to you!

Man Voice Over:

Michelin Energy Tyres with innovative green X technology cuts down rolling resistance and uses less fuel to run your tyres.

For more info call 1800 388 368.

Michelin. A Better Way Forward.

### Advertisement 3

(Music)

Man Singing:           What to eat? What to eat?

                                  Chicken rice, chicken rice.

                                  Where to eat? Where to eat?

                                  The Chicken Rice Shop (laughs) of course!

Man Voice Over:

Gong Xi Fa Cai! Come celebrate this Chinese New Year at the Chicken Rice Shop and enjoy juicy and delicious golden fortune wings.

Our Golden Fortune Meals start from only twelve ringgit and eighty eight sen.

Women Singing:

The Chicken Rice Shop. Chicken Rice and More. Bak, bak, bak, bak.

## Advertisement 4

(Music)

Woman : Welcome to Tack Radio, your guide to latest innovations.

So, what's up today, Mike?

Mike : Actually, it's what's cool. Panasonic has two new air conditioners. The AC Robot with Auto Filter Cleaning which cleans the filter all by itself..

Woman : Really?

Mike : Yup, and Purity R2 with Supersonic AP System and Auto Refresh Deo which traps dust faster and removes odours automatically. Buy now and you get some cool stuff for free and win a holiday.

Woman : Cool. And it's only by Panasonic air conditioners.

Man Voice Over:

Panasonic. Ideas For Life.

Advertisement 5

Woman Singing : I love to live in Putra Heights

Where the grass grows green

Life's fresh and clean

Where the songbirds sing

And I can dream

This is my...

My Putra Heights

Man Voice Over:

Own a freehold home in Putra Heights with initial payment of one thousand ringgit.

Call Sime UEP at 03 8024 double 0 double eight.

Act now for a Super-link home.

Limited units only.

Woman Singing: This is my... My Putra Heights.

## Advertisement 6

Woman Voice Over:

Oh, tell me something about Sunkist Juice that you don't already know?

It's packed with Vitamins A, C and E.

It's filled with real orange sacs and fun juicy bits.

It tastes refreshingly great and comes in various flavours.

(Sound of juice being poured into a glass)

Hmm... you seem to already know everything about Sunkist.

Sunkist. Only sun-kissed quality goes into Sunkist juice.

## Advertisement 7

(Music)

Woman Voice Over:

For years Dove has made a difference for women in Malaysia.

Woman 1 : It's hard enough to find something so great that actually works  
for me.

Woman 2 : It's feeling like a little girl all over again, you know. You feel so  
pampered.

Woman 3 : I don't moisturise. I don't tone. I just... Dove.

Woman Voice Over:

And to celebrate the beauty of diversity we're having an anniversary promotion.

Just spend twenty ringgit on any Dove product and you receive an instant reward.

Walk away with a sporty bag, or a bottle of Dove shampoo or one hundred and eighty

eight ringgit cash prize from a total of one hundred thousand ringgit.

Available at all major outlets.

Advertisement 8

Man: Ivy has just won ten thousand Ringgit from using her Hong Leong Credit Card.

Ivy?

I think she is speechless.

Ivy won simply by spending thirty Ringgit or more using her Hong Leong Credit Card.

Every day you can win one thousand Ringgit

Every week five thousand Ringgit

Every month ten thousand Ringgit or win the grand prize of one hundred thousand Ringgit.

Use your Hong Leong Credit Card today and win!

Call 1-800-3888

Ivy? Ivy?



Advertisement 9

Boy: Hey! Remember last time Dad used to take us out every weekend?

Girl: Yeah! One week it'll be the beach, the next a theme park.

Boy: Remember once he took us to the firefly colony near that lady's house. You know the lady with the white hair.

Girl: You mean Grandma?

Boy: Oh, those were the days.

(Music)

Man Voice-Over:

Don't let the price of petrol cramp your lifestyle. Switch to the seven seater Toyota

Avanza. The most fuel efficient MPV in its class. Avanza.

## Advertisement 10

(Music)

(Song)

We got games

We got news

Anything that you want

Shop around

Meet new friends

Go Broadband

Music's fun

Movies too

Everything that you need

Something new

Every day

Go Broadband.

Voice-Over:

Broadband Your Life today. Now everyone can Streamyx from 20 Ringgit a month.

Details at bluehyppo dot com or call 1-300-88-1500. Terms and conditions apply.

## Advertisement 11

Man Voice Over:

On a hot hot day,

You need a cold, cold drink.

Like the 7-11 Gulp.

Now at just 1 Ringgit for a 16 ounce gulp, at 1 Ringgit 30 cents for a 22 ounce gulp, gulp some Pepsi, Pepsi Twist, 7-Up, Mirinda Orange or Mirinda Strawberry today!

Quench your thirst for less at 7-11.

## Advertisement 12

Woman 1 : Susan, are you moving? I saw a big truck at your house that day.

Woman 2 : No, my husband went shopping at Carrefour. Come in.

Woman 1 : Wow! Lots of new things.

Woman 2 : Yes. We won a ten thousand Ringgit voucher in Carrefour's 12<sup>th</sup> Anniversary Guess and Win Contest.

Woman 1 : Really?

Woman 2 : Just spend fifty Ringgit to win a home theatre system, flat screen TV, washing machine.... so much more!

Woman 1 : Hah! Now my husband can't complain about my shopping.

Man Voice-Over:

It's Carrefour's 12<sup>th</sup> Anniversary Saleabration with great savings storewide and a chance to win two hundred and fifty thousand Ringgit in prizes.

(A man singing)

Carrefour the bigger view

Advertisement 13

Female Announcer : And the Father of the Year Award goes to David Tan!

Congratulations, Mr. Tan! You must be very proud.

Mr. Tan : Proud to the max, dude. What a wipe out. Whoa!!

Female Announcer : Errhhh... Your kids must really love you.

Mr. Tan : Oh yeah! Wei, kids wassup?

Female Announcer : Sounds like you spend a lot of time with your kids.

What's the secret?

Mr. Tan : Three words. Sunway Lagoon Theme Park. Kids love it

and they love me for taking them. Whoa!!

Man Voice-Over:

Sunway Lagoon Theme Park. The place that turns parents into heroes. Tickets

available online at [sunway dot com dot my](http://sunway.com.my)

Advertisement 14

(Song)

Reach out for the stars. That's your destination. So, let your dreams start. KLIUC cares,  
KLIUC dares. Go beyond your dreams.

Man Voice-Over:

Kuala Lumpur Infrastructure University College. Call 03-89266993 for engineering and  
promotional courses or visit [www dot kliuc dot edu dot my](http://www.kliuc.edu.my)

(Song)                      KLIUC Dares!!

## Advertisement 15

(Music)

Woman Voice Over:

Introducing Polo Black, the new men's fragrance by Ralph Lauren.

Modern, daring, sophisticated.

Premiering exclusively at Suria KLCC Centre Court from 2<sup>nd</sup> to 8<sup>th</sup> March.

Stand a chance to win a Nokia N70 handphone daily and other attractive prizes.

## Advertisement 16

Woman Voice Over:

Don't cha wish you had something new to come home to every day?

Don't cha wish you had something all your friends want but only you have?

Don't cha wish it was so easy to win?

There'll be no slogans, no sms, no hassle.

Don't cha wish you had a chance to win every day?

Don't cha?

Don't cha wait. Charge your passion. Score every day with MBF Cards.



Advertisement 17

(Sound of many phones ringing)

(Music)

Woman Voice Over:

There are 700 ultra slim Motorola SLVR L7 mobile phones to be won when you fill up at Esso and Mobil.

Every 30 Smiles points earned on purchase of Synergy fuel from now till 30<sup>th</sup> April gives you one automatic entry.

How do we know you'll enjoy being rewarded?

At Esso and Mobil we're drivers, too.

## Advertisement 18

Man Voice Over:

The cheetah is the fastest animal on the planet. (sound of a cheetah )

An F1 car achieves speeds of up to 350 kilometres an hour. (sound of an F1 car)

But when it comes to savings accounts, only one quickens your savings' growth almost as far; OCBC Money Max Savings Account.

And to help accelerate your savings even more we're giving you ten percent interest per annum for ten days on top of the regular high rate.

Call 1 300 double 8 five thousand or drop by OCBC bank to open a Money Max Savings Account today.

It's the quicker way to earn more.

Advertisement 19

Woman 1 : You know, I lost 2 inches off my waist by Zap Zapping.

Woman 2 : I used to wear size XL pants, but my uZap toned my buttocks and thighs and now I can fit in M.

Woman 3 : For me, my uZap replaced my bulging tummy with a firm one.  
I have to admit it, by slimming down with uZap I just feel more confident.

Woman Voice Over:

Osim uZap celebrates women of confidence this International Women's Day.

With patented twin power Osim motion, uZap takes inches off your tummy, buttocks and thighs. Shape up, slim down to a confident you.

Women : Zap, Zap!

Osim...

Advertisement 20

Woman 1 : Hello!

Woman 2 : Oh, hi! Can't talk for long. I have to take Sam for his one year old immunisation shot.

(Music)

Man Voice Over:

As a parent, you take all the necessary precautions to protect your child. But are you doing the same when it comes to feeding him? Neslac is the only growing up milk with BL Bifidus that helps improve his intestinal environment so your child gets all the goodness he needs including DHA, Taurin, Iron, Calcium and more.

Small Boy : Today, I learned why Mummy gives me Neslac!

Man Voice Over:

You take care of his dreams, Neslac takes care of his nutrition.

Advertisement 21

Husband : Ignition. On.

Turbo pressure. Checked.

Light panel. Checked.

Climate control. Checked.

Permission to take off. Over.

Wife : Yes dear, but watch out for the neighbours!

(Sound of car accelerating and tyres screeching) Meow!

Man Voice Over:

Drawing from our expertise in building powerful fighter jets, Saab cars like the nine three and the nine five are built to be powerful in their own way. So, expect nothing less when flying a Saab, on the road that is.

Saab. Move your mind. Call Auto Euro Cars at 03 50329595.

Advertisement 22

Dad : Sam! Joe! You'll be late for futsal.

Son : Dad, we're trying our best with these old mountain bikes.

Dad : Haiyo! Fold the seats and put both the bikes in the car. Thank  
goodness I bumped into you.

Man Voice Over:

With a stylish, spacious interior and a 2 litre iv-tech engine the Honda CRV.

Drive with pride.

Honda. The Power of Dreams.

Advertisement 23

(Sound of a blast)

Captain : What are you doing, mate?

Mate : Hey, Cap! I'm blasting away the scum that is stuck on the bottom of the boat.

Captain : Oh?

Mate : They're like plague that builds on our teeth. To get rid of them brushing alone is not enough. You need Listerine.

(Sound of a man gargling)

(Sound of a blast)

It's effective against germs.

Man Voice Over:

Listerine! Reduces plague build up. Blast your teeth clean with Listerine. This preparation contains methylene solicydate. For external use only.

## Advertisement 24

Man: Bond. James Bond. If you think you have the world at your feet, Le Chiffre, you better think twice, because I have something in my hands that's gonna scare the living daylights out of you.

X-Pax. It's my license to reload.

Voice-Over:

Reload 20ringgit on your X-Pax and get one free sms. Reload one hundred ringgit and get an exclusive double 0 seven calendar. Casino Royale in Cinemas 16 November. The power of James Bond, X-Pax.

Song            Celcom. It's in your hands.



## Advertisement 25

### Music

Sheila Majid : Hi! I'm Sheila Majid and I'm so proud of Ogawa for being the number one electrical massage product brand in Malaysia.

### Woman Voice-Over:

TMS the international research company in over 70 countries worldwide recently conducted a survey on electrical massage products in Malaysia. The result shows that Ogawa is the number one most preferred brand and also the number one top of My Brand in Malaysia.

Congratulations Ogawa!

Song Ogawa...

## Advertisement 26

Music

Man Voice-Over:

Today there is an urban legend. It is sensational, startling, staggering and swift. It is Suzuki Swift. Your urban legend. Dare test one today?

Visit your nearest Suzuki showroom now.

Advertisement 27

Employee 1: Hey, Daniel! Check out what I'm playing on our new Epson projector!

Employee 2: Wuwoo...Jessica. Look at the colour! The contrast!

(Sound of a door opening)

Boss : Whadya (What are you) guys up to?

Employee 1 : Uh, just reviewing some sales figures, boss.

Boss : Hmm...

Man Voice-Over:

Presenting Epson Multimedia Projectors with 3LCD technology. Expect razor sharp images and true to life colour and yes also instant off and fast turn on feature.

Employee 1 : (laughs) He's gone. Shall we get back to Jessica?

Man Voice-Over:

Introducing the new Epson Multimedia Projector S5, X5, 1815, 1810 and 822.

## Advertisement 28

(Sound of a fizzy drink being poured into a glass with ice cubes)

Woman:

To many, this is the sound of refreshment. However, for those with sensitive teeth, this is what they hear...

(Sound of steel scraping )

Woman: What does a doctor have to say?

Dentist: If you experience a short sharp pain when you have cold drinks, you are suffering from sensitive teeth, which is why you need Sensodyne. Used daily it relieves the pain of sensitive teeth.

Music

Woman Voice-Over:

Enjoy the simple things in life again with Sensodyne. Recommended by dentists for sensitive teeth.

## Advertisement 29

(Doorbell rings)

Customer: Can I find out how many cc is this Viva?

Salesman: 1000cc. Pick up very good.

Customer: Automatic or Manual?

Salesman: Auto with power steering.

Customer: Power windows?

Salesman: Yeah and CD Player included.

Customer: Hmm... Alright. I'll buy it. Here's fifty ringgit.

Salesman: Fifty ringgit? Haiya, you have made a wise decision, sir.

Music

Man Voice-Over:

Reload fifty ringgit with DiGi Prepaid and win a Perodua Viva every day in DiGi's fifty cars, fifty days giveaway, for the fiftieth Merdeka. The fifty cars, fifty days giveaway ends thirtieth June.

Terms and Conditions apply.

Time to Change. DiGi always the smarter choice.

## Advertisement 30

### Sound of thunder

Man: Um-ha-ha. Yes! Yes! It's a success. This crazy i-Talk IDD rates that I created is a success. People can call overseas for as low as 10 sen per minute. 10 sen! 10sen! Yes! Everyone is calling everyone. Immediate family, extended family, new friends, old friends, best friends, close friends, long lost friends, enemies, strangers, everyone and anyone, because it's as low as 10 sen per minute.

This i-Talk IDD rates are crazy! Ha,ha,ha,ha,ha,ha,ha,ha...