

Appendix E: Advertisement Index

All the advertisements that were analysed are indexed in these tables. They are arranged according to advertisement category.

MOTORING

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
1.	Perodua	19/ 10 / 11 The Star		Happy Deepavali, Malaysia			Tamil
2.	Perodua	28 / 9 / 11 The NST				Lagi Power, Lagi Best	Malay
3.	Chery	7 / 10 / 11 The Star		Teksi, Ambulance, Courier, Post, Catering, School Bus, Police			Malay
4.	BMW	24 / 9 / 11 The NST		Come celebrate Hari Raya and Deepavali with Auto Bavaria Sungei Besi. Join us at our Festive Open House where you and your family can enjoy a fun-filled weekend with attractive activities such as batik painting, caricatures, Rangoli displays, as well as Malay and Indian music ensembles.			Malay / Tamil
5.	Chery	10 / 9 / 11 The Star	Merdeka Raya Promotion				Malay

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
6.	Honda	29 / 8 / 11 The Star	Selamat Hari Raya Aidilfitri & Happy Merdeka Day to all Malaysians				Malay
7.	Volvo	17 / 9 / 11 The Star	At RM 1,168 a month, there's more to celebrate this Hari Raya.				Malay
8.	Yamaha / Petronas	15 / 10 / 11 The Star			Petronas. Driven to get ahead. Semakin Di Depan		Malay
9.	Proton	25 / 10 / 11 The NST		Nothing says committed to be better than our pursuit of success, peace and happiness. Wishing you a Happy Deepavali, from all of us at Proton.			Tamil

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
10.	Honda	24 / 10 / 11 The Star	Every Deepavali , hopes & spirits are renewed. May this renewal spark great dreams in you.	We get a chance every Deepavali to renew hopes, spirits and above all, our selves. From all of us at Honda, may renewal lead you to great dreams. Happy Deepavali & have a safe journey home.			Tamil
11.	Perodua	13 / 10 / 11 The Star		Click on the Jalan-Jalan 1Perodua, 1Malaysia app on facebook.com/ MYPerodua		Jalan-Jalan 1 Perodua 1 Malaysia	Malay
12.	Nissan	25 / 10 / 11 The Star	We are blessed to have our doors open for you and your family. Happy Deepavali .				Tamil
13.	Perodua	5 / 10 / 11 The NST	Cili Padi . Now in bright yellow.	The new Perodua Myvi 1.5		Lagi Power, Lagi Best	Malay

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
14.	Perodua	18/9/11 The Star	Happy Merdeka and Malaysia Day	<p>A salute to every Malaysian For the ones who mix their coffee with tea Who look for Nasi Lemak when they're overseas And the ones who finish their meals with an ABC</p> <p>For the ones who speak more than two languages Who ride with their jackets on backwards And the ones who can't wake up Without a s 'super kau' kopi-o first</p> <p>For the ones who call everyone 'bro' Who lat-tali-lat to decide who gets to go And the ones who're bargain-hunting Best-price-finding pros</p>			Mix

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
				<p><i>(Continued...)</i> For the ones who stay up late for matches Who island-hop on our beautiful beaches And the ones would never, ever trade durians for peaches</p> <p>For the ones who gave their lives for Merdeka Who laid the foundations in the days of Malaya And the ones who proudly call themselves Malaysians</p> <p>For the ones on the east and west coast Who call Sabah and Sarawak home And for every Malaysian, because you matter most</p>			

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
15.	Isuzu	14 / 1/ 12 The Star	May this year be filled with joy and prosperity Gong Xi Fa Cai				Mandarin
16.	Porsche	14 / 1/ 12 The Star	Gong Xi Fa Chai (in Chinese characters)				Mandarin
17.	Mazda	19 / 1/ 12 The Star	Wishing all a happy & prosperous New Year (preceded by same in Chinese characters)				Cantonese
18.	Mitsubishi Motors	27 / 1 / 12 The Star	Free Mitsubishi Ang Pow Packets	Drive in your Mitsubishi for a free 30-point inspection. And drive off with exclusive Mitsubishi Motors Ang Pow packets and fortune cookies gift pack to start your New Year with an auspicious note.			Cantonese

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
19.	Perodua	5 / 1/ 12 The Star		Usher in prosperity this Year of the Dragon with Angpows worth up to RM 2,400 when you book a Perodua.			Cantonese
20.	BMW	18 / 1/ 12 The Star	Gong Xi Fa Cai (in Chinese characters)				Mandarin
21.	Rainbow Enterprise	21 / 1/ 12 The NST	Gong Xi Fa Cai (preceded by the same in Chinese characters)				Mandarin
22.	Honda	23 / 1/ 12 The Star		From all of us at Honda, may the Year of the Dragon bring family from near and far together, to usher in an aspiring new year. Wherever home may be, we will get you there safely. Gong Xi Fa Cai.			Mandarin

FOOD

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
1	Restoran Kampung Pandan	13/10/11 The Star		beriyani, nan, tandoori (list of food) surau (list of facilities) we provide catering services for various occasions such as breaking of fast during Ramadhan, Hari Raya open house... or any form of kenduri requiring food service.	Restoran Kampung Pandan		Mixed languages
2	Prince Hotel	27/10/11 The Star		Choose from a premium selection of tapas style dishes including dim sum...			Cantonese
3	Hard Rock Cafe	29/8/11 The NST	Selamat Hari Raya Adilfitri to all Malaysians.				Malay
4	Whiskas	7/10/11 The Star		The WHISKAS Ronda-ronda Si Comel roving truck is coming to town.		Ronda-ronda Si comel	Malay

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5	Pizza Hut	12/10/11 The Star				Hot Bola Pair Deals	Malay
6	A & W	24/9/11 The Star				Sen Savers – an escape from your everyday meal	Malay
7	Nescafe	5/9/11 The Star	If you end your sentences with lah, you'll love this Kopi O lah.	Introducing new Nescafe Menu Kopi O! It has the same 'kick' and rich aroma of a classic Kopi O without the need for a filter. Try lah, sure good one.			Malay
8	McDonald's	27 / 8/11 The Star	Still the best deal in town. McValue lunch & Buka Puasa.	Valid for Dine-In, Take-Away, and Drive-Thru. MCValue Buka Puasa, GCB and Double GCB are limited time offers.			Malay
9	McDonald's	29 / 8/11 The Star		While celebrating with sparklers in hand, the joyous laughter of children will be heard across the land. A time for forgiveness, and gratitude for the			Malay

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
				(Continued...) blessings we enjoy. A time to cherish our loved ones, young and old. From all of us at McDonald's, Selamat Hari Raya Aidilfitri, Maaf Zahir dan Batin.			
10	Tenaga Nasional Berhad	25 /10/11 The Star		The humble Murukku is loved by all, bringing us together in a time of celebration. As Malaysians, it really doesn't take much to unite us. Maybe it's because we've been that way all along. Happy Deepavali.			Tamil
11	Nestle	25/10/11 The NST		Blessing a child by feeding him a sweet treat is an old tradition in some Indian communities... Happy Deepavali from Nestle.			Tamil
12	Carlsberg	25/10/11 The NST		Carlsberg wishes you, Happy Deepavali.			Tamil

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13.	McDonald's	25/10/11 The Star	Happy Deepavali	May the beauty of the festival of lights ... Together as one nation, let's celebrate a very Happy Deepavali. From all of us at McDonald's.	Note: McDonald's. Run by Malaysians for Malaysians.		Tamil
14	Tiger / Guinness	25/10/11 The Star	Happy Deepavali				Tamil
15	Ministry of Tourism	15 /10/11 The NST		... From unassuming little dishes like Sarawak 'kolo mee' and the well liked 'roti canai' to staple favourites like 'nasi lemak' and the world famous 'assam laksa', Malaysia cooks up an extraordinary gastronomic experience that blends time-honoured tastes with ethnic flavours that truly reflect the unique diversity of Malaysian culture.			Mix

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
16	Oktoberfest	11 / 10 / 11 The Star		Cheers! Prost! Salut! Yum Seng! Enjoy your favourite beers together with good food, good friends and fun games.			Cantonese
17.	Papa John's	25 / 1 / 12 The Sun	Bonus 'Ong Lai' pizza Hawaiian papa with extra pineapple toppings	Enjoy the all time favourite Hawaiian Papa with chicken roll and extra "Ong Lai" this New Year. "Ong Lai", a sweet symbol for ushering in wealth and prosperity.			Cantonese
18.	Sri Ayutthaya	12 / 1 / 12 NST		Usher in a prosperous year by tossing yee sang with family, friends, and business associates! It may be the Chinese year of the dragon but our thai stule plum sauce exudes a truly Au-thai-tic flavor. Gong Xi Fa Cai!			Cantonese & Mandarin

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
19.	Corus Hotel	12 / 1/ 12 The Star		<p>'Fatt Choy' Poon Choi 22 January Prosperous 'Lou Sang' 2 January – 6 February 'Sau Koong' Year –end Feast 2 – 21 January Call us now to enquire about your free Yee Sang, prosperous fish shaped 'Lin Gou' and / or a bottle of wine.</p>			Cantonese
20.	West Lake Garden	4 / 11 / 11 The Star	Chit-chat, fragrant tea and all the Dim Sum you can delight in.	<p>At West Lake Garden, we use the finest and freshest ingredients to lay out a wide and tasty array of Hong Kong – style Dim Sum. Served a la carte for lunch on weekdays and Saturdays, buffet on Sundays and public holidays, amidst the soothing tunes of Gu Zheng music.</p>			Cantonese & Mandarin

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
21.	The Marriott	9 / 11 / 11 The Star		Seafood lovers should make their way to Zest for a Fisherman's adventure. It's seafood galore with simple preparations like chilled fresh oysters to local culinary delights such as kari kepala ikan, ikan-bakar specialities to lip smacking chili crabs.			Malay
22.	The Marriott	4 / 1 / 12 The Star	Sau Gong & Loh Sang to the year of the Dragon.	19 Dec – 21 Jan Sau Gong auspicious, longevity & abundance menu. Sau Gong Fusion set menus. 9 Jan – 6 Feb Most auspicious Yee Sang offerings 23 Jan – 6 Feb Chinese New Year Dim Sum a la carte. Chinese New Year all you can eat Dim Sum.			Cantonese

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
23.	KFC	7 / 11 / 11 The Star				Jom KFC	Malay
24.	Double Tree	9 / 1 / 12 The Sun	Premium Yee Sang Available for dine-in or take away				Cantonese
25.	Victoria Station	23 / 1 / 12 The Star		May you continue to celebrate success, abundance, and the classic goodness of our famous steak in the Year of the Dragon. Gong Xi Fa Cai.			Mandarin
26.	Sheraton Imperial	12 / 1 / 12 The NST		Toss to prosperity and good luck at Celestial Court with a refreshing yet authentic taste of Yee Sang... Complimentary selected bottle of wine & CNY angpow of RM 100 nett voucher			Cantonese

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
27.	Shogun	12 / 1/ 12 The Star	You are invited to 'Lou Sang'.	Come savor our fresh salmon, jelly fish or abalone Yee Sang.			Cantonese
28.	Eastin Hotel	28 / 12 / 11 The Star		Appreciation Sau Gong & Reunion			Cantonese
29.	Dynasty Dragon	28 / 12 / 11 The Star	Yee Sang				Cantonese
30.	One World Hotel	4 / 1/ 12 The Star		Prosperity Yee sang 9 Jan – 12 Feb Festive Lunar Dim Sum 23 Jan – 12 Feb			Cantonese
31.	Grand Millenium	17 / 11 / 11 The Star		Enjoy 50 varieties of authentic Cantonese Dim Sum at our weekend Dim Sum Brunch at only RM 65++ per person.			Cantonese
32.	West Lake Garden	17 / 11 / 11 The Star	All-you-can-eat Dim Sum buffet.	West Lake Garden serves up a plethora of Dim Sum steamed fresh before your eyes... West Lake Garden and enjoy the All – You – Can – Eat Dim Sum buffet with 'live' action stations amidst the melodious Gu Zheng performance.			Cantonese & Mandarin

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33.	Esquire Kitchen	4 / 1 / 12 The Star	Prosperous Yee Sang				Cantonese
34.	Ah Yat Abalone Forum Restaurant	31 / 1 / 12 The Star	Prosperous Salmon Yu Sheng	Prosperous Abalone 'Yu Sheng' Roasted 'Pi-Pa' Duc Steamed 'Soon Hock' Fish			Cantonese
35.	Oriental	17 / 1 / 12 The Star	Loh Sang & celebrate the dragon year at the Oriental group of restaurants.	Closed on the 1 st and 2 nd day of Chinese New Year. Gong Xi Fa Cai.			Cantonese & Mandarin
36.	Carlsberg	17 / 1 / 12 The Star	(Chinese Characters) Once Carlsberg is open, there is an endless flow of prosperity. (English): Welcome the New				Cantonese & Mandarin

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			(Continued) Year with the vigour of the Dragon for an endless flow of prosperity. Gong Xi Fa Cai				
37.	Fruit Tree	21 / 1 / 12 The Star	(Chinese Characters) Wishing good health and may everything go well with you this New Year.	Refreshing and delicious, made with Real Fruit Juice. Feel the fruity goodness from F & N Fruit Tree (repeated with Chinese characters)			Cantonese
38.	Brand's	13 / 1 / 12 The Star	(Chinese Characters) Buy with 'heart' and go back to a good reunion dinner.				Cantonese

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
39.	Kenny Rogers	12 / 1 / 12 The Sun	<i>(Chinese Characters)</i> Dragon & Bird of Paradise				Cantonese <i>(Note: they are dancing, indicating happiness, noise & joy)</i>
40.	Anglia	6 / 1 / 12 The Star	<i>Chinese Characters followed by English Translation</i> (fook, lok, sau) Wealth, Prosperity, Longevity				Cantonese
41.	Old Town	23 / 1 / 12 The Star	<i>(Chinese Character followed by English Translation)</i> Reunion				Cantonese
42.	Bernas	16 / 1 / 12 NST	<i>(Chinese Character):</i> Fullness.				Cantonese

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43.	Guinness	26 / 1 / 12 The Sun	<i>(Chinese Characters)</i>	<i>(Translation in the body text:)</i> In the year of the powerful dragon, fortune favors the bold. To welcome this magnificent creature, raise a glass of the world's favourite black brew.			Cantonese <i>(Note: play on the symbol for dragon and the character for 'bold' and 'strong')</i>
44.	Tiger Beer	23 / 1 / 12 The Sun	<i>(Chinese Characters)</i> Once the dragon leaps, the whole ocean jumps (threatened) ; Once the Tiger jumps, it leaps through the heavens.				Cantonese

ENERGY & TELECOMMUNICATIONS

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
1.	P1	6 / 10 / 11 The NST		Out on your first date and mom said, “bawa adik sekali”. POTONG STIM!		Using dongle at home... LAGI POTONG STIM!	Malay
2.	DIGI	29 / 8 / 11 The Star	Maaf	This blessed Aidilfitri, take some time to remember the moments when you may have hurt a loved one, offended a friend, or misjudged a stranger... DIGI wishes you a Selamat Hari Raya. Maaf Zahir dan Batin.			Malay
3.	DIGI	24 / 10 / 11 The Star	Let’s wish each other Happy Deepavali with these nationwide offers.	Every child needs education. But not every one has the opportunity. You can make it possible. Purchase the ‘Oli Peruvom’ Caller Tunes” and RM 1 will to the EWRF, a welfare foundation dedicated to improving education			Tamil

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
				<i>(Continued...)</i> standards amongst the needy. During this joyous occasion, let your goodness inspire others. Happy Deepavali from all of us at DIGI.			
4.	Tenaga Nasional Berhad	25 / 10 / 11 The Star		The humble Murukku is loved by all, bringing us together in a time of celebration. As Malaysians, it really doesn't take much to unite us. Maybe it's because we've been that way all along. Happy Deepavali.		(Note: their slogan is "powering unity" with the 1 Malaysia logo)	Tamil
5.	Axiata	25 / 10 / 11 The Star		At Axiata, we push the boundaries of innovation to keep you connected to family and friends, especially in this time of celebration. Happy Deepavali.			Tamil

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6.	TM	25 / 10 / 11 The Star	Happy Deepavali	In celebrating this Festival of Lights, let us uphold the values we cherish. May the light shine brightly upon us this Deepavali.			Tamil
7.	Maxis	25/10/11 The Star	Happy Deepavali	Celebrate the people and traditions that light up our lives. Happy Deepavali.			Tamil
8.	P1	1 / 10 / 11 The Star		Your child insists on sharing your bed on date nights. POTONG STIM!		Using dongle at home... LAGI POTONG STIM!	Malay
9.	Celcom	27 / 8 / 11 The Star	Celebrate Raya with a new phone.				Malay
10.	P1	17 / 9 / 11 The Star		Rain starts just as you finish waxing. POTONG STIM!		Using dongle at home... LAGI POTONG STIM!	Malay
11.	TM	16 / 9 / 11 The NST	Perpaduan, (Chinese for unity), unity, etc.				Mixed

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
12.	P1	27 / 10 / 11 The Star				Using dongle at home... POTONG STIM!	Malay
13.	TNB	29 / 8 / 11 The Star	Weaving harmony through Baju Raya	<p>“Modern kurung ala Punjabi”, “Baba Nyonya inspired Kebaya”, “Buttons and fabric from Cheongsam”, “Sari cloth from Indian fashion house’.</p> <p>As we prepare for a blessed Syawal, let us remind ourselves. Although from different backgrounds, we’re really all cut from the same cloth. Selamat Hari Raya Aidilfitri and Selamat Hari Merdeka.</p>			Mix
14.	P1	13 / 1/ 12 The Star	Diamlah;) P1 broadband still cheap! No small Ang Pow	When everything else is expensive, save more with P1... best outdoor and indoor broadband deal with Voice service. Shhh... diam – diam get it now.			Mix

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15.	U Mobile	27 / 1 / 12 The Star	Gong Xi Fa Cai				Mandarin
16.	X pax	27 / 1 / 12 The Star	When was the last time you called to wish your loved ones Gong Xi Fa Cai?	It's not too late to wish your friends and family Gong Xi Fa Cai. After all, how much does it cost to make a phone call?			Mandarin
17.	TNB	23 / 1 / 12 The NST	Thank you for the Ang Pow	The Ang Pow has become more than just a Chinese festive gift or a traditional symbol of good luck. Today, it has been adopted by everyone. It now comes in many colours to symbolize different celebrations. Only a society that can adapt, evolve and share their individual traditions can truly be united. Happy Chinese New Year to everyone from all of us at Tenaga Nasional.			Cantonese

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18.	Yes	11 / 1/ 12 The Star	Gong Xi 'Fast' Cai	Enjoy a smoother journey this festive season with us.			Mandarin
19.	DIGI	5 / 12/ 11 The NST	Hey gila # photo # snapping # tag # everything # lomo # loving Internet fella. These Samsung devices are for you.				Malay
20.	DIGI	7 / 11 / 11 The Star	Buddyz Bonus Belanja	your Buddyz with every reload.			Malay

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
21.	TM	23 / 1 / 12 The Star	Gong Xi Fa Cai				Mandarin
22.	DIGI	23 / 1 / 12 The Star	Gong Xi Fa Cai from all of us at DIGI.				Mandarin

FINANCE

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
1.	BSN (Bank Simpanan Nasional)	16/ 10 / 11 The NST	Jom Generasiku!	“SSP Jaminan masa depan” draws – October & November 2011. Increase your savings to RM 1,000 or more to qualify			Malay
2.	Agro Bank	28 / 10 / 11 The Star	AGROkasih -I Takaful Kasih	Customer accident protection scheme Takaful Customer Protection Scheme			Malay
3.	HSBC	27 / 8 / 11 The Star	In the spirit of giving, we celebrate with you by rewarding you with RM 50 Duit Raya for every 8 th swipe.	Step 1- SMS to register Step 2 – SWIPE – Swipe 8 times of minimum RM 50 per swipe... Step 3 – BE REWARDED – RM 50 Duit Raya			Malay

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
4.	Public Mutual	12 / 10 / 11 The NST	Public Ittikal Sequel Fund. Grow your investments with Shariah-compliant Stocks and Sukuk.	Investing in a diversified portfolio made up of Shariah-compliant stocks. The Public Ittikal Sequel Fund is poised to achieve capital growth over the medium to long term period. + The fund will focus primarily in Malaysian equities and sukuk.			Malay
5.	Etiqa Takaful (Maybank)	10 / 10 / 11 The Star			Etiqa Takaful	Sempurnakan hidup Anda	Malay
6.	Maybank Islamic	20 / 10 / 11 The Sun	Ikhwan gives me a golden shopping experience	From 12 th August till 31 st October 2011, enjoy shopping with your Maybank Islamic Ikhwan Card.			Malay
7.	Maybank	25 / 10 / 11 The NST		Warm wishes from the hearts of all 42,000 Maybankers, here and abroad. Deepavali Vazhthukal.			Tamil

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8.	RHB	16 / 9 / 11 The NST		Through diversity we embrace the values of respect, mutual understanding and tolerance. Together, we will progress as One Nation, 1 Malaysia. Selamat Hari Malaysia.			Malay
9.	RHB / Tesco	27 / 08 / 11 The Star	Duit Raya to help you save more Celebrate Raya with more savings!				Malay
10.	Etiqua Takaful	15 / 10 / 11 The Star		Most outstanding Takaful Company	Ahli Kumpulan Maybank		Malay
11.	PHB / Maybank	15 / 10 / 11 The Star		Amanah Hartanah Bumiputra (AHB) is an initiative to encourage Bumiputra participation in property investment that is syariah – compliant.	Amanah Hartanah Bumiputra		Malay

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12.	Agrobank	26 / 9 / 11 The Star		Zakat collection agent			Malay
13.	Sports Toto	25 / 10 / 11 The Sun	(Tamil Script) Inba Deepavali Deepavali Vazhthukal Happy Deepavali	May the divine light of Diwali spread into your life peace, prosperity, happiness, and good health. Happy Diwali. (Tamil script) makizhchiyaana Deepavali naalil theyvika oli paravatum vallamum, makizhchiyum, noyatra vaazhvum perukatum. (Gloss: In this joyful Deepavali day, may the divine light spread; strength, happiness, and an illness-free life be yours.)			Tamil
14.	Ambank	25 / 10 / 11 The NST	Happy Deepavali				Tamil
15.	RHB	25 / 10 / 11 The Star	We wish all Malaysians a Happy Deepavali.	“He who bears light in his heart shall see no darkness in his life.” -Thirukkural (verse 243)			Tamil

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16.	AffinBank	25 / 10 / 11 The Star	Affin bank wishes you Happy Deepavali Malaysia!				Tamil
17.	MCIS Zurich Insurance	25 / 10 / 11 The Star	A Happy Deepavali to you and your loved ones.	May you have a Deepavali that is filled with love, peace and happiness			Tamil
18.	HSBC	19 / 10 / 11 The Star	Not an HSBC / HSBC Amanah cardholder yet?	Be rewarded with RM 50 Flight Voucher fro every 2 swipes made with your HSBC / HSBC Amanah Credit Card-i			Malay
19.	Bank Rakyat	16 / 11 / 11 The NST	Qiradh	General investment account – I			Malay
20.	Agro Bank	5 / 11 / 11 The NST	Kempen Berbaloi				Malay

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21.	Public Bank	1 / 11/ 11 The Star		(List) Fund Transfer, Bill Payment, Loan / Financing Payment, Zakat Payment / Tabung Haji Payment			Malay
22.	Ambank	14 / 1/ 12 The Star	Usher in the year of the dragon with a free Salmon Yee Sang				Cantonese
23.	Agro Bank	23 / 1 / 12 The Star	Gong Xi fa Cai From the Board of Directors, Management & Staff				Mandarin

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
24.	HSBC	7 / 1 / 12 The Star		<p>Wherever you shop, weekday or weekend, HSBC gives you 10% cash back. Gong Xi Fa Cai.</p> <p>The Chinese often hand the word 'Fu' (meaning 'prosperity') upside down. This is to welcome prosperity into the household for the year. Which is exactly what you'll get with HSBC Credit Card's 10% back.</p>			Mandarin
25.	RHB	7 / 11 / 11 The Sun		<p>Now you can enjoy faster, higher returns in the shortest time.</p> <p>Introducing commodity Murabahah Deposit – I, a Shariah- compliant deposit account recommended for smart investors. To enjoy the propotional rates for the Commodity Murabahah Deposit –I , just place the stipulated minimum deposit into your Wadiah savings account.</p>			Malay

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
26.	Standard Chartered	10 / 1/ 12 The NST	8 family members, 16 chopsticks to 'lo hei' 1 free serving of yee sang	Enjoy free Yee Sang with every purchase of 'Pun Choi' (Treasure Pot) with RM 688++ at participating Oversea Restaurants.			Cantonese
27.	RHB	22 / 1/ 12 The NST	RHB Wishes you a Happy Chinese New Year. Gong Xi Fa Cai.				Mandarin
28.	BSN	19 / 1/ 12 The NST		Some say Luck, Some say Fortune, Some say Rezeki However it's said, it still means prosperity.		Jom Generasiku	Malay
29.	Kuwait Finance House	19 / 1/ 12 The NST		Although we should be thankful for what we already have, it should never stop us from striving for more. Gong Xi Fa Cai from all of us at KFH Malaysia.			Mandarin

No	Advertiser	Date / Newspaper	Headline	Body Text	Signature Line	Slogan	Code Switched Language
26.	AIA	23 / 1/ 12 The Star	Gong Xi Fa Cai				Mandarin
27.	Great Eastern	20 / 1 / 12 The Star		May you and your loved ones have a happy and plentiful New Year. Gong Xi Fa Cai from Great Eastern and OAC.			Mandarin
28.	Affin Bank	23 / 1/ 12 The Star	Gong Xi Fa Cai				Mandarin
29.	Maybank	23 / 1/ 12 The NST		Gong Xi Fa Cai from all 45, 000 Maybankers, here and abroad.			Mandarin