

9/14/80
Brand
1. Product Name and description

2. Product Type: Choose the category which best or most closely describes the product(s) being advertised.

- 00 = cannot code, write in
- 01 = cars and trucks
- 02 = car products (tires, polishes, etc.)
- 03 = petroleum products (gasoline, additives, oil)
- 04 = restaurants and fast food chains
- 05 = staple foods (butter, flour, meats, vegetables, bread, etc.)
- 06 = cereals (non-sweet)
- 07 = cereals (pre-sweetened)
- 08 = diet foods (excluding staples)
- 09 = junk/snack foods (gum, candy, pizza, cakes, etc.)
- 10 = non-alcoholic drinks (milk, juices)
- 11 = soda (diet and regular)
- 12 = beer, wine, and alcohol
- 13 = other foods; food additives, enhancers
- 14 = supermarkets
- 15 = health products (aspirin, cold remedies, vitamins, etc.)
- 16 = sleeping - waking - calming drugs
- 17 = personal hygiene (soap, shampoo, deodorant, toothpaste, conditioners)
- 18 = dentures and denture adhesives
- 19 = feminine hygiene products
- 20 = male cosmetics (after-shave, razors, shaving cream)
- 21 = female cosmetics (nail polish, make-up, perfume, razors)
- 22 = home cleansing (detergents, paper towels, disinfectants, room deodorants)
- 23 = home products (non cleaning; furniture)
- 24 = home building products (paint, tools, panelling)
- 25 = small appliances
- 26 = major appliances (ovens, stoves, refrigerators)
- 27 = men's clothing (non-sport)
- 28 = women's clothing (non-sport)
- 29 = children's clothing (non-sport)
- 30 = sports products (including clothing; equipment)
- 31 = toys - male oriented
- 32 = toys - female oriented
- 33 = toys
- 34 = pet products
- 35 = photography (cameras, film)
- 36 = insurance and banks, credit
- 37 = real estate and tax assistance
- 38 = transportation and tourism (including rental cars)
- 39 = catalogue stores
- 40 = other media (movies, records, magazines, books)
- 41 = corporations (public relations commercials focusing upon the company rather than product)
- 41a = telephone
- 42 = public service announcements - energy
- 43 = public service announcements - health
- 44 = public service announcements - other
- 99 = other product or service; write in

4. Social Types appearing in commercial
Check all those appearing

Child
Adolescent
young adult
settled adult
older person
men
women
boys
girls
whites
blacks
other races
hispanics
"authorities"
"experts"
famous people
beautiful people
average people
families (nuclear)
married couples
unmarried couples
mother-child (minor)
father-child (minor)
parent-child (non-minor)
grandparent-child (minor)
extended family
siblings

5. Music

00 = no music
1 = part music
2 = entire commercial musical

6. Singing

0 = no singing
1 = some singing
2 = totally singing

7. Format

0 = cannot code
1 = live
2 = animated (cartoon)
3 = both

8. Announcer

0 = no announcer
1 = announcer - seen and heard
2 = announcer - voice-over format, only

9. Sex of announcer

0 = no announcer
1 = male
2 = female
3 = both

10. Nutrition

- 0 = not relevant
- 1 = not mentioned
- 2 = mentioned, not stressed
- 3 = mentioned, stressed

11. Violence

- 0 = no violence
- 1 = minor to commercial
- 2 = major or significant focus of commercial

12. Narrative structure

- 0 = cannot code
- 1 = story, vignette
- 2 = selling only
- 3 = both

13. Appeals or Rewards in commercial; check all that apply

- simplify life
- be young
- be beautiful/handsome
- be wise
- be good to yourself / feel good
- have fun
- family (togetherness)
- romance
- cleanliness
- sexiness/macho
- safety
- health
- save money
- enhance status
- improve yourself
- improve performance

RECORDING INSTRUMENT -- Commercials

Recording Unit: The character

1. Character Status

- 1 = major
- 2 = minor (speaking)
- 3 = walkon

1a. Role of Character in Commercial

- 0 = cannot code
- 1 = announcer
- 2 = expert
- 3 = ~~active~~ participant

2. Humanity

- 0 = cannot code
- 1 = human
- 2 = humanized (speaking) animal, machine, thing or creature
- 3 = non-humanized animal, machine, thing or creature

3. Sex

- 0 = cannot code, explain
- 1 = male
- 2 = female
- 3 = other, no sex

4. Chronological Age

Record chronological age as known or estimated (from 01 to 99).
If the age is indeterminate or mixed, code "00" and write in.

5. Social Age

- 0 = cannot code
- 1 = child, pre-adolescent
- 2 = adolescent
- 3 = young adult (few or no family responsibilities; can be from late teens to middle thirties)
- 4 = settled adult
- 5 = elderly

6. Race

- 0 = cannot code, explain
- 1 = white
- 2 = black
- 3 = other race, write in

7. Ethnic origin

- 0 = cannot code
- 1 = hispanic
- 2 = other, write in

8. Socio-economic status

- 0 = cannot code
- 1 = clearly upper
- 2 = middle
- 3 = clearly lower

8a. Advising and Ordering

- 0 = cannot code
- 1 = character gives advice
- 2 = character takes advice
- 3 = character does both

9. Marital Status

- 0 = cannot code, explain
- 1 = apparently not married; no impending marriage; no reference to having been married
- 2 = impending marriage
- 3 = presently married (appears to be)
- 4 = separated
- 5 = formerly but no longer married (widowed, divorced)
- 6 = mixed, explain

10. Character's family. Does the character currently have a family? if so, code the highest degree of involvement.

Note:

"Family" can refer to one or more family members

- 0 = cannot code, explain
- 1 = no reference made to character's currently having a family
- 2 = specific information that character currently has no family
- 3 = character has a family but does not interact with them
- 4 = character has a family and interaction is referred to but not seen
- 5 = character has a family and is seen interacting with them.

11. Children

- 0 = cannot code
- 1 = character does not have children
- 2 = character has children (is parent or grandparent) does not interact
- 3 = character is parent or grandparent and interacts with children
- 4 = character just interacts with children (not sure if parent/grandparent)
- 5 = character interacts with grown children
- 6 = mixed

12. Romantic Involvement

- 0 = cannot code
- 1 = character is not involved romantically
- 2 = character is involved romantically

13. Character's Health

- 0 = cannot code
- 1 = character appears healthy
- 2 = character has respiratory ailments (cold, cough, flu)
- 3 = character has digestive/intestinal problems
- 4 = character has aches and pains (head, back, etc.; not stomach)
- 5 = character has anemia
- 6 = character has burns or scrapes
- 7 = other

14. Outcome of illness/ailment

- 0 = cannot code
- 1 = character is not ill
- 2 = character "gets better"
- 3 = character "feels better" but is not healed
- 4 = character shows no improvement

15. Restricted Mobility - Is the character's general physical mobility restricted in any way?

- 0 = cannot code, explain
- 1 = character's mobility is unrestricted
- 2 = character's mobility is slightly restricted but can walk unaided (limps, shuffles, etc.)
- 3 = character's mobility is somewhat restricted and character usually walks with "one-handed aid (one cane, one crutch)"
- 4 = character's mobility is moderately restricted and character walks with "two-handed" aid (two canes, two crutches, walker)
- 5 = character's mobility is severely restricted and character is necessarily confined to a wheelchair
- 6 = character's mobility is severely restricted because character is bedridden (permanent or longterm)
- 7 = other, mixed, explain

16. Role of Character

- 0 = cannot code, explain
- 1 = mostly light or comic
- 2 = mixed, neither light nor serious, unclear
- 3 = mostly serious

17. Success

- 0 = cannot code
- 1 = clearly successful
- 2 = mixed, unclear
- 3 = clearly unsuccessful

18. Fully describe the character's occupation

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PORTRAYAL OF CHARACTER

Code the beginning and ending state of the character on the following scale:

- 0 = cannot code
- 1 = never
- 2 = rarely
- 3 = sometimes
- 4 = usually
- 5 = always

- 19. Character is portrayed as USEFUL TO OTHERS
- 20. Character is portrayed as LONELY OR MISSING SOMEONE
- 21/ CHARACTER is portrayed as ECCENTRIC
- 22. Character is portrayed in a FOOLISH MANNER, Buffoonish, made fun of.
- 23. Character is portrayed as BEAUTIFUL
- 24. Character is portrayed as SEXY
- 25. Character is portrayed as DUMB

PERSONALITY TRAITS (final instrument will have full set of instructions)

Code the beginning and ending state of the character

- 26. repulsive-attractive
- 27. feminine-masculine
- 28. weak - strong
- 29. stupid - smart
- 30. bungling - efficient
- 31. unpleasant - pleasant