APPENDIXES
Appendix 1

The list of advertisements under analysis is in the following order:

1. Time-piece : Rolex
2. Hotel : Holiday Inn
3. Magazine Subscription : Time Customers
4. Telecommunication : BT
5. Beverage : Heineken
6. Automobile : Daihatsu
7. Computer : IBM
8. Handphone : Philips
9. Monetary : IMF (AT & T)
10. Transportation : China Airlines
Appendix 2

Rolex Advertisement

Around the world in 216 hours,
5 minutes and 44 seconds non-stop.

Dawn in the Mojave desert, California. Out of a clear blue sky a frail, insect-like aircraft touched down at Edwards Airforce Base.

This is the moment that marked the end of one of the most extraordinary feats of aviation history.

Dick Rutan and his co-pilot Jeana Yeager had just become the very first people to fly around the world without stopping or refuelling.

The weight of each item on board the Voyager had to be carefully measured. Nothing but vitally essential equipment could be tolerated.

Which is how Dick Rutan and Jeana Yeager's Rolex Chronometers came to record the fact that Voyager's historic journey lasted 216 hours, 3 minutes and 44 seconds.
Appendix 3

Holiday Inn Advertisement

Everyone, from time to time, needs a little extra care and attention. A place where they can feel at home, let their guard down, and just be themselves. Welcome to Holiday Inn.

be yourself

Holiday Inn
Appendix 4

Time Customers Advertisement

At your SERVICE

UNDERSTANDING COMES WITH TIME. So does assistance with any subscription needs, changes of address, or questions about billing or delivery. We can also arrange gift subscriptions to just about anyone, anywhere, and help you develop special marketing programs by sending TIME to customers and colleagues.

us:

Time Inc. Asia
Customer Services Department
34/F Citigroup Centre
18 Whitfield Road
Hong Kong

and we'll do our best to HELP

When you contact us always include your account number and a phone number where we can reach you. Please!
Appendix 5

BT Advertisement

A seamless network with a difference. It has no seams.

Let’s talk. Surviving today’s global marketplace means having a truly global communications network.

And there are a lot of people out there offering it to you.

Or, rather, there are a lot of people claiming to offer it to you.

What they might provide is a single contact, but they don’t own and manage their whole network, so it’s harder for them to deliver consistent levels of performance. BT on the other hand, has real control over its entire network.

That’s because we are responsible for building and maintaining much of it, through joint ventures and alliances.

To date, there are 69 such partnerships, and the biggest is just around the corner.

The proposed merger of BT and MCI to form Concert plc will be one of the largest corporate mergers in history.

And that will mean seamless solutions on a truly global scale.

CALL US ON 24 HOURS OR VISIT OUR WEBSITE AT

CALL 19040 OR VISIT OUR WEBSITE AT

BY ACCESS PHASED TECHNOLOGIES OF SINGAPORE, BURMA, INDIA, AUSTRALIA, JAPAN, TAIWAN, THAILAND, MALAYSIA, INDONESIA, TURKEY, CHINA, SOUTH AFRICA, UAE, SAUDI ARABIA AND IRELAND.
Appendix 6

Heineken Advertisement

The Opera Bar
New Zealand

You shouldn’t have a problem finding this bar.
Just follow your nose. The impressive structure
of bars will lead to the publikus.
But our beauty first encounter the smalr funds.
Apparently, you cannot sing in a
dry chorus. Unfortunately, for the new opera bell,
this warm-up count will also still during.
But sorry.
When you take the wheel of a new Daihatsu, you'll be doing more than just moving, you'll be moving in a new direction. Because at Daihatsu, we're thinking beyond the automobile.

Making compact cars designed especially for the conditions of each community is just the beginning. Daihatsu's goal is to create cars that enhance the lifestyles of people around the world. Affordable, earth-friendly automobiles that protect the environment and its limited resources. And we've got the technology to make it happen. With a long history of precision engineering, today's Daihatsu automobile is the culmination of nearly 90 years of dedication to perfecting the compact car. Advanced technology for the way you live today. That's Daihatsu. More than just a car, a turn for the better.
Appendix 8

IBM Advertisement

You've just received the information you've been waiting for. But it was delivered too late. You needed it days ago.

How do you get your information when you need it? It's easy when you put the Internet to work for you. It saves time by giving everyone access to information from any computer, from any location.

Lotus Domino can have your company communicating over the Net. So your people can share ideas. Have open debates. Approve requests. Even share information for others to access.

With its ability to scale upwards, Domino can grow as it helps you to grow.

Let your IBM or Lotus reseller show you how the power of Domino can work for you, within your budget.

It lets others use their information. IBM's resellers can design, implement and integrate a solution for your company with a mix of advanced technology, professional services and business know-how.

the

"why do I get my information a week after everybody else?"

solution
Appendix 10

IMF (AT & T) Advertisement

I HOOKED A BIG CLIENT HERE YESTERDAY.
Vinu Trigil, President, India, Network Program

AT&T International Toll Free is just the bait my company needs to attract overseas business.

http://www.atb.com
Appendix 11

China Airlines Advertisement

"I really appreciated China Airlines' extra effort in sorting it all out for me"

At China Airlines, we look after every detail.
For you... We blossom every day.

China Airlines
http://www.china-airlines.com