

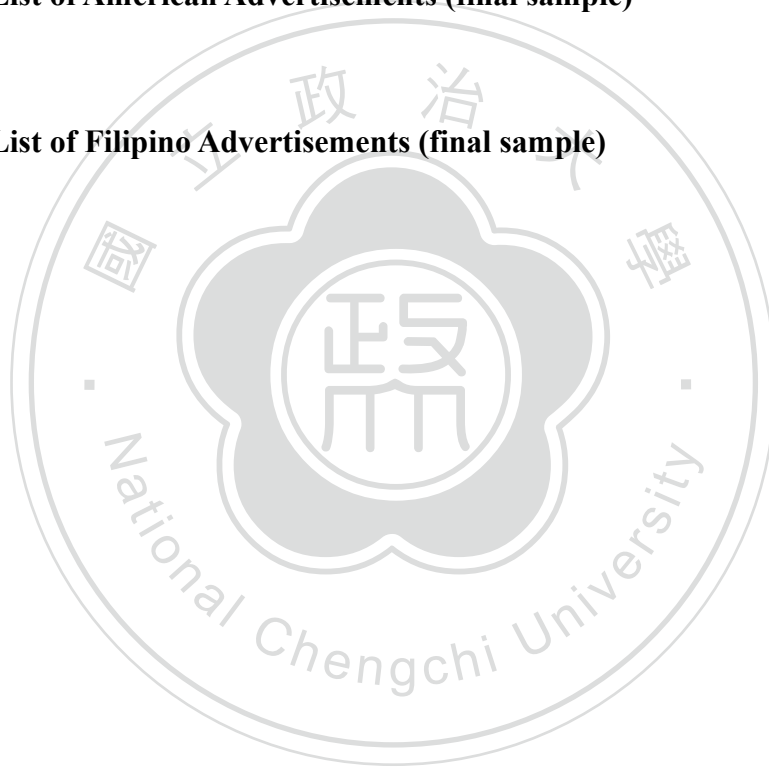
Appendices

Appendix A: Revised Content Analysis Form

Appendix B: Revised Code Book

Appendix C: List of American Advertisements (final sample)

Appendix D: List of Filipino Advertisements (final sample)



Appendix A: Revised Content Analysis Form

Coder Number: _____
Date of Coding: _____

Commercial ID No. _____ Title: _____

Brand: _____ Product Type: _____

Country: _____ Year: _____

In a few sentences, state what is the marketing message of the advertisement (aside from making a sale). Consider the product, its characteristics, the audience it tries to address to and your perceived objectives of the ad.

I. Humor Techniques (Audio): Tick the box if the humor technique is present in the ad’s audio (sound effects, commercial jingles, etc.) and/or verbal (dialogue, voice-over) elements. Refer to the code book to review the definition of each humor technique.

- *Humor Techniques that are categorized under “Action” that may not appear in the audio and verbal elements of the ad.*

Humor Techniques	Audio	Verbal
7) Absurdity		
8) Anthropomorphism		
9) Bombast		
10) Chase		
11) Clownish Behavior		
12) Clumsiness		
13) Coincidence		
14) Conceptual Surprise		
15) Disappointment		
16) Eccentricity		
17) Embarrassment		
18) Exaggeration		
19) Grotesque Appearance		
20) Ignorance		
21) Imitation		
22) Impersonation		
23) Infantilism		

24) Irony		
Humor Techniques	Audio	Verbal
25) Irreverent Behavior		
26) Malicious Pleasure		
27) Misunderstanding		
28) Outwitting		
29) Parody		
30) Peculiar Face		
31) Peculiar Music		
32) Peculiar Sound		
33) Peculiar Voice		
34) Pun		
35) Repartee		
36) Repetition		
37) Ridicule		
38) Rigidity		
39) Sarcasm		
40) Satire		
41) Scale		
42) Sexual Allusion		
43) Slapstick		
44) Speed		
45) Stereotype		
46) Transformation		
47) Visual Surprise		

Discuss each identified humor technique by stating and/or describing the content of the audio and/or verbal elements.

II. **Humor Techniques (Visual):** Tick the box if the humor technique is present in the ad's images, characters' facial expressions and texts. Refer to the code book to review the definition of each humor technique.

78) *Humor Techniques that are categorized under "Language" that may not appear in the Visual elements of the advertisement.*

Humor Techniques	Images	Facial Expressions	Texts
47) Absurdity			
48) Anthropomorphism			
49) Bombast			
50) Chase			
51) Clownish Behavior			
52) Clumsiness			
53) Coincidence			
54) Conceptual Surprise			
55) Disappointment			
54) Eccentricity			
55) Embarrassment			
56) Exaggeration			
57) Grotesque Appearance			
58) Ignorance			
59) Imitation			
60) Impersonation			
61) Infantilism			
62) Irony			
63) Irreverent Behavior			
64) Malicious Pleasure			
65) Misunderstanding			
66) Outwitting			
67) Parody			
68) Peculiar Face			
69) Peculiar Music			
70) Peculiar Sound			
71) Peculiar Voice			
72) Pun			
73) Repartee			
74) Repetition			
75) Ridicule			
76) Rigidity			
77) Sarcasm			
78) Satire			
79) Scale			

Humor Techniques	Images	Facial Expressions	Texts
80) Sexual Allusion			
81) Slapstick			
82) Speed			
83) Stereotype			
84) Transformation			
85) Visual Surprise			

Discuss the identified humor techniques by describing the visual images, facial expressions and/or written texts and the scenarios wherein the humorous content is present.



Appendix B: Revised Code Book

Code Book

This contains the important instructions and the definitions of the specified categories in the content analysis form.

Coder Number – each coder shall be assigned a number for easy identification

Date of Coding - the month and day the coding transpired

Basic Information

- 1) **Commercial Identification Number** – the assigned number of each advertisement
- 2) **Title** – the title of the television advertisement
- 3) **Brand** – name of product, service or company
- 4) **Product Type** – nature of the product (e.g. cosmetics, shampoo, hamburger), service (e.g. telecommunications) or company (e.g. internet service provider, insurance company)
- 5) **Country** – the country from where the advertisement originated (e.g. the United States, the Philippines)
- 6) **Year** – the year the ad was aired

Content Analysis

Marketing Message – note the “Big Idea” in the advertisement, what it is trying to say, the role of the product and its characteristics/functions and the proposed idea or change in lifestyle, in relation to the storyline of the commercial. What is the one thought that it tries to leave the audience with?

Example: The PC-Mac campaign shows the advantages and disadvantages of both computer systems, but Mac is projected to be the cooler, stylish choice without sacrificing the basic features of a regular PC. It has the ordinary programs of word processing, photo editing and internet, but with numerous edgy, extra things such as video editing and a reliable, virus-free system.

Humor Techniques (Audio and Visual)

Instructions: Tick the box if the humor technique is present in the ad’s audio (sound effects, commercial jingles, etc.), verbal (dialogue, voice-over) elements, visual images, facial expressions and/or written texts.

Note: Coding should be based on the perceived intention to be funny. Even if a humor technique is present in the advertisement, if it does not aim nor contribute to the humor content, DO NOT CODE IT.

- **Audio element** refers to special sound effects, commercial jingles and/or canned laughter.

- **Verbal element** refers to spoken dialogue based on a script, a voice-over or a narration
- **Visual images** pertains to observable details in the advertisements such as actions, settings and/or symbols
- **Facial expressions** refer to the characters' facial reactions.
- **Texts** refer to written words, phrases and/or sentences in the ad, including taglines and slogans of the brand

7) **Absurdity** – a situation that goes against logical, understandable rules; thus, it appears to be nonsensical to the viewer

An act is absurd when no one dares to do it in normal settings.

(e.g. a guy scolds at and slaps himself before his girlfriend does after making her wait for their date)

8) **Anthropomorphism** – objects or animals that personifies human features
(e.g. talking squirrels, horses playing football, walking tables)

9) **Bombast** – Talking in a high-flown, grandiloquent or rhetorical manner
A manner of saying something clueless and difficult to understand.
(e.g. a character in a political rally delivering a speech)

10) **Chase** – a pursuit or chase of someone or something
This only includes a physical form of chase. Chase as a metaphor such as dating, courtship or anything in a romantic context is not included.
(e.g. a car chase, an adventurous treasure hunt)

11) **Clownish Behavior** – Making vigorous arm and leg movements or demonstrating exaggerated irregular physical behavior
(e.g. a dance sequence with exaggerated movements)

12) **Clumsiness** – Lacking dexterity or grace
(e.g. tripping on a banana peel; spilling juice that creates a domino effect of mishaps)

13) **Coincidence** – A coincidental and unexpected occurrence *that refers to something out of the ordinary*
(e.g. actress Yasmeen Bleeth picks up her car from the impound, which is manned by two of her biggest fans)

14) **Conceptual Surprise** – Misleading the audience by means of a sudden change of concept
(e.g. a car swerve that saved an animal's life when the viewer thought that it would hit it and cause the animal's death)

15) **Disappointment** – A situation that leads to (minor) disappointment
(e.g. a daughter ignores her father at the mere sight of her favorite soda)

16) **Eccentricity** – Someone or something that deviates from the norms *through behavior and/or appearance*

(e.g. an overdressed person enters the room, an outcast who is a butt of jokes)

17) **Embarrassment** – An awkward situation in which someone gets a sense of discomfort, uneasiness and/or shame

A noticeable expression of embarrassment (e.g. blushing, grimace, excessive sweating) or an evident cause of embarrassment (e.g. stares of disgust) should be present.

(e.g. an unexpected attack of diarrhea; the boyfriend forgets his wallet in the middle of the date)

18) **Exaggeration** – Making an exaggeration or overstatement; reacting in an exaggerated way; exaggerating the qualities of person or product

(e.g. saying “What’s up?” aloud when answering the phone and prolonging it more than the normal way of greeting).

19) **Grotesque Appearance** – Someone who has a bizarre or monstrous appearance with striking features

(e.g. a girl with messy hair resembling a witch for a shampoo commercial)

20) **Ignorance** – Someone acts or behaves in a foolish, naïve, gullible or childish manner
A character has to be ignorant of either the normal standards or the outcome of his foolish behavior)

(e.g. a guy raps and dances in front of the mirror in a public restroom)

21) **Imitation** – Mimicking or copying someone’s appearance or movements while keeping one’s own identity at the same time

(e.g. supermodel Naomi Campbell dances like Michael Jackson in “Thriller”)

22) **Impersonation** – Taking on the identity of another person, intentionally or unintentionally

(e.g. comedian Frank Caliendo impersonates US President George Bush)

23) **Infantilism** – Playing with the sound of words

(e.g. the prominent vibrating sound of the letter R is used to give effect to a banknote counting machine)

24) **Irony** – Saying one thing and meaning something else or exactly the opposite of what you’re saying

(e.g. saying that the company takes business seriously while showing a wild party inside the workplace)

25) **Irreverent Behavior** – Lacking proper respect for authority or the prevailing standards

(e.g. calling names to someone’s boss)

- 26) **Malicious Pleasure** – Taking pleasure in other’s people’s misfortune; victim humor
(e.g. someone suffers from inefficiency of his coworkers)
- 27) **Misunderstanding** – Misinterpreting a situation
(e.g. a chef cooks a woman’s dog in a restaurant when she gave the dog to him and asked him to take care of the dog)
- 28) **Outwitting** – Outsmarting someone or the establishment by retort, response or comeback
(e.g. a lady calls for help from 4 car movers to manually lift her car out after an inconsiderate man parks his car very closely to hers, leaving her no space to leave)
- 29) **Parody** – Imitating a style or a genre of literature or other media
(e.g. a reference to the Sleeping Beauty fairytale in a cookie commercial)
- 30) **Peculiar face** – Making a funny face or grimace
(e.g. an employee frowns when his boss grills him for inefficiency; a worn-out lady under stress)
- 31) **Peculiar music** – Funny, unusual music; *includes singing*
(e.g. a commercial jingle with outstandingly hilarious lyrics)
- 32) **Peculiar sound** – Funny sound, unexpected sound
(e.g. cartoon music, sound effects that imply humorous meanings)
- 33) **Peculiar voice** – Funny, unusual voice *used in speaking*
(e.g. a squeaky voice)
- 34) **Pun** – Playing with the meaning of words
(e.g. a referee’s “training” to develop high tolerance and patience for the coaches’ complaints is his nagging wife)
- 35) **Repartee** – Verbal banter, usually in a witty dialogue
(e.g. through his incomplete sentences, a crime witness describes the suspect to the police and answers their questions)
- 36) **Repetition** – Repetition or replay of the same situation
(e.g. the Geico Caveman series featuring the same caveman in different plots, yet same main message and theme)
- 37) **Ridicule** – Making a fool of someone, verbally or nonverbally
There should be a deliberate attempt to ridicule someone.
(e.g. a comparison between blondes and brunettes)
- 38) **Rigidity** – Someone who thinks along straight lines, who is conservative and inflexible

(e.g. a librarian turns wild to the surprise of the students)

39) **Sarcasm** – Biting remark made with a hostile tone; sarcasm is always a verbal put-down

(e.g. a mother-in-law smirks at her son-in-law who is painting a fence, he assures him that this is the best paint ever because it will stay longer than her)

40) **Satire** – Making a fool or poking fun at well-known things, situations or public figures

41) **Scale** – Very large or small sizes of objects that surpass people’s logical expectations (e.g. a projection of Shaq’s gigantic size in comparison with a kid’s height in a Pepsi commercial)

42) **Sexual Allusion** – Making a reference or insinuation to sexual or naughty matters (e.g. a man hits on his best friend’s girlfriend in a bar when he left for a bathroom break)

43) **Slapstick** – Physical pie-in-the-face humor often involving degradation of someone’s status (e.g. the floor cracks while a man is taking a shower, he falls into a room full of ladies doing aerobics)

44) **Speed** – Talking or moving in a very fast or slow motion (e.g. an actual commercial of fast talker John Moschitta for FedEx in the 80s)

45) **Stereotype** – Stereotyped or generalized way of depicting members of a certain nation, gender or other group (e.g. a group of men from different races with different accents trying to impress a girl)

46) **Transformation** – Someone or something take on another form or undergoes a gradual metamorphosis; before/after situation
The reason of transformation must be present in the advertisement.
(e.g. an ugly girl becomes a fairy after spraying some perfume)

47) **Visual Surprise** – A sudden unexpected visual/physical change
One character undergoes the change.
(e.g. a transsexual male shocks a man he picked up from a bar after talking in a deep voice)

Textual Analysis

At the end of each section, the coder is provided with a space to discuss the humor techniques he/she has identified present in the commercial. He/she is asked to describe the elements and their contents.

Appendix C: List of American Advertisements

The US

SuperBowl Commercials

- 1) Bud Light 2007 – Rock, Paper, Scissors
- 2) T-Mobile 2007 – Dwayne Wade and Charles Barkley
- 3) Fed-Ex 2007 – Not What It Seems
- 4) Fed-Ex 2006 – “Package Didn’t Make It” (Cavemen)
- 5) Budweiser 2004 – Clydesdale Donkey
- 6) H&R Block 2003 – Willie Nelson Advice Doll
- 7) GoDaddy.com 2007 – Marketing Department
- 8) Bud Light 2007 – Axe and Chainsaw
- 9) Budweiser 2003 – Zebra as the Referee
- 10) Budweiser 2001 – “What are you doing?”
- 11) CareerBuilder.com 2005 – Monkeys
- 12) CareerBuilder.com 2005 – Jackasses
- 13) Bud Light 2004 – Talking Monkey and Girlfriend
- 14) Fed-Ex 2001 – Couch Potatoes
- 15) Bud Light 2007 – Wedding (Auction)
- 16) Bud Light 2002 – Satin Sheets
- 17) Bud Light 2005 – Skydiving
- 18) Doritos 2007 – Car Accident
- 19) Doritos 2007 – Cashier
- 20) Nationwide 2007 – K-Fed
- 21) Budweiser 2006 – “Superfan” (Sheep)
- 22) Budweiser 2004 – Ref Tune Out
- 23) Bud Light 2007 – Opera
- 24) Bud Light 2007 – Carlos Mencia

Non-SuperBowl Commercials

- 25) Amp’D Mobile 2007 – Busted
- 26) Southwest Airlines 2008 – Deb
- 27) Altavista Ballet 2007 – Two Dudes Sparring Accuser 2007 – Xerox Machine
- 28) Kmart 2007 – Dad’s Old Shorts
- 29) Fox Sports Net 2007 – Diving
- 30) Axe Deodorant 2007 – British Accent
- 31) Budget Rental Cars 2007 – Aromatherapy
- 32) Hollywood Video – Cowboy; Punching
- 33) Avis 2007 – Three Guy in a Car; Singing “Get That Money Made”
- 34) Quaker Oats – Kids Talk: “Need a Little Quiet Time?”
- 35) Motorola – Stripping Wife
- 36) Starbucks 2007 – Glen
- 37) Axe Shower Gel – Aerobics; Shower
- 38) Nike Golf – Tiger Woods

continuation

- 39) Nike 2007 – Kobe jumps over an Aston Martin
- 40) Clearasil – Lecture
- 41) McDonalds – How Low Can You Go?
- 42) Toyota Rav4 Ad – Murderous Couple
- 43) Domino’s 28 Minutes – Couple; “What are We Going to do with the other 28 Minutes?”
- 44) Subway – “What Does the Combo Meal Come With?”
- 45) Geico Caveman TV Debate 2007
- 46) Mercedes-Benz E-Series – Beauty is nothing with Brains
- 47) All-Bran Construction Worker
- 48) Bud Light – Swear Jar
- 49) Ford Focus – Michael Bolton
- 50) Jack in the Box – “Salad”
- 51) Trojan Condoms – Pigs/Evolve
- 52) Captain Morgan – Bar
- 53) Levi’s – Police Chasing Robber
- 54) Nike Basketball – One Against Many
- 55) Bud Light – Good Dog
- 56) Tide-to-Go Talking Stain
- 57) Axe Boom Chika Wah Wah – Grocery/Supermarket
- 58) Visa – Yao Ming (Yo! Yao!)
- 59) Berlitz – “What Are You Sinking?”
- 60) Ikea – “Start the Car!”
- 61) Fed-Ex Kinkos 2007 – The Office Meeting
- 62) Trigon 2007 – Spinach and Carrots

Appendix D: List of Filipino Advertisements

The Philippines

- 1) Bibbo Cheesedog 2004 – Dancing Kid
- 2) Bibbo hotdog 2005
- 3) Enervon Prime TVC 2007
- 4) Loperamide Diatabs 2007 – “Horseracer”
- 5) Diatabs – “Elevator”
- 6) Rogin-E – Waiting Room
- 7) Teazz 2007 – “Alien”
- 8) Eskinol 2005 – Alvin Alfonso
- 9) KFC – Kanin (*bratat*)
- 10) CDO Carne Norte Filipino TVC
- 11) Ligo Carne Norte 2004 – Jeepney Driver
- 12) Rebisco Sandwich 2006
- 13) Islander Slippers 2007
- 14) McDonald’s 2006 – “Kuya”
- 15) Biolink 2004 – “Baptism”
- 16) Sunsilk Deep Black Shine 2005
- 17) Lucky Me Pancit Canton – Two Guys
- 18) Bingo Biscuits 2004 – “Eyeball”
- 19) Pepsi Max – “Banaue Rice Terraces”/No Sugar
- 20) Touch Mobile Todo Text 2007
- 21) Fita 2004 – “Kahilingan”
- 22) Boysen 2006 – “Nagging Wife”
- 23) Mr. Clean 40% More
- 24) Coke Saktó – “Barya”
- 25) Coke – P7 Promo
- 26) Neozep – “Andres”
- 27) Diatabs – “Before Sunset”
- 28) Splash Biolink VCO 2008 – “Vogue”
- 29) Skycable – “One Night Stand”
- 30) Biolink 2008 – “Faith Healer”
- 31) Nation Paint 2008 – “Ihi”
- 32) PA Life and Corporate
- 33) Jollibee – “Novena”
- 34) Vulcaseal – “Snatcher”
- 35) Halls – “Counter”
- 36) Max’s 99-Peso Chicken – “Kidnapped”
- 37) Motilium – “The Village”
- 38) Nizoral 2007 – “Right Hand”
- 39) Fita – “Late”
- 40) Pop Cola – “Ang Pagbabalik”
- 41) Hansel Cookies – “Ang Pagbabalik”
- 42) Fudgee Bar – “Kondisyon”
- 43) McDonald’s – “Sharon and Miel”

Continuation

- 44) Pond's – "Office"
- 45) Vaseline – "Naliligo"
- 46) Milo – "Free Throw"; playing cards
- 47) Janssen Imodium – "Snatch", newspaper
- 48) Janssen Imodium – "Forest"
- 49) Nagaraya 2001 – "Dentist"
- 50) Maggi Sinigang 2004 – Sam Concepcion
- 51) Drypers 2005 – Boxers
- 52) Ginebra San Miguel – Three Guys; Bilog ang Mundo
- 53) Ginebra San Miguel – Maureen Larrazabal
- 54) Sprite – "Magpakatotoo Ka!"; drama
- 55) Bayantel Wireless Landline 2007 – "Manhole"
- 56) Master Eskinol – "Headbanger"
- 57) Red Horse Muziklaban 2006 – "Barbero"
- 58) Vaseline Shampoo 2006 – "Kuya Germs"
- 59) SMART 2006 – "Wrong Text"
- 60) SMART 2006 – "Wrong Spelling"
- 61) Stresstabs 2006 – "Commute"
- 62) Skyflakes 2005 – "Vanessa"
- 63) Skyflakes 2007 – "Ano"
- 64) Chippy 2005 – "Horrorfest"
- 65) SMART 2006 – "Wrong Spelling"
- 66) Coffeemate 2007 – "French Vanilla"
- 67) Chippy 2005 – "Rehearsal"
- 68) Magic Flakes 2005 – "Sticker"
- 69) Neozep 2007 – "Clifford" Neoserye
- 70) Lucky Me Spicy Beef Mami 2004 – Fat Girl in a Hot Red Dress