

APPENDIXES

Appendix 1

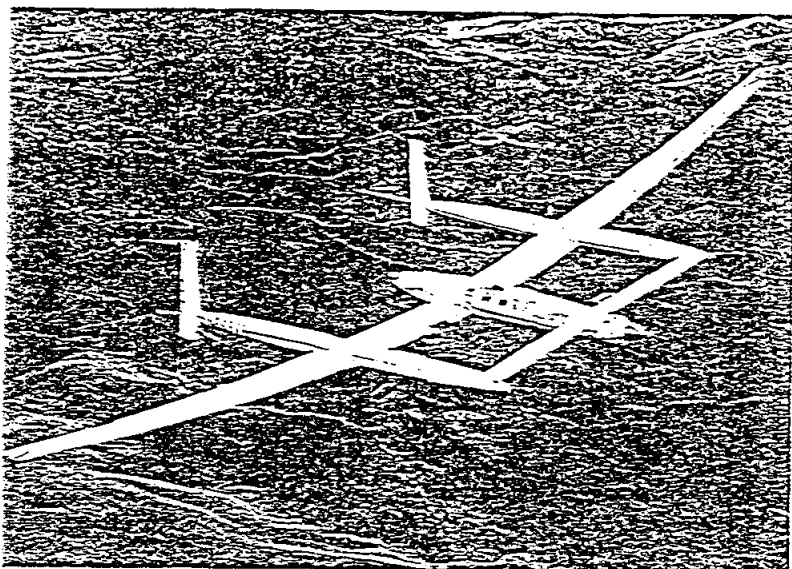
The list of advertisements under analysis is in the following order:

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, 5 minutes and 44 seconds.

ROLEX

Appendix 3

Holiday Inn Advertisement



be yourself



Everyone, from time to time, needs a little extra care and attention. A place where they can feel at home, do what comes naturally and just be themselves. Welcome to Holiday Inn.

Holiday Inn

For reservations call any Holiday Hospitality Reservations Office, Holiday Inn Hotel, or your travel agent.
Australia toll free 800 221 966; Sydney 294 2131; Hong Kong 2736 6655; Indonesia toll free 800 61 817; Japan toll free 1-20 381 189; Tokyo 3445 9511; Seoul 753 9753
Malaysia toll free 800 1021; New Zealand toll free 800 42222; Philippines toll free 800 614 067; Singapore 732 7288; Taipei 753 5712; Thailand toll free 800 11600

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.

Write us:
Time Inc. Asia
Customer Services Department
34/F Citicorp Centre
18 Whitfield Road
Hong Kong

Call us:
(852) 2512-5688

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 round 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.

BT 
Global Communications

CALL US ON 612 5269 1279 OR VISIT OUR WEBSITE AT www.btglobal.com
BT ASIA PACIFIC HAS OFFICES IN SINGAPORE, HONG KONG, AUSTRALIA, JAPAN, KOREA, THAILAND, MALAYSIA, INDONESIA, TAIWAN, CHINA, SOUTH AFRICA, UAE, SAUDI ARABIA AND INDIA.
CONCERT and the BT corporate mark are trade marks of British Telecommunications plc. MCI is a trade mark of MCI Telecommunications Corporation. Concert is the trademark merger of BT and MCI subject to the necessary approvals.

Appendix 6

Heineken Advertisement

GREAT HEINEKEN BARS OF THE WORLD

*The Opera Bar
New Zealand*

*You shouldn't have a problem finding this bar,
just follow your car. An impressive line-up
of stars will take to the spotlight,
but not before first awaiting the vocal chords.
(Apparently, you simply can't sing on a
dry throat.) Unfortunately for the true opera buff,
this warm-up ritual often lasts till closing.
We're sorry.*



The world's No. 1 international premium beer
www.heineken.nl

Appendix 7

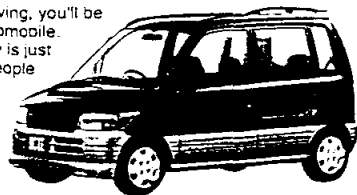
Daihatsu Advertisement



Daihatsu does it



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 9

Philips Advertisement

Your
voice
turns
me
on.

VOICE CONTROL

Let's make things better

PHILIPS

Technical specifications and barcode in the bottom left corner.

Appendix 10

IMF (AT & T) Advertisement



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



It's all within your reach.

<http://www.ap.att.com>

Appendix 11


China Airlines Advertisement



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

*A: China Airlines, we look after every detail.
For you... We blossom every day.*

Taipei, Taiwan, R.O.C.

CHINA AIRLINES 

<http://www.china-airlines.com/>