

Wongthongsri Complete Coding Form

Part1: Ad/Spot Analysis

Coder_____

Date_____

Channel_____

Country_____

DESCRIPTION_____

ADS# _____

PACING

- cuts _____

-dissolves _____

- wipes _____

MUSIC _____

VOICE OVER _____

PRODUCT TYPE _____

PRODUCT PROMINENCE _____

THE WAY OF PROMOTING

- more inform _____
- more emotion _____
- pro shown _____
- pro in use _____
- pro demo _____
- image ad _____
- slice of life _____
- physio. _____
- safety _____
- social _____
- esteem _____
- self-act. _____

PRODUCT COMPARISON _____

SLOGAN _____

ANIMATION/OTHERS _____

DVE _____

COMPUTER ANIMATION _____

TIME LENGTH _____

COLOR _____

PERSONAL PRODUCT _____

**USING ADS TO
PROMOTE** _____

DOMESTIC INTER ADS _____

HUMOR

-slapstick _____

-disparage _____

-parody ads _____

-parody media _____

-animal-human _____

-grown up _____

-child _____

-child misbehave _____

-dark humor _____

-human out of ord. _____

Part 2: Character Analysis

Coder_____

Date_____

Channel_____

Country_____

DESCRIPTION_____

ADS# _____

GENDER _____

AGE _____

RACE _____

SPOKESPERSON _____

SES _____

OCCUPATION _____

PROXIMITY _____

-hh _____

-caw _____

-cbw _____

-kltl _____

-kas _____

-kaw _____

-kbw _____

-ce _____

-ne _____

-other _____

SOCIAL ROLES

-friend

-child

-parent

-spouse

-boyfriend/girlfriend

-other relative

NUDITY

-shoulder

-back

-chest

-legs

-buttocks

SEXUAL APPEAL