

### **Format of Interview Questions**

1. Do you think it is useful to use appealing English words in the food advertising?
2. When you read chocolate advertisement in foreign magazine, are the words used in the advertisement appealing enough to make people wanted to buy the product?
3. What do you think are the best appealing words in English to be used in chocolate advertisement?
4. How are you attracted to the chocolate advertisement?
5. What factors that make a good advertisement?

## Format of Questionnaire

**A. All the taste with ½ the fat**

**B. Taste the rainbow**

**C. Stay out there longer. A great tasting energy bar with a special blend of 4 proteins and carbs plus 15 vitamins and minerals. In the health food section...**

1. a. Which from the words above that you think is the most interesting one ?

A

B

C

b. Why ?

2. From **each** advertisements' words above, which words do you think is the most interesting one ? Why ?

\* From A's advertisement, the most interesting words are

.....,

because .....

\* From B's advertisement, the most interesting words are

.....,

because .....

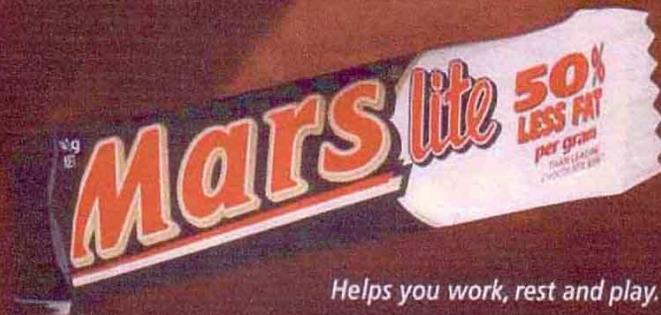
\* From C's advertisement, the most interesting words are

.....,

because .....

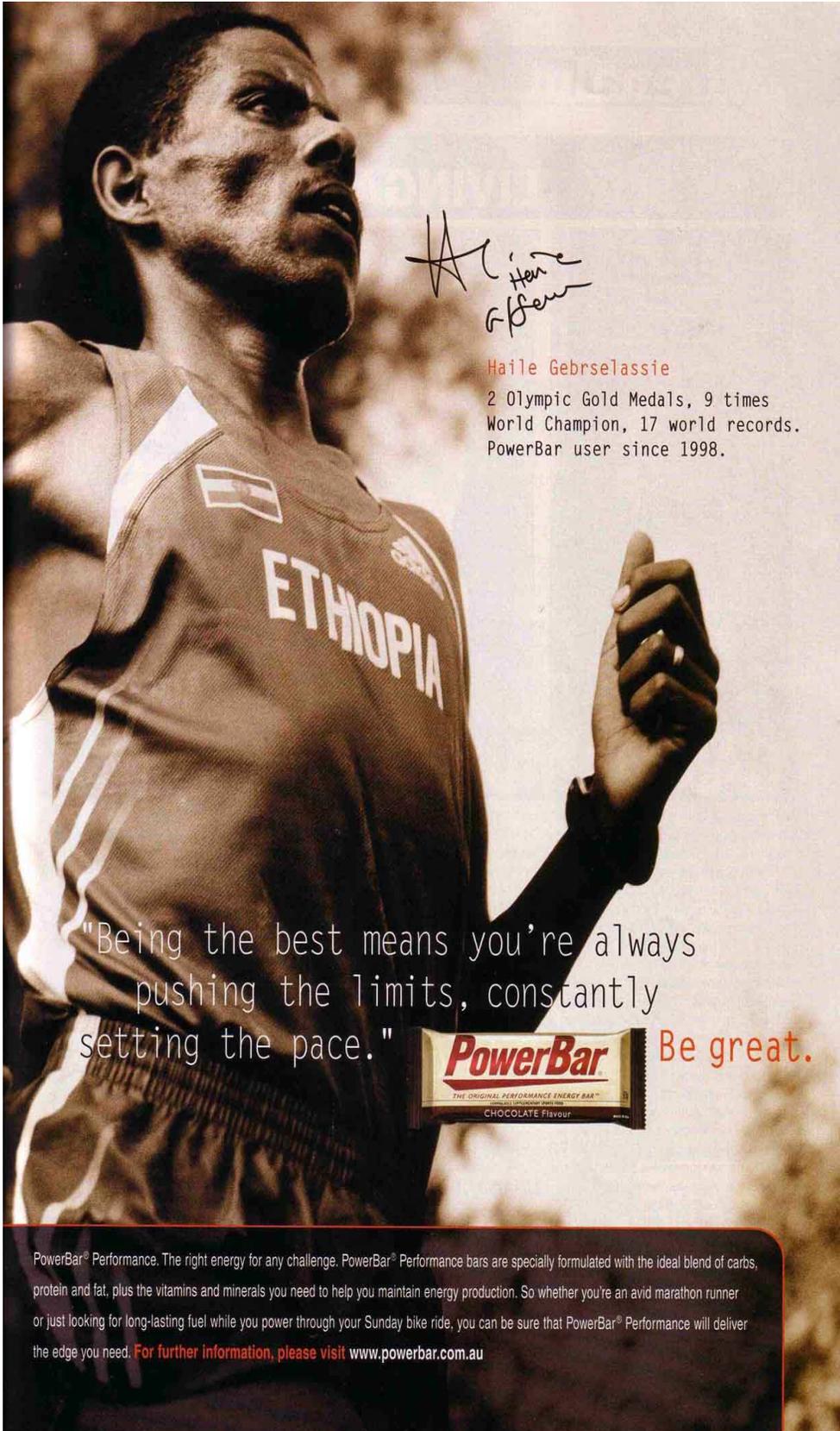


All the taste  
with  $\frac{1}{2}$  the fat\*  
of leading chocolate bars.



Helps you work, rest and play.

\* Fat per gram means the average of other leading chocolate bars. Based on Hershey's milk chocolate, 1997. Mars is a registered trademark of Mars, Incorporated. © Mars, Incorporated 2005. MS25533



*Haile Gebrselassie*

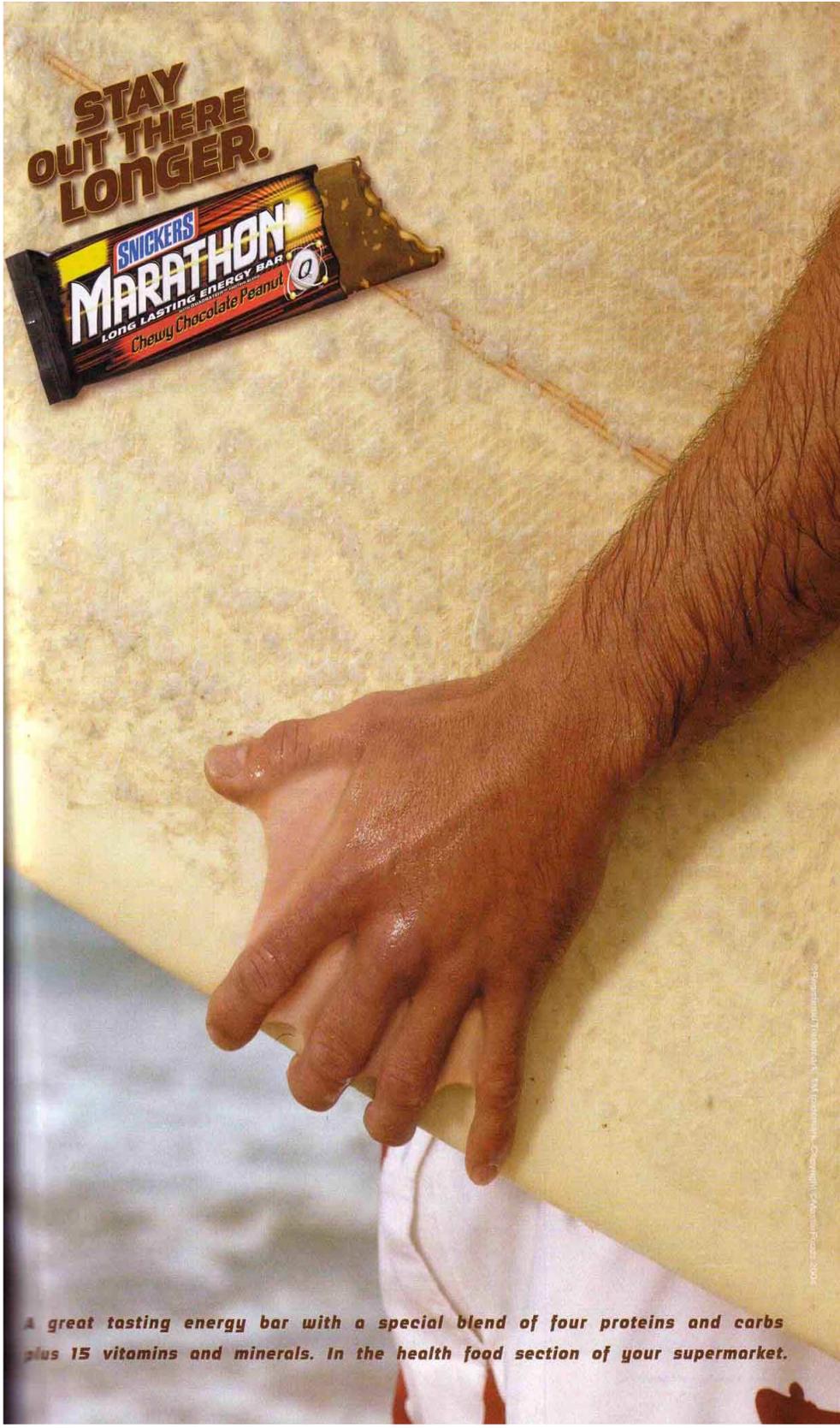
**Haile Gebrselassie**  
2 Olympic Gold Medals, 9 times  
World Champion, 17 world records.  
PowerBar user since 1998.

"Being the best means you're always  
pushing the limits, constantly  
setting the pace."



**Be great.**

PowerBar® Performance. The right energy for any challenge. PowerBar® Performance bars are specially formulated with the ideal blend of carbs, protein and fat, plus the vitamins and minerals you need to help you maintain energy production. So whether you're an avid marathon runner or just looking for long-lasting fuel while you power through your Sunday bike ride, you can be sure that PowerBar® Performance will deliver the edge you need. **For further information, please visit [www.powerbar.com.au](http://www.powerbar.com.au)**



**STAY  
OUT THERE  
LONGER.**

*A great tasting energy bar with a special blend of four proteins and carbs plus 15 vitamins and minerals. In the health food section of your supermarket.*

©2008 Mars, Incorporated. All rights reserved. www.mars.com