

## APPENDIX: Questionnaire Results

No	Tagline	What do you think is the message of advertisement before knowing the meaning of idiom?	What do you think is the message of advertisement after knowing the meaning of idiom?
1	Look and feel <u>top of</u> the world this Christmas!	<p>* Someone who has joined this program will feel satisfied and confident. (16 participants).</p> <p>* There is a happy woman who has good looks who is standing in the peak of mountain (4 participants).</p>	<p>* The peak of condition of someone who has joined the slimming program and feels happy and proud of the result (16 participants).</p> <p>* A promise that every woman who join this program and succeed in getting the perfect figure will feel that she is the most beautiful woman in the world (4 participants).</p>
2	Relax in a world of <u>your own</u>	<p>* The advertisement of sofa that makes people feel comfortable and make them enjoy the time with their family (12 participants).</p> <p>* create our own style of furniture that will make them more satisfied and they will not interfere by anyone or anything (8 participants).</p>	<p>* Nobody can disturb us when we are spending our time with our family by sitting in Natuzzi furniture (8 participants).</p> <p>* We can create our own furniture and feel relaxed and comfortable in sitting in Natuzzi furniture (12 participants).</p>
3	Time to make <u>wave</u> at the office	<p>* A product of watch which can make someone who wears it do a crazy thing (7 participants).</p> <p>* A woman who wants to switch on the sprinkler and bring a buoy (5 participants).</p> <p>* A woman is really bored with the situation at her office so she did a crazy thing to make something different (8 participants).</p>	<p>* We can do everything we want without thinking about our surroundings (11 participants).</p> <p>* Life so hard, Swatch can make our life colourful (1 participants).</p> <p>* By using this watch we can create a wild imagination (8 participants).</p>
4	The <u>time of our</u> lives	<p>* Happiness coming from spending time with our family or friends (15 participants).</p> <p>* The advertisement about a product of beverage that can make our lunch more memorable (3 participants).</p> <p>* There is a family or friends who enjoy their lunch in an out door restaurant (2 participants).</p>	<p>* A moment for people to spend their time with their families or friends and feel the new experience by Trafalgar travel agency (12 participants).</p> <p>* The time for people to explore Europe and create an unforgettable moment in the rest of our life (8 participants).</p>

No	Tagline	What do you think is the message of advertisement before knowing the meaning of the proverb idiom?	What do you think is the message of advertisement after knowing the meaning of the proverb idiom?
5	<u>All in one!</u> Luscious Lipstick colors and fresh gloss shine	The lipstick combines colour and water so it makes the lips look shiny (20 participants).	A lipstick which contains substance that will make the lipstick shiny and has luscious colours (10 participants). The lipstick will make every woman's lips look more shiny and the colour is sweet and soft (10 participants).
6	Airbrush perfection in a <u>flash</u>	* Every woman will feel happy if they have smooth facial skin (10 participants). * An advertisement of foundation for make up that easy to use and makes the face look smooth and pretty (10 participants).	* The product for make up which gives an instant effect and spread easily (10) * It is a product which is very light and easily spread on the face (10 participants).
7	For those caused by teenager, you are <u>on your own</u>	The mother is angry to her daughter because her daughter is rebellious. They believe it is the effect of the symptoms of menopause (20 participants).	Every mother must find their own solution to reduce the symptoms of menopause and nobody can help to solve it (20 participants).
8	Time to <u>tighten your belt</u>	* The woman shows that her slim figure very slim and she is happy about it (10 participants). * The woman is proud of her slim body (10 participants).	* It is easy to be slim by using this product from Garnier. You have to be slim in order to become sexy without cellulite and get people's attention (20 participants).