

APPENDIX

Data 1:



The taglines:

1. "Mmm-BOY! *New Nescafé* IS GOOD COFFEE!"
2. "There's *no other* coffee today *as good as* new Nescafé. Its flavor *beats* ground."
3. "*100% PURE* COFFEE."
4. "*First* instant coffee to guarantee you'll get better flavor, cup after cup, than with ground coffee."
5. "Try the *New Nescafé* Today."

Data 2:



The taglines:

1. “*tastier* coffee! New Nescafé.”
2. “the *modern* coffee made especially to give you consistently better flavor than ground coffee!”
3. “100% PURE COFFEE.”

Data 3:



The tagline: "more coffee *enjoyment* than ever *before*."

Data 4:



The tagline: "Nescafé—the coffee with *life* in it!" and "After a hard day's work—have a *stimulating* cup of Nescafé."

Data 5:



The tagline: "THE NEW NESCAFÉ IS WHITE!"

Data 6

DRINK NESCAFÉ

INSTANT COFFEE

IT STAYS FRESH!

Nescafé's Own
"Flavor-Seal"
Process
Keeps Nescafé
Fresh to the
Bottom of the Jar!



Every cup of Nescafé you make—
right down to the bottom of the jar!—tastes just as
fresh, delicious and full of flavor as the first!

An exclusive Nescafé* process does it. Extra amounts of Nescafé's own "Flavor-Seal" are added, to protect the rich flavor of every granule of pure coffee . . . to seal in all the coffee freshness and flavor at its very peak.

When you make Nescafé in your cup, or in your coffee server, you actually unlock that flavor *for the first time!* That's why you drink *fresh coffee* every time you drink Nescafé. That's why *all* the flavor is in your cup.

Change today to Nescafé . . .
and enjoy *really fresh* coffee,
right to the bottom of the jar.

*Save Up to 25¢ a
pound over ground
coffee by drinking
Nescafé Instant Coffee!*



*Nescafé (pronounced NES-CAFAY) is the exclusive registered trademark of The Nestlé Company, Inc., to designate its soluble coffee product which is composed of extra amounts of Nescafé's own "Flavor-Seal" process. The use of this name is made solely to protect the flavor.

The taglines:

1. “Drink Nescafé instant coffee it stays *fresh!*”
2. “Nescafé’s *Own “Flavor-Seal”* Process Keeps Nescafé *Fresh* to the Bottom of the jar!”
3. “Every cup of Nescafé you make –right down to the bottom of the jar– tastes just as *fresh, delicious* and *full of flavor* as the first!”
4. “An *exclusive* Nescafé process does it. *Extra* amounts of Nescafé own “Flavor-Seal” are added, to protect the *rich* flavor of every granule of pure coffee.”
5. “*To seal* in all the *coffee freshness* and *flavor* at its very *peak.*”
6. “When you make Nescafé in your cup, or in your coffee server, you actually *unlock that flavor* for the first time! That’s why you drink *fresh* coffee every time you drink Nescafé. That’s why *all* the flavor is in your cup.”
7. “Change today to Nescafé . . . and enjoy really *fresh* coffee, right to the bottom of the jar.”
8. “Save *up to 25* cent a pound over ground coffee by drinking Nescafé Instant Coffee!