

APPENDICES

1. Table Data

No.	Taglines/Slogan/Descriptions	Data	Type of Doublespeak
1.	It just tastes better.	better	Unfinished word
2.	Fill your desire for something long; juicy and flame-grilled with the NEW BK SUPER SEVEN INCHER.	long	Weasel word
3.		juicy	Weasel word
4.		new	Weasel word
5.		super	Weasel word
6.	Thick & hearty Steak Sauce	thick	Weasel word
7.		hearty	Weasel word
8.	New soft serve at Burger King	soft	Weasel word
9.	Pretty please with sweetness on top	sweetness	Weasel word
10.	A rich mixture of caramel and chocolate fudge sauces, shortcake crumbs and real dairy ice cream	rich	Weasel word
11.		real	Weasel word
12.	Bigger. Better. Burger King.	bigger	Unfinished word
13.	Well stress no more, we've just made your lives much easier (and more delicious) by combining them into our newest creation: the PIZZA BURGER	much easier	Unfinished word

14.		more delicious	Unfinished word
15.		delicious	Weasel word
16.		newest	Rule of parity
17.	It's a huge treat that's totally worth sharing	totally worth	Weasel word
18.	New. Frozen lemonades. Refreshingly tart.	refreshingly	Weasel word
19.	Freshly prepared and made for you since 1954. Great taste.	freshly	Weasel word
20.		great	Weasel word

2. Advertisement data

1.



IT JUST TASTES BETTER 

IT'LL BLOW YOUR MIND AWAY



\$6.25
MEAL

BK SUPER SEVEN INCHER

Fill your desire for something long, juicy and flame-grilled with the **NEW BK SUPER SEVEN INCHER**. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.

2.



3.



4.



5.

NEW

PIZZA BURGER

MADE FOR SHARING

Pizza or burger? **THAT** is the question we've all faced when hunger strikes. Well stress no more, we've just made your lives much easier (and more delicious) by combining them into our newest creation: The **PIZZA BURGER**.

FLAVOR-PACKED WITH 6 FIRE-GRILLED BURGERS, MOZZARELLA CHEESE, PEPPERONI, RED PESTO AND SICILIAN SAUCE, IT'S A HUGE TREAT THAT'S TOTALLY WORTH SHARING.

HAVE IT YOUR WAY

6.



7.

