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
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!”