APPENDIX II. Data from corpus: POP, Skill criteria, Size/ Colour, and Languages

II/…	Proof of purchase	Skill criteria	Size/ Colour	Language(s)
1.	RM100 Receipt	Q&A +Count [X Judging info]	Sp./ FC	E/BM/CH
2.	1 logo	Design +Q&A	A4/FC	E/BM/CH
3.	1 receipt (Giant)	Q&A +Creative signature	Sp./ FC -1C	BM/CH
4.	1-6 logo/s (size/s)	Q&A +Essay +Photo/ Video	A4/FC -2C	E/BM/CH
5.	1 barcode/ label	Count +Draw a design	A4/FC	E/BM/CH
6.	2 barcodes	Rank +Earliest entries	A4/FC +EV	E/BM/CH
7.	2 barcodes	Count +Q&A +Signature	A4/FC +EV	E/BM/CH
8.	3 labels/ receipts	Q&A +Lucky draw	A4/FC +EV	E/BM/CH
9.	1 receipt	Q&A +Highest no. of entries	A4/FC -B&W +EV	E
10.	1 receipt	Q&A +Lucky draw	Sp./ FC -2C	E
11.	1 barcode	Q&A +Fastest SMS: Q&A	Sp./ FC -2C	E
12.	2 flaps	Q&A +Guess +Slogan	A4/FC-1C +EV	E/CH
13.	6 flaps	Rank +Earliest (entries)	A4/2C	E/CH
14.	2 barcodes	Q&A +Rank	A4/FC-2C	E/BM/CH
15.	1 barcode	Highest no. (entries/ purchase value)	Sp./ FC	E
16.	1 barcode	Count +Slogan	A4/FC	E/BM/CH
17.	3 wrappers	Q&A +Rank	A4/FC-B&W	E/BM/CH
18.	1-14 barcodes	Highest no. +Draw +Earliest	A4/FC	E/BM/CH
19.	1-10 barcodes	'X' number	A4/FC	E/BM/CH
20.	1 barcode	Count +Signature +'X' no. [500th/10th/15...]	A4/FC-1C +EV	E/BM/CH
21.	1 receipt (Giant)	Q&A + Highest no.	Sp./ FC +EV	E/BM
22.	1 receipt	Q&A +Highest no. +Every 100th	Sp./ FC -1C	E
23.	4 flaps	Rank (Popular ranking)	A4/ FC-1C	E/BM/CH
24.	1 receipt	Rank +Q&A +Most entries +Earliest entry	A4/FC +EV	BM
25.	1-9 barcodes	Highest no. +Earliest +'X' no.	A4/FC -1C	BM/CH
26.	1-3 barcodes	Q&A +Earliest +'X' no.	A4/FC -1C	BM/CH
27.	1-3 labels	Rank +Earliest	A4/FC +EV	BM/CH
28.	2-4 logos	Rank +Earliest	A4/ FC -1C +EV	BM/CH
29.	1 barcode	Rank +Q&A +Earliest	A4/ FC -2C	BM/CH
30.	1 barcode	Rank +Q&A	A4/FC -2C	BM/CH
31.	1 blister	Match +Signature	A4/FC	BM
32.	1 receipt	Guess +Slogan	Sp./ FC	E/BM/CH
33.	1 receipt	Highest no./ spent	A4/FC -1C	E/BM/CH
34.	1 barcode +receipt	Q&A +Signature	A4/FC -1C +EV	E/BM
35.	1 barcode +receipt	Q&A +Signature	A4/FC -1C +EV	E/BM/CH
36.	1 barcode	Q&A +Signature	A4/FC -1C +EV	E/BM/CH
37.	2 labels/ stickers	Closest guess + Highest no.	A4/FC	E
38.	3 labels	Rank +Most entries +Earliest +Live event	A4/FC -B&W	BM/CH
39.	3 labels	Match +Q&A +Earliest	A4/FC-B&W	E/BM
40.	3 labels	Q&A +Count +Earliest	A4/FC	E/BM/CH
41.	3 labels	Rank +Earliest +Highest no.	A4/FC	E/BM/CH
42.	Cap/tab (+Icon)	Call in Q&A	A4/FC -1C	E/BM
43.	Cap/tab (+icon)	SMS game points	Sp./ 2C -1C	E/BM
44.	1 receipt	Q&A	Sp./ FC -1C	E
45.	1 RM50 receipt	Q&A +Slogan	Sp./ FC	BM
46.	1 RM50 receipt	Match +Slogan	Sp./ 2C -1C	E
47.	1 logo	Count +Earliest	A4/FC	E/BM/CH
48.	1 logo/barcode	Mark 'X' +Earliest	A4/FC	E
49.	1L/2S caps	Count +Most entries +Slogan	A4/FC -2C	E/CH

50.	1 wrapper	Mark 'X' +Slogan	A4/FC-2C	E
51.	1 barcode	Match +Slogan	A4/FC +EV	E/BM/CH
52.	1 barcode	Creative signature	Sp./ 2C	E/CH
53.	1 RM39 receipt	Q&A +Lucky Draw	A4/FC	E/BM
54.	2 logos	Q&A +Roadshow event	A4/FC -1C +EV	BM/CH
55.	1 receipt	Highest no. +100th entries +Signature	A4/FC +EV	E/BM/CH
56.	1 receipt	Rank +100th entries +Highest no.	A4/FC +EV	E/BM
57.	1 receipt	2 Photos +Live event	A4/1C +EV	E/BM
58.	1 barcode	Maze +Slogan	A4/B&W	E/BM
59.	1 box top	Q&A +Earliest +Rank	A4/FC +EV	E
60.	1-3 logos	Creative signature +Earliest	A4/FC	E
61.	2 wrappers	Match +Q&A +Signature	A4/FC -1C	E/BM/CH
62.	2 wrappers	Slogan	A4/FC -1C	E/BM/CH
63.	2 packaging	Count	Sp./ FC- 1C	E/BM/CH
64.	1 barcode	Count +10Kth, 500th, 50th	A4/FC -1C	E/BM/CH
65.	1 barcode	Match +Signature	A4/FC -1C	E/BM
66.	1 logo	Q&A +Slogan	A4/2C	E/BM
67.	1 barcode	Rank +Earliest	A4/FC -1C	BM
68.	1 receipt	Q&A +[R&R: No how to judge winners info]	Sp./ B&W	BM
69.	1 barcode	Call +Q&A	A4/1C	E/BM
70.	2 barcodes	Q&A +Highest no. +Earliest	A4/1C	BM/CH
71.	2 wrappers	Match +Measure +Slogan	Sp./ FC	BM
72.	1-3 barcodes	Rank +Earliest	A4/FC -1C	BM/CH
73.	2 lids/ wrappers	Crossword +Slogan + 'X' Serial no.	Sp./FC -1C	E
74.	1 barcode	Slogan +Highest no.	A4/FC -1C	E/BM
75.	6 logos	Photography contest	A4/FC -1C	E/BM/CH
76.	2-5 labels	Q&A +Slogan	A4/FC-1C	E/BM/CH
77.	1 barcode	Q&A +Rank +Earliest	A4/FC +EV	E/BM/CH
78.	1-5 barcode/ labels	Q&A + 'X' Serial no.	A4/FC -1C	BM
79.	1-4 labels	Q&A +Every 100th +'X' event Challenge	A4/FC -1C	E/BM
80.	1 RM10 Receipt	Score a goal	Sp. /2C	E/BM
81.	1 Gold can tab	Web/SMS Q&A	A4/FC -1C	E/BM
82.	1 barcode/label	Creative signature	A4/2C	E/BM/CH
83.	1-4 wrappers	Q&A +Creative signature	A4/FC +EV	E/BM
84.	1 RM10 receipt	'X' no. +Count	A4/2C +EV	E/BM
85.	1 label	Highest no.	A4/FC -1C	E/BM
86.	1 receipt	Q&A +Guess +Signature	A4/FC	E/BM/CH
87.	1 barcode	Rank +Earliest	A4/FC	E/BM/CH
88.	1 receipt	Match	A4/B&W	BM
89.	2 labels +1 receipt	Q&A +Highest spent	Sp./ 1C	E
90.	1 RM20 receipt	Match +Slogan	A4/2C	E/BM
91.	1 barcode	Q&A [R&R: No how to judge winners info]	A4/FC	E/CH
92.	1 barcode/receipt	Q&A +Slogan	A4/FC	E/BM/CH
93.	1 receipt	Q&A +Slogan	Sp/FC -1C	E/BM/CH
94.	1 barcode	Q&A +Creative signature	A4/FC	E/BM/CH
95.	1 barcode/ tag	Q&A +Signature	A4/FC	E/BM
96.	1 label/ packaging	Q&A +'X' Serial no.	A4/FC -1C	E/BM
97.	2-10 labels/ pkging	Q&A +'X' Serial no. [250th] +Call-in Q&A	A4/FC	E/BM
98.	10 can labels	Q&A +'X' Serial no	Sp./ FC	E
99.	4 cans/ bottle tabs	Q&A +Signature	A4/FC -1C	E/BM/CH
100.	2 bottle caps	Q&A +Highest no.	Sp./ FC	E/BM

101.	1 barcode	Q&A +Count +Highest no.	A4/FC -1C	E/BM/CH
102.	1 RM30 receipt	Q&A +Highest no.	Sp./ FC	E/BM
103.	1 sticker	Match +Slogan +Lucky Draw	Sp./ FC	E/BM/CH
104.	1-10 barcodes	Q&A +Slogan	A4/FC -1C	E/BM/CH
105.	1 bottle cap	Slogan	Sp./ FC	E
106.	1 wrapper	Puzzle +Highest no.	A4/FC +EV	E/BM
107.	1 pack wrapper	Q&A +Draw	A4/FC -1C +EV	E/BM
108.	1 barcode/receipt	15th, 30th, 45th +Highest no.	Sp./FC -1C	E
109.	1 barcode	Essay	Sp/FC -1C	BM
110.	1-6 barcode/s	Q&A [R&R: No how to judge winners info]	A4/FC -B&W	BM/CH
111.	1 barcode	Q&A [R&R: No how to judge winners info]	Sp./ FC -1C	BM/CH
112.	1 barcode +receipt	Q&A +Lucky Draw	A4/FC -1C	BM/CH
113.	1 foil/ barcode	Q&A +Draw +Live event	A4/FC -B&W	E/BM/CH
114.	1 wrapper	50 word essay	A4/FC	E/BM/CH
115.	2 spoons	Q&A +Earliest + Live Q&A	A4/2C	E/BM
116.	2-4 flaps/ 3 labels	Q&A +Highest no.	Sp./ 2C +EV	BM/CH
117.	2 labels	Puzzle +Highest no. +Earliest	A4/FC -1C +EV	E/BM
118.	2 caps	Q&A +Signature	Sp./ FC	E/BM