APPENDIX I. Data from corpus: Promoted Products, Contest Title/ themes, and Headlines

I/...	Product(s)	Title/ theme	Headline
1.	Aeon Shield-Jusco credit card [6]	*Count the flags contest* [S] [R&R: No info. on how to determine winners]	Get a kick-start to the World Cup [W]
2.	Ambi Pur [2]	*Inspiring car make over contest* [W]	Your car, redesigned with inspiration [W]
3.	Anlene [2]	*Buy & Win contest* [W]	[- - -]
4.	Anlene [3]	*Life is full of meaning c.* [B]	Share your life fulfilment story… and stand a chance to WIN up to RM60,000! [W]
5.	Aquafresh [- -]	*Flexi spots contest* [B]	Figure out the spots… and win a fabulous Comel Scooter and other exciting prizes! [W]
6.	Aquafresh [3]	*Flexi contest* [B]	Win instantly! 5000 Exclusive X-Men3 watches! [W]
7.	Arnott's Tim Tam [3]	*Count, Sign & Win contest* [S]+[W]	Participate… win a ticket to Sydney and other fantastic prizes. [S]
8.	Ayam brand [4]	*115 Years contest* [B]	20 Holiday tickets to be won! [W]
9.	Berri [3]	*Drink healthily & Win* [B]+[W]	Drink healthily… & win great prizes for your pleasure! [B]+[S]+[W]
10.	Berri [- -]	*Win fantastic prizes with Berri!* [W]	Simply purchase any pack of Berri 1L or 2.4L to participate in the contest. [S]
11.	Bic [3]	*SMS contest* [S]	SMS your way to great prizes! [S]+[W]
12.	Brand's [- -]	*Healthier twist to a happy win contest* [B]+[W]	Breakthrough with a new twist! [B]
13.	Brand's [3]	Winning days [W]	Everybody's a winner. RM500,000 worth of prizes to be won! More entries, more prizes! [W]
14.	Buttercup [- -]	*Favourite delights contest* [B]	Buttercup…over 40 years ago. Its appetising aroma and delicious taste makes it a trusted brand. [B]
15.	Carefree [2]	*Fresh, fresher, freshness c.* [B]	Win great fresh-tastic prizes! [W]
16.	Colgate [2]	*Count & Win contest* [B]	Over RM100,000 worth of prizes to be won! [W]
17.	Crispy [4]	*Crispy family fun contest* [B]	[- - -]
18.	Daia [4]	*Diamond challenge contest* [W]	Grab! Chance to win diamonds every 2 wks [W]
19.	Daia [4]	*Celebrate your family day with Daia* [B]	A lot of prizes to be won! [W]
20.	Darlie [- -]	*Spring fresh escapade to France contest* [B]+[W]	Count the number of Darlie Hydro Fresh Gel Toothpaste and win cool prizes! [S]+[W]
21.	Dettol [3]	*Trusted by doctors & mothers contest* [B]	[- - -]
22.	Downy [1]	*Freshness that lasts longer* [B]	Total RM20,000 worth Jusco shopping vouchers up for grabs! [W]
23.	Drinho [4]	*Rank & Win* [S]+[W]	Drink & Drive home the new Mercedes-Benz E-class today!

			It's easy! *Just rank your favourite flavours & win!* [W]+[S]
24.	Drypers [- -]	*Win Drypers & Drypantz scholarships contest* [B]+[W] [*Your precious baby gets a lot more from Drypers and Drypantz*]	RM75,000 worth of scholarship awards to be won! [W]
25.	Dutch Lady [2]	*Spread the goodness of milk* [B] *(The more goodness you spread, the greater your chances to win)*	3 Grand prizes to choose from, each worth RM35,000 [W]
26.	Dutch Lady [4]	*Watch & Win II* [S]+[W]	Experience Mini Explorace and win the grand prize! [W]+[S]
27.	Dutch Lady [3]	*Get ready to win!* [W]	Get Dutch Lady today & Get ready to win! [S]+[W]
28.	Dutch Lady [- -]	*Get ready to win!* [W]	RM100,000 to buy a new house or settle your home loan – the decision is in your hands! [W]
29.	Dutch Lady [- -]	*Dutch Lady 1-2-3 contest* [B]	Watch Dutch Lady's program to win attractive prizes! [S]+[W]
30.	Dutch Lady [- -]	*Watch & Win contest* [S]+[W]	Watch, answer and send your entries every week! [S]
31.	Energizer [- -]	*5X More Power* [B]	Win a Gen-2 [W]
32.	Equal [- -]	*Sweet health contest* [B]	Guess the number of fitness instructors! More than RM10,000 worth of prizes to be won! [S]+[W]
33.	Ferrero Rocher [- -]	*Festival time with F. Rocher* [B]	[- - -]
34.	Ferrero Rocher [- -]	*Hari Raya with F. Rocher* [B]	[- - -]
35.	Ferrero Rocher [- -]	*Say it with Ferrero Rocher* [B]	[- - -]
36.	Ferrero Rocher [- -]	*Royal Hazelnuts, Majestic Treat* [B]	[- - -]
37.	F&N [2]	Guess & Win prizes worth RM118,000 [S]+[W]	Hurry! Enjoy the goodness…& win great prizes for your enjoyment! [B]+[W]
38.	F&N condensed milk [3]	*Magnificent moments* [B]	Own the F&N 'Tarik' Café of your dreams worth RM500,000!*… [B]+[W]
39.	F&N condensed milk [2]	*Every day curry contest* [B]	Win a kitchen makeover package worth RM50,000… [W]
40.	F&N condensed milk [2]	*Easy-easy Wins* [W]	With F&N Condensed milk, you can win a Fiat Punto [B]+[W]
41.	F&N condensed milk [3]	*F&N teh tarik session contest* [B]	… Match and Win! [S]+[W]
42.	F&N soft drinks [3]	*Talk for free!* [W]	1.Taste 2.Find (cap/tab) 3.Win (& redeem) [S]
43.	F&N soft drinks [3]	*SMS 2WIN!* [S]+[W]	More than 20 thousand prizes to be won! [W]
44.	Gatsby [3]	*Move with style contest* [B]	Total 200 winners! [W]
45.	Giant [3]	*Exciting 63rd Anniversary Offer* [B]	Win 2 Toyota Avanza and many more exciting prizes worth over RM200,000! [W]
46.	Giant [3]	*Celebrating 50 Years of Golden Achievements contest* [B]	Stand a chance to win prizes worth up to RM100,000! [W]
47.	Gillette [3]	*Great brands getaway* [B]+[W]	No quizzes. No slogans. Just guess the correct no. of pdts in the suitcase, and you could be on your way to your ideal holiday. [S]+[W]

48.	Gillette [- -]	Win a trip to Germany-FIFA WC Finals [W]	[- - -]
49.	Guinness [3]	*Great year. Great rewards.* [B]+[W]	Win 10x RM20,000 Cash d/payment and redeem exclusive G. premiums for your home. [W]+[B]
50.	Hershey's [- -]	*Hershey's nuggets hidden treasure contest* [B]+[W]	A treasure trove of gold nuggets will be your reward! [W]
51.	Hwa Tai [- -]	*My family, My biscuits c.* [B]	Eat & Win! [S]+[W]
52.	InComix-HSeng [3]	*Sign & Win contest* [S]+[W]	[- - -]
53.	IOI mall [3]	*9th anniversary celebration* [B]	Exciting prizes to be won! [W]
54.	Jati [3]	*Jati Merdeka challenge* [B]	In conjunction with our 50th Merdeka celebration and Malaysian Food Festival [B]
55.	Johnson's [2]	*Johnson's for life contest* [B]	Win 2 Proton Waja and exciting prizes for the whole family [W]
56.	Johnson's [2]	*Johnson's for life contest* [B]	Win exciting prizes worth RM200,000 [W]
57.	Johnson's [- -]	*Johnson's baby of the year 2006* [B]	It's time to turn your precious darling into an idol. [W]
58.	Kellogg's [- -]	Tony to the rescue! [S]	Help Tony the tiger and the rusties rescue Rodney! [S]
59.	Kellogg's [- -]	Crush gear challenge [S]	Take a challenge & win a holiday to the land of crush gear plus RM2000 cash! [S]+[W]
60.	Kellogg's [3]	*3-2-1 Hunny Bs back to school bonanza* [B]	Win up to RM50,000 Education fund + shopping vouchers [W]
61.	Kinder bueno [- -]	*Perfect match contest* [B]	Enjoy K.B. deliciously light moments and win an Apple iBook and other super prizes! [B]+[W]
62.	Kinder bueno [- -]	*My deliciously light moments c.* [B]	Tell us your finest deliciously light moments and win fantabulous prizes! [S]+[W]
63.	Kotex [- -]	*Celebrate, Count & Win c.* [S]+[W]	Count the Kotex women and win a perodua Myvi! [S]+[W]
64.	Kraft [- -]	*Count the Snacks contest* [S]	Hurry! Join now to win great prizes! [W]
65.	Kraft [- -]	*Snack attack contest* [B]	Complete and submit the entry form along with the product barcode as proof of purchase for a chance to win the following prizes [S]+[W]
66.	Kuat Harimau [- -]	*UDI 30 Years of Excellence contest* [B]	Buy, paste & win more than RM240,000 worth of prizes! [S]+[W]
67.	Lipton [3]	*Sweet moments contest* [B]	Share your sweet Lipton moments to win attractive prizes [S]+[W]
68.	Lipton [2]	*Buy & Win* [W]	24 Prizes must be won [W]
69.	Maggi [2]	*Dial a fortune* [S]+[W]	Daily RM368 Cash to be won! [W]
70.	Maggi [2]	*Eat & Walkaway very happily* [B]+[W]	Eat big and win big! [S]+[W]
71.	Maggi mee [3]	*Maggi Pay Day contest* [W]	Win RM4600 cash every day for 46 consecutive days [W]

72.	Maggi [2]	*Eat-eat contest* [B]	You're invited to join the feast! Prizes worth more than RM88,888 must be won! [S]+[W]
73.	Magnolia [- -]	*Puzzling escapade contest* [S]	Win a trip to NASA with RM12,000 Cash! [S]+[W]
74.	Marigold [- -]	*Peel fresh celebration c.* [B]	RM50,000 to be won! [W]
75.	Marigold [- -]	*Golden moments contest* [B]	Win cash prizes with Marigold golden moments contest. [W]
76.	Marigold [- -]	*Mystery bite contest* [B]	Grand Prize- Perodua Myvi 1.3EZi [W]
77.	Naturel [3]	*Rank & Win contest* [S]+[W]	Grand Prize RM10Kcash + over RM16,888 worth of healthy rewards from Fitness Concept [W]
78.	Nescafé [3]	*70 years* [S]+[W]	Join & Win! [W]
79.	Nescafé Classic [2]	*Exciting challenge* [S]	Enter & Win! [S]+[W]
80.	Nestlé MILO [2]	*Football Score & Win!* [B]	2 Days only! 150 Instant Prizes must be won every day! [W]
81.	Nestlé MILO [2]	*Junior all stars challenge* [B]	Collect & Win [W]
82.	Nestlé breakfast products [3]	*Great Nestle breakfast contest* [B]	Win a house worth RM300K+ and Nestle breakfast products for 1 yr worth RM1,200 [W]
83.	Nestlé Kit Kat [3]	*Better Break contest* [B]	Have a break and discover the new you with great holiday destinations. [W]
84.	Nestlé Kit Kat [1]	*Merdeka Break contest.* [B]	Count the number of wrappers on the cityscape [S]
85.	100 Plus [2]	*LIVE Active contest.* [B]	Win the journey to top it all [W]
86.	Palmolive [- -]	Precious pearl contest [B]	RM23K worth of pearl jewellery to be won! [W]
87.	Palmolive [- -]	*Favourite moods contest* [B]	Win a cool RM100,000 to celebrate all your moods [W]
88.	Pepsi [3]	*Match & Win* [S]	Buy any 2 bottles of 1.5L PET as below to join the 'match and win' contest and get the chance to win attractive prizes. [B]
89.	Pepsi [2]	*Drink PEPSI & WIN* [B]+[W]	Buy any 2 X PEPSI PET 600ml [B]
90.	Petronas [3]	*I'm a child of Malaysia contest* [B]	50 National Vehicles to be won! [B]
91.	Pokka [3]	*Travel to Japan with Pokka contest* [W]+[B]	100% Real brewed from premium tea leaf… [B]
92.	Pond's [- -]	*Spa cruise contest* [W]	Win! 100 x 3D/2N cruise & Pond's spa on board SuperStar Virgo. [W]
93.	Premier & Intimate [- -]	*Merdeka contest* [B]	1st Prize x1 Proton Waja 1.6 [W]
94.	Pureen [- -]	*Beautiful blue dsgn diaper c.* [S]	Prizes worth more than RM65K to be won! [W]
95.	Pureen [- -]	*Cash windfall contest* [W]	Prizes worth more than RM100K to be won! [W]
96.	Purina [3]	*Win a trip with Purina* [W]	Just purchase Purina products and collect 20 points to participate in the contest! [S]
97.	Purina [3]	*It's Purina time contest* [B]	Just purchase Purina products to participate in the contest [S]

98.	Purina [3]	*Fancy Feast Royale Diamond contest* [B]	Win a Gia certified 1 carat diamond worth RM30,000 [S]
99.	Red Bull [3]	*Charge up with Red Bull energy contest* [B]	Win RM80,000 worth of fantastic prizes. Enter now! [W]+[S]
100.	Ribena [2]	Mobile madness contest [S]	Wow! It's so easy to win super duper cool prizes! [W]
101.	Scott [- -]	*Count & Win a Skoda Fabia 1.4* [S]+[W]	More than RM120K worth of prizes to be won! [W]
102.	Shell Super [3]	*Over RM2,000,000* cash* [W]	Over 8,900 winners! [W]
103.	Shokubutsu [2]	*Where's the orange? Contest* [B]	Grand prize: Kia Picanto (Auto) Mini MPV [W]
104.	SmartHeart [3]	*Travel with SmartHeart* [W]+[B]	[- - -]
105.	Snapple [2]	*Dream a holiday contest* [W]	Grand prize: Holiday package for 2 to Disneyland in US [W]
106.	Snickers [2]	*Futsal challenge* [S]	Grand prize- A trip for 2 to Taiwan in Nov/Dec 2004 to watch the world futsal championships [W]
107.	Storm [2]	*Highland storm cup futsal consumer contest* [S] +[B]	Prizes worth RM30,000 to be won! [W]
108.	Sunkist [- -]	*More than just juice* [B]	Win a fridge and Giant vouchers! [W]
109.	Sunsilk [- -]	*Sunsilk black & white contest* [B]	Win RM50,000 worth of prizes! [W]
110.	Super [3]	*I want power contest* [B]	Over RM500,000 worth of attractive prizes to be won! [W]
111.	Super [3]	*I ask you to drink contest* [B]	Charcoal roasted Ipoh White Coffee [W]
112.	Super [3]	*I love Super contest* [B]	RM688,888 to be won! [W]
113.	Vitagen & Marigold [6]	*RM1,000,000 Mania Challenge* [W]	Join now for your chance to be a Millionaire! [W]
114.	Vochelle [- -]	*Holiday of your desire contest* [B]	Win the Holiday of Your Desire! [W]
115.	Wyeth [2]	*90 years of innovation contest* [B]	More than RM500,000 worth of prizes to be won! [W]
116.	Yeo's [3]	*Drink healthy and fly to Canada* [B]+[W]	[- - -]
117.	Yeo's Justea [3]	*Feel the force contest* [B]	Drink, play and win! Send in as many entries as possible and stand a chance to win a galactic host of exciting prizes! That means the more you send the higher your chance to win. [S]+[W]
118.	Zheng green tea [- -]	*Come out & play with Zheng* [B]	All you need is to get refreshed with Zheng for hours of endless fun! [S]+[W]