APPENDIX IV. Breakdown of 6 Categories of Language(s)

1	**English only:** I/ 9, 10, 11, 15, 22, 37, 44, 46, 48, 50, 59, 60, 73, 89, 98, 105, 108	17 items (14.5%)
2.	**Bahasa Malaysia only:** I/ 24, 31, 45, 67, 68, 71, 78, 88, 109	9 items (7.6%)
3	**English and Bahasa Malaysia:** I/ 20, 21, 34, 39, 42, 43, 53, 56, 57, 58, 65, 66, 69, 74, 79, 80, 81, 83, 84, 85, 90, 95, 96, 97, 100, 102, 106, 107, 115, 117, 118	31 items (26.3%)
4	**English and Chinese:** I/ 12, 13, 49, 52, 91	5 items (4.2%)
5	**Bahasa Malaysia and Chinese:** I/ 3, 25, 26, 27, 28, 29, 30, 38, 54, 70, 72, 110, 111, 112, 116	15 items (12.7%)
6	**English, Bahasa Malaysia and Chinese:** I/ 1, 2, 4, 5, 6, 7, 8, 14, 16, 17, 18, 19, 20, 23, 32, 33, 35, 36, 40, 41, 47, 51, 55, 61, 62, 63, 64, 75, 76, 77, 82, 86, 87, 92, 93, 94, 99, 101, 103, 104, 114	41 items (34.7%)
TOTAL		**118 items (100%)**

APPENDIX V. Verbal framing strategies in the corpus

Strategic frame / TCEFs (n)		**n/ %**
1.	**Sporting events:** I/ 1, 48, 80, 106, 107, 81	6 (5%)
2.	**Prizes (e.g. holidays, jewellery, etc.):** I/ 2, 10, 13, 20, 27, 28, 40, 47, 83, 85, 91, 92, 96, 104, 105, 114, 116, 14, 36, 70, 72, 18, 86, 98, 22, 31, 38, 39, 42, 69, 71, 74, 75, 87, 95, 102, 111, 113	38 (32%)
3.	**Skill / Alleged skill:** I/ 3, 7, 11, 16, 23, 26, 29, 30, 37, 41, 43, 50, 52, 58, 63, 64, 66, 68, 73, 76, 77, 84, 88, 89, 94, 101, 103	27 (23%)
4.	**Narratives:** I/ 4, 117	2 (2%)
5.	**Brand features/ characteristics:** I/ 5, 6, 59, 97, 100, 108, 112	7 (6%)
6.	**Brand anniversary celebration:** I/ 8, 45, 46, 53, 78	5 (4%)
7.	**Health/ hygiene benefits:** I/ 9, 12, 15, 21, 25, 32, 82, 99, 110, 118	10 (8%)
8.	**Family wellbeing:** I/ 17, 19, 51, 55, 56	5 (4%)
9.	**Children's education:** I/ 24, 60	2 (2%)
10.	**National/ religious festivities:** I/ 33, 34, 49, 54, 90, 93, 109, 115	8 (7%)
11.	**Personal improvement:** I/ 35, 61, 62, 67, 44, 57, 65, 79	8 (7%)
TOTAL		**118 items (100%)**

APPENDIX VI. 2 Major clause structures in contest themes

Clause structure / TCEFs (n)		**n/ %**
1.	**Imperative:** I/1, 3, 7, 9, 10, 11, 15, 16, 23, 25, 26, 27, 28, 29, 35, 37, 43, 48, 52, 63, 64, 66, 68, 69, 70, 75, 77, 78, 80, 81, 88, 89, 91, 96, 99, 104, 111, 114, 116, 118	40 (34%)
2.	**Declarative:** I/2, 4, 5, 6, 8, 12, 13, 14, 17, 18, 19, 20, 21, 22, 24, 30, 31, 32, 33, 34, 36, 38, 39, 40, 41, 42, 44, 45, 46, 47, 49, 50, 51, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 65, 67, 71, 72, 73, 74, 76, 79, 82, 83, 84, 85, 86, 87, 90, 92, 93, 94, 95, 97, 98, 100, 101, 102, 103, 105, 106, 107, 108, 109, 110, 112, 113, 115, 117	78 (66%)
TOTAL		**118 items (100%)**

APPENDIX VII. Breakdown of 3 Categories of Contest Themes and Headlines

	Themes	**Figures (%)**
1	**Greed appeal:** I/ 2, 3, 10, 13, 18, 24, 27, 28, 40, 42, 47, 48, 49, 50, 60, 68, 69, 86, 89, 91, 92, 95, 96, 98, 102, 104, 105, 113, 114	29 items (24.5%)
2.	**Self-esteem appeal:** I/ 1, 7, 11, 16, 21, 23, 26, 30, 35, 37, 41, 43, 44, 52, 57, 58, 59, 63, 64, 73, 77, 79, 80, 81, 88, 94, 101, 103, 106, 107	30 items (25.5%)
3	**Fear appeal:** 4, 5, 6, 8, 9, 12, 14, 15, 17, 19, 20, 22, 25, 29, 31, 32, 33, 34, 36, 38, 39, 45, 46, 51, 53, 54, 55, 56, 61, 62, 65, 66, 67, 70, 71, 72, 74, 75, 76, 78, 82, 83, 84, 85, 87, 90, 93, 97, 99, 100, 108, 109, 110, 111, 112, 115, 116, 117, 118	59 items (50%)
TOTAL		**118 items (100%)**
	Headlines	
1	**Greed appeal:** I/ 1, 2, 6, 7, 8, 13, 15, 16, 18, 19, 22, 23, 24, 25, 28, 31, 38, 39, 43, 44, 45, 46, 49, 50, 51, 53, 55, 56, 60, 64, 68, 69, 71, 72, 73, 74, 75, 76, 77, 82, 85, 86, 87, 90, 92, 93, 94, 95, 98, 99, 100, 101, 102, 103, 105, 106, 107, 108, 109, 110, 112, 114, 115	63 items (58%)
2.	**Self-esteem appeal: I/** 4, 5, 7, 11, 20, 32, 37, 41, 47, 57, 58, 59, 62, 63, 84	15 items (14%)
3	**Fear appeal:** I/ 9, 10, 12, 14, 26, 27, 29, 30, 37, 40, 42, 54, 61, 65, 66, 67, 70, 78, 79, 80, 81, 83, 88, 89, 91, 96, 97, 111, 113, 117, 118	31 items (28%)
TOTAL		**109 items (100%)**

*63/109 x 100 = 58%

APPENDIX VIII. 11 samples where contest themes double-up as headlines

I/3	I/17	I/21	I/33	I/34	I/35	I/36	I/48	I/52	I/104	I/116
11/118 x 100 = 9% of the corpus										

APPENDIX IX. 46 samples where closing dates are not provided on main page

I/4	I/5	I/6	I/14	I/15	I/16	I/20	I/22	I/30	I/33	I/34	I/35	I/36	I/38	I/39
I/40	I/43	I/44	I/49	I/50	I/51	I/54	I/58	I/59	I/60	I/61	I/62	I/63	I/64	I/65
I/67	I/68	I/76	I/86	I/92	I/93	I/101	I/102	I/103	I/105	I/106	I/107	I/108	I/114	I/116
I/118	**46/118 X 100 = 39%**													

APPENDIX X. Breakdown of Contest Mechanics

1	**Count/ Measure** (no. of products/ length)**:** 1, 5, 7, 16, 20, 40, 47, 49, 63, 64, 71, 84, 101	13 (11%)
2	**Creative Design/ Drawing:** 2, 3, 5	3 (2.5%)
3	**Creative Signature:** 3, 7, 20, 31, 34, 35, 36, 52, 55, 60, 61, 65, 82, 83, 86, 94, 95, 99, 118	19 (16%)
4	**Essay writing:** 4, 109, 114	3 (2.5%)
5	**Guess the number/ Closest guess:** 12, 32, 37, 86	4 (3.5%)
6	**Live road-show event:** 38, 54, 57, 79, 80, 113	6 (5%)
7	**Mark the spot:** 48, 50	2 (1.5%)
8	**Match the sequence:** 31, 39, 46, 51, 65, 71, 88, 90, 103	9 (7.5%)
9	**Photo/Video submission:** 4, 57, 75	3 (2.5%)
10	**Puzzle: Maze/ Crossword:** 58, 73, 106, 117	4 (3.5%)
11	**Question and Answer:** 1, 3, 4, 7, 8, 9, 10, 12, 14, 17, 21, 22, 24, 26, 29, 30, 34, 35, 36, 39, 40, 42, 44, 45, 53, 54, 59, 61, 66, 68, 69, 70, 76, 77, 78, 79, 83, 86, 89, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 104, 107, 110, 111, 112, 113, 115, 116, 118 **Call-in Q & A** (Correct answers in shortest time)**:** 69, 97, 115 **SMS Q & A** (Fastest Correct SMS answers)**:** 11, 43, 69, 81 **Website Q &A:** 81	60 (51%) 3 (2.5%) 4 (3.5%) 1 (0.8%)
12	**Rank/Closest popular ranking:** 6, 13, 14, 17, 23, 24, 27, 28, 29, 30, 38, 41, 56, 59, 67, 72, 77, 87	18 (15%)
13	**Slogan writing:** 12, 16, 32, 45, 46, 49, 50, 51, 58, 62, 66, 71, 73, 74, 76, 90, 92, 93, 103, 104, 105	21 (17.5%)
14	**Earliest entries:** 6, 13, 18, 24, 25, 26, 27, 28, 29, 30, 38, 39, 40, 41, 47, 48, 59, 60, 67, 70, 72, 77, 87, 115, 117	25 (21%)
15	**Lucky/Monthly/Weekly/Daily draw(s):** 8, 10, 18, 53, 103, 107, 112, 113	8 (6.5%)
16	**'X' number/ 'X' serial number:** 19, 20, 22, 25, 26, 55, 56, 64, 73, 78, 79, 84, 96, 97, 98, 108, 115	17 (14%)
17	**Highest number of entries/ Biggest spender:** 9, 15, 18, 21, 22, 24, 25, 33, 37, 38, 41, 49, 55, 56, 70, 74, 85, 89, 100, 101, 102, 106, 108, 116, 117	25 (21%)

APPENDIX XI. 60 incidences of gaming-based mechanics as skill criteria

I/6	8	9	10	13	15	18	19	20	21	22	24	25	26	27
28	29	33	37	38	39	40	41	47	48	49	53	55	56	59
60	64	67	68	70	72	74	77	78	79	84	85	89	91	96
97	98	100	101	102	103	106	107	108	110	112	113	115	116	117
60/118 x 100 = 51% of samples in the corpus may be considered illegitimate														

APPENDIX XII. Visual Composition: Combination of Product Branding and Contest Theme

I/2	4	5	6	7	11	12	13	14	15	16	17	18
19	20	21	23	24	25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40	41	42	43	44	45
46	47	50	53	54	55	56	57	58	59	60	61	62
63	64	65	66	67	68	69	70	71	72	73	74	75
76	77	78	79	80	81	82	83	84	85	86	87	89
91	92	93	94	95	96	97	98	99	100	103	104	105
106	107	108	109	110	111	112	113	114	115	117	118	
TOTAL items: 103/118 = 88% of corpus												

APPENDIX XIII. 58 samples of illegible rules and regulations

I/2	4	5	6	7	12	18	19	20	21	23	26	27
28	29	30	33	34	35	36	38	40	41	42	43	47
48	53	54	55	56	61	63	64	67	70	75	77	78
79	82	83	84	85	86	87	90	93	94	96	97	100
110	113	115	116	117	118							
58/118 x 100 = 49% of the corpus												

APPENDIX XIV. 20 samples that employ illustrations/drawings of products vs. photographs

I/ 11; 16; 21; 31; 49; 53; 55; 56; 58; 65; 66; 69; 70; 71; 72; 82; 90; 92; 102; 116
20/118 x 100 = 17% of the corpus

APPENDIX XV. 26 Proof of Purchase categories (Total of 17 types)

No.	Proof of Purchase	TCEFs	Total
1.	Aluminium foil/barcode	I/ 113	1 (0.8%)
2.	Barcode	I/ 6, 7, 11, 14, 15, 16, 18, 19, 20, 25, 26, 29, 30, 36, 51, 52, 58, 64, 65, 67, 69, 70, 72, 74, 77, 87, 91, 94, 101, 104, 109, 110, 111	33 (28%)
3.	Barcode/ label	I/ 5, 78, 82	3 (2.5%)
4.	Barcode/ receipt	I/ 92, 108	2 (1.9%)
5.	Barcode/ tag	I/ 95	1 (0.8%)
6.	Barcode + receipt	I/ 34, 35, 112	3 (2.5%)
7.	Blister	I/ 31	1 (0.8%)
8.	Bottle cap	I/ 100, 105, 118	3 (2.5%)
9.	Box top	I/ 59	1 (0.8%)
10.	Can tab	I/ 81	1 (0.8%)
11.	Can/ bottle tab	I/ 99	1 (0.8%)
12.	Cap/ tab	I/ 42, 43, 49	3 (2.5%)
13.	Flap	I/ 12, 13, 23	3 (2.5%)
14.	Flap/ label	I/ 116	1 (0.8%)
15.	Label	I/ 27, 38, 39, 40, 41, 76, 79, 85, 98, 117	10 (8.5%)
16.	Label/ receipt	I/ 8	1 (0.8%)
17.	Label + receipt	I/ 89	1 (0.8%)
18.	Label/ packaging	I/ 96, 97	2 (1.9%)
19.	Label/ sticker	I/ 37	1 (0.8%)
20.	Lid/ wrapper	I/ 73	1 (0.8%)
21.	Logo	I/ 2, 4, 28, 47, 54, 60, 66, 75	8 (7%)
22.	Logo/ barcode	I/ 48	1 (0.8%)
23.	Receipt	I/ 1, 3, 9, 10, 21, 22, 24, 32, 33, 44, 45, 46, 53, 55, 56, 57, 68, 80, 84, 86, 88, 90, 93, 102	24 (20.5%)
24.	Spoon	I/ 115	1 (0.8%)
25.	Sticker	I/ 103	1 (0.8%)
26.	Wrapper/ packaging	I/ 17, 50, 61, 62, 63, 71, 83, 106, 107, 114	10 (8.5%)
TOTAL			**118 (100%)**

Note: Total of 17 types: A. foil; Barcode; Blister; B. cap; B. tab; B. top; C. tab; Flap; Label; Lid; Logo; Pkg; Receipt; Spoon; Sticker; Tag; Wrapper

APPENDIX XVI. 49 samples featured cash prizes

7	11	14	16	17	20	22	24	25	27	29	30	33	34	38	40	41
45	46	49	57	58	59	60	63	65	70	71	72	73	74	75	76	77
83	84	87	90	94	95	102	104	107	110	111	113	114	115	116		
49/118 x 100 = 42% of the corpus																

APPENDIX XVII. 16 samples featured prizes in Black & White, Grey, or 2 tones

13	52	57	65	66	68	69	70	80	82	88	89	90	109	115	116
118-16 =102/118 x 100 = 87% of the corpus in full colour															

APPENDIX XVIII. 8 samples where visuals of contest prizes did not use ¾ of the page, and over

22	50	58	65	83	84	88	89
118-8 =110/118 x 100 = 94% of samples use ¾ of the page and more for contest prizes							

APPENDIX XIX. 7 samples where judging criteria were completely omitted

I/44	63	68	88	91	110	111
7/118 x 100 = 5.9% of the corpus						

KEYS	
Proof of Purchase	Required Proof of purchase per qualified entry
E	English
BM	Bahasa Malaysia
CH	Chinese (Mandarin/ Cantonese)
Sp.	Special size i.e. any size that is not A4, include die-cut/s and special gloss paper
EV	TCEF features ready-to-send envelope, and may include folding instructions
[W]	Titles/ Headlines that highlight the appeal of prizes to be won [Greed appeal]
[S]	Titles/ Headlines that highlight the appeal of skills and/or directives to participate [Self-esteem appeal]
[B]	Titles/ Headlines that highlight the appeal of brand and/or 'tag-on' festive reason(s) for participation [Fear appeal]
[- -] / [- - -]	Information NOT disclosed/ included: Length of contest / Headline

Notes

1. TCEFs that contain BM and/ or Chinese texts have been translated to English to accommodate analyses.

2. Approximate length of each contest is placed in brackets after the titles e.g. [6] = 6 months.

3. In cases where contest length/ period is not mentioned i.e. when only closing dates, but not start dates are mentioned, and where no information is provided, the brackets are filled with [--].