**APPENDIX XXI Verbatim Comments: Survey Q24**

| NON-PROMOTIONAL ADVERTISING FIELDS (OUTSIDERS) | |
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| # | COMMENTS |
| 1 | 1) Sentences and questions must be short and simple to understand. [4.5.5]<br>2) It is not necessary to have pictures in contest entry forms unless it is absolutely necessary. [4.5.4]<br>3) All entry forms must have methods for entering and those methods must be easy. [4.5.1] |
| 2 | Rules and regulations too hard to read. [4.5.3] |
| 3 | Actual pictures of prizes instead of word description [4.5.4] and less personal details- participants value their privacy! (Won't appreciate being sold for publicity/ database purposes). [4.5.5] |
| 4 | Instructions for joining must be clear and the rules and regulations should be larger and simpler. [4.5.3] |
| 5 | I would like more contests that come with less non-meaningful words and more easy chances for winning. All (consumers) should be rewarded. Consumers don't like to be fooled. [4.5.5] |
| 6 | Less words, less criteria, more prizes, easy to win. [4.5.4] Generally prefer free gifts for all, over contests. [4.5.5] |
| 7 | If the entry form is hard to read, then I won't join! [4.4.5] |
| 8 | Understand how contests can be deceiving but it's part of life and makes purchase interesting- adds challenge. [4.5.5] |
| 9 | I don't like hard to read detailed rules and regulations that are hard to understand. [4.5.3] |
| 10 | I like to win anything! [4.5.4] |
| 11 | Any prize is attractive [4.5.4] |
| 12 | Entry forms are better with envelop [4.5.5] |
| 13 | I'm very suspicious about 'X' number- puts me off because there's no skill! Btw- how does it work? [4.5.2] |
| 14 | Rules and regulations are hard to read! Prizes always attract me. [4.5.4] |
| 15 | I think I prefer free gifts- isn't that supposed to be better for consumers? [4.5.5] |
| 16 | Added value - Free gift for joining. The words should be larger for people with bad eyesight. [4.5.5] |
| 17 | Filling up personal details seem straightforward in most contest entry forms. What stands out is the creativity and ingenuity of the contents. I favour words that are eye-catching, teasers with good sense of humour but then, pictures speak louder. Turning a humdrum, everyday life into a spectacular event with the help of the products advertised. All in all, the form should be in vivid, lively colour without being too gaudy. [4.5.5] |
| 18 | To ensure the prizes are of high value and plenty. [4.5.4] |
| 19 | Less words, more pictures, easy instructions. [4.5.5] |
| 20 | The pictures and bold words may attract people to join but if the contest is too complicate, people maybe won't join it. It is preferred that the rules and regulation are clearly stated and easy to understand. [4.5.5] |
| 21 | Wordings should be large enough to read and double-spaced. [4.5.3] Language used should be easy to understand and concise. [4.5.1] Pictures should be bright and attractive so as to entice the reader to join the contest just from the first glance. The same goes for the words too. [4.5.5] |
| 22 | Contest entry forms must have enough space for people to fill-in- conveniently. [4.5.5] |
| 23 | Cheaper products are better than contests. [4.5.2] |
| 24 | 1) Bigger entry forms are eas*ier* to read. [4.5.5] 2) Shorter time is better- can know result faster. [4.5.5] |
| 25 | Lucky draw/ on the spot prizes might be better than time consuming contests. [4.5.2] |
| 26 | Clear instructions are important to consumers. Complicated messages confuse me. [4.5.5] |
| 27 | People need to know their chances of winning- clearly. [4.5.3] |
| **PROMOTIONAL ADVERTISING FIELDS (INSIDERS)** | |
| 28 | Contest entry forms need to have easy understanding on how to participate. Inspiring prizes and easy to fill in particulars without asking for too much details. [4.5.3] |
| 29 | I love pictures. [4.5.4] |
| 30 | More prizes. [4.5.4] |
| 31 | Prizes are designed to appeal to consumers (by way of) sampling/ research group results. [4.5.4] |
| 32 | Contests are a waste of my time and money only if I don't win! [4.5.5] Sometimes I join even if prizes don't appeal to me- just to win prizes, whatever they are makes me happy. [4.5.4] |
| 33 | I prefer lucky draws- Just fill in contest details and win if I'm lucky. [4.5.2] |

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| 34 | The product manufacturer- if a product I use makes a difference in my life, it makes a difference in my decision to join. [4.5.5] |
| 35 | I don't understand the skill involved in the 'X' number entry- how do people judge the real winners? [4.5.2] |
| 36 | 1) Clear instructions on the forms to join are important. [4.5.1] 2) Prizes must be big and clear so that we know what we are winning. [4.5.4] 3) Provide reply paid postage or drop boxes to be available for contest entries. [4.5.3] |
| 37 | I prefer English because I personally am better at it. Others may prefer Chinese or Tamil or BM. [4.5.1] |
| 38 | I think everyone will be disappointed once they find out they didn't win anything. [4.5.4] |
| 39 | I'll join contests that reinforce my usual spending habit. (*Entry forms should be*) colourful, looks a little more premium than "supermarket" cheapos. Win dream prizes. [4.5.5] |
| 40 | Not much to comment about. It's just that I feel sometimes the words and pictures in a contest entry form are far more attractive than the prizes itself. And the prizes are not much to shout about anyway…[4.5.1] |
| 41 | Prefer gifts with purchase – fairer to consumers. [4.5.5] |
| 42 | I think it's perfectly legitimate for ad. people to participate in contests their agency produce for clients. [4.5.5] |
| 43 | Don't understand how 'rank and win' works! – Not exactly a skill. [4.5.2] |
| 44 | Advertising/ Promotions people should be given the chance to win too- why put us at a disadvantage? People who work on an account/ brand probably spend the most on them. [4.5.5] |
| 45 | Some contests have highest spent on products via receipts- I think this is a scam to get people to buy more. [4.5.2] |
| 46 | I don't like wasted effort and costs in losing after joining but the possibilities of winning are very enticing. [4.5.4] |
| 47 | I will only participate in contests where prizes appeal to me and are easy to win. [4.5.4] |
| 48 | 'X' number entry contests puts me off because there's no skill at all- but if prizes are good, people will join anyway. [4.5.2] |
| 49 | Contests with longer deadline means I have to wait longer to get results. [4.5.5] |
| 50 | If I don't win anything in a contest then I waste time and money! If you don't have to write slogans, draw, etc. then how to judge? [4.5.2] |

Notes
4.5.1 = Verbal components
4.5.2 = Skill criteria
4.5.3 = Rules & Regulations
4.5.4 = Contest prizes and visual elements
4.5.5 = Consumer contests & CEFs