


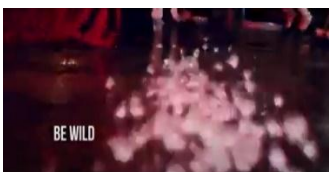













APPENDIX

Product	Verbal/Non-verbal sign	Denotation	Connotation
Marlboro	 	<ul style="list-style-type: none"> - Crown - Black - Red - “Filter Black” 	<ul style="list-style-type: none"> - Power, legitimacy & prosperity - Magical & luxurious - Power, courage & desire - Marlboro gives joyful for consumers
L.A Bold	   	<ul style="list-style-type: none"> - Black - Man in suit - “shout” (noise) - “wild” (extreme or violent) - “bold” (confident & courageous) 	<ul style="list-style-type: none"> - Formality & luxury - Masculine & high-class - Freedom of opinion, critical in providing point of view - Hard work & determination - Willingness to get things done despite risks

		<ul style="list-style-type: none"> - Red - White 	<ul style="list-style-type: none"> - Strength, courage & passion - Peace & kindness
Esse	    	<ul style="list-style-type: none"> - Blank stare (expression) - Black - Eye - Yellow - Blue - Orange - Purple - “ESSE” - “Love Yourself” 	<ul style="list-style-type: none"> - Rough day & disappointed - Darkness & mystery - Intelligences, light, or alertness - Hope & inspiration - Wisdom, integrity & strength - Creativity & friendliness - Royalty & sensitivity - Opportunity compared to others - Self-esteem & positive self-image
		<ul style="list-style-type: none"> - Skateboarding - Men 	<ul style="list-style-type: none"> - Extreme & skillful - Strong & masculine

<p>Dunhill</p>	 	<ul style="list-style-type: none"> - “Dunhill” - “Live”, “learn”, “lead” 	<ul style="list-style-type: none"> - To be known to the public - To feel free on taking actions, hard work and lively spirit
<p>Xplore</p>	 	<ul style="list-style-type: none"> - Sign “X” - White - Mountain eruption 	<ul style="list-style-type: none"> - The product introduces the brand image - Purity & goodness - The product gives the consumer a characteristic flavor