

APPENDIX:

Exhibit 1

Example of Art-infusion



Note: Adapted from Art and the brand: The role of visual art in enhancing brand extendibility [Illustration], by Patrick, V & Hagtvedt, H. (2008), Journal of Marketing Research, ISSN: 1547-7193

Exhibit 2.

Example of advertisement that use poetry - BBC

Translation:

as the pandemic of coronavirus claims
more lives around world the people of
the United Kingdom are now being advised
to make drastic changes the virus is
indiscriminate when things go wrong as
they sometimes were when the road your
Trudgen seems all uphill and the funds
are low but the debts are high and you
want to smile but you have to sign say
this very seriously and selves all that
when care is pressing you down a bit
rest if you must but don't you quit life
is strange of its twists and turns as
every one of us sometimes learns here we
are again of course with no audience and
many failures turnabout or we might have
won had we stuck at home on Alma it's
gonna be all right my mind is free
anywhere don't give up though the pace
seems slow

you may succeed with another blood
success is failure turned inside out
Silverton of the clouds of doubt I can
never tell how close you are
it may be near, and it seems so far so
stick to the fight when your hardest is
when things seem worst that you must
knock quick

[Applause]

[Music]

as the pandemic of coronavirus claims
more lives around world the people of
the United Kingdom are now being advised
to make drastic changes the virus is
indiscriminate when things go wrong as
they sometimes were when the road your
Trudgen seems all uphill and the funds
are low but the debts are high and you
want to smile but you have to sign say
this very seriously and selves all that

when care is pressing you down a bit
rest if you must but don't you quit life
is strange of its twists and turns as
every one of us sometimes learns here we
are again of course with no audience and
many failures turnabout or we might have
won had we stuck at home on Alma it's
gonna be all right my mind is free
anywhere don't give up though the pace
seems slow

you may succeed with another blood
success is failure turned inside out
Silverton of the clouds of doubt I can
never tell how close you are
it may be near and it seems so far so
stick to the fight when your hardest is
when things seem worst that you must
knock quick

[Applause]

[Music]

Note: Taken from Bringing us closer: A message from all of us, to all of you. Together we'll get through by BBC. (2020).

Exhibit 3.

Example of advertisement that use poetry – Mc Donald's

Transcript:

Now the laborers and cable errs and
council motion table errs were just
passing by and the gothy types and
scuffie types and like their coffee
frothy types were just passing by those
on their own whilst on the phone
dunking McNuggets and having a moan with
just passing Barton they're driving
through with hungry crew who just pulled
off the a3 - we're just passing by and
the IT bonds with taps and prods eating
a Big Mac wash writing their blogs were
just passing by and the first in types
and lurking types and like to lose their
gherkin types and suddenly just burst in
terms we're just passing by and the
extroverts and introverts and guys and
newly iron shirts who like to text
outrageous flirts we're just passing by
and the little phony who share a joke
and nudge and poke about that bloke who
slurps his coke and gives his goatee
beard a stroke we're just passing by
there's a McDonald's for everyone

Note: Adapted from *Just passing by* [Video], by Mc Donald's, 2012.
(https://www.youtube.com/watch?v=VjmcKg_Qo40)

Exhibit 4:

Example of regular Coca Cola's advertisement



Note: Adapted from #RecipeForMagic. [Illustration], by Coca-Cola Africa. (2023).
https://www.facebook.com/story.php/?story_fbid=712176513744267&id=109614320667159&_rd