

stricter gun control:

	POSITIVE	NEGATIVE
SYMBOLIC	It represents progress toward a more civilized world.	It impinges on Constitutional rights.
INSTRUMENTAL	It will reduce crime.	It won't reduce crime (criminals will still have guns)--and might even increase crime.

death penalty:

	POSITIVE	NEGATIVE
SYMBOLIC	It represents appropriate retribution ("eye for an eye").	It's a barbaric and uncivilized practice.
INSTRUMENTAL	It deters crime.	It doesn't deter crime.

APPEAL TYPE

image-oriented
(symbolic)

It lets you express yourself
on the high roads of life.

Heineken . . . You are moving up.

Glamour and style in a cigarette.

In the office or in the great
outdoors, Brand X cola helps you
climb to the top.

product-quality-oriented
(instrumental)

High performance, easy to maintain,
and comfortable—it's a quality car.

Heineken . . . You can taste the
difference.

Smooth taste in a low tar cigarette.

A great tasting soft drink. Our
original and only formula. We
achieved a perfect taste on our
first try.

APPEAL TYPE

IMAGE-ORIENTED (SYMBOLIC)

PRODUCT-QUALITY-ORIENTED (INSTRUMENTAL)

PERFUME Astoria perfume is the sophisticated scent that tells people you're not one of the crowd.

The fresh, floral scent of Cadeau perfume comes from a balanced blend of oils and essences.

PAIN RELIEF The pain reliever you use says something about the type of person you are. It can reveal your concern for quality health care products.

PainAway medication blends three different pain relievers in a way that's scientifically proven to ease pain more quickly.

COFFEE The coffee you drink says something about the type of person you are. It can reveal your rare, discriminating taste.

The delicious, hearty flavor and aroma of Sterling Blend coffee come from a blend of the freshest coffee beans.