






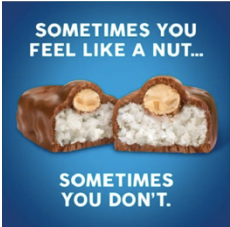






APPENDICES






Appendix 1: List of brands and slogans

List of brands and their slogans (based on Statista, August 2024)

No.	Brand	Screenshot	Slogan	Website
1.	Hershey's		The great American chocolate bar	https://www.hersheyland.com/hersheys
2.	KitKat		Have a break, Have a KitKat	https://www.kitkat.com/
3.	Reese's		There's no wrong way to eat Reese's	https://www.hersheyland.com/reeses
4.	Snickers		You're not you when you're hungry	https://www.snickers.com/

5.	Twix		Try both and pick a side	https://www.twix.com/
6.	Crunch		Turn up the fun	https://www.crunchbar.com/
7.	Butterfinger		No one lays a finger on your Butterfinger	https://www.butterfinger.com/
8.	3 Musketeers	Not found	Not found	https://www.3musketeers.com/
9.	Almond Joy		Sometimes you feel like a nut... Sometimes you don't.	https://www.hersheyland.com/almond-joy-mounds
10.	Baby Ruth	Not found	Not found	https://www.babyruth.com/

11.	Dove Chocolate		Choose pleasure	https://www.dovechocolate.com/
12.	Payday	Not found	Not found	https://www.hersheyland.com/payday
13.	Ghirardelli		Makes life a bite better	https://www.ghirardelli.com/
14.	Mars bar		Work, rest and play	https://www.marsbar.co.uk/
15.	Lindt		Master Swiss chocolatier since 1845	https://www.chocolate.lindt.com/

16.	Cadbury		There's a glass and a half in everyone	https://www.cadbury.co.uk/
17.	Godiva		Godiva is chocolate	https://www.godiva.com/
18.	Kinder		A little, a lot	https://www.kinder.com/us/en/kinder-chocolate
19.	Toblerone		Be more triangle	https://www.toblerone.co.uk/
20.	Milka		Tenderness is inside	https://www.mondelezinternational.com/our-brands/milka/

Appendix 2: Table of Analysis

Analysis of Generalized Conversational Implicature's principle and the meaning of the slogan

No	Brand	Slogan	Principles of GCI			Generalized Conversational Implicature	Notes	
			Q		I			M
			Sc	CI				
1.	Hershey's	The <u>great</u> American chocolate bar				✓	Hershey's position itself as an iconic brand synonymous to America, but its greatness can only be explained by each person individually.	The word "great" in the slogan has a vague meaning which is the characteristic of manner principle. While the word "great" fulfills the scalar implicature by suggesting a degree, it is actually not suggesting that Hershey's is better than good. Rather, it puts an emphasis on how great this chocolate is by letting the consumers to imagine their own reasons why Hershey's is great.
2.	KitKat	Have a break, Have a KitKat			✓		KitKat do not only encourage consumers to have a break or to give themselves a break amidst the business even for a few seconds or minutes but to also enjoy the moment with KitKat.	The word "break" has a double meaning: 1. To have KitKat when taking a break: KitKat being an on-the-go snack that was mess free and suitable for a quick nibble. 2. To break as in breaking things into two pieces and the sound when the bar is broken into pieces Despite its double meanings, KitKat wants to create a sense of persuasion where people take a break and enjoy it with KitKat.
3.	Reese's	There's <u>no wrong way</u> to eat Reese's	✓				All possible ways of consuming a Reese's are acceptable based on each individual's freedom to create an enjoyable experience.	The word "no wrong way" implicates that there is no right or wrong way to eat a Reese's. People can eat it however they want. This also indirectly put an emphasis on Reese's flexibility to be involved anywhere and the consumer's freedom.
4.	Snickers	You're not you <u>when</u> you're hungry		✓			Being or not being yourself depends on the state of hunger, so snickers come as a solution to get yourself back to normal.	In this slogan, Snickers uses a cause effect relationship though the use of conditional sentence 'you are not you' and 'when you are hungry'. It implies that if you are full, you will become your normal self, otherwise you will become anything else but normal. In order to get back to yourself, people will need to act quickly and get themselves a Snickers.

No	Brand	Slogan	Principles of GCI				Generalized Conversational Implicature	Notes
			Q		I	M		
			Sc	CI				
5.	Twix	Try both and pick a side			✓		People tend to overthink and stress about their choices, but in the case of Twix, people cannot get the decision wrong because both sides are equally enjoyable, making eating Twix a fun decision making.	The absence of other details in the slogan let people to understand that Twix comes in two bars, right and left. Asking the consumers to pick a side gives the idea that the two bars on different sides are different even though they are not. Here is when the humor comes in by highlighting how people often get stressful when making a decision, but since the bars are practically the same, people will feel relieved that one decision they can't get wrong is Twix.
6.	Crunch	Turn up the fun			✓		Crunch bar is the perfect snack to make one's everyday routine, which is boring and burdensome, more fun and enjoyable.	The audience can infer that the current situation is boring or lack of fun, and need to be improved. Therefore, eating a crunch might enable the audience to find and turn up the fun in their boring routine. In addition, the audience are able to infer another stereotypical information associated with the crunchiness of the bar and the sound it produces when being bitten into.
7.	Butterfinger	No one <u>lays a finger</u> on your Butterfinger			✓		Butterfinger is so good that so many people desires it, so one must protect one's Butterfinger.	Butterfinger could have used 'touches' instead of 'lays a finger' which sounds more like a warning and gives off the impression of possessiveness. After hearing the slogan, people can stereotypically infer that the bar is that good so that when a person has it, he or she would not let anyone take or touch his or her Butterfinger even at the slightest.
8.	Almond Joy	Sometimes you feel like a nut... Sometimes you don't.			✓		People can opt for Almond joy if they want nuts and Mounds if they don't want any nuts.	Almond Joy shares a relationship with Mounds. Almond Joy has nuts while mounds don't. With this knowledge, the audience can stereotypically infer that one can get Almond Joy for when one wants nuts, and Mounds for when one doesn't want nuts.

No	Brand	Slogan	Principles of GCI				Generalized Conversational Implicature	Notes
			Q		I	M		
			Sc	CI				
9.	Dove Chocolate	Choose pleasure			✓		People are encouraged to find and choose pleasure in their life, one of it is by eating the silky and smooth Dove chocolate can satisfy any cravings for pleasure.	The audience may or may not choose pleasure, but it is what Dove is suggesting its audience to do. The audience may find pleasure, such as happiness, comfort, and other pleasurable feelings, in various things including eating a Dove chocolate. Its silky and smooth which chocolate can bring pleasure for people who eat it.
10.	Ghirardelli	Makes life <u>a bite better</u>				✓	Like eating a chocolate bit by bit, one's life can be better by bringing positivity and improvement in life.	This slogan reflects Ghirardelli mission as a company which is to make the life of person who consume its chocolate a little better and eventually become significantly better. The concept of making life better is the same as eating chocolate, a bite at a time and eventually all.
11.	Mars bar	Work, rest and play			✓		Mars bar can provide you energy to achieve your balanced lifestyle: to work, rest, and play.	The phrase 'work, rest, and play' represented people's desire nowadays to have a balanced lifestyle. However, it requires energy to be able to do all and Mars seems to be encouraging the audience to eat a Mars bar if they want to have enough energy to achieve a balanced life style.
12.	Lindt	Master Swiss chocolatier since 1845			✓		Lindt is a trustworthy and premium chocolate that has been perfected thanks to centuries of production	The phrase 'since 1845' indirectly shows Lindt expertise in the field and its long history to perfect its chocolate. Meanwhile, the phrase 'Master Swiss chocolatier' shows the origin of the chocolate in Zurich and suggests its expertise on chocolate field. Through the slogan, it is as if Lindt is showing its value as a trustworthy product.
13.	Cadbury	There's a <u>glass and a half</u> in everyone				✓	The richness of Cadbury chocolate can bring people together just like how people that has 'a glass and a half' sprit always try to show little act of kindness to everyone by sharing moment of goodness.	The phrase 'a glass and a half' is the marked expression in this slogan. This phrase is especially used to indicate that everybody always has something extra to share with other people. This slogan reflected two things about Cadbury: 1. Cadbury is a rich chocolate. Cadbury uses the word "extra" to indicate its richness. 2. Cadbury desires to connect people with its chocolate. Its rich, smooth, and creamy chocolate can bring joy to people who eat them.

No	Brand	Slogan	Principles of GCI				Generalized Conversational Implicature	Notes
			Q		I	M		
			Sc	Cl				
14.	Godiva	Godiva is chocolate			✓		Godiva is not just a brand of chocolate, but the definition of what a chocolate should be: luxurious, indulgent, and high quality.	The absence of additional detail allows people to think of what a chocolate should be. Chocolate is often associated with luxury, indulgence, and quality. Good quality chocolate is usually expensive and makes it a luxury good. Therefore, when the statement in the slogan says Godiva is chocolate, it indirectly shows that Godiva is what a chocolate should be.
15.	Kinder	A little, a lot			✓		Sometimes something that is small and insignificant may bring a lot of happiness.	Kinder is known for its product for children. Unlike adults, children tend to be able to appreciate little moments more. Kinder may be hinting at how children see things and encourage parents to see that it is the little moments that meant a lot for the children, rarely the big moments. Therefore, Kinder comes to provide parents with chocolate that is small enough to that the children can eat their chocolate and be happy.
16.	Toblerone	Be more <u>triangle</u>				✓	Never be something usual because it is boring, instead dare to be different and embrace it like Toblerone.	Triangle is not a common shape for a chocolate, and instead a rectangle or round is more common. Inspired by its triangular shape, Toblerone avoided something stereotypical such as “be unique” and really embrace its uniqueness by choosing “be more triangle”.
17.	Milka	Tenderness is inside			✓		The softness and creaminess of Milka can make people grow their tender quality and feel warmth and comfort.	Milka wants to promote the experience of tenderness, in this case the softness and creaminess of the chocolate, when the consumers eat the chocolate. The tenderness will bring comfort, affections, and bonding. As a result, people are expected to grow tender quality such as empathy, warmth, comfort, gentleness, and approachability in their hearts.