

APPENDIX

Table 1: Advertisements Analyzed With Key Sig. Time Sig. Motifs, Context, and Mood

Advertisement	Key Signature	Time Signature	Musical Motifs	Context	Mood
Secret Tournament	B minor	4/4	Driving rhythm with syncopated beats	Nike's 2002 football campaign featuring a secret tournament with top players.	Happy
Anticipation	E major	4/4	Ascending melody building tension	Heinz Ketchup's 1979 ad emphasizing the anticipation of ketchup pouring slowly.	Happy
Time to Make the Donuts	C major	4/4	Repetitive jingle mimicking morning routine	Dunkin' Donuts' 1981 campaign highlighting the daily routine of making fresh donuts.	Happy
Thank You Mom	G major	4/4	Emotional piano with orchestral swell	Procter & Gamble's 2012 Olympic ad celebrating mothers' roles in athletes' lives.	Happy
Mountain	D minor	4/4	Choral arrangement with building intensity	PlayStation's 2003 ad depicting a massive human mountain symbolizing gaming challenges.	Happy
No Palm Oil	A minor	4/4	Soft acoustic guitar with children's choir	Iceland's 2018 ad addressing the environmental impact of palm oil production.	Happy
Boy on the Bike	F major	3/4	Lighthearted piano waltz	Hovis Bread's 1973 ad showing a boy delivering bread on a bicycle through a quaint village.	Happy
Monty the Penguin	E major	4/4	Orchestral piece with whimsical tones	John Lewis' 2014 Christmas ad about a boy and his penguin friend.	Happy
Balls	G major	4/4	Melancholic piano with ambient sounds	Sony Bravia's 2005 ad featuring thousands of colorful balls bouncing through San Francisco.	Happy
Chrysalis	C minor	4/4	Ethereal synths with evolving melody	Guinness' 2005 ad showing a man's transformation symbolizing the brewing process.	Happy
Terry Tate: Office Linebacker	Bb minor	4/4	Hard-hitting rock riffs	Reebok's 2003 Super Bowl ad featuring a linebacker enforcing office productivity.	Happy

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Swim Black	A minor	4/4	Intense orchestral with driving percussion	Guinness' 1998 ad depicting a swimmer racing against a pint of Guinness settling.	Happy
The Epic Split	F# minor	4/4	Haunting piano with minimalistic approach	Volvo Trucks' 2013 ad showcasing Jean-Claude Van Damme's split between two trucks.	Happy
Flat Eric	D major	4/4	Funky bassline with electronic beats	Levi's 1999 ad featuring the puppet Flat Eric nodding to the track "Flat Beat" by Mr. Oizo.	Happy
Evolution	G minor	4/4	Progressive rock with evolving intensity	Dove's 2006 ad highlighting the transformation of a woman through makeup and Photoshop.	Happy
Paint	Eb major	4/4	Classical piece with serene strings	Sony Bravia's 2006 ad showing a building being covered in colorful paint explosions.	Happy
Bud... Weis... Er...	C major	4/4	Frog croaks forming the brand name	Budweiser's 1995 ad featuring frogs croaking "Bud," "Weis," and "Er."	Happy
When I Grow Up	A major	4/4	Children's choir with simple melody	Monster.com's 1999 ad with children stating undesirable future job aspirations.	Happy
Double Life	B minor	4/4	Ambient electronic with introspective tones	PlayStation's 1999 ad narrating gamers leading double lives.	Happy
This Girl Can	D major	4/4	Upbeat pop track with empowering lyrics	Sport England's 2015 campaign encouraging women to participate in sports.	Happy
Carousel	F# minor	4/4	Cinematic score with suspenseful build-up	Philips' 2009 ad depicting a frozen moment in a police shootout.	Happy
Womb Stories	C# minor	4/4	Emotional orchestral with evolving themes	Bodyform's 2020 ad exploring the complex experiences of womanhood.	Sad
Tide Ad	G major	4/4	Cheerful jingle with catchy hook	Tide's 2018 Super Bowl campaign parodying various ad tropes.	Happy
Meet The Superhumans	E minor	4/4	Powerful rock anthem	Channel 4's 2012 Paralympics ad showcasing athletes' determination.	Happy
Got Milk?	D major	4/4	Quirky jingle with humorous tone	California Milk Processor Board's 1993 campaign promoting milk consumption.	Happy
Launderette	F major	4/4	50s-style rock and roll track	Levi's 1985 ad featuring a man stripping to his jeans in a	Happy

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				laundromat.	
The Force	G minor	4/4	Iconic film score with whimsical twist	Volkswagen's 2011 ad showing a child dressed as Darth Vader attempting to use the Force.	Happy
I'm a Mac (Virus)	C major	4/4	Light piano underscoring dialogue	Apple's 2006 campaign contrasting Mac and PC personalities.	Happy
I Will What I Want	Eb minor	4/4	Minimalist electronic with strong beats	Under Armour's 2014 ad featuring Misty Copeland overcoming rejection.	Happy
Hilltop	D major	4/4	Choral arrangement with global harmony	Coca-Cola's 1971 ad with people singing "I'd Like to Buy the World a Coke."	Happy
You're Not You When You're Hungry	Bb major	4/4	Humorous orchestral with sudden shifts	Snickers' 2010 campaign showing people acting out of character when hungry.	Happy
Our Blades are F***ing Great	G major	4/4	Upbeat rock track with rebellious tone	Dollar Shave Club's 2012 ad introducing their subscription service.	Happy
Like A Girl	C major	4/4	Empowering pop track with strong vocals	Always' 2014 campaign challenging stereotypes about doing things "like a girl."	Happy
Dream Crazy	F minor	4/4	Inspirational piano with uplifting build	Nike's 2018 ad narrated by Colin Kaepernick, encouraging people to pursue dreams.	Happy
Unsung	A major	4/4	Melancholic piano with hopeful undertones	Thai Life Insurance's 2014 ad about a man performing random acts of kindness.	Happy
Wassup	Eb major	4/4	Urban hip-hop beat with laid-back feel	Budweiser's 1999 ad featuring friends greeting each other with "Wassup."	Happy

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Gorilla	B minor	4/4	Phil Collins' "In the Air Tonight" with iconic drum solo	Cadbury's 2007 ad featuring a gorilla playing drums to the song.	Happy
High School Girl	F# major	4/4	Upbeat J-pop track with energetic tempo	Shiseido's 2015 ad revealing high school girls transforming into boys.	Happy
Dads in Briefs	C major	4/4	Lighthearted samba with playful rhythm	BGH Air Conditioners' 2012 ad humorously addressing dads lounging in briefs.	Happy
Life is Short	G major	4/4	Acoustic guitar with reflective melody	Diesel's 2000 ad encouraging people to live life to the fullest.	Happy
Mr Wind	D minor	4/4	Melancholic accordion with folk influences	Epuron's 2007 ad personifying the wind as a misunderstood character.	Sad
Dumb Ways to Die	E major	4/4	Catchy ukulele tune with darkly humorous lyrics	Metro Trains Melbourne's 2012 ad promoting train safety.	Sad
Lamp	C# minor	4/4	Slow piano with melancholic tone	IKEA's 2002 ad with a discarded lamp replaced by a new one, suggesting emotional attachment.	Sad
Points of View	F major	4/4	Ambient electronic with suspenseful buildup	The Guardian's 1986 ad depicting different perspectives of a scene.	Happy

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Odyssey	C minor	4/4	Orchestral score with dynamic progression	Levi's 2002 ad following a man's surreal journey to get his jeans.	Happy
Touch	D major	4/4	Gentle piano with uplifting harmony	Apple iPhone's 2007 ad highlighting the intuitive touch screen.	Happy
The Man Your Man Could Smell Like	E minor	4/4	Bold brass and upbeat melody	Old Spice's 2010 humorous ad featuring a confident spokesman encouraging men to "smell like a man."	Happy
1984	G minor	4/4	Dramatic orchestral with suspense	Apple's 1984 Super Bowl ad symbolizing the Macintosh breaking away from conformity.	Happy
Surfer	F minor	4/4	Tribal drumming with intense crescendos	Guinness' 1999 ad depicting surfers conquering waves alongside stampeding horses.	Sad
Cog	D major	4/4	Mechanically precise and rhythmic	Honda's 2003 ad featuring a Rube Goldberg machine illustrating precision engineering.	Happy