

|                          |                                                      |                              |                              |                               |
|--------------------------|------------------------------------------------------|------------------------------|------------------------------|-------------------------------|
| <b>B</b>                 | <b>I</b>                                             | <b>N</b>                     | <b>G</b>                     | <b>O</b>                      |
| Truck Ad                 | A man's product choice makes him attractive to women | "Closed course / Pro Driver" | Cowboy                       | Snoopy                        |
| Movie Trailer            | Catch Phrase                                         | Talking Baby                 | Reality Show "Star"          | Talking Animal                |
| Two blondes at same time | Athlete Spokesperson                                 | <b>FREE</b>                  | PSA                          | Historic Video with added CGI |
| Inappropriate Website    | Suggestive Unzipping                                 | Kick to the groin            | Slow-motion of boobs running | Supermodels                   |
| Donald Trump             | Out-of-place local ad                                | David Beckham                | Big Musical Number           | Ad longer than 1 minute       |

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|-----------------------|----------------------|-------------------------|-------------------------------|------------------------------------------------------|
| <b>B</b>              | <b>I</b>             | <b>N</b>                | <b>G</b>                      | <b>O</b>                                             |
| Talking Animal        | Big Musical Number   | Star Wars reference     | Historic Video with added CGI | Athlete Spokesperson                                 |
| Inappropriate Website | Talking Baby         | Ad longer than 1 minute | Two blondes at same time      | A man's product choice makes him attractive to women |
| PSA                   | Snoopy               | <b>FREE</b>             | Out-of-place local ad         | Junk food makes me cool                              |
| Movie Trailer         | Catch Phrase         | Cowboy                  | Side Effects Include...       | Underwear Ad                                         |
| Reality Show "Star"   | Suggestive Unzipping | Bikinis and beer        | Slow-motion of boobs running  | "Closed course / Pro Driver"                         |

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|-------------------------------|------------------|---------------------------------------------|------------------------------------------------------|--------------------------|
| <b>B</b>                      | <b>I</b>         | <b>N</b>                                    | <b>G</b>                                             | <b>O</b>                 |
| Kick to the groin             | Catch Phrase     | PSA                                         | Truck Ad                                             | Big Musical Number       |
| Weight loss ad                | Underwear Ad     | Celebrity down on luck working for paycheck | Ad longer than 1 minute                              | Snoopy                   |
| Reality Show "Star"           | Chimp            | <b>FREE</b>                                 | A man's product choice makes him attractive to women | Two blondes at same time |
| Movie Trailer                 | Bikinis and beer | Inappropriate Website                       | Cowboy                                               | Athlete Spokesperson     |
| Historic Video with added CGI | Donald Trump     | Slow-motion of boobs running                | Side Effects Include...                              | Suggestive Unzipping     |