**Cannes Lions Codebook - 2019**

Updated: 2/18/2022 - RP

General Coding Instructions

* Only code major characters that appear in the commercial. Major characters include speaking characters and those who are prominently featured in at least one frame.
  + If you cannot see a character’s face, but can reasonably identify their traits, try to code these. If not, do not code them.
* Please only code “Can’t Tell” if you truly cannot tell. If you are having a difficult time deciding how to code a variable for a character, email [meredith@seejane.org](mailto:meredith@seejane.org)
* Code characters in order of their appearance
  + When coding groups of characters, please make sure to code from left to right.

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**Asset Information**

A Coder Name

B Asset Name

C Entry Type

**Prominence**

D Character Name

E Character Description

F Character Prominence

1. Major character, speaking

2. Major character, visually prominent non-speaking

**Background Characteristics**

​​G Age

1.Child (1-12)

2.Tween (13-14)

3.Teen (15-19)

4. 20s (20-29)

5. 30s (30-39)

6. 40s (40-49)

7. 50s (50-59)

8. 60 and older

9. Can’t tell

10. Not Applicable

11. Other (specify in H)

H Age Specify

I Character Sex

1. Female

2. Male

3. FTM (transgender man)

4. MTF (transgender woman)

9. Can’t Tell

10. Not Applicable

J Character Gender

1. Hyper-Masculine

2. Masculine

3. Gender Queer/ Gender Non-Conforming

4. Feminine

5. Hyper-Feminine

9. Can’t Tell

10. Not Applicable

K LGBTQ+

0. No

1. Yes, gay/lesbian

2. Yes, ambiguous/bi/queer

3. Yes, trangender

9. Can’t Tell

10. Not Applicable

L Is the character Animated?

0. No

1. Yes, Animated humanoid

2. Yes, Alien

3. Yes, Animal/could be a real animal

4. Yes, Monster/mythical creature

5. Yes, Animated other (specify L)

M Animated Character - Specify

N Race

1. White

2. Hispanic/Latino

3. Black

4. Native American/Hawaiian/Alaskan/Pacific Islander

5. Asian/Asian American

6. Middle Eastern

7. Southeast Asian/ Indian (not Native American)

8. Mixed Race

9. Can’t tell

10. Not Applicable (please specify)

11. Other (please specify)

O Race, specify (multi-racial)

P PHYSICAL DISABILITY?

0. No

1. Yes

Q Cognitive DISABILITY?

0. No

1. Yes

R Communication DISABILITY?

0. No

1. Yes

**Activity**

S Is this character shown shopping? (**VARIABLE NAME:** Shopping)

0. No

1. Yes

T Is this character shown driving? (**VARIABLE NAME:** Driving)

0. No

1. Yes

U Is this character shown cleaning? (**VARIABLE NAME:** Cleaning)

0. No

1. Yes

V Is this character shown cooking? (**VARIABLE NAME:** Cooking)

0. No

1. Yes

W Is this character shown working? (**VARIABLE NAME:** Working)

0. No

1. Yes

X Is this character shown socializing? (**VARIABLE NAME:** Socializing)

0. No

1. Yes

Y Is this character shown doing nothing? (**VARIABLE NAME:** Nothing)

0. No

1. Yes

Z Is this character shown eating or drinking? (**VARIABLE NAME:** EatingDrinking)

0. No

1. Yes

AA Is this character shown exercising? (**VARIABLE NAME:** Exercising)

0. No

1. Yes

AB Is this character shown engaging in activities not listed above? (**VARIABLE NAME:** Other Activity)

0. No

1. Yes (please specify in AD)

AC Other Activity Specify (**VARIABLE NAME:** Activity Other Specify)

**Setting**

AD Kitchen - Is this character shown in a kitchen or dining room?

0. No

1. Yes

AE Office - Is this character shown an office (including a home office)?

0. No

1. Yes

AF Car - Is this character shown in the car?

0. No

1. Yes

AG Store - Is this character shown at the store?

0. No

1. Yes

AH Outdoors - Is this character shown in the great outdoors?

0. No

1. Yes

AI Living Room - Is this character shown in the living room?

0. No

1. Yes

AJ Restaurant/Bar- Is this character shown in a restaurant or bar (including standing outside to go in)?

0. No

1. Yes

AK Gym - Is this character shown at the gym?

0. No

1. Yes

AL Bedroom - Is this character shown in a bedroom?

0. No

1. Yes

AM Bathroom - Is this character shown in the bathroom, shower, or tub?

0. No

1. Yes

AN Sporting Event - Is this character shown at a sporting event?

0. No

1. Yes

AO Classroom/School- Is this character shown in a classroom or at school?

0. No

1. Yes

AP Is this character shown engaging in activities not listed above? (VARIABLE NAME: Other Activity)

0. No

1. Yes (please specify in AQ)

AQ Other Activity Specify (VARIABLE NAME: Activity Other Specify)

**Sexualization**

AR Sexually Revealing Clothing - Does this character wear sexually revealing clothing?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

AS State of Nudity - Is this character shown in some state of nudity?

0. No

1. Yes, some nudity

2. Yes, full nudity

3. Other (specify)

9. Can’t Tell

10. Not Applicable

AT State of Nudity - Specify/Other

AU Visually Sexual Objectification - Does the camera sexually objectify the character?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

AV Verbally Sexual Objectification - Is this character verbally sexually objectified?

**Traits**

AW Intelligence - Is this character intelligent?

0. Intelligence Level Not Integral to Character

1. Stupid

2. Smart

3. Mixed

9. Can’t Tell

10. Not Applicable

AX Funny - Is this character funny?

0. Funniness Not Integral to Character

1. Yes, audience asked to laugh at the way they look (e.g., having buck teeth)

2. Yes, audience asked to laugh at physical comedy (e.g., falling down)

3. Yes, audience asked to laugh at verbal comedy (e.g., sarcasm)

9. Can’t Tell

10. Not Applicable

**Work and Leadership**

AY Is the character shown as having an occupation?

0. No

1. Yes, one occupation

2. Yes, multiple occupations

AZ Is the character shown as a leader?

0. No

1. Yes

BA What level of authority does this character possess?

0. No authority

1. A little authority

2. A moderate amount of authority

3. A great deal of authority

# Body Size Variables

BB What is this character’s body type?

1. Very skinny

2. Somewhat skinny

3. Average sized

4. Somewhat large

5. Very large

6. Unusually muscular

7. Other (please specify)

9. Can’t Tell

10. Not Applicable

BC Body Type Other

*For characters who are somewhat or very large, does this character engage in any of the following actions related to body issues? If so, please enter a “1” if the stereotype applies:*

BD Restrictive/disordered eating (e.g., dieting, “rewarding” oneself with a cookie for working out, binge eating, not eating around other people, purging)

BE Cutting or other forms of self-injury

BF Negative self-talk (around body)

BG Body modification discussion/action (e.g., surgery)

*For characters who are somewhat or very large, does this character face prejudice based on the size of their body? If so, please enter a “1” if the stereotype applies:*

BH Yes, visual shaming from others

BI Yes, verbal shaming from others

BJ Yes, sizeist slurs from others

BK Yes, weight is a punchline

BL Yes, denied a personal opportunity

BM Yes, denied a professional opportunity

BN Yes, other (please specify)

BO Other - Specify

*For characters who are somewhat or very large, is this character shown as a fat stereotype? If so, please enter a “1” if the stereotype applies:*

BP Lazy

BQ Slow (physically)

BR Stupid

BS A loser (e.g., down and out; can’t win)

BT Inactive (e.g., averse to exercise; doesn’t like to move their bodies)

BU Poorly dressed (e.g., wearing unflattering clothes; only wearing one primary outfit)

BV Funny (e.g., always joking and making people laugh)

BW Jolly (e.g., always upbeat, happy, and optimistic)

BX Clumsy

BY Alone

*For characters who are somewhat or very large, is this character shown as a fat trope? If so, please enter a “1” if the trope applies:*

BZ Comic Relief (e.g., a fat character who exists for comic relief)

CA Sidekick (e.g., supportive buddy-- often best friend to a pretty girl)

CB Mamma Hen (e.g., nurturing mother figure; great listener)

CC Nympho (e.g., hypersexual or sexually vulgar character; bordering on predatory)

CD For characters who are somewhat or very large, do they fit the Fat to Fit stereotype?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

CE For characters who are somewhat or very large, is their storyline inspiration porn?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable