

# Ad Classification Instructions

These instructions concern the Ad Classification task from MTurk. There are five questions to answer for each ad based on the content of the image and text of the ad: the type of advertisement, any premium offers or marketing strategies you think are present, the food category and the level of processing of the food advertisement. For some questions there is only 1 answer possible whereas for other questions there are multiple answers possible. This will be indicated with the question.

The options for each of the five questions are explained below, with additional examples. The choices are described in the same order as they appear in the survey.

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## Ad Type

### Definitions:

**Food/drink manufacturing company or brand** – a company or brand involved in producing and processing foods or beverages. Manufacturers focus on the creation and packaging of consumable goods rather than directly selling them to end consumers in a retail or dining environment. This category excludes restaurant/takeaway/delivery companies or brands and food retailers.

**Food/drink retailer** – a company or brand that sells food and drink products directly to consumers for home consumption. This includes stores such as supermarkets, grocery stores, convenience stores and specialty food shops. These retailers primarily serve as intermediaries, providing a variety of products from different manufacturers to the end consumer. This category excludes food or drink manufacturing companies and restaurant/takeaway/delivery companies or brands.

**Restaurant/takeaway/delivery outlet** – a food service establishment that prepares and sells ready-to-eat meals and beverages for immediate consumption, either on the premises, through takeaway, or via delivery. These outlets focus on providing prepared food directly to customers for immediate or near-immediate consumption and do not primarily sell food or drink items in raw or packaged form for home cooking. This category excludes food retailers and food and drink manufacturing companies or brands.

*The ad is a promoting a...* [choose only one option]

1. **Specific food/drink product from a food/drink manufacturing company or brand**, which is visible in the image or text? (e.g., a Coca-Cola bottle in someone's hand).
2. **Specific food/drink product but created by a non-food brand/company/retailer/service/event?** (e.g., a bank sponsoring free coffee at an event).
3. **Food or drink manufacturing company or brand**, **without** showing a specific food or drink **product**? (e.g., an ad for Nestlé as a brand but not for a specific food or drink).
4. **Specific food or drink product from a food or drink retailer?** (e.g., a supermarket ad showcasing discounts on fresh produce).
5. **Food or drink retailer without** featuring any specific food or drink **product**? (e.g., a store ad focusing on clothes or electronics products).
6. **Specific food or meal or drink product from a restaurant/takeaway/delivery outlet?** (e.g., a McDonald's ad promoting a new burger).
7. **Restaurant/takeaway/delivery outlet without** showcasing any specific food or meal or drink **product**? (e.g., a restaurant ad focusing on restaurant ambiance or service without showing specific foods or meals).
8. **Infant formula, follow-up, or growing-up milks?** (e.g., an ad for Enfamil or Aptamil).
9. **Non-food or drink product or service?** (e.g., a mobile phone or car ad).

## Premium Offers

Choose **all** the premium offers that apply to this ad.

If none of the enumerated offers are relevant, choose '**None**'.

If you think there is a premium offer not specified, choose '**Other**' and explain in a few words.

1. **Mobile games or apps** – Offers that incentivize consumers to download mobile games or apps, often tied to promotions or rewards (e.g., “download the McDonald's app to receive a free hamburger”).
2. **Contests** – Promotions where consumers enter to win prizes by completing specific actions, often requiring purchase or engagement (e.g., social media photo contests encouraging participants to share picture with a specific product to win prizes).
3. **Extra products for a reduced price** – Offers that encourage bulk purchasing by providing extra products for a reduced price (e.g., “buy 3 get 1 free”).
4. **Additional quantity for the same price** – Promotions offering additional product quantity for the same price, enhancing perceived value (e.g., “20% more fries for free”).
5. **Limited edition** – Special products offered for a short/limited time (e.g., limited Halloween edition on candies, seasonal flavor of Dutch stroopwafels available only during Christmas holidays).
6. **Charity** – Offers where a portion of proceeds goes to a charitable cause, appealing to socially conscious consumers (e.g., “Every Purchase Helps Local Farmers” or “Plant a tree with every purchase”).
7. **Gifts or collectables** – Promotions that include free gifts or collectible items with purchases, encouraging repeat buys (e.g., collectible cups offered with every purchase of a specific soft drink).
8. **Price discount** – Direct reductions in the selling price of products, making them more attractive to consumers (e.g., “€1 Off Any Product”, temporary price discount during Black Friday).

9. **Loyalty programs** – Programs that reward loyal customers for repeat purchases, often through points or discounts (e.g., coffee stamp cards, supermarket loyalty cards offering points that can be redeemed for discounts or free products).
10. **Other** – please specify.

## Target Age Group

*Choose the most fitting target age group that applies to this ad.*

1. **Child-targeted** – Is the ad targeted at children up to 15 years old? These ads often use simplified messaging, bright colours, and fun or animated characters that resonate with a younger audience. They may feature elements like toys, games, or collectibles and focus on excitement, fun, and social inclusion. The ad may also indirectly appeal to parents by highlighting educational or health benefits.
2. **Adolescent-targeted** – Is the ad targeted at adolescents between 16 and 18 years old? These ads often highlight themes of individuality, self-expression, and peer influence. They frequently use influencers, social media trends, or aspirational messaging to appeal to teenagers' desire for autonomy, status, or connection to their peers.
3. **Adult-targeted** – Is the ad targeted at adults with no specific focus on children or adolescents? These ads emphasize practical, emotional, or lifestyle benefits relevant to a broad adult audience. Messaging may focus on value, quality, sophistication, or relatable everyday needs.

## Marketing Strategies

*Choose **all** the marketing strategies that apply to this ad.*

If none of the enumerated strategies are relevant, choose '**None**'.

If you think there is a marketing strategy not specified, choose '**Other**' and explain in a few words.

1. **Company-owned character** – Characters created specifically by a company to represent its brand, often used in advertising and product packaging. These characters help establish brand identity and engage with consumers, especially children (e.g., M&Ms, Dino from the Dino brand).
2. **Licensed character** – Well-known characters from TV shows or books that a brand pays to use in its promotions. These characters attract fans and enhance the appeal of products through their existing popularity (e.g., Miffy (Nijntje), Dora the explorer).
3. **Movie tie-in** – Promotional strategies that align products or brands with popular films, utilizing themes, characters, or storylines from the movies to attract audiences and enhance product appeal (e.g., Shrek, Frozen).
4. **Famous athletes** – Renowned athletes or sports teams that are recognized on a national or international level. Their endorsements can lend authority and desirability to products, particularly in sports and fitness markets (e.g., Belgian Red Devils, Kevin de Bruyne).
5. **Amateur sports** – Individuals who participate in sports at a non-professional level, often representing community teams or clubs. Their relatability can foster a sense of connection with local consumers and promote healthy lifestyles (e.g., a person playing a sport).
6. **Non-sports celebrities** – Well-known public figures from various fields such as entertainment, music, or literature who endorse products or brands. Their fame can significantly boost brand visibility and credibility (e.g., Jeroen Meus, Jamie Oliver).

7. **Awards or recognitions** – Recognitions or accolades received by a product or brand that signify quality or excellence. Featuring awards in marketing materials can enhance credibility and consumer trust (e.g., “Best Beer of 2024”).
8. **Non-sports, cultural events** – Promotions tied to significant cultural events, historical anniversaries, or festivals that resonate with the target audience. These events provide a thematic backdrop for marketing campaigns and engage consumers on an emotional level (e.g., Christmas, Halloween).
9. **Sport events** – Promotions that coincide with major sporting events, leveraging the excitement and audience engagement of the event. This strategy often includes sponsorships, themed products, and advertising tied to the event’s timeline (e.g., Tour de France, Olympic Games).
10. **Other** – please specify.

## Food Category

Choose **all** the food categories that apply to this ad, either from the ad image or text.

For this question, you should enumerate **all the food items** you can retrieve from the ad image and text. However, you **don’t need** to enumerate **every ingredient** of a food item. For example, if you see a McDonald’s ad containing a burger and fries, you should select *Processed fruit or vegetables* for the fries and *Ready-made or convenience food* for burgers. You don’t need to select every ingredient of the burger, like bread, meat, salad, etc.

1. **Chocolate or sugar confectionery** – caramels, jellies, cereal bars, spreadable chocolate, honey, table sugar, *excluding cakes, jams and sweet desserts*.
2. **Cakes or pastries** – cookies, cakes, pies, pastries, pancakes, waffles, scones, baked desserts, dry mixes for making cakes and other sweet baked goods, *excluding bread and bread products*.
3. **Savory snacks** – crackers, nuts, seeds, popcorn, chips, pretzels.
4. **Juices** – 100% fruit and vegetable juices, smoothies, *excluding sweetened fruit nectars*.
5. **Dairy milk drinks** – dairy milks (both sweetened and unsweetened), milkshakes, coffees with milk, *excluding cream*.
6. **Plant-based milks** – plant-based milks (both sweetened and unsweetened), milkshakes, coffees with plant-based milk.
7. **Energy drinks** – beverages containing caffeine or other stimulants such as guarana, taurine, glucuronolactone and vitamins, *excluding coffee and tea*.
8. **Soft drinks** – water-based flavored drinks (carbonated and still), fruit and vegetable nectars.
9. **Unsweetened waters, tea or coffee** – waters (including mineral waters), coffee, tea, other hot beverages.
10. **Edible ices** – dairy and plant-based ice creams (including sorbets), frozen yogurts.
11. **Breakfast cereals** – minimally processed breakfast cereals (instant oats, porridge mix), highly processed breakfast cereals (muesli, granola).
12. **Yogurts, sour milk and similar** – yogurt and sour milks (kefir, buttermilk, drinking yogurt), fruit yogurt, crème fraîche, whipped cream, *excluding frozen yogurt*.
13. **Cheese** – hard, medium and soft cheeses, processed cheeses, cheese spreads (e.g., Gouda, Cheddar, Gruyere, Parmesan, Brie).
14. **Ready-made or convenience food** – tinned composite dishes (e.g., meatballs in sauce and baked beans), pasta, noodles and rice with sauce, pizza, sandwiches and wraps (e.g., hot dogs, hamburgers), ready-to-eat meals composed of a combination of carbohydrate and either

- vegetable or meat, soups (ready-to-eat, tinned), frozen and refrigerated dishes (frozen pizza, frozen fish sticks).
15. **Butter and other fats** – butter, margarine, vegetable oils, oil-based spreads.
  16. **Bread** – sweet and raisin breads (brioche), flatbreads, tortillas, pita, leavened bread (all types of cereal flours, e.g., white, or whole-grain wheat, spelt and rye).
  17. **Fresh/dried pasta, rice or grains** – fresh or dried pasta and noodles, rice, cornmeal, cous-cous, buckwheat, bulgur.
  18. **Fresh/frozen meat, fish or eggs** – fresh and frozen meat, poultry, fish, eggs.
  19. **Processed meat, fish or similar** – tinned tuna, smoked fish, fish fingers, ham, burgers, sausages, breaded meat products.
  20. **Savoury plant-based foods/meat analogues** – tofu and tempeh, meat analogues (e.g., veggie burgers, veggie sausages).
  21. **Fresh/frozen fruit or vegetables** – fruit and vegetables without additional ingredients.
  22. **Processed fruit or vegetables** – tinned, pickled, dried, battered (e.g., deep fried onion rings) and breaded vegetables and fruits, pouches, jams and marmalades.
  23. **Sauces, dips or dressings** – stock cubes, cooking sauces (pasta sauces), dips, salad dressings, condiments (ketchup).
  24. The product category in this ad is **non-specified or unclear** – no food/drink items are present.

## Level of Food Processing

*Estimate the level of food processing [for each category selected in the previous question]. The definitions for each level of processing are given below:*

- **Unprocessed or minimally processed food** – natural foods (excluding Alcohol) that have undergone *minimal alterations*, such as cleaning, drying, or freezing, without significant changes to their nutritional content, e.g., fresh meat, eggs, frozen fruit.
- **Processed food** – foods (excluding Alcohol) that have undergone *processes* such as canning, smoking, fermentation or preservation, often with *added ingredients* to extend shelf life or enhance flavour, e.g., canned tomatoes, cheese, bread, smoked meat, dry fish.
- **Ultra-processed food** – *formulations* of industrial ingredients (excluding Alcohol), resulting from a series of *industrial processes* such as frying, chemical modifications or application of additives. They typically contain little or no whole foods, e.g., chips, candy, instant noodles, soft drinks, fast-food.
- **Processed culinary ingredients** – substances (excluding Alcohol) extracted or refined from minimally processed foods, typically used in *cooking or seasoning other food*, e.g., sugar, butter, oils, spices.
- **Non-applicable**