

Beverage Package Codebook

Analyzing marketing strategies on the front of beverages

Item Code Number: _____

Coder ID Number: _____

Below are items asking about the presence or absence of a variety of visual depictions and text on a given beverage package or bottle. Unless indicated, answer each item based on presence of the element on any part of the beverage package or bottle. There are items that specifically ask if the element is located on the front of the package/bottle.

Items are categorized according to the general type of element present:

- *about the Product or product ingredients (p. 1),*
- *Youth characters (p. 5),*
- *Non-Youth/Ambiguous Age characters (p. 8),*
- *Animals (p. 11),*
- *Personified Objects (p. 13),*
- *elements referencing Childhood, School, and Sports situations (p. 15),*
- *Fantasy or Holiday references, or other Cross-Promotional material (p. 16),*
- *Popular Words use, Social Adoption of the product, and Digital media references (p. 17),*
- *Health and nutrition information (p. 18),*
- *Mood Alteration and Consumption suggestions (p. 20),*
- *information about Quality and Comparison with other products (p. 21),*
- *Gifts, Prizes, or Contests (p. 23).*

*For each item, code as either **present** (= 1) or **absent** (= 0).*

Answer all items unless otherwise noted by instructions for skipping (skip logic).

Product Section

Is there any depiction of the product or product ingredients on any part of the package?

ONLY ANSWER THE REST OF THIS SECTION IF ABOVE ANSWER IS YES

Is there any product and/or product ingredient image that is intended to look drawn (cartoon)?

ONLY ANSWER IF THERE IS A DRAWN PRODUCT

Is any drawn product and/or product ingredient in the front of the package?

Is there any product and/or product ingredient image that is intended to look like a photograph or real image?

ONLY ANSWER IF THERE IS A PHOTO-LIKE PRODUCT

Is any photo product and/or product ingredient in the front of the package?

Is there any product depiction of a fruit or vegetable? This could be anywhere on the package. Exclude fruits or vegetables depicted in the product's logo or brand.

ONLY ANSWER IF THERE IS A FRUIT OR VEGETABLE

Is the fruit or vegetable depicted on the front of the package?

Is there any product and/or product ingredient image that is intended to look like it is in motion or moving? This can include personified food walking or a beverage being poured.

Is there any image or text that suggests or shows the product and/or product ingredient can do something unconventional when consumed? e.g., It is interactive, colors the tongue, "explodes" when eaten, the package opens like a banana peel, etc.

Is the product depicted as a game or toy? For example, a popsicle that you eat while turning a gear.

Is there any product depiction that is a licensed or known character from a movie, television show, book, comic, toy line, or other trademarked/ copyrighted source (other than the brand)?

Is there any product depiction that is a registered trademark of the brand?

Is there any product and/or product ingredient personified, that is, made to look like it has HUMAN features or human behaviors? This could be anywhere on the package.

ONLY ANSWER THE NEXT QUESTIONS IF THERE IS ANY KIND OF PERSONIFICATION

Is there a human personification of the product present on the front of the package?

Anywhere on the package, is there any human personified product and/or product ingredient behaving or dressed in a manner that depicts something a real youth cannot do or be? Include wearing superhero costumes, performing adult professions (e.g., astronaut), or acting like fictitious, idealized, or movie-like characters (e.g., pirate). This category is capturing fantasy, magic, or adventure.

ONLY ANSWER THE NEXT QUESTION IF THERE IS A PERSONIFIED PRODUCT BEHAVING/DRESSING IN A FANTASTICAL MANNER

Is this behavior or dress with the human personified product and/or product ingredient present on the front of the package?

Is a personified product or product ingredient in any state of play or enjoyable activity? This can include any solo depiction or any reference to social interactions, camaraderie, hanging out with or socializing with others. This might or might not include physical activity. However, do not include recognizable sports.

ONLY ANSWER IF THERE IS ANY DEPICTION OF PLAY

Is this play on the front of the package?

Is any personified product playing a recognizable sport, interacting with sporting equipment, e.g., soccer balls, or dressed in a sports uniform or jersey? Examples: soccer, competitive swimming, volleyball, competitive cycling, basketball. This might overlap with the activity question but is specifically looking for references to organized, competitive athletics.

ONLY ANSWER IF THERE IS A PERSONIFIED PRODUCT WITH SPORTS

Is this sports representation on the front of the package?

Including specific sports, is any personified product being physically active? e.g., running, playing on a playground, jumping, riding a bicycle or skateboard, or swimming. Include both competitive and non-competitive activity.

ONLY ANSWER IF THERE IS A PERSONIFIED PRODUCT BEING ACTIVE

Is this activity on the front of the package?

ANSWER THE REST OF THIS SECTION FOR ANY PRODUCT DEPICTION

Anywhere on the package, is there any product and/or product ingredient made to look like an ANIMAL, whether personified or not? Include features that might be animal-like. If human-like features are also included, *code also as Personified*.

ONLY ANSWER IF THERE IS A PRODUCT BEING MADE INTO AN ANIMAL

Is there an animal representation of the product present on the front of the package?

Are there any product animals that are NOT personified on the package?

Anywhere on the package, is there any product and/or product ingredient made to look like another object (NOT HUMAN OR ANIMAL) or doing something the product does not normally do? Include when the product is made to represent another object, e.g., stars in the sky or a flower. Also include if the product is spelling words or acting as a computer icon to be clicked.

ONLY ANSWER IF PRODUCT IS BEING USED AS ANOTHER OBJECT

Is this object depiction present on the front of the package?

Youth Section

Is there any person (human) on the package who obviously looks like a youth under age 14? This could be photos or drawn. If it is possible the person could be a teenager or young adult, do not code as Youth.

ONLY ANSWER THE REST OF THIS SECTION IF ABOVE ANSWER IS YES

Is any youth in the front of the package?

Is any youth drawn or intended to look drawn (cartoon)?

Is any youth intended to look like a real photograph? Include drawings that seem to be intended to look like a realistic depiction of a youth.

Is there any youth that is a known celebrity, e.g., a television personality, actor, singer or musician, that is representing himself or herself (not in a licensed character costume)? Do not include a known sports athlete.

Is there any youth that is a known sports athlete? This person could be in a team jersey or not.

Is there any youth that is a licensed or known character from a movie, television show, book, comic, toy line, or other trademarked/ copyrighted source (other than the brand)? Include known actor dressed as the character.

Is any trademarked/copyrighted (other than the brand) youth depicted outside of an organizational seal or logo?

Is any trademarked/copyrighted (other than the brand) youth depicted outside of an organizational seal or logo on the front of the package?

Is there any youth that is a registered trademark of the brand?

Is any youth eating or interacting with the product or product ingredients?

ONLY ANSWER IF THERE IS A YOUTH INTERACTING WITH THE PRODUCT

Is this interaction with the youth and product on the front of the package?

Including specific sports, is any youth being physically active? e.g., running, playing on a playground, jumping, riding a bicycle or skateboard, or swimming. Include both competitive and non-competitive activity. Do not include a known sports athlete.

ONLY ANSWER IF THERE IS A YOUTH BEING ACTIVE

Is this youth activity on the front of the package?

Is any youth playing a recognizable sport, interacting with sporting equipment, e.g., soccer balls, or dressed in a sports uniform or jersey? Examples: soccer, competitive swimming, volleyball, competitive cycling, basketball. This might overlap with the activity question but is specifically looking for references to organized, competitive athletics. Do not include a known sports athlete. Include sports mascots that are supposed to be children. Do not include other sports mascots.

ONLY ANSWER IF THERE IS A YOUTH WITH SPORTS

Is this sports representation with the youth on the front of the package?

Is any youth behaving or dressed in a manner that depicts something a real youth cannot do or be? Include wearing superhero costumes, performing adult professions (e.g., astronaut), acting like an animal, or acting like fictitious or movie-like characters (e.g., pirate). Do not include sports.

ONLY ANSWER IF THERE IS A YOUTH BEHAVING/DRESSING FANTASTICALLY

Is this behavior or dress with the youth on the front of the package?

Is any youth engaged in any state of play or enjoyable activity? This can include any solo depiction or any reference to social interactions, camaraderie, hanging out with or socializing with others. This might or might not include physical activity. However, do not include recognizable sports.

ONLY ANSWER IF THERE IS ANY DEPICTION OF PLAY

Is this play on the front of the package?

Is any youth specifically interacting or playing with other youths? This question is about whether there is a reference to social interactions or camaraderie with others (not adults). Include hanging out with or socializing with others, or depictions of a group of youths.

ONLY ANSWER IF THERE IS A YOUTH INTERACTING WITH OTHER YOUTHS

Is this interaction with other youths on the front of the package?

ANSWER IF THERE IS ANY DEPICTION OF PLAY

Is any youth specifically interacting or playing with other people who appear to be their family members? This question is about whether there is a reference to family time. Thus, it must be obviously that the depiction is with family (e.g., one or two parents, one or more children).

ONLY ANSWER IF THERE IS A YOUTH INTERACTING WITH FAMILY

Is this family time on the front of the package?

Non-Youth/Ambiguous Age Characters Section

Is there any non-youth, or rather, a person that is not clearly a youth (could be an adult, an older teenager, or ambiguous) anywhere on the package? This could be drawn or photo.

ONLY ANSWER THE REST OF THIS SECTION IF ABOVE ANSWER IS YES

Is there any non-youth, or rather, a person that is not clearly a youth (could be an adult, an older teenager, or ambiguous) on the front of the package?

Is there any person on the package that is not clearly a youth (could be an adult, an older teenager, or ambiguous) that is drawn or intended to look drawn (cartoon)?

Is any person on the package that is not clearly a youth (adult, ambiguous) intended to look like a real photograph? Include drawings that seem to be intended to look like a realistic depiction of a person.

Is there any non-youth that is a known celebrity, e.g., a television personality, actor, singer or musician, that is representing himself or herself (not in a licensed character costume)? Do not include a known sports athlete.

Is there any non-youth that is a known sports athlete? This person could be in a team jersey or not.

Is there any non-youth that is a licensed or known character from a movie, television show, book, comic, toy line, or other trademarked/ copyrighted source (other than the brand)? Include known actor dressed as the character. Include sports mascots that are supposed to be human. Do not include sports mascots that are supposed to be animals or objects.

Is any trademarked/copyrighted (other than the brand) non-youth depicted outside of an organizational seal or logo?

Is any trademarked/copyrighted (other than the brand) non-youth depicted outside of an organizational seal or logo on the front of the package?

Is there any non-youth that is a registered trademark of the brand?

Is any non-youth eating or interacting with the product or product ingredients?

ONLY ANSWER IF THERE IS AN ADULT OR AMBIGUOUS PERSON INTERACTING WITH THE PRODUCT

Is this interaction with the non-youth and product on the front of the package?

Including specific sports, is any non-youth being physically active, e.g., running, playing on a playground, jumping, riding a bicycle or skateboard, or swimming? Include both competitive and non-competitive activity. Do not include a known sports athlete.

ONLY ANSWER IF THERE IS AN ADULT OR AMBIGUOUS PERSON BEING ACTIVE

Is this non-youth activity on the front of the package?

Is any non-youth playing a recognizable sport, interacting with sporting equipment, e.g., soccer balls, or dressed in a sports uniform or jersey? Examples: soccer, competitive swimming, volleyball, competitive cycling, basketball. This might overlap with the activity question but is specifically looking for references to organized, competitive athletics. Do not include a known sports athlete.

ONLY ANSWER IF THERE IS AN ADULT OR AMBIGUOUS PERSON WITH SPORTS

Is this sports representation with the youth on the front of the package?

Is any non-youth behaving or dressed in a manner that depicts something a real person cannot do or be? Include wearing superhero costumes, acting like an animal, or acting like fictitious or movie-like characters (e.g., pirate). Do not include sports.

ONLY ANSWER IF THERE IS AN ADULT OR AMBIGUOUS PERSON BEHAVING/DRESSING FANTASTICALLY

Is this behavior or dress with the youth on the front of the package?

Is any non-youth engaged in any state of play or enjoyable activity? This can include any solo depiction or any reference to social interactions, camaraderie, hanging out with or socializing with others. This might or might not include physical activity. However, do not include recognizable sports

ONLY ANSWER IF THERE IS AN ADULT OR AMBIGUOUS PERSON IN A STATE OF PLAY

Is this play on the front of the package?

Is any non-youth interacting or socializing with other people? This question is about whether there is a reference to social interactions or camaraderie with others. Include hanging out with or socializing with others, or depictions of a group of people that include adults or ambiguous people. Also include depictions of couples. Do not include family depictions (*code under youth*).

**ONLY ANSWER IF THERE IS AN ADULT OR AMBIGUOUS PERSON INTERACTING
WITH OTHERS**

Is this interaction with other youths on the front of the package?

Animals Section

Are there any animals depicted anywhere on the package? Do not include animals made of the product or product ingredients. Include people dressed in animal costumes (e.g., as sports mascots).

ONLY ANSWER THE REST OF THIS SECTION IF ABOVE ANSWER IS YES

Is any animal in the front of the package?

Is there any animal that is intended to look drawn (cartoon)?

Is there any animal intended to look like a real photograph? Include drawings that seem to be intended to look like a realistic depiction of an animal.

Is there any animal that is a licensed or known character from a movie, television show, book, comic, toy line, or other trademarked/ copyrighted source (other than the brand)?

Is there any animal that is a registered trademark of the brand?

Is there any animal that is a known sports mascot? This includes people in mascot costumes.

Is any animal personified or made to look like it has human features or human behaviors?

ONLY ANSWER IF THE ANIMAL IS PERSONIFIED

Is this personification of the animal in the front of the package?

Is any animal eating or interacting with the product or product ingredients?

ONLY ANSWER IF THE PERSONIFIED ANIMAL IS INTERACTING WITH THE PRODUCT

Is this interaction with the animal and product on the front of the package?

In any animal engaged in any state of play or enjoyable activity? This can include any solo depiction or any reference to social interactions, camaraderie, hanging out with or socializing with others. This might or might not include physical activity. However, do not include recognizable sports.

ONLY ANSWER IF THE PERSONIFIED ANIMAL IS IN A STATE OF PLAY

Is this play on the front of the package?

ONLY ANSWER IF THE ANIMAL IS PERSONIFIED

Including specific sports, is any animal being physically active, e.g., running, playing on a playground, jumping, riding a bicycle or skateboard, or swimming? Include both competitive and non-competitive activity. Do not include a known sports mascot.

ONLY ANSWER IF THERE IS A PERSONIFIED ANIMAL BEING ACTIVE

Is this activity on the front of the package?

ONLY ANSWER IF THE ANIMAL IS PERSONIFIED

Is any animal playing a recognizable sport, interacting with sporting equipment, e.g., soccer balls, or dressed in a sports uniform or jersey? Examples: soccer, competitive swimming, volleyball, competitive cycling, basketball. This might overlap with the activity question but is specifically looking for references to organized, competitive athletics. Do not include a known sports mascot.

ONLY ANSWER IF THERE IS A PERSONIFIED ANIMAL WITH SPORTS

Is this sports representation with the animal on the front of the package?

ANSWER IF THERE IS ANY ANIMAL DEPICTION

Is any animal behaving or dressed in a manner that depicts something a real youth cannot do or be? Include wearing superhero costumes, acting like an animal, or acting like fictitious or movie-like characters (e.g., pirate). Do not include a known sports mascot.

ONLY ANSWER IF THERE IS A PERSONIFIED ANIMAL BEHAVING/DRESSING FANTASTICALLY

Is this behavior or dress with the animal on the front of the package?

Personified Objects Section

Is any object (an inanimate object in real life) personified or made to look like it has human features or human behaviors? Examples: a car character, an animated spoon, a letter that is kicking a ball.

ONLY ANSWER THE REST OF THIS SECTION IF ABOVE ANSWER IS YES

Is this personification of the object (an inanimate object in real life) in the front of the package?

Is there any object (an inanimate object in real life) that is intended to look drawn (cartoon)?

Is there any object (an inanimate object in real life) intended to look like a real photograph? Include drawings that seem to be intended to look like a realistic depiction of an object.

Is there any object (an inanimate object in real life) that is a licensed or known character from a movie, television show, book, comic, toy line, or other trademarked/ copyrighted source (other than the brand)?

Is there any object (an inanimate object in real life) that is a registered trademark of the brand?

Is there any object (an inanimate object in real life) that is a known sports mascot? This includes people in mascot costumes - mascots that are not people or animals.

Is any object (an inanimate object in real life) eating or interacting with the product or product ingredients?

ONLY ANSWER IF THE PERSONIFIED OBJECT IS INTERACTING WITH THE PRODUCT

Is this interaction with the object (an inanimate object in real life) and product on the front of the package?

In any object (an inanimate object in real life) engaged in any state of play or enjoyable activity? This can include any solo depiction or any reference to social interactions, camaraderie, hanging out with or socializing with others. This might or might not include physical activity. However, do not include recognizable sports

ONLY ANSWER IF THE PERSONIFIED OBJECT IS IN A STATE OF PLAY

Is this play on the front of the package?

Including specific sports, is any object (an inanimate object in real life) being physically active, e.g., running, playing on a playground, jumping, riding a bicycle or skateboard, or

swimming? Include both competitive and non-competitive activity. Do not include a known sports mascot.

ONLY ANSWER IF THE PERSONIFIED OBJECT IS BEING ACTIVE

Is this activity on the front of the package?

Is any object (an inanimate object in real life) playing a recognizable sport, interacting with sporting equipment, e.g., soccer balls, or dressed in a sports uniform or jersey? Examples: soccer, competitive swimming, volleyball, competitive cycling, basketball. This might overlap with the activity question but is specifically looking for references to organized, competitive athletics. Do not include a known sports mascot.

ONLY ANSWER IF THE PERSONIFIED OBJECT IS WITH SPORTS

Is this sports representation with the object (an inanimate object in real life) on the front of the package?

Is any object (an inanimate object in real life) behaving or dressed in a manner that depicts something a real youth cannot do or be? Include wearing superhero costumes, acting like an object (an inanimate object in real life), or acting like fictitious or movie-like characters (e.g., pirate). Do not include a known sports mascot.

ONLY ANSWER IF THE PERSONIFIED OBJECT IS BEHAVING/DRESSING FANTASTICALLY

Is this behavior or dress with the object (an inanimate object in real life) on the front of the package?

Childhood, School, and Sports Section

Are there any images or text that specifically reference school and school-related activities and items, e.g., going to school, backpacks, school bus, recess, school playground (do not include playground if not clearly at school), school lunch, cafeterias, teachers, grades, homework, notebooks, erasers, pencils, other common school supplies, etc.?

ONLY ANSWER IF THERE IS A SCHOOL REFERENCE IN THE TEXT OR IMAGERY

Is any reference to school on the front of the package?

Are there any images or text that specifically reference playgrounds, play dates, high chairs, car seats, children playing, or family (depicting children with parents or with family members)? These would be considered child-related situations. Include characters depicting family time. Include references to the food being how Mom used to make it or the product being similar to "homemade." Do not include school references. Do not include the presence of the word "kids" or "children" if this is the only reference to child life (*this will be captured in "Child Label"*).

ONLY ANSWER IF THERE IS A CHILD LIFE REFERENCE IN THE TEXT OR IMAGERY

Is any reference to child-related life situations on the front of the package?

Is there presence of any specific words that reference children? Namely, is there "kids," "children," "youth" or derivations of these specific words anywhere on the package? This includes the word "kid" or "child," for example, in the title of the product (e.g., "Refreskids").

ONLY ANSWER IF THERE IS A WORD LIKE "KIDS OR "CHILD"

Are any of these text references to children on the front of the package?

Are there any images or text that specifically reference sports, sporting equipment, sports figures, sporting events (e.g., FIFA World Cup), sports teams, and/or sports mascots? Include as a "yes" if there were any human, animal, or product depictions that referred to sports. This might feel redundant, but this item is to capture in one question any reference to sports.

ONLY ANSWER IF THERE IS A SPORTS REFERENCE IN THE TEXT OR IMAGERY

Is any reference to sports on the front of the package?

Fantasy, Holiday, and Cross-Promotional Section

Is there any text that suggests the product leads to magic, adventure, fantasy, or something a real person cannot do or be? Include flying, running faster than a bullet, lifting very heavy objects, or other superhero or superhuman powers. If there is a character depicting superhero characteristics, this is a "yes." Also include claims such as "la fantástica experiencia de chocolate."

ONLY ANSWER IF THERE IS A TEXT REFERENCE TO MAGIC, ADVENTURE, FANTASY

Are there any fantasy text suggestions on the front of the package?

Are there any images or text that specifically reference holidays or festivals, e.g., Christmas trees, Easter eggs, Mother's Day, or a national holiday? Do not include cross-promotions, such as movie openings or music events (concerts).

ONLY ANSWER IF THERE IS A REFERENCE TO A HOLIDAY IN THE TEXT OR IMAGERY

Is any reference to holidays on the front of the package?

Are there any images or text that specifically reference non-sporting events? e.g., concerts or other music events, music releases, movies, television shows, or other events that are outside the brand's control. These would be considered cross-promotions. For example, presence of a licensed movie character would be considered a cross-promotion.

ONLY ANSWER IF THERE IS A CROSS-PROMOTION

Is any reference to cross-promotion on the front of the package?

Popular Words, Social Adoption and Digital Section

Is there presence of any popular words or phrases, such as "cool," "dinamita," "extreme," or "bacán"? Do not include use of emojis, emoticons, or other symbols (e.g., :)) common in social media and text messaging.

Is there presence of any words or phrases that indicate fun activity, such as "fun" or "exciting"? The word(s) should suggest engagement in a pleasurable experience. Do not include use of emojis, emoticons, or other symbols (e.g., :)) common in social media and text messaging. Do not include text specific to enjoying the product (consumption is addressed later).

ONLY ANSWER IF THERE ARE ANY WORDS THAT ARE POPULAR OR THAT INDICATE FUN OR ENGAGEMENT IN PLEASURABLE ACTIVITIES

Are any of these words or phrases on the front of the package?

Is there any text or images that suggest other consumers purchase or like this product? For example, include the phrase "kid tested, mother approved." Also include images with more three or more people consuming the product (suggesting a social group likes the product). Do not include a single family consuming the product. Do not include endorsements from celebrities, athletes, or licensed characters. Do not include claims about expert or health practitioner endorsement (e.g., 4 out of 5 doctors recommend). This question is about social endorsement, widespread adoption, or social norms.

ONLY ANSWER IF THERE IS SOME INDICATION OF SOCIAL ENDORSEMENT OR ADOPTION

Are any messages about social adoption on the front of the package?

Is there text or symbols (icons) of any cues about digital media, social media, or texting? This would include use of emojis, emoticons, or other symbols (e.g., :)) common in social media and text messaging. Do not include the presence of URLs.

Are there any images of, or is there any text that specifically mentions devices that can be considered high-tech or able to connect to online media? This would include smartphones, tablets, computers, bluetooth devices, and keyboards.

ONLY ANSWER IF THERE IS ANY REFERENCE TO DIGITAL MEDIA OR DIGITAL DEVICES

Are any of these digital media (internet) cues or devices on the front of the package?

Is there presence of any URLs, hyperlinks, or other references to online information? Do not include links to interactive games or links to games, puzzles, or other fun activities (*these elements are included later under Games*).

ONLY ANSWER IF THERE ARE ANY URLs ON THE PACKAGE

Are any of these URLs on the front of the package?

Health Section

Is there any text, symbol or image, or number that conveys information about health benefits or reduction of health risk? For example, healthy, good for you, nutritive or nutritious, calcium good for your bones, fiber which reduces cholesterol, heart healthy, for growing kids, for growing bones, stronger, faster, or other physical performance. Also include "part of a healthy breakfast" and other similar claims that suggest the product is healthy. Include claims that a consumer can manage or lose weight or body fat. Do not include messages about the product content simply being light or diet (*this is captured in the Reduction Claims*). Exclude GDA.

ONLY ANSWER IF THERE IS ANY REFERENCE TO HEALTH BENEFITS OR RISK REDUCTION

Are any of these health benefit/risk messages on the front of the package?

Is there any text, symbol or image, or number that conveys information about high-in or added or wholesome ingredients? Include claims of being high in fiber, high in calcium, whole grain, 100% whole wheat, and 100% fruit. Do not include gluten or lactose claims. Do not include allergy claims. Do not include GMO, organic, or 100% natural claims. Exclude GDA. Also exclude mention of Stevia, Splenda, or other sugar substitutes.

ONLY ANSWER IF THERE IS ANY REFERENCE TO HIGH-IN, ADDED, WHOLESOME

Are any of these messages on the front of the package?

Is there any text, symbol, or image that conveys low, reduced, no, or less of something? This needs to be specifically about the product or product ingredients. Include general claims of being light or diet. Also include reductions in salt, sugar, fats, and calories. Do not include gluten, GMO, allergens, lactose, or other things that do not suggest chronic disease or weight gain. Exclude GDA. Include mention of Stevia, Splenda, or other sugar substitutes.

ONLY ANSWER IF THERE IS ANY REFERENCE TO REDUCTION

Is there anywhere on the package any text that says specifically low or no sugar? Include claims that a product has less sugar than other products. Exclude GDA. To count as low or no sugar, any mention of Stevia, Splenda, or other sugar substitutes has to also include a specific mention of low, no, or reduced sugar.

ONLY ANSWER IF THERE IS LOW OR NO SUGAR TEXT

Is there low or no sugar text on the front of the package?

ONLY ANSWER IF THERE IS ANY REFERENCE TO REDUCTION

Is there anywhere on the package any text that says specifically low or no sodium or salt? Include claims that a product has less sodium than other products. Exclude GDA.

ONLY ANSWER IF THERE IS LOW OR NO SALT TEXT

Is there low or no sodium or salt text on the front of the package?

ONLY ANSWER IF THERE IS ANY REFERENCE TO REDUCTION

Is there anywhere on the package any text that says specifically low or no calories or energy? Include claims that a product has fewer calories than other products. Exclude GDA.

ONLY ANSWER IF THERE IS LOW OR NO ENERGY TEXT

Is there low or no calories or energy text on the front of the package?

ONLY ANSWER IF THERE IS ANY REFERENCE TO REDUCTION

Is there anywhere on the package any text that says specifically low or no fat or saturated fat? Include claims that a product has less fat than other products. Exclude GDA.

ONLY ANSWER IF THERE IS LOW OR NO FAT TEXT

Is there low or no fat or saturated fat text on the front of the package?

ANSWER FOR ALL PRODUCTS

Is there any image of nature? This includes pictures of vegetables, fruits, trees, orchards, farms, rivers, green leaves, etc. Include images of product ingredients in their original state, e.g., wheat stalks or wheat grass, unpeeled orange with a visible stem and leaf. Do not include animals. Do not include images of the product. The intent of this category is to capture images that suggest freshness. Exclude GDA.

Is there any text that refers to the product as being wholesome, organic, fresh, natural, or straight from the farm? Include claims of being 100% natural, for example.

ONLY ANSWER IF THERE IS ANY IMAGE OR TEXT SUGGESTING FRESHNESS

Are any of these references to freshness on the front of the package?

Is there any text that is obviously about general personal health or well-being, not related specifically to the product or product content? These would be "Be well," "Feel better," "Be healthy," and "Feel healthy." Do not include messages about general well-being (emotional appeals without obvious health connotations), such as "Enjoy," "Feel good," "Make your mouth happy," or "Joy." Also do not include messages about consuming the product specifically, such as "Try it" or "You can't eat just one." Exclude GDA.

ONLY ANSWER IF THERE IS SPECIFIC TEXT SUGGESTING THE CONSUMER SHOULD BE/FEEL HEALTHY

Are any of these general healthiness messages on the front of the package?

Does the package contain a GDA panel?

ONLY ANSWER IF GDA IS PRESENT

Is the GDA on the front of the package?

Mood Alteration and Consumption Section

Is there any text about general personal mood, enjoyment, or pleasure? These would be any emotional or mood alteration appeal, for example "Feel good," "Make your mouth happy," "Enjoy," or "Joy." This would also include any text that suggests the product will create or enhance positive feelings (e.g., happiness, relief) or remove negative feelings (e.g., anxiety, anger, sadness). Do NOT include general health messages that are clearly about one's health, such as "Get healthy." It is possible the same text (e.g., "Enjoy Coca Cola") can be about consumption and also about emotional appeal/pleasure.

ONLY ANSWER IF THERE IS SPECIFIC TEXT THAT THE PRODUCT MIGHT LEAD TO PLEASURE, HAPPINESS, OR OTHER POSITIVE EMOTIONS

Are any of these general emotional appeals on the front of the package?

Is there any text that makes the suggestion to consume the product, e.g., "Try it," "Enjoy it," "You can't eat just one," "Imposible parar," "Drink Coca Cola," or "Déjame uno"? It is possible the same text (e.g., "Enjoy Coca Cola") can be about consumption and also about emotional appeal/pleasure. In this example, enjoying the product implies consuming the product.

ONLY ANSWER IF THERE IS SPECIFIC TEXT THAT SUGGESTS EATING OR DRINKING THE PRODUCT

Is any of the text about becoming or being addicted to the product, disregulated consumption or overconsumption, or bingeing? This includes "You can't eat just one" or "Imposible parar."

Is any consumption text on the front of the package?

Quality and Comparison Section

Is there any text about the color, taste, texture, smell, or preparation of the product? Preparation includes the way the product was made. Include if the product says it is "baked"/"horneado" or "from scratch"? Do not include text that refers to the product as being similar to homemade or to the way a family member might prepare the food/beverage (*this is a Child Life reference*).

ONLY ANSWER IF THERE IS ANY TEXT THAT DESCRIBES THE COLOR, TASTE, TEXTURE, SMELL, OR PREPARATION OF THE PRODUCT

Is any text about color, taste, texture, or smell on the front of the package?

Is there any text or images about the color, taste, texture, smell, or preparation of the product that emphasizes that the product is unconventional or extreme in one of those ways? For example, berry blast or bubble gum flavor, flaming hot, strawberry cereal that is neon pink, cereal with marshmallows in space/planet/star shapes, cheese slices in the shape of stars. Do not include references to the product being prepared in a healthier way, e.g., baked instead of fried.

ONLY ANSWER IF THERE IS ANY SUGGESTION THAT THE COLOR, TASTE, TEXTURE, SMELL, OR PREPARATION OF THE PRODUCT IS IRREGULAR, UNCONVENTIONAL, STRANGE, OR EXTREME

Is any reference to the unconventional quality of the product (color, taste, texture, smell, preparation) on the front of the package?

Is there any text about the product being new or improved? Include text comparing the current product with a former version of the same product, e.g., now with less fat.

ONLY ANSWER IF THERE IS TEXT ABOUT THE PRODUCT BEING NEW OR IMPROVED

Are any of these messages about new or improved status on the front of the package?

Is there any text about the product being better than or different from another product or brand? Other competing products do not need to be specifically named. Include claims of being a leading brand. Include claims of being healthier than other brands, e.g., having less sugar than the leading brand. Include claims referring to experts or health practitioners, for example 4 out of 5 doctors recommend this brand.

ONLY ANSWER IF THERE IS SOME COMPARISON WITH OTHER PRODUCTS OR BRANDS

Are any of these messages about competitive on the front of the package?

Are there any images or text that indicate the product or brand has been recognized for an achievement, e.g., best food, number one selling product, etc.?

ONLY ANSWER IF INFORMATION ABOUT AWARD WINNING IS PRESENT

Is any reference to awards on the front of the package?

Is there any text, symbols, or images on the package about the affordability of the product, e.g., how cheap or economical it is? Include price promotions, two-for-one or three-for-two deals, claims about more volume per unit, claims about the amount of value for the price, and discounts.

ONLY ANSWER IF THERE IS INFORMATION ABOUT AFFORDABILITY

Are any of the affordability messages on the front of the package?

Are any of the affordability messages specifically in reference to a limited time offer?

Is there any text or images about the company or brand doing good things for society, the environment, the community, the poor, the hungry, or other activities that suggest charity or corporate social responsibility?

ONLY ANSWER IF THERE IS ANY INDICATION OF THE BRAND'S ACTIONS SHOWING SOCIAL RESPONSIBILITY

Are any of the social responsibility messages on the front of the package?

Gifts, Prizes, and Contests Section

Are there any images or text that indicate the presence of a gift that is in the package or that can be obtained with information in the package? Do not include games that can be played on the package itself. Do not include information about contests.

ONLY ANSWER IF THERE IS ANY REFERENCE TO A GIFT

Is there any reference to gifts that are collectible (e.g., collect them all)?

Is there any reference to gifts that are stickers?

Is there any presence of the word "toy" or "juguete"?

Is there any presence of the word "free" or "gratis" associated with the gift?

Is any reference to gifts on the front of the package?

Is there any text about the ability to enter a contest or drawing to win something?

ONLY ANSWER IF THERE IS TEXT ABOUT CONTESTS

Is any reference to contests on the front of the package?

Is there any text or images that indicate there is a game, puzzle, or other activity (e.g., coloring, making an image on the package itself come to life using a smartphone) that can be completed by the consumer that are available on the package or inside the package? Do not include any reference to activities that must be accessed outside the package or package contents (e.g., on a website).

Is there any text, symbols, or images that either provide access to or invite the consumer to access games, puzzles, or other activities that must be accessed online or via a computing device (smartphone, tablet, computer, app)? This will likely also contain a website address or URL, although presence of a URL is not necessary.

ONLY ANSWER IF THERE IS ANY INDICATION OF GAMES AVAILABLE IN, ON, OR OUTSIDE OF THE PACKAGE

Is any reference to games on the front of the package?