

Appendix

Idioms as a Powerful Means in the Discourse of Advertising

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Appendix A. Corpus material

No	Advertisement	Campaign dates	Country(ies)	Language(s)	Media channels	Source(s)	Inclusion rule	Online material captured
1	Guinness – Good Things Come to Those Who Wait	1996	UK	English	Print	Telegraph archive; Web Archive	English-language advertisement containing an idiom central to the advertising message.	25 Oct 2025
2	Bud Light Seltzer – Last Year's Lemons	2021	USA	English	TV, YouTube	YouTube; Ad Age	English-language advertisement containing an idiom central to the advertising message.	25 Oct 2025
3	Skittles – Once in a Blue Moon	2015	UK	English	Packaging, print, digital	Better Retailing	English-language advertisement containing an idiom central to the advertising message.	25 Oct 2025
4	Prontotour – Time Flies	2022	Brazil	English	Print, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	25 Oct 2025
5	Merchant Gourmet – Spill the Beans	2024	UK	English	Outdoor (billboards), digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	25 Oct 2025

6	Virgin Media – Every Nook & Cranny	2025	UK	English	TV, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	25 Oct 2025
7	WWF – In Hot Water	2025	Internatio-nal	English	Short film, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	25 Oct 2025
8	The Last Straw Project	2019	India	English	Digital campaign, website	Bare Necessities website	English-language advertisement containing an idiom central to the advertising message.	25 Oct 2025
9	TRICO Wiper Blades – Cats and Dogs	2021	USA	English	Digital video, website	Gelia	English-language advertisement containing an idiom central to the advertising message.	25 Oct 2025
10	Hyundai Tucson Hybrid – The Best of Both Worlds	2025	USA	English	YouTube, Face-book, website	YouTube; Facebook	English-language advertisement containing an idiom central to the advertising message.	3 Nov 2025
11	Crystal Cruises – The Difference Is Crystal Clear	2024	USA	English	Face book, digital video	Facebook	English-language advertisement containing an idiom central to the advertising message.	3 Nov 2025
12	Coca-Cola – Share a Coke: Break the Ice	2017 (campaign originally launched 2011)	International	English	YouTube, digital	YouTube; Coca-Cola	English-language advertisement containing an idiom central to the advertising message.	3 Nov 2025
13	Avis Chauffeur – Make History	Original 1960s; reused 2025	International	English	LinkedIn, digital	Careline Live	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025

14	Larry H. Miller Honda Murray – An Arm and a Leg	2014	USA	English	TV, YouTube	YouTube	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025
15	Skyrizi – In the Picture	2024	USA	English	TV, YouTube	iSpot.tv; YouTube	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025
16	Burger King – Love at First Bite	2025	USA	English	TV, YouTube	iSpot.tv; YouTube	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025
17	Marshalls – Far and Wide	2023	USA	English	TV, YouTube	iSpot.tv; YouTube	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025
18	Progressive – Drive Like an Animal	2023	USA	English	TV	iSpot.tv	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025
19	Nike – Run With It	2023	USA	English	TV, digital	Adland	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025
20	Ford – Key Skyline	2008	Internatio-nal	English	Print, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025
21	Robin Wood – Comes With a Price	2020	Germany	English	Print, digital	House of Communication	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025

22	Severn Trent – It's in Our Nature	2025	UK	English	TV, digital	Ads of the World; MediaPost	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025
23	Genesis – Steal the Spotlight	2024	Internatio-nal	English	YouTube, digital	YouTube; Ads of the World	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025
24	Steve Madden – Never Miss a Beat	2024	USA	English	Facebook, digital	Facebook; Ads of the World	English-language advertisement containing an idiom central to the advertising message.	10 Dec 2025
25	Lexus – Over the Years	2025	International	English	TV, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	4 Jan 2026
26	Ralph Lauren Fragrances – Game On!	2024	USA	English	Digital video, online	Ads of Brands	English-language advertisement containing an idiom central to the advertising message.	4 Jan 2026
27	Columbia – Shirt Off Our Back	2024	USA	English	Print, digital	Ads of Brands	English-language advertisement containing an idiom central to the advertising message.	4 Jan 2026
28	Dogs Trust – Thank You for My Happy Place	2025	UK	English	Print, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	4 Jan 2026
29	Cartier – Once Upon an Icon	2022	France	English	Digital video, brand campaign	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026

30	Uber – Earn Like a Boss	2023	International	English	Digital video, online	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
31	Tour CIBC / Fondation Charles-Bruneau – A Long Way to Go	Not specified	Canada	English	Print, outdoor, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
32	Suzuki – Cross the Line	2022	Internatio-nal	English	Print, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
33	NHS – Draw the Line	2022	UK	English	Print, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
34	CIBC – The World Is Your Oyster	2024	Canada	English	Print, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
35	Maybelline – Through Their Eyes (Change the Game)	2023	Internatio-nal	English	Online film, Twitch, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
36	Sunteck Realty – X-Mas Holiday Spirit (Shine Through)	2023	India	English	Digital, online	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
37	Tmall – Set Winter on Fire	2018	China	English	Online film, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026

38	Corsair – Chrono (Time Flies)	2024	France	English	Film, print, outdoor	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
39	Swedbank – Come As You Are	2018	Sweden	English	Print, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
40	Renault – Stick to the Road	2025	France	English	Film, digital	Ads of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
41	Sirona – Menstrual Cup	2022	India	English	Print	Campaigns of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
42	Jeep – Nature Is in Our Nature	2022	United Arab Emirates	English	Print	Campaigns of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
43	TBWA – World Population Day (Trampled Upon)	2020	Internatio-nal	English	Print	Campaigns of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
44	RIEA / Parisian Road Safety Authority – The Virtual Crash Billboard	2021	France	English	Interactive outdoor (OOH), digital	Campaigns of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
45	Royal Enfield – No Turning Back	2025	Internatio-nal	English	Film, digital	Campaigns of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026

46	Aura Freedom International – The Body Bag for Her	2023	Canada	English	Film, digital	Campaigns of the World	English-language advertisement containing an idiom central to the advertising message.	15 Jan 2026
47	Nissan – Stay Home	2020	Internatio-nal	English	Print	Campaigns of the World	English-language advertisement containing an idiom central to the advertising message.	23 Feb 2026
48	Andrex – Throw Caution to the Wind	2025	UK	English	TV, digital, online hub	LBBOnline; Shots	English-language advertisement containing an idiom central to the advertising message.	23 Feb 2026
49	Red Wing – The Hard Way	2025	USA	English	Global campaign, film, digital	LBBOnline	English-language advertisement containing an idiom central to the advertising message.	23 Feb 2026
50	Glenmorangie – Once Upon a Time in Scotland	2025	UK (Scotland)	English	Digital film series	Luxury Daily	English-language advertisement containing an idiom central to the advertising message.	23 Feb 2026
51	Maserati – Folgore Day	2024	Italy	English	Film, digital	MediaBoom	English-language advertisement containing an idiom central to the advertising message.	23 Feb 2026
52	Lamborghini – Revuelto	2024	Italy	English	Film, digital	MediaBoom	English-language advertisement containing an idiom central to the advertising message.	23 Feb 2026