

**Supplementary Table 1.** Summary of Structural Information of Selected Thailand Video Advertisement. All advertisement used affective message strategy.

No.	Advertisement	Product Category	Brand	Target Audience	Execuational Framework
1.	Silence of love (Official English Subtitle) TVC Thai Life Insurance	Insurance	TVC Thai Life Insurance	Parents	Storytelling
2.	"Unsung Hero" [ภาพยนตร์โฆษณา ปี พ.ศ.2557 ] [Official TVC 2014: Thai Life Insurance]	Insurance	TVC Thai Life Insurance	Parents	Storytelling
3.	Sister - Saddest Thai Commercial Drama (Eng Sub)	Institute	National Cancer Institute	Everyone and cancer patients	Storytelling
4.	Thai Creative Beverage Advertisement	Beverage	B-ing Bodyline	People with bloated stomach	Storytelling
5.	Another sad Thai commercial "The waiter's mom" [Eng Sub]	Restaurant	BarBQ Plaza	Children	Slice of life
6.	[EngSub] Funny Ads Commercials From Thailand   Best Funny Commercial Compilation	Beverage	Coffee 21	People who wants to have healthy and slim body	Storytelling
7.	Garbage Man- Thai Life Insurance	Insurance	TVC Thai Life Insurance	Children	Storytelling
8.	Teacher (Thai Commercial by 7-Eleven)[Subtitle in English by KimTaeKong]	Grocery shop	7-eleven	Teachers	Storytelling
9.	The most emotional ad - Thailand	Insurance	Land and Houses	Parents	Storytelling
10.	Funny Commercial Ad - Thailand	Banking & Finance	Krungsri	People who wants to sell and buy car.	Slice of life
11.	Funny thai commercial..english..	Beverage	Bineley	Fruit juice lover	Storytelling
12.	'Pray for Anna' in Thailand	Tourism	Tourism Authority of Thailand	Tourist	Storytelling
13.	Thai Skin Whitening Advertisement	Beverage	Verena	Ladies	Storytelling
14.	Thai Life Insurance- Opportunity	Insurance	Thai Life Insurance	People interest to buy insurance for their love ones	Storytelling
15.	[HD]Lamptan - Elephant energy (funny ads from Thailand)	Electronic household	Lamptan Setronic	People who prefer to use electric saving household product	Authoritative
16.	Funny Ads Commercials From Thailand - Best Funny Commercial Compilation, Funny TV Ads	Beverage	Malee Healti Plus	People who wants healthy skin	Authoritative
17.	Funny Thai ad for Bridgestone tires	Car spare parts	Bridgestone	Driver who love sporty	Storytelling
18.	Forget me not (Thai Life Insurance) with ENG subtitle- YouTube .FLV	Insurance	Thai Life insurance	People who has the interest to buy insurance for their love ones.	Storytelling
19.	ENO Advertising from Thailand	Beverage	Eno	People who has bloated stomach	Storytelling
20.	Thailand Overworked Ad	Supplement	Scotch	Workaholics	Storytelling
21.	Touching Thai Ads - I need more time "my son"	Insurance	Thai Life Insurance	Parents	Storytelling
22.	Thai Health Promotion Foundation - Smoking Kid (Original Version)	Health Campaign	Thai Health and Promotion Foundation	Smoker	Demonstration
23.	Thailand mall ad	Furniture and household item	HomePro Expo	People who want to buy furniture or household item	Dramatization
24.	Top Charoen Optical Advertisement, Thailand	Optical specialist	Top Chareon Optical	People with eye sight problem	Storytelling
25.	Ghost- Funny Thai bank advertisement	Bank and Finance	Krung Thai Bank	People who pay bills	Storytelling
26.	Thailand Advertisement for Low Fat Tuna	Food	Sealect Tuna	People who wants to have healthy slim body	Storytelling

27.	The Deaf Violin Player -Pantene	Shampoo	Pantene	Ladies	Storytelling
28.	My father is a liar	Insurance	MetLife	Parents	Storytelling
29.	Thai Ocean Skin Commercial	Skincare	Ocean skin	ladies	Storytelling
30.	Krungsri Auto TV: soulmate	Banking and Finance	Krungsri	Driver	Storytelling