Brand database (8Feb2021)

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|  | **Variable name** | **Variable contents** | **Comments** |
| Entertainment product | Id\_number | Film or video identifying number | Unique number assigned to each film or video |
| title | Film or video title | Conforms to IMDbPro.com titles; articles (A, The) shifted to last position |
| year | Release year |  |
| Tobacco brands displayed | tobacco\_brand\_display | Tobacco brands displayed | Lis of displayed brands separated by semicolons (sub-brands omitted, i.e., Marlboro, not Marlboro Light) |
| number\_of\_times | Number of times that brand displayed |  |
|  | Specific brand that goes with detailed information below | Details for up to 3 tobacco brands that are displayed |
| who\_uses\_brand | Who uses the brand | Actor or extra listed earlier or "No actor use" |
| how\_depicted | Brand depiction | Poster/billboard, Pack/container, Magazine ad, Mentioned, Other, Retail display |
| description | Brand notes | Free text without specific reference to one of the three brands specified above |
|  | other\_brand\_shown | Other brand shown | Early database entries only allowed for 3 brands; this accounts for more than three brands (rare). In newer entries every brand is entered as a separate record. |
|  | description | Notes on brand display |  |