Step 1: Ask
• What is their understanding of the word UNLI?

Step 2: Listen
Listen to their replies.

Step 3: Explain
Explain, or reiterate the definition of “UNLI” as “Unlimited”: “walang tigil”, “dere-derecho”, “hangtod-hangtod.”

Step 4: Relate
Relate our intended definition of UNLI to their experience with the word:
• Within the context of mobile phone advertising (UNLI calls/texts)
• Within the context of restaurants/fast food (UNLI rice)