

Advertisement Project Evaluation

Title _____

Student's name _____

Student's name _____

Student's name _____

Student's name _____

Student's name _____

Student's name _____

Answer the questions below and rate each of the areas by circling (U)nacceptable, (A)cceptable, or (S)uperior.

Goal

Unacceptable/Acceptable/Superior

____/30

Did the pitch have a clear goal? What was it?

Did the ad reflect that goal?

How well did it reflect that goal?

Market

U/A/S

____/30

Did the pitch identify the market?

Did the ad address that market?

How well did it address that market?

Technique

U/A/S

____/20

How was the quality of the filming?

How was the quality of the audio?

How was the overall quality ?

Buyer

U/A/S

____/20

As the owner of the business reflected by the ad, would you buy this ad??

Comments:

Total from above: ____/100 + Corrector's impression: ____/____ = Grand total _____