

GROUP NAME:

Logo and Slogan

Logo follows guidelines for color, font and style _____/10

Slogan follows at least 3 guidelines from slogan handout _____/10

Total _____/20

Storyboard and Script – 40 points

Easy to follow and interpret pictures _____/10

Includes camera angles and/or movements _____/10

Commercial is recognizable from storyboard _____/5

Script is complete _____/15

Total _____/40

Packaging – 40 points

Attractiveness _____/10

Creativity _____/10

Completeness _____/10

Effectiveness (in terms of appeal to target audience) _____/10

Total _____/40

Commercial – 100 Points

Creativity _____/20

Two or more advertising appeals or claims used _____/20

Time limit – within 1 second of 30, 45, or 60 seconds _____/10

Shows the product in a positive way _____/10

Includes slogan _____/10

Includes logo _____/10

Includes music, sound effects, or dialogue _____/10

Overall Effectiveness of commercial _____/10

Total _____/100

GRAND TOTAL _____/200