

**GROUP NAME:**

**Print Ad – 50 points**

Logo follows guidelines for color, font, and style	___/15
Slogan follows at least 3 guidelines from slogan handout	___/15
Two or more advertising appeals or claims easily identified	___/20
<b>*Bonus* QR Code linked to commercial</b>	<b>Total</b> ___/50

**Storyboard and Script - 50 points**

Easy to follow and interpret pictures	___/10
Includes camera angles and/or movements	___/10
Commercial is recognizable from storyboard	___/10
Script is complete	___/20
<b>Total</b>	<b>___/50</b>

**Packaging – 50 points**

Attractiveness	___/10
Creativity	___/10
Completeness	___/10
Effectiveness (in terms of appeal to target audience)	___/20
<b>Total</b>	<b>___/50</b>

**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
<b>Total</b>	<b>___/100</b>

**GRAND TOTAL** \_\_\_/250