GROUP NAME:

Print Ad – 60 points

Logo follows guidelines for color, font and style	____/20
Slogan follows at least 3 guidelines from slogan handout	____/20
Two or more advertising appeals or claims easily identified	____/20
Total	____/60

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
Total	____/50

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 _____/250