

Presentors:

Product:

Evaluator:

### **RADIO COMMERCIAL**

1. Communicated importance/relevance of this product.

1 2 3 4 5 6 7 8 9 10

Comments:

2. Radio Commercial delivery: volume, rate, tone

1 2 3 4 5 6 7 8 9 10

Comments:

3. Appealed to you as a consumer.

1 2 3 4 5 6 7 8 9 10

Comments:

4. Do you know anything about this product? If so, what?

### **BILLBOARD**

1. Poster presenting important information: neat and large enough to see.

1 2 3 4 5 6 7 8 9 10

Comments:

2. Just by sight, you know exactly what the product is and why it is useful.

1 2 3 4 5 6 7 8 9 10

Comments:

3. Creativity

1 2 3 4 5 6 7 8 9 10

Comments:

4. Over all presentation.

1 2 3 4 5 6 7 8 9 10

Comments:

### **PRODUCT PACKAGING**

1. Colorful

1 2 3 4 5 6 7 8 9 10

Comments:

2. Neat

1 2 3 4 5 6 7 8 9 10

Comments:

3. Reasoning is valid

1 2 3 4 5 6 7 8 9 10

Comments: