

## Commercial/PSA Evaluation Activity

<b>Emotional Appeal</b>									
1	2	3	4	5	6	7	8	9	10
very little									heart-wrenching
<b>Simple</b>									
1	2	3	4	5	6	7	8	9	10
very simple									extremely complicated
<b>Storytelling</b>									
1	2	3	4	5	6	7	8	9	10
No real story									complete story
<b>Punch line</b>									
1	2	3	4	5	6	7	8	9	10
non-existent									unforgettable
<b>Graphic</b>									
1	2	3	4	5	6	7	8	9	10
Not at all									over the top
<b>Humor</b>									
1	2	3	4	5	6	7	8	9	10
none									hilarious
Do you remember the message/product? Why or why not?									
What is the idea/tagline in ten words or less?									
Briefly describe two commercials you remember and explain why they made an impression on you:									

