

Commercial/PSA Evaluation Activity

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|-----------------------|
| Emotional Appeal | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| very little | | | | | | | | | heart-wrenching |
| Simple | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| very simple | | | | | | | | | extremely complicated |
| Storytelling | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| No real story | | | | | | | | | complete story |
| Punch line | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| non-existent | | | | | | | | | unforgettable |
| Graphic | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Not at all | | | | | | | | | over the top |
| Humor | | | | | | | | | |
| 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: | | | | | | | | | |

