

Product Evaluation

Factor	Evaluation #1	Evaluation #2	Evaluation #3	Evaluation #4
Does the product have a similar or identical competitor?				
How large is the target market? Is the product for everyone or for a few? Who?				
Is the product easy to describe, or does it need a lot of description?				
Is the product new on the market or has it been around for a while?				

Preliminary Ad Evaluation

Factor	Evaluation #1	Evaluation #2	Evaluation #3	Evaluation #4
What is the first word that comes to mind?				
What does the ad make you think about?				
How does the ad make you feel?				
Is the product easily recognizable in this ad?				