

2. Evaluate creativity in your ad:

Step 1: A. Evaluate your friend's ad.

OR

B. Evaluate your ad.

Step 2: Complete the evaluation chart.

Product			
Business owner			
Characteristics (2)			
Action phrases (2)			
Evaluation of the ad	Positive (tick ☒)	Characteristics	
	Negative (tick ☐)	Pictures	
		Action phrases	
		Information about the product	
Opinion		Information about the business owner	
		From	