

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 <input checked="" type="checkbox"/>)	Characteristics	()
		Pictures	()
		Action phrases	()
		Information about the product	()
		Information about the business owner	()
		From	()
	Opinion		