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 ( ) Pictures ( ) Action phrases ( )
	Negative (tick☒)	Information about the product ( ) Information about the business owner ( ) From ( )
	Opinion	

LIVEWORKSHEETS