

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		<input type="text"/>	
Business owner		<input type="text"/>	
Characteristics (2)		<input type="text"/>	
Action phrases (2)		<input type="text"/>	
Evaluation of the ad	Positive (tick <input checked="" type="checkbox"/>)	Characteristics	<input type="text"/>
	Negative (tick <input type="checkbox"/>)	Pictures	<input type="text"/>
		Action phrases	<input type="text"/>
		Information about the product	<input type="text"/>
Opinion		Information about the business owner	<input type="text"/>
		From	<input type="text"/>
		<input type="text"/>	