

# Ad Evaluation from Compelling Communications

After completing the evaluation form, call 800-779-0067 and ask for marketing assistance

Date:

Company:

Ad Headline:

Criteria	Rating (1-5)	Comments
<b>1. Overall Look of ad</b>		
Type size large enough to easily read		
Good use of white space		
Commands attention		
Logo used prominently		
Memorable concept		
Unique/creative		
TOTAL; 30 POSSIBLE		
<b>2. Content</b>		
Benefit Headline		
Eye-catching photo or illustration		
Succinct copy		
Call to action		
Phone number present		
Website/email address present		
USP clearly stated		
TOTAL; 35 POSSIBLE		
<b>3. Practicality</b>		
Grammar/Spelling correct		
Customer friendly language		
TOTAL; 10 POSSIBLE		
Grand Total (75 possible)		

65-75      Excellent ad  
55-64      Good ad

45-54      Adequate ad  
<45        Ad needs revising