

TV Commercial - Class averages

I. Strategic Message Planner SMP Grade: _____

.5 1 1.5 2 2.5 3

	Incomplete	Competent	Professional	Comments
Client & Product Info				2.68
Target Audience				2.69
Product Benefits				2.37
Current Brand Image				2.69
Desired Brand Image				2.69
Direct Competitors & Brand Images				2.31
Indirect Competitors & Brand Images				2.43
Advertising Goal				2.62
Strategic Message				2.62
Supporting Benefits				2.69
Format				3.0
Grammar & style				2.19
Other				

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* = weakest points

TV Commercial - class averages

TV Script

TV Script Grade: _____

5 1 1.5 2 2.5 3

	Incomplete	Competent	Professional	Comments
On Message				2.87
Creativity				2.94
Grammar & style				2.44 *
Format				2.56 *
Repetition of client/product; shows product				2.63 *
Conversational tone				2.86
Hit and run writing				2.79
Use of music and SFX				2.37 *
Presence of establishing shot				3.0
Shot widths vary				2.86
Shot lengths vary				2.79
Content fits length				2.25 *
Understandable production directions				2.75
Other				

* = weakest points

