

Advertising Analysis Grading Sheet

Quality of the Ad	0	1	2	3	4	5	6	7	8	9	10
Description of Market Targeted	0	1	2	3	4	5	6	7	8	9	10
	11	12	13	14	15	16	17	18	19	20	
Product	0		1		2		3		4		5
Price	0		1		2		3		4		5
Place	0		1		2		3		4		5
Promotion	0		1		2		3		4		5
Programming	0		1		2		3		4		5
Packaging	0		1		2		3		4		5
Partnerships	0		1		2		3		4		5
Publicity	0		1		2		3		4		5
How successful was the ad?	0	1	2	3	4	5	6	7	8	9	10
	11	12	13	14	15	16	17	18	19	20	
Readability	0		1		2		3		4		5
Presentation	0		1		2		3		4		5

Total Score:

Comments: