**Han Advertisement Rubric**

**Members in Group**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Topic**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- |
| **Business Name/Product/Slogan/Jingle***Is it prominent, clear and evident? Is it clever, original, creative? Are you providing a service? Product?* |  **/5** |
| **Marketing/Testimonials***Does it include an appropriate cost, a marketing strategy? Authentic? Does it include 2 testimonials? Do they make sense and are they appropriate? Effectively sell the benefits of the product?* |  **/5** |
| **Messaging/Life Before/After***What are its uses? Why do you need it? Do you explain its function clearly?**Includes examples of what life was like before and after your product.* |  **/5** |
| **Visuals***Did you include appropriate, accurate, quality images or props that clearly illustrate your products and services?* |  **/5** |
| **Factual Information***Is it comprehensive? Does it include details from the* ***entire*** *section of the reading?**Does it cover all of the innovations and explain/demonstrate how they work?* |  **/10** |
| **Performance/Production***Is it clear, easy to hear and understand? Was it smooth, planned and rehearsed? Was everything in screen, steady? Did you consider composition? Was it within the time limit?* |  **/5** |
| **Creativity***Is it captivating and interesting? Are there clever elements that are effective and relatable, not distracting or too silly? Was the information creatively presented and not simply read notes?* |  **/5** |
| **Total Points** |  **/40** |

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