**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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