Inquiry Process: Advertising

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| --- | --- | --- | --- | --- |
| Group Presenting: |  |  | & |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Rate how well this group did the following: |  | **Poor** |  | **Excellent** |
| * Selected an appropriate medium for target audience
 |  | 1 | 2 | 3 | 4 | 5 |
| * Created a catchy slogan
 |  | 1 | 2 | 3 | 4 | 5 |
| * Explained the design decisions
 |  | 1 | 2 | 3 | 4 | 5 |
| * Demonstrated creativity
 |  | 1 | 2 | 3 | 4 | 5 |

List one thing you really liked about their project:

List one suggestion to help them improve (please keep it constructive):

|  |  |  |
| --- | --- | --- |
| As the representative from the technology company, would you want to run this ad for your music player? | YES | NO |

|  |  |
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| Group Presenting: |  |  | & |  |

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List one thing you really liked about their project:

List one suggestion to help them improve (please keep it constructive):

|  |  |  |
| --- | --- | --- |
| As the representative from the technology company, would you want to run this ad for your music player? | YES | NO |