

# Evaluation for *Me, an Advertising Designer?*

Evaluate the ads created by your classmates using the following ad analysis table.

	Example	Team 1	Team 2	Team 3	Team 4
<b>What type of ad is this?</b>	A poster				
<b>What product is being sold?</b>	A pair of running shoes				
<b>What audience is being targeted?</b>	Young athletes				
<b>What are the qualities of the ad?</b>	Bright colours and original slogan				
<b>How could this ad be improved?</b>	Make the copy easier to read by printing the ad on a larger poster				
<b>What would make you buy or not buy this product?</b>	I would buy these running shoes because they look sturdy and comfortable				