






Unique ID: \_\_\_\_\_

ADVERTISEMENT COLOR X



Use the following symbols up to ten (10) times to mark up the draft advertisement above. **Be sure to number your symbols:**

	I like this
	I don't like this
	This confuses me

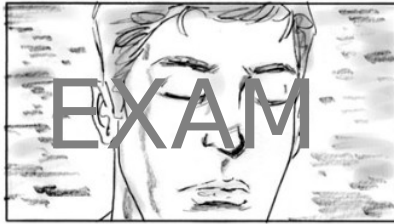
	This surprised me
	This makes me happy

Symbol	Why did you choose this symbol?
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

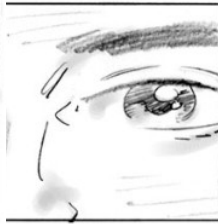
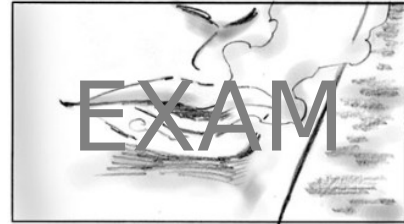
**Unique ID:** \_\_\_\_\_

See the below still frames from the advertisement you just watched.

**VIDEO AD COLOR X**



EXAM



Please answer the following questions:

1. What did you like about the ad?

---

---

---

2. What did you not like about the ad?

---

---

---

3. Was there anything about the ad that confused you? Please describe.

---

---

---

4. Was there anything about the ad that surprised you? Please describe.

---

---

---

5. Was there anything about the ad that made you happy? Please describe.

---

---

---

**Unique ID:** \_\_\_\_\_

See the below still frames from the advertisement you just watched.

**RADIO AD COLOR X**

Please answer the following questions:

1. What did you like about the radio ad?

---

---

---

2. What did you not like about the radio ad?

---

---

---

3. Was there anything about the radio ad that confused you? Please describe.

---

---

---

4. Was there anything about the radio ad that surprised you? Please describe.

---

---

---

5. Was there anything about the radio ad that made you happy? Please describe.

---

---

---