






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

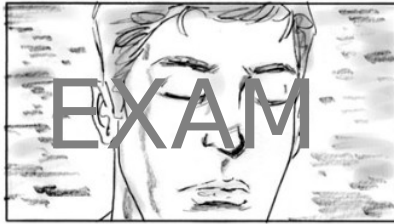
	This surprised me
	This makes me happy

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

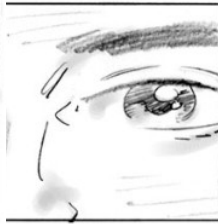
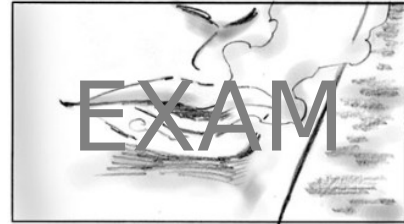
Unique ID: _____

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.
