

**T.C**

**YASAR UNIVERSITY RECTORATE**

**Faculty of Communication**

**Department of Public Relations and Advertising**

**PRAD 4102 Advertising Campaign – Evaluation Form**

**DATE:**

**GROUP NAME:**

**GROUP MEMBERS:**

**CLIENT:**

|  |  |
| --- | --- |
| Evaluation Criteria |  |
| 1. Pilot Brief
 | %10 |
| 1. Product and Competitor Analysis
 | % 10  |
| 1. Market Analysis
 | % 10  |
| 1. Research, Swot and Target Audience
 | % 20  |
| 1. Strategy and Creative Idea
 | %15 |
| 1. Creative Advertising Applications
 | % 20  |
| 1. Media Planning and Evaluation
 | % 10  |
| 1. Overall Project
 | % 5  |
| Total Score | (Out of 100) |

**Date:**

**Signature:**