



Global Climate Change Commercials

Incorporation of factual Global Warming information	4 ALL	3 MOST	2 SOME	1 NONE
Be part of the solution • Was there something for viewers to do?	4 A LOT	3 SOME	2 VERY LITTLE	1 NONE
Creativity- a 'one-of-a-kind' piece	4 EXTRAORDINARY	3 NICE	2 AVERAGE	1 NONE
Power of Persuasion • Commercial had a clear message)	4 A LOT	3 SOME	2 VERY LITTLE	1 NONE
Costumes and props used	4 MAKE COMMERCIAL AUTHENTIC	3 ADDED TO OVERALL LOOK	2 USED	1 NOT USED
Video/Audio	4 GREAT	3 GOOD	2 NEEDS IMPROVEMENT	1 UNCLEAR

Strengths: _____

Opportunity for growth: _____