

AD (Self)-Evaluation

Does your ad have:

1. appealing design? for example a good background colour, catchy colours in the foreground, big headline/slogan, clear writing, etc.
2. catchy/funny headline or slogan?
3. spectacular/unusual/fascinating/cute/yummy or funny picture(s)?
4. clear message?
5. important information (like address, opening hours, prices, where in Germany etc.)

If you cannot answer all these points with a strong 'yes' maybe your ad is not perfect yet. Try to improve it!

Example

The advertisement for Gardaland amusement park is set against a dark blue background. It features two main images: a water ride on the left and a roller coaster on the right. The water ride shows a boat splashing through a large waterfall. The roller coaster is a white track with a tall drop. Handwritten green annotations highlight specific elements: 'background colour' with an arrow pointing to the blue background, 'headline and slogan' pointing to the red 'Gardaland' text and the white slogan below it, 'fascinating pictures' pointing to the water ride image, and 'clear message' pointing to the white text block at the bottom left.

background colour

Gardaland

headline and slogan - a fantastic day of neverending fun!

fascinating pictures

interesting pieces of information
Since 1975! Fifth best amusement park in the world! Spectacular roller coasters, amazing water rides, the best family fun ever - Come to Lake Garda in the north of Italy and have the most awesome day of your life!
clear message
clear writing