Ad Project

1. Fowles’ 15 Appeals – 4 pts. each = 60 pts. possible \_\_\_\_\_\_\_\_\_\_\_

* Ad clearly fits the chosen appeal
* Description is thorough

1. In-depth analysis of one ad = 20 points possible \_\_\_\_\_\_\_\_\_\_\_
   * Responses are complete for 23 questions
2. Redesign of a deceptive ad = 20 points possible \_\_\_\_\_\_\_\_\_\_\_
   * Original ad has a deceptive element
   * Redesigned ad looks professional and

portrays the product in an honest manner

Total: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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