Is Your Ad Complete?

- Did you choose an appeal?  
  Unique selling position, image, lifestyle or emotion?

- What medium did you choose?  
  Online, guerilla, out-of-home or video?

- How does your ad utilize design?  
  Does your ad effectively have one dominant feature and incorporate primitive features to create balance, proportion and unity?

- Double check your copy.  
  Is it concise, coherent, and consistent? Do you have a slogan or title, an attention-grabbing headline, body copy, a kicker and a call-to-action?

- Do you need a script, copy sheet or storyboard?  
  These are essential artifacts for the video medium.

- Did you write your ad description essay?  
  Does your essay include how you used design, copywriting and the medium to create the ad appeal?