

Criteria	What we think	Comment
Catchy slogan (using word-play, funny, memorable...)	1 ☐ wow ☐ ok ☐ needs work	
Use of text (purpose, amount, density of information...)	2 ☐ wow ☐ ok ☐ needs work	
Use of pictures (fitting, memorable, quality...)	3 ☐ wow ☐ ok ☐ needs work	

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Catchy slogan (using word-play, funny, memorable...)	1 ☐ wow ☐ ok ☐ needs work	
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Use of pictures (fitting, memorable, quality...)	3 ☐ wow ☐ ok ☐ needs work	

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Criteria	What we think	Comment
Catchy slogan (using word-play, funny, memorable...)	1 ☐ wow ☐ ok ☐ needs work	
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Use of pictures (fitting, memorable, quality...)	3 ☐ wow ☐ ok ☐ needs work	

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Use of pictures (fitting, memorable, quality...)	3 ☐ wow ☐ ok ☐ needs work	

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Use of text (purpose, amount, density of information...)	2 ☐ wow ☐ ok ☐ needs work	
Use of pictures (fitting, memorable, quality...)	3 ☐ wow ☐ ok ☐ needs work	

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Use of text (purpose, amount, density of information...)	2 ☐ wow ☐ ok ☐ needs work	
Use of pictures (fitting, memorable, quality...)	3 ☐ wow ☐ ok ☐ needs work	

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Catchy slogan (using word-play, funny, memorable...)	1 ☐ wow ☐ ok ☐ needs work	
Use of text (purpose, amount, density of information...)	2 ☐ wow ☐ ok ☐ needs work	
Use of pictures (fitting, memorable, quality...)	3 ☐ wow ☐ ok ☐ needs work	

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Catchy slogan (using word-play, funny, memorable...)	1 ☐ wow ☐ ok ☐ needs work	
Use of text (purpose, amount, density of information...)	2 ☐ wow ☐ ok ☐ needs work	
Use of pictures (fitting, memorable, quality...)	3 ☐ wow ☐ ok ☐ needs work	

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Catchy slogan (using word-play, funny, memorable...)	1 ☐ wow ☐ ok ☐ needs work	
Use of text (purpose, amount, density of information...)	2 ☐ wow ☐ ok ☐ needs work	
Use of pictures (fitting, memorable, quality...)	3 ☐ wow ☐ ok ☐ needs work	

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Catchy slogan (using word-play, funny, memorable...)	1 ☐ wow ☐ ok ☐ needs work	
Use of text (purpose, amount, density of information...)	2 ☐ wow ☐ ok ☐ needs work	
Use of pictures (fitting, memorable, quality...)	3 ☐ wow ☐ ok ☐ needs work	

Advertisement 11