

QUALITY ASSURANCE PLAN

Quality Assurance Plan For Bayt Gedi Marketing Project

Quality Defining the Criteria for Evaluating Brochures, Advertisements, and Street Designs:

When evaluating brochures, advertisements, and street designs, several key criteria can be considered:

1. The content of the advertisement:

- Clarity of message: Is the message the advertisement aims to convey clear and direct?
- Essential information: Does the advertisement include all necessary information such as product or service name, benefits, and price if applicable?
- Attractiveness: Is the content interesting and engaging? Is the language simple and clear?
- Credibility: Is the information presented accurate and reliable? Are there any exaggerations or false claims?

2. The design of the advertisement:

- Graphics: Is the design visually appealing? Are the colors harmonious and the lines clear?
- Layout: Are the different elements in the advertisement arranged logically? Is there a balance between text and images?
- Creativity: Is the design innovative and distinctive? Does it catch attention?
- Brand alignment: If the advertisement is for a known company, does it align with the company's identity and message?

3. The effectiveness of the advertisement:

- Objective: Does the advertisement achieve its intended goal? Does it encourage a specific action (such as purchasing or visiting a website)?
- Visual appeal: Does the advertisement attract sufficient attention? Does it make you stop and look at it?
- Memorability: Can you remember the advertisement after seeing it? Does it leave a strong impression?
- Comparison: How does this advertisement compare to others in the same field?

4. other factors:

- Target audience: Is the advertisement aimed at the right audience? Does it use language and style that suits this audience?
- Time and place: Is the advertisement suitable for the location where it is displayed? Does it appear at the right time?
- Cost: Is the cost of producing and distributing the advertisement reasonable? Is the return on investment high?
- Based on these criteria, you can evaluate any advertisement or design you encounter and determine its quality and effectiveness.
- Additional Notes:
- Comprehensive Evaluation: These criteria provide a comprehensive framework for assessing the overall effectiveness of an advertisement.
- Adaptability: These criteria can be applied to various types of advertisements, including print, digital, and outdoor.
- Contextual Understanding: The effectiveness of an advertisement also depends on the specific context in which it is presented, such as the target audience, cultural factors, and competitive landscape.

