

Quality Check List

Checklist for Evaluating Brochures, Advertisements, and Street Designs

Content of the Advertisement

- Is the message clear and direct?
- Does it include all necessary information (product/service name, benefits, price if applicable)?
- Is the content interesting and engaging?
- Is the language simple and clear?
- Is the information accurate and reliable?
- Are there any exaggerations or false claims?

Design of the Advertisement

- Is the design visually appealing?
- Are the colors harmonious and lines clear?
- Are the elements arranged logically?
- Is there a balance between text and images?
- Is the design innovative and distinctive?
- Does it catch attention?
- Does the design align with the company's identity and message (if applicable)?

Effectiveness of the Advertisement

- Does it achieve its intended goal?
- Does it encourage a specific action (e.g., purchasing, visiting a website)?
- Does the advertisement attract sufficient attention?
- Does it make you stop and look at it?
- Is the advertisement memorable after seeing it?

- Does it leave a strong impression?
- How does it compare to others in the same field?

Other Factors

- Is the advertisement aimed at the right audience?
- Does it use language and style suitable for the target audience?
- Is it suitable for the location where it is displayed?
- Does it appear at the right time?
- Is the cost of production and distribution reasonable?
- Is the return on investment high?

Additional Considerations

- Does the advertisement consider cultural factors and the competitive landscape?
- Is the advertisement adaptable for different formats (print, digital, outdoor)?
- This checklist can help ensure a thorough and consistent evaluation of advertising materials.