

Ad Copy Judgment

YOUR TASK

Review your ad judgments. For this stage of the market, a good rating would be an 80. Are your ratings competitive?

DECISION TIP

You may wish to write down the name of any ad that has a high rating in your target segment. You may want to review its design and incorporate it in your own ads.

If your ad judgments are not as high as you would like, maybe you are trying to say too much in an ad. Are your ads cluttered? Try mentioning fewer benefits.