

Advertising Media Planning
ADV 4300, Fall 1999, Kent Lancaster

Accountability in Advertising Media Planning and Evaluation

Project 3 Evaluation Form

Name(s): _____

- ___ 1. For each approach, included a description of goals, data, methods and results.
- ___ 2. Included a comparison of approaches discussing *time frame*.
- ___ 3. Included a comparison of approaches discussing *ad carry-over rate*.
- ___ 4. Included a comparison of approaches discussing *frequency threshold*.
- ___ 5. Included a comparison of approaches discussing *message-vehicle gap*.
- ___ 6. Included a comparison of approaches discussing *forecasting ad effects*.
- ___ 7. Included a comparison of approaches discussing *optimization*.
- ___ 8. Included a comparison of approaches discussing *media mix*.
- ___ 9. Included a comparison of approaches discussing *flowcharts*.
- ___ 10. Professional report presentation, cited all material in report, using proper citations, grammar, spelling, and punctuation.
- ___ 11. BONUS POINTS: Clearly generated printouts using ADplus™ software.

___ **TOTAL POINTS**

___ **GRADE**