

TEAM # _____ RETAIL STORE NAME _____

40 Possible Points	Marketing 327				
	Rubric for Retail Store Commercial				
	Not At All 1	2	3	4	Very Much 5
Consistent with Retail Mix					
Easily Identify who is the Target Market (Primary audience)					
Clear Message					
Grabs Attention and Interest					
Memorable					
Creative					
Could see this commercial as an "actual" retail store commercial					
Meets time limit: No more than 90 seconds					

TOTAL SCORE: _____