

remember to ask yourself...

- 1** Is the **main message** expressed in 7 words or less?
- 2** Is there **nothing** in the script that takes over 3 seconds to clearly understand?
- 3** Is there an **intellectual alibi** offered to justify the offer?
- 4** Does it tell an **emotionally-riveting story** with a sustaining plot?
- 5** Does it paint a **mental picture** using concrete, sensory words?
- 6** Does it **sell the brand** with references integral to the plot?
- 7** Does it reflect the **personality of the brand** in clear and emotional terms?
- 8** Does it **avoid bald spots** or areas of the commercial that can lose the customer's interest?