



## **KEEP YOUR OWN SCORE OF THE REAL BIG GAME**

Determine your top 5 commercials by following the science behind a winning commercial. Score your commercials below and see how our lists compare when we release ours after the big game.

	BRAND DISTINCTION	TARGET AUDIENCE		CREATIVE PRODUCTION		
COMMERCIAL / BRAND NAME:	Does it highlight a feature that helps the brand stand out from competitors?	Is it clear who the target customer they're trying to persuade is?	Is the commercial tailored to the target customer?	Was the story told in a manner that captured your attention throughout?	Was the commercial memorable?	Does the commercial make you feel something?
	YES UNSURE NO	YES UNSURE NO	YES UNSURE NO	YES UNSURE NO	YES UNSURE NO	YES UNSURE NO
	YES UNSURE NO	YES UNSURE NO	YES UNSURE NO	YES UNSURE NO	YES UNSURE NO	YES UNSURE NO
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