



Rail Safety Public Service Campaign



Client Scoring Sheet: Marketing Firm (Student Presenters)

PSA Slogan _____

Media Presented (circle 3)

Television

Radio

Internet

Billboard

Magazine/Newspaper

Other _____

Intended Audience _____

Rate each factor on a scale of 1-5, 5 being the highest rating

Item	Score
Campaign's suitability to intended audience	
Campaign message/slogan's suitability to media chosen	
Advance planning for presentation	
Preparedness of campaign components	
Comprehensiveness	
Creativity	
Ability to "grab" audience	
Worth the money we would spend on this campaign	
Memorable	

My favorite part:

My least favorite part:

Additional comments/suggestions:

Client (Student Reviewer) Name _____ Date _____