

Criteria	What we think	Comment
Catchy slogan (using word-play, funny, memorable...)	<b>1</b> <input type="checkbox"/> wow <input type="checkbox"/> ok <input type="checkbox"/> needs work	
Use of text (purpose, amount, density of information...)	<b>2</b> <input type="checkbox"/> wow <input type="checkbox"/> ok <input type="checkbox"/> needs work	
Use of pictures (fitting, memorable, quality...)	<b>3</b> <input type="checkbox"/> wow <input type="checkbox"/> ok <input type="checkbox"/> needs work	

**Advertisement 1**

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**Advertisement 11**