Rubric for Smoking Advertisement

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|  | Level 4 | Level 3 | Level 2 | Level 1 |
| Appeal to target audience | The target audience is clearly stated, and the ad contains elements that strongly appeal to that audience | The target audience is stated and the ad contains elements that may appeal to the audience | The target audience is too vague, and the appeal of the ad may be unclear | The target audience is not stated and is difficult to tell from the ad |
| Use of pictures/graphics | All graphics are related to the topic and make the ad easier to understand | All graphics are related to the topic and most make the ad easier to understand | Some graphics relate to the topic | Graphics are not related to the topic |
| Language | Uses persuasive language effectively to convince consumers. Includes a slogan or expression to catch attention | Uses persuasive language to convince consumers | Uses appropriate language but not persuasive or “catchy” | Very basic use of language, or not appropriate |
| Overall appeal and quality | Ad is exceptionally attractive and overall is very appealing | Ad is attractive and fairly appealing | Ad is somewhat attractive but contains elements that take away from the overall appeal | The ad is not attractive or not appealing |
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