

An advertising campaign checklist



CHECKLIST “AN ADVERTISING CAMPAIGN”

ITEMS	YES	NO
1. You have learnt the differences between proximity shops and other commercial formats.		
2. You have set the goals of the advertising campaign.		
3. You have identified the target of the campaign.		
4. You have identified the most suitable channels for your campaign.		
5. You have designed more than one message for your campaign, according to the referred goals, targets and channels.		
6. You have considered text and image for your commercial messages.		
7. You have used the comparative and superlative of adjectives properly in your commercial messages.		

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