



Print Assessment

(1 = Poor; 10 = Excellent)

Rating

Overall

Headline

- Stop, Intrigue, Involve
- Promise/Benefit
- Encourage Readership
- Harmonize with Visual

Visual

- Stop, Intrigue, Involve
- Deliver Benefit
- Relevant to Customer
- Harmonize with Headline

Layout/Body Copy

- Inviting to Read
- Digestible/Easy to Read

Direction:

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