



FilmOnMyPhone Competition

Advertisements

Here are some parameters you can consider when assessing the quality and effectiveness of a 2 to 4-minute advertisement (titles and credits are included in this time limit):

1. **Engagement and Relatability**
How well does the advertisement's narrative engage the audience and make the content relatable?
2. **Clarity of Message**
Is the main message of the advertisement clear, concise, and easy to understand?
3. **Emotional Impact**
Does the advertisement effectively evoke emotions that resonate with the audience?
4. **Visual Execution and Production Quality**
How well are the visuals executed? Is the production quality high, with clear visuals and professional editing?
5. **Pacing and Length**
Does the advertisement maintain a good pace throughout its duration? Is the length appropriate and justified for the message it conveys?
6. **Call to Action**
Is there a clear and compelling call to action? Does it effectively prompt the audience to take the desired step after watching?
7. **Target Audience Connection**
Does the advertisement speak directly to the target audience's needs, interests, and preferences?
8. **Memorability**
Will the advertisement stick in the viewer's mind? Does it include elements that make it memorable and distinctive?