

Check - list				
		YES	NO	NOTES
Verbal resources	Any catchphrase?			
	Any catchword?			
	Any imperative verb?			
Non verbal resources	Any product brand?			
	Any person?			
	Any animal?			
	Any object?			
	Any food?			
	Any other picture?			
	Any predominant color?			
Persuasive resource	What was used to call the reader's attention?			