1. Do you think the advert meets the criteria?

Maybe

No

YES

1. Between 1 and 10 how steady do you think the camera was? (1 being bad and 10 being great)

1 2 3 4 5 6 7 8 9 10

1. Do you think that you would remember the trainers?

YES

Maybe

No

1. On a scale of 1 – 10 how much improvement does the advert need? (1 being bad and 10 being great)

1 2 3 4 5 6 7 8 9 10

1. Was the sound good on the advert?

YES

Maybe

No

1. How was the length of the video?

Just Right

Too Long

Too Short

1. Could you see all the text clear enough?

YES

No

1. Would you buy these trainers?

No

Maybe

YES

1. Any other feedback?

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