

Salon Advertisement Critique

Critique a salon advertisement to see if they attract and hold the attention of potential clients. Add comments if needed.

	Yes	No	Comments
Business name: Does it explain what it is? (hair, nails, spa)			
Is it a “catchy” name you will remember?			
Location: Is the address listed?			
Is the phone number available?			
Hours of operation: Are the hours of operation included?			
Clientele: Is a primary clientele targeted? (children, men, teenagers, women)			
Prices: Are prices listed for services?			
Promotions: Are any coupons or discounts offered?			

Based on the information above:

1. Would you visit this business? Why or Why not? _____

2. How can the advertisement be improved? _____
