

# Product Placement Evaluation Form

**Product Name**

**Media/Show/Film Title**

**Episode/Scene (if applicable)**

**Date of Placement**

## Visibility & Integration

**How visible was the product?**

Select

**How well did the product integrate into the story?**

- 1
- 2
- 3
- 4
- 5

**Describe the context of the placement**

## Audience Impact

**Relevance to Target Audience**

Select

**Memorability (1-5)**

- 1
- 2
- 3
- 4
- 5

**Additional Remarks**

