

Product Placement Evaluation Form

Product Name

Media/Show/Film Title

Episode/Scene (if applicable)

Date of Placement

Visibility & Integration

How visible was the product?

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

Memorability (1-5)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Additional Remarks

