
Appendix 3 - Ten questions to help you evaluate creative work - especially new creative work

1. Does the work contain a strong creative idea?

Ask yourself:

Can consumers relate to the product as it is dramatised here?

2. Does the advertising match the briefing and strategy properly?

Ask yourself:

Will consumers be able to take out exactly the same message we formulated in the briefing?

3. Is the advertising likeable? Will other people like it too?

Ask yourself:

Would I like my brand after seeing this creative work?

4. Is the advertising honest and believable?

Ask yourself:

Will the Target Group believe the message as communicated here?

5. Does the advertising match the personality of the brand?

Ask yourself:

Does this creative work really suit my brand?

6. Does the advertising avoid a heavy hand?

Ask yourself:

Does this communication have a light, positive touch?

7. Is it different enough from other ideas that spring to mind?

Ask yourself:

What is original in this idea?

8. Is the communication good all the way through?

Ask yourself:

Are the details as strong as the creative idea itself?

9. Is the agency doing it for you or for themselves?

Ask yourself:

Who will profit most from this communication?

10. Is the advertising really good enough?

Ask yourself:

Is the advertising as good as I had hoped it would be?

Could it be even better?

Auszug aus:

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Consumer Insights – Love them and leverage them

... und Ihre Marketingaktivitäten werden effektiver