

The Marketer's Guide to Judging Creative Work

A simple and effective criterion that guides the development of any creative concept for a brand — because a creative concept must do useful work.

There's a simple and effective criterion that should guide the development of any creative concept for a brand: A creative concept must do useful work. That is, it must help the brand achieve its marketing goals.

If the concept doesn't help the brand achieve its goals, then the concept is nothing more than a vanity project that wastes money and doesn't get anything done.

The Scorecard

But how do you know whether a concept will do useful work for your brand? We use a scorecard called The Marketer's Guide to Judging Creative Work. It's designed to help you ask the right questions about any concept that lands on your desk — ad campaign, content, event series, whatever.

By asking those questions, you can shepherd the concept from off-base to home run.

How to Use It

Working directly with creatives: Use the scorecard to help set the brief. These criteria are what we use internally when we develop our work.

Comparing concepts from multiple agencies: Use the scorecard to present a common language for comparison and to sell your preferred concepts within your organization.

Give it a shot. This is a useful tool for you and everyone you work with.