

# Never Mind the Lions, Here's a Creative Scorecard

*A guide to judging creative work — because creative work is less about impressing each other than about creating breakthrough communications that move people and achieve marketing goals.*

This week, we roll up on another year of Cannes Lions: awards for global creative work. Without the accompanying glitz of the Côte d'Azur, the focus falls squarely on more than 1,000 candidates from scores of countries, in categories that range from Health to Impact, and from Craft to Entertainment.

That mighty list of submissions begs a question that's basic to our industry: How much of this work is about impressing each other, and how much is actually about creating breakthrough communications that move people?

## Creative Work Must Do Useful Work

When you turn from the limelight of Cannes to the crucible of client success, a creative concept has one prime directive: it 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 Marketer's Guide to Judging Creative Work

But how do you know whether a concept will do useful work for your brand? Our scorecard poses questions to ask about any concept you're evaluating — whether it's an ad campaign, a content or event series, or a pop-up brand activation.

- If you're working directly with creatives, use the scorecard to help set the brief. These criteria are what we use internally when we develop our work.
- If you're comparing concepts from multiple agencies, use the scorecard to present a common language for comparison, and to sell your preferred concepts within your organization.

Awards are nice souvenirs, especially after a junket in Cannes. And they can even drive business. But to deliver excellent results for that business, you need a plan.