

## Creative Brief Scorecard

- A sound Creative Brief requires:
  - a) strategic awareness;
  - b) technical competency; and
  - c) a quality process.
- The *Creative Brief Scorecard* addresses each requisite. It is a tool designed to quantitatively objectify our subjective judgment in assessing the quality of our Creative Briefs.

# Creative Brief Scorecard

	Poor (0)	Average (3)	Above Average (5)	Score (Total Points)
<p><b>Marketing Objective</b></p> <p><i>What is it the Brand needs to accomplish through its marketing campaign?</i></p> <p><b>(2X)</b></p>	<p>No Marketing Objective or not real as defined by influencing a customer behavior such as: penetration, switching, frequency of purchase, etc.</p>	<p>Contains appropriate Marketing Objective but lacks quantifiable value such as “convert 15% of competitive users to ...”</p>	<p>Contains appropriate Marketing Objective that is SMAC (i.e., specific, measurable, attainable and consistent with the Brand’s Business Objectives for sales, share and profit growth)</p>	<p><b>Max points = 10</b></p>

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	Poor (0)	Average (3)	Above Average (5)	Score (Total Points)
<p><b>Assignment</b></p> <p><i>What is the Agency being asked to produce and in what timeframe?</i></p>	No assignment specified	Media specified but not execution length or timing or, importantly, insufficient timing provided	Detailed description of assignment (:15 and :30 TVC) and mediums along with realistic “on-air”, in print, etc., due dates that provide time for creative development and testing	<p><b>Max points =</b></p> <p style="text-align: center;"><b>5</b></p>

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	Poor (0)	Average (3)	Above Average (5)	Score (Total Points)
<p style="text-align: center;"><b>Target Audience*</b></p> <p style="text-align: center;"><i>At whom is this message targeted?</i></p> <p style="text-align: center;"><b>(2X)</b></p>	<p>Non-specific, vague target audience (e.g., Doctors and/or simply demographic media target descriptor such as Women 18-49)</p>	<p>Description includes some but is neither clear or complete regarding: Demographics Psychographics Current Usage/ Behaviors and Needs</p>	<p>Clear and complete description that addresses: Demographics, Psychographics, Condition, Attitudes, Current Usage/ Behaviors <b>plus</b> Needs the brand can win with</p>	<p style="text-align: center;"><b>Max points = 10</b></p>

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<p><b>Benefit*</b></p> <p><i>What are you promising your target audience – MUST directly address Target Audience need(s)</i></p> <p><b>(3X)</b></p>	<p>Benefit either lacks clear link to Target Audience needs and/or non-essential multiple benefits presented and/or lacks meaningful implicit or explicit point-of-difference versus competition</p>	<p>Some but not all of the essential elements noted in the aforementioned section</p>	<p>Single-minded benefit statement that directly addresses a relevant Target Audience need in a competitive or at least “new sounding” manner</p>	<p><b>Max points = 15</b></p>

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	Poor (0)	Average (3)	Above Average (5)	Score (Total Points)
<p><b>Reason-Why Support*</b></p> <p><i>Why should Target Audience believe your Benefit claim? This is the “Reason Why”.</i></p> <p><b>(2X)</b></p>	<p>Lacks support for each claimed benefit or it is an unsubstantiated product benefit claim versus legitimate Reason-Why</p>	<p>Legitimate intrinsic and/or extrinsic support that is directly linked to each benefit claimed</p>	<p>Legitimate intrinsic and/or extrinsic support that is directly linked to each benefit claimed. Each RW support point serves to differentiate the brand versus competition. The mere mention of the support automatically triggers the benefit claim. Support tested for proven Target Audience impact</p>	<p><b>Max points = 10</b></p>

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	Poor (0)	Average (3)	Above Average (5)	Score (Total Points)
<p><b>Customer Insight</b>  <i>It is based upon Market Research and affects a change in customer attitudes, behaviors, relationship with our brand that results in the achievement of our Marketing Objective.</i>  <b>(2X)</b></p>	<p>No Customer Insight specified or it is not a real insight (i.e., it is a fact versus a perception) or it is not expressed in the customer's language</p>	<p>Insight falls into one of these categories: exploits competitive weakness; overcomes a barrier to brand preference; or untapped compelling belief. Moreover, the insight can be paid off by the brand's benefit(s) as stated in the benefit section of the Com Strategy section of this brief</p>	<p>Insight is discovered based upon sound market research combined with analysis; fits into one of the three aforementioned categories; is expressed in customer language; can be paid off by, and contributes to the development of, the brand's POD benefit(s); plus effects a change in customer attitudes that leads to the achievement of the Marketing Objective</p>	<p><b>Max points = 10</b></p>

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<p><b>Brand Character**</b></p> <p><i>This is the personage – personality of the Brand. If the Brand were an individual, who would it be?</i></p>	<p>No Brand Character specified or does not describe a personality or does not come from the brand’s positioning statement</p>	<p>Simple listing of descriptives of a person or thing that is reflective of a personality.</p>	<p>Narrative description (or better yet, 3-D portrayal) of an individual (e.g., possibly a celebrity, public figure, etc.) that fits the brand’s bundle and/or capitalizes on the brand’s equity, is consistent with the BC found in the BPS and meaningfully differentiates the brand versus competition</p>	<p><b>Max points = 5</b></p>

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<p style="text-align: center;"><b>Legal/ Regulatory Mandates</b></p> <p><i>Elements that are legally required or mandated by regulatory bodies (FDA, FTC, etc.)</i></p>	Mandates are executional in nature (befitting a “Pool Plan”)	All Legal/Regulatory Mandates are critical and clearly stated - no executional mandates	<b>Not applicable</b>	<b>Max points = 3</b>

# Creative Brief Scorecard

	Poor (0)	Average (3)	Above Average (5)	Score (Total Points)
<p style="text-align: center;"><b>Sign-Off</b></p> <p><i>Sign-off by most senior managers responsible for approving advertising – prior to having the agency begin creative development. This may be the most important piece of paper for agency creatives and client collaborators.</i></p> <p style="text-align: center;"><b>(4X)</b></p>	<p>No sign-offs to denote approval to begin creative development</p>	<p>Sign-offs (i.e., approval) from appropriate client management <i>only</i> (i.e., the senior most executive responsible for approving advertising before aired)</p>	<p>Sign-offs from both the senior most client manager responsible for approving the advertising and the senior most agency manager responsible for delivering the advertising</p>	<p><b>Max points = 20</b></p>

## Creative Brief Scorecard

	Poor (0)	Average (3)	Above Average (5)	Score (Total Points)
<p><b>Prepared by</b></p> <p><i>While the client takes the lead the CB should be a collaborative venture prepared by both the client and agency team (including the creatives)</i></p> <p><b>(3X)</b></p>	<p>Prepared by client or agency but not both</p>	<p>Prepared by both client and agency (but does not include creatives) in collaborative venture or drafted by one party and then shared with the other party for input before finalizing</p>	<p>Collaboratively prepared by both client and agency team (including creatives)</p>	<p><b>Max points = 15</b></p>

# Creative Brief Scorecard

- \* These elements come directly from the Brand's Com Strategy;
- \*\* This element comes directly from the Brand's Positioning Statement.

SCORING – MAX POINTS = 103:

- < 60 = Poor - Get back to work!
- 60 – 75 = Fair - Still a lot more work required
- 76 – 89 = Good – You have a workable brief providing you have an appropriate benefit based upon a sound Customer Insight and the brief has been approved by both client and agency (if not, you still have more work to do)
- >90 = Excellent (but don't stop until you can achieve 103)