



Campaign Idea Assessment

The Campaign Idea is a way to dramatize the Brand's Communication Strategy (especially its benefit) in provocative customer terms. The dramatization should be explicitly or implicitly competitive, new or at least new sounding, and have the potential to be repeated.

What is the Campaign Idea encapsulated?

What are the Key Copy Words?

What is the Key Visual?

How is/are the benefit(s) communicated?

In what way is it competitive?

In what ways is it provocative? (i.e., arousing)?

What is the credibility of the idea?

In what way is this a campaignable idea vs. a single spot/execution?