

# How to Evaluate a Creative Concept

When evaluating creative concepts, the first thing to ask is, 'How far do I want to go?' Undertaking an external research based evaluation can be time consuming and expensive, but we have seen many cases where the results have been surprising and caused significant shifts in the marketing direction. Testing concepts with customers and evaluating them against competitors' marketing concepts is well worth undertaking where very large investments are concerned.

However, in most cases the best way to evaluate a creative concept is against both the brief and the creative strategy. That's why we'd always recommend it is worth the effort to prepare a written brief.

Here's a list of some the things to judge a concept against.

- Is it on strategy?
- Is the message clear or is it confusing?
- Will my target customer identify with it?
- Does it have the creative impact?
- Is the tone and manner correct, for the company and target customer?
- Does the concept have legs?
- Stand back and assess if the concept fits in to the bigger picture, such an on-going marketing communication programme or whether it supports the company brand.

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L E T ' S C R E A T E

