

Creative Review Checklist

Date: _____
Client: _____
Project: _____
Job #: _____
Creative Team: _____

Product/Service

- Is central to creative concept.
- Is correctly shown/explained.
- Its benefits/features (uniqueness) are properly emphasized.
- The way it is shown reinforces established positioning and customer perceptions.
- Logos/trademarks/names/intellectual property are treated correctly.
- Other products/services could not be easily substituted within this creative concept.

Creative Approach

- Is unique/unusual to the product/service.
- Is attention getting.
- Fits tone/style of the product/service.
- Fits tone/style of the client organization.
- Complements other media efforts.
- Addresses primary interests of readers/viewers.
- Has inherent interest or story appeal; is not merely decorative or explanatory.
- Directs readers/viewers attention to what's most important about the product/service.
- Is memorable.
- Is believable.
- Is persuasive.
- Appears stylish and contemporary.
- Encourages further action by readers/viewers.
- Provides means for contacting/next step.
- Has staying power (is not quickly outdated).

Shop Standards

- Can be produced within time and budget constraints.
- Presentation materials are organized and professional.
- Presentation has been gone over/rehearsed.

Client Objectives

Primary objective: _____

Is addressed by: _____

Secondary objective: _____

Is addressed by: _____

Other Considerations

Evaluation

- Okay as is.
- Needs further refinement.

Comments: _____

