



# Green Hat

## Creative B2B

## Campaign Checklist

# Creative campaign checklist

Rate each creative concept and touchpoint as **High**, **Medium** or **Low** to identify gaps you see in the campaign, to focus your feedback and challenges to the creative and content team.

## ABCS Summary

- ☐ Attention
- ☐ Brand link
- ☐ Communication (Brand tone of voice)
- ☐ Stickiness (is it memorable?)

## Gut Instincts Reaction

- ☐ Do you love what the ad has the potential to do?
- ☐ Does the ad match the brief?
- ☐ Will you be proud of this ad as your legacy?

## Delivers Strategy

- ☐ Does the creative match up to the objective of the brief from the brand plan?
- ☐ Does it achieve the desired customer response?
- ☐ Will it have an expected market impact and brand performance?

## Builds Customer Bond

- ☐ Does the ad speak directly to the target customer?
- ☐ Does it leverage customer insight to connect?
- ☐ Will it deepen your bond with customers?
- ☐ Can the ad help to build memories?

## Fits with Brand

- ☐ Does the ad deliver the brand idea?
- ☐ Does it leverage your distinctive creative assets?
- ☐ Does the ad fit with the tone of the brand?
- ☐ Does it meet the brand style standards?

## Distinguishes Brand

- ☐ Does it use functional and emotional benefits to own a competitive space that is motivating to customers and ownable for the brand?

## Brand Breakthrough

- ☐ Is the ad different enough to capture attention within the clutter?
- ☐ Does the ad engage the customer with the brand?
- ☐ Is the brand a significant part of the climax of the ad?

## Motivating Message

- ☐ IS the communication of the main benefit in the ad easy to understand?
- ☐ Does the creative naturally set up the main message?
- ☐ Will the main message move customers to think, feel and act?