



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?