



IS IT A GOOD IDEA?

These criteria have been developed as check list to ensure campaign ideas and concepts are top shelf. Ideas need to be innovative and considered for process of implementation and successful execution. If your idea ticks these criteria, pull it apart here and if it passes the test you're onto a winner!

CRITERIA 1: Does the idea answer one or more campaign objectives?

Ideas have the potential to answer one or more of the campaign objectives. An idea may also be weighted in comparison to others regarding its ability to drive sales for example, or achieve brand awareness. Every campaign idea MUST contribute to the attainment of an objective.

CRITERIA 2: Is the idea both efficient and effective?

Efficient: an idea is efficient if it avoids great losses of time or wastes of energy in implementation. In other words, is the cost worth the benefit?

Effective: an idea is effective if in its implementation it produces the desired result. In other words, what is the potential of the idea to achieve our desired outcome?

CRITERIA 3: What level of internal & external resources does the idea require?

Some ideas are more resource heavy than others. Ideas can require a high degree of man-hours from people within the organisation. To what degree does the idea require the help of third party suppliers? It is important to keep this in mind but never to be biased to the point of compromising campaign effectiveness.

CRITERIA 4: Is the idea realistic?

Given the requirements of compliance, legal departments and brand guidelines, what is or isn't possible? Precious time can be wasted in discussion and creative thought dwelling on ideas that are unrealistic when evaluated against business constraints – this is a waste of time and money to be avoided.

CRITERIA 5: Is the idea on brand and on brief?

Does the idea represent the brand positioning and values? Does it respond to the brief as directed?

CRITERIA 6: Will it translate?

Don't be too clever. Good ideas will not ask too much of their target audience but will be engaging regardless. Ideas that are funny or clever in a tight internal brainstorming forum may not be as amusing or may not 'work' in implementation.