

Choose your criteria from the list below or add your own.
Score your idea between 1-5 (1 = low scoring, 5 = high scoring)

Connect the lines or dots. The greater the coverage of your scoring matrix, the greater chance your idea has of powering a successful campaign!

Suggested criteria:

Outcomes

Is the idea going to help us achieve our outcomes?

Impact

Will people remember it?
Does it stand out?

Audience

Test your idea on your audiences, what do they think?

Simplicity

Will people easily be able to understand our idea?

Flexibility

Can the idea be adapted across different channels and carry different messages?

Practicality

Is the idea achievable with your resources (budget, time, people etc)

Instinct

What is your gut reaction?
Does it feel like the right idea?

