



DO YOUR ADS HAVE A CALL TO ACTION?
Does it tell me what to do after I read it? (While you're at it, make sure there is a logo, website and address if necessary.)

COULD THIS IDEA WORK FOR ANOTHER PRODUCT?
Perfect. An original, honest, interesting idea that the target gets. You're on your way to Awesome City.

IS IT A COMPLETE THOUGHT?
Does it answer who, what, when, where and most importantly, why?

IS IT GROUND-BREAKING?
Or at least interesting?

DOES THE CAMPAIGN LOOK POLISHED AND PROFESSIONAL?

ARE YOU READY TO DO THIS ALL OVER AGAIN?

IS THE COPY SPELLED CORRECTLY, WITH CORRECT GRAMMAR?

IS THIS A FEASIBLE "NEXT STEP" FOR THE BRAND?

IS IT AN IDEA?
As in not a thought, one liner or cool picture.

IS IT A CREATIVE EXAGGERATION?
You know... like hyperbole, sarcasm or satire? Need an example?

IS IT TRUE?
(Don't lie to me. I'll know.)

DID YOU EDIT IT?

DO YOU THINK IT'S GREAT?

IS THE TYPE LEGIBLE?

DOES YOUR IDEA RELY ON BORROWED INTEREST?
(Like a celebrity or icon. Example: Superman or the Eiffel Tower)

IS THIS YOUR IDEA?

ARE YOU SURE?
Did you do any research to be sure that someone in 1982 or Japan didn't do it already?

WILL YOUR AD BE GREAT 5 YEARS FROM NOW?

WILL IT MAKE OTHER PEOPLE PROUD... AND/OR JEALOUS?

DOES YOUR CAMPAIGN SOUND GOOD?
Is the copy clear, concise and creative?

DOES YOUR IDEA TRANSLATE WELL INTO AN AD?

DOES YOUR CAMPAIGN HAVE A CONSISTENT VOICE?

DOES IT FIT WITH THE BRAND'S CURRENT VOICE?

WILL YOUR AD, LAYOUT OR COPY OFFEND ANYONE?

DOES THE TARGET MARKET GET IT?
("No, but they're all idiots" is not an answer.)

IS IT COMIC SANS, PAPYRUS, HELVETICA OR ANOTHER SUPER-POPULAR FONT?

DOES IT TRANSLATE INTO 3 OR 4 DIFFERENT EXECUTIONS?

DOES IT TRANSLATE INTO OTHER MEDIA?
(TV/banners, apps, web, events, etc.)

DO YOUR ADS WORK AS A CAMPAIGN?

DO OTHER PEOPLE GET IT?
(Not just your mom.)

DO YOU KNOW WHO THE TARGET MARKET IS?

DID YOU PICK THE BEST TYPEFACE FOR THIS CLIENT AND CAMPAIGN?

CAN YOU GIVE ME A REASON WHY EVERY GRAPHIC ELEMENT IS THERE?

DOES YOUR CAMPAIGN LOOK GOOD?

DOES YOUR CAMPAIGN HAVE A CONSISTENT LOOK?