

Ideation Score Card

Do we have a strong idea?

Sometimes after an ideation session, it's hard to evaluate all the ideas that are created- especially for groups that aren't used to brainstorming. I found that a few simple questions went a long way in helping clients see the trees through the forest. A score card, like the one here, helps clients to clearly see the strengths and weakness of an idea, and helps us determine the direction we want to go.

Ideation Score Card

Delivering on Strategy

Does it deliver on the target insight?

Will this idea resonate with the audience it needs to?

Does it promote the brand?

Will the consumer know the brand better after this idea is executed?

Can it be ownable by the brand?

Why can this brand own the idea/execution and not a competitor?

Will the idea help meet our KPIs?

Will the concept promote the product / launch / partnership / brand, etc.?

How will we measure success?

What type of measurement should we build in? What will convince the CMO that this worked?