



Visual Communications
For Business Results

150 Cloverdale Avenue
Unit 108
Dorval, Quebec
Canada H9S 3H9

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C R E A T I V E R E V I E W

Date
Project
Job Number
Creative Team
Client Team

Your Product/Service	Yes	No
Your product / service is central to the creative concept.		
Your product / service is correctly shown and explained.		
Benefits and features of your product / service are appropriately emphasized.		
Creative concept reinforces pre-established positioning criteria and audience perceptions.		
Logos / trademarks / names / intellectual property are treated correctly.		
Other products / services could not be easily substituted within this creative concept.		

Creative Approach		
Design concept is unique for your product / service.		
Design concept is attention getting.		
Fits pre-established tone / style criteria for your product / service.		
Complements related media efforts.		
Addresses primary interests of targeted audience.		
Has inherent interest or story appeal; is not merely decorative or explanatory.		
Directs readers' / viewers' attention to what is most important about the product / service.		
Design concept is memorable.		
Design concept is believable.		
Design concept is persuasive.		
Design concept is stylish and contemporary.		
Encourages further action by readers / viewers.		
Provides means for contact / next step.		
Has staying power and is not trendy (is not quickly outdated).		



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Project Objectives

Primary Objective
Is addressed by
Secondary Objective
Is addressed by

Other Considerations

Evaluation

	Yes	No
Creative concept is approved as is.		
Needs further refinement (as measured against pre-established criteria).		
Stakeholder review (attach information)		
Internal Audience		
External Audience		
Shareholders		
Media		
Customers		
Competition		

Approval

Date	Name
	Signature