

# The Creative R.A.G Scorecard

Project: [Inset Project Name]

Date: [Inset Date]

The Anchor (Pre-Read):

Before looking at the creative, reiterate the agreed goal (either agency presents, or you share)

- **Single Minded Proposition (SMP):** [What is the main message that the communication needs to deliver - this should as is from your brief]
- **Desired Feeling / Response:** [Insert the desired feeling / response that the communication is expected to create - this should again come from your brief]

<on how to write laser sharp briefs, please refer to the post + template →

<https://themarketingsystem.beehiiv.com/p/5-stop-blaming-the-agency>>

## PHASE 1: THE 3 GATES DIAGNOSIS

Rate the status of each gate. Do not proceed to discuss Gate 2 if Gate 1 is Red.

Gate	Status (check one)	The Symptom Notes (Why is it Red or Amber?)
1. LOGIC (Strategy)  Does it deliver the SMP?	<p><span style="color: red;">●</span> (Wrong strategy / message)</p> <p><span style="color: orange;">●</span> (Right strategy, but weak link)</p> <p><span style="color: green;">●</span> (Sharp and clear)</p>	
MAGIC (Attention)  Is it distinctive? Stops the scroll?	<p><span style="color: red;">●</span> (Boring / invisible)</p> <p><span style="color: orange;">●</span> (Good hook, weak hold)</p> <p><span style="color: green;">●</span> (Stops the scroll)</p>	
CRAFT (Execution)  Brand codes and tone correct?	<p><span style="color: red;">●</span> (Off brand / wrong tone)</p> <p><span style="color: orange;">●</span> (Needs polish)</p> <p><span style="color: green;">●</span> (Production ready)</p>	

## PHASE 2: THE FEEDBACK TRANSLATOR

Before speaking, translate your “Red / Amber” notes above using the Operating Rules.

1. Symptom vs Cure Check:
  - a. Did I define the Problem (Symptom) rather than dictating the Solution?

- b. Example: Don't say "Make the logo bigger." Say "We are failing on brand attribution."
2. The Safe Room Check:
  - a. If fixing an "Amber" issue, am I prepared to ask the agency about their view?
  - b. Script: "If we fix this logic issue, do we risk killing the overall creative idea? What do you think?"
3. The Jargon Check:
  - a. Am I using any terms that the agency team might not completely understand?
  - b. Example: Don't say the RTB is our NSIM activated technology. Explain what, how and why.

### **PHASE 3: THE VERDICT (The One Voice)**

- Clarify final consolidated feedback
- Address any conflicting elements in the feedback
- Clarify expectations for the next review
- Seek questions and clarify