



Marketing Marvels

How do you make a difference in today's competitive environment? Find the answers in this month's edition of **Marketing Marvels**. Our goal is to offer business insight and value, show you what's working now and share effective marketing techniques you can leverage in your business right away.

Business Insight--Evaluating Creative:

Creative evaluation is often a subjective matter. Questions and concerns with regard to whether or not the work is aesthetically pleasing may completely miss the mark if they are not coupled with deeper questions to determine "Will it do the job it is intended to do?" Consider the following questions when evaluating your next creative initiative for effective work that will deliver results.

- 1) Objective.** Does the creative achieve the set marketing objective?
- 2) Target.** Does the creative speak to the target audience? (Not necessarily the evaluators!)
- 3) Message Consistency.** Is the creative message consistent with the overall brand strategy?
- 4) Look Consistency.** Is the look and feel integrated with your other marketing materials?
- 5) Differentiation.** Does the creative differentiate your brand from your competition?
- 6) Testing.** Has the creative been tested with the target? They may like it--even if you don't!
- 7) Measuring.** How will the results of the creative be measured?
- 8) Tracking.** Are there mechanisms in place to track the results?
- 9) Optimization.** Can the creative be modified to optimize results and increase ROI?
- 10) Simplicity.** No matter how great your creative, the message should resonate with your target instantly.

Find this information helpful? Feel free to forward this email to a colleague.

Need to generate brand awareness, create buzz, acquire new customers or retain existing ones? Turn to Smarti Solutions, to access an entire world of best-in-class marketing agencies and experts. We look forward to the opportunity to assist you with your company's growth and success.

Best Regards,

Michele Harris
President

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