

THE TRUE B2B CREATIVE SCALE

A SHARED STANDARD FOR JUDGING CREATIVITY, RAISING AMBITION, AND DRIVING CREATIVE EFFECTIVENESS IN B2B

COMMERCIAL EFFECTIVENESS

							
<p>DAMAGING</p> <p>Reckless, culturally insensitive, inappropriate or offensive</p> <p>Erodes brand credibility and trust</p>	<p>CONFUSING</p> <p>Strategically incoherent and unclear</p> <p>Creates noise but no brand clarity</p>	<p>STEREOTYPICAL</p> <p>Generic and lacking distinction, using familiar category codes</p> <p>Wallpaper that reinforces category clichés</p>	<p>ROUTINE</p> <p>Ownable for the brand, but feels expected and safe</p> <p>Gets noticed but is easily forgotten</p>	<p>INVENTIVE</p> <p>Imaginative, fresh, clever and unexpected for the category</p> <p>Cuts through category sameness and grabs attention</p>	<p>MEMORABLE</p> <p>Captivating, evocative, and emotionally resonant</p> <p>Builds lasting memory, meaning, and trust with buyers</p>	<p>FAME-DRIVING</p> <p>Energising, bold, and share-worthy</p> <p>Gets shared, celebrated, and talked about</p>	<p>ICONIC</p> <p>Timeless, transformative and culturally resonant</p> <p>Leaves a lasting mark on brand, business, and industry culture</p>