

# REVIEWING CREATIVE WORK: A CRIB SHEET

**This is the exciting bit...  
You're about to see the creative work!**

**We at Create Health will be excited to show you what we've been working on and to hear what you think.**

This Crib Sheet is to help you prepare for, evaluate and feedback on the creative work so that you get the best out of us and feel clear, confident and excited about the creative work.

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## Before the presentation

**Key documents:** Remind yourself of:

- The brand positioning (if you have one)
- The approved brief

**Who and how:** If other people are joining you for the presentation, decide in advance who and how you will feedback. It's important that we are clear on the feedback and next steps, particularly if there are different opinions, so agree on how you will manage that.

**Any other consults:** If you need to consult with others who won't be at the presentation, let us know that you'll give them some initial feedback on the day but will formalise the feedback once you've consulted with others.

**Reflecting:** If you are a reflector and/ or prefer not to give feedback in the meeting, just let us know. That way we know not to expect it.

**Mindset:** Be aware of and choose your mindset before listening to the presentation:

- |                   |                                                            |
|-------------------|------------------------------------------------------------|
| Be your audience: | Are you seeing things from your audiences' perspective?    |
| Be receptive:     | Are you open to new ideas?                                 |
| Don't block:      | Are you looking for reasons why it won't work?             |
| Don't project:    | Are you second guessing how other colleagues will respond? |

# The creative presentation

## During the presentation:

- Recheck your mindset
- Allow us to present the work before making comments, unless something isn't clear
- Reflect on the following:

<b>GUT</b>	How does it make you feel? Does it excite you?
<b>UNDERSTANDING</b>	Will your audience find it engaging? Will it be memorable?
<b>BRIEF</b>	Do you get it? Is there anything you don't understand?
<b>BRAND</b>	Refer to the brief and ask yourself whether it meets the brief
<b>BLAND</b>	Refer to the positioning and ask yourself whether it is on brand
	Does it feel (too) safe? Is it bland? Is it distinctive?
	Will it be noticed?

## Feeding back after the presentation:

We will be keen to hear what you think and have thick skin, so please be honest. We'll want to understand what's working for you and what isn't...and importantly why it isn't working so that we can fix it. So, take a moment to gather your thoughts.

If you'd like changes to be made, it's tempting to provide solutions but try to restrict your feedback to what and why it isn't working – it'll give us the greatest chance of resolving any issues in the most effective way.

**Appreciate:** We know you know this, but before delving into your feedback, it's great to show appreciation as it puts everyone at ease.

**Understand:** If there is anything you don't understand or are unsure about, ask for clarification before getting into the feedback. It helps to ask open-ended questions like "Help me understand why you have...?" to give us a chance to explain our reasons.

**Thumbs up:** Tell us what you like and why – it's useful to understand what is working.

**Thumbs down:** This is the time to refer to the brief and the positioning. Is it off brand or off brief? What isn't working for you and, most importantly, why? It'll help us understand how to resolve and move forward.

**Share concerns:** If the work scares you a little, consider why it scares you. Is it because it's different to what you've seen before? Are you worried about LMR approval? Are you worried about what colleagues might think? Openly sharing this with us will allow us to work through the concerns and support you.

**Listen:** Give us a chance to respond.

**Next steps:** If you feel ready and don't need time to reflect or to consult others, be clear on:

- Which ideas do you want to cull?
- Which ideas do you want to move forward?
- What changes are you requesting and why?
- Check if we have any questions on your feedback and the next steps

If you do need time to reflect, have an internal discussion or to consult others before agreeing the next steps, let us know when you will provide feedback so that we can adjust our timing plans. Using the guidance above, put the feedback in writing to ensure everyone is aligned before moving into amendments.