The Creative Intake Readiness Scorecard

Is your brief ready to hand off? Rate six statements before you submit your request to the creative team.

Project: _____ **Requested by:** _____ **Date:** _____

Section 1: The Business Case & Objective

Section score: _____ / 6

	Yes 2 pts	Partially 1 pt	No 0 pts
The "Why" is defined: We can articulate the core business problem or objective this project solves in a single sentence.	☐	☐	☐
Success is clear: We know what a "win" looks like for this deliverable (e.g., campaign metric, conversion goal, brand alignment).	☐	☐	☐
Timing is realistic: The requested deadline provides a fair runway for the creative team to strategize, execute, and review.	☐	☐	☐

Section 2: Scope & Parameters

Section score: _____ / 6

	Yes 2 pts	Partially 1 pt	No 0 pts
The channel & format are locked: We know where this lives (e.g., social, landing page, email) and the rough specifications required, with no open-ended "let's see what works" ambiguity.	☐	☐	☐
Key messaging pillars are identified: We know the core takeaway or primary message the audience needs to hear (leaving the creative execution and copywriting to the team).	☐	☐	☐
Guardrails & constraints are noted: Any brand guidelines, legal disclaimers, or technical limitations are clearly stated upfront.	☐	☐	☐

Total Score (Section 1 + Section 2) _____ / 12

Scoring & Triage Guide (Max: 12 Points)

- **10–12 Points (Green Light):** Ready for handoff. Submit the brief to the creative team with confidence.
- **7–9 Points (Yellow Light):** Needs a quick tune-up. Clarify the missing scope points before kicking off production to avoid revision churn.
- **Under 7 Points (Red Light):** Do not submit. A vague brief at this stage will result in wasted design hours and endless revisions.

Great creative shouldn't break under pressure.

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