

# POWERFUL PROPOSITIONS

GENIUS/STEALS

# EVALUATING PROPS

**“I think a good single-minded proposition is imbued with some sort of energy. It’s loaded language. It’s provocative and evocative.”**

**- Creative Director**

## **Three questions to consider:**

1. Is your proposition more than marketing speak?
2. Is your proposition energetic?
3. Is your proposition evocative?

**“A good single-minded proposition immediately clarifies AND elevates. It works as a jumping off point. Creatives start riffing. Everyone puts their lens on it and they begin to see how it can be a campaign.”**  
**- Chief Creative Officer**

## **EVALUATING PROPS**

### **Three questions to consider:**

1. Does your proposition provide stimulus for jumping off?
2. Does your proposition include a verb?
3. Does it clarify or convolute what you're trying to do?

**“A good single minded proposition takes a 12-lane highway down to a one-lane road”**  
**- Group Creative Director**

## EVALUATING PROPS

### **Three questions to consider:**

1. Does your proposition act as a summary of the creative brief?
2. Does your proposition imbue the brand personality?
3. Does it give consumers a reason to enter a relationship with you? (Then, try the Socratic method: Why is THAT important to you? Why is THAT important to you? Etc)

**“Look to comedy. Comedy is truth and that’s what a good single-minded proposition achieves. The reason you laugh is because you’ve never heard it that way before. The joke is an insight about human nature.”**  
**- Group Creative Director**

## **EVALUATING PROPS**

### **Three questions to consider:**

1. Is your proposition memorable?
2. Does your proposition evoke a feeling of “I’ve never heard it said like that before?”
3. What emotions does your proposition evoke?

# ASKING THE RIGHT QUESTIONS

When you're evaluating, you might start the questions with **IS**  
(**EX:** Is this proposition memorable?)

But when you're discussing, you should reframe/start with **HOW**  
(**EX:** How is this proposition memorable?)

**Thanks!**

