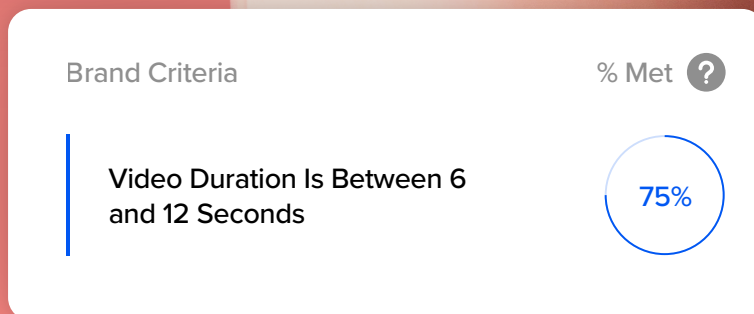
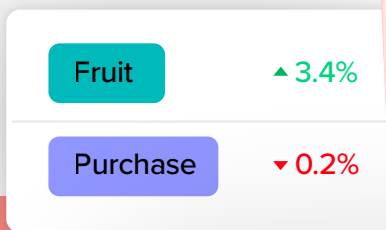
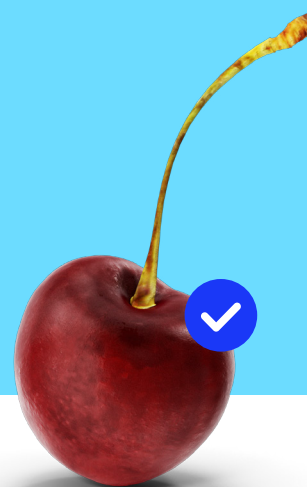


# WTF is Creative Effectiveness?

A 101 Guide for How and Why to Score Ad Creative



# Check yourself before you wreck yourself.



## If you could always ensure things look good, wouldn't you seize the opportunity to do so?

Marketers and content creators know the value of getting things right — not just for their audiences — but for brand and business implications. As your brand and organization grow, so does the demand to increase reach and engagement. But too much of that good demand can create a common challenge: To maintain brand integrity across the vast increase in the amount of assets produced and the number of contributors and teams producing them.

With copy and creative assets being distributed on multiple platforms in countless ways, ensuring that the messaging and visuals in those materials don't stray from the brand's identity, standards, and values — while still meeting platform recommendations — is only becoming more difficult. But in the era of digital transformation, governance is no longer an option; it's a necessity for all brands looking to grow in a digital world. From digital growth to brand awareness, maintaining creative effectiveness across channels, formats, and audiences is crucial.

Enter 'brand governance', the systematic implementation of consistent and compliant branding, as well as the establishment of brand best practices. It helps brands hit the mark on their ever present goals to improve customer experience and trust, as well as ad performance.

Although there have always been guidelines for creating and presenting brand assets, modern brand governance uses AI technology and data analytics to automatically manage outspread assets and provide insights for optimization.

Additionally, as brands look for solutions that support repeatable success, a creative scoring strategy enables you to establish brand best practices that can be optimized over time.

Here at VidMob, we strive to help marketers make strategic decisions, based on data, that will improve their advertising performance. So, when it came time to support our clients' own governance initiatives, we embodied the same mindset, seeking data to support the need for governance analytics in the advertising space.

The result? VidMob **Creative Scoring**, built to help companies of all sizes identify and maintain their own brand best practices, alongside platform specific best practices, in a way that improves creative performance. The solution helps brands improve efficiencies by serving as a gatekeeper that reviews creative to make sure it adheres to creative best practices. This reduces the amount of feedback rounds and time spent manually ensuring compliance, enabling brands to focus on performance.

**We put together this primer to give you the frameworks and strategies that brands are using today to boost creative effectiveness by applying brand governance to their organizations to drive growth and efficiency.**



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# Glossary of brand governance terms

Let's start with brief intros, shall we?  
Meet your new friends:

**Brand Governance** (concept) The strategy for managing the consistency and safety of a brand, localized for multiple channels, markets, objectives, etc. Applies to parent companies as well as individual brands within a parent portfolio. Brand governance is measured by creative scores and promotes creative effectiveness by ensuring assets are meeting foundational best practice criteria demonstrated to drive both brand lift and performance.

**VidMob Creative Scoring** (product) The technological solution designed to help brands automate the way they measure creative effectiveness for a modern approach to brand governance.

**Creative Best Practices** The collection of best practice criteria that a brand requires all creative to adhere to, i.e. brand and platform best practices.

**Creative Scoring** The means by which a company can measure how well creative meets brand governance benchmarks in order to improve creative effectiveness; this includes, but is not limited to, brand best practices and platform best practices.

**Creative Effectiveness** The success metric by which a company determines how well a creative asset is helping to drive business results, separate from the impact that media effectiveness impact may have on results.

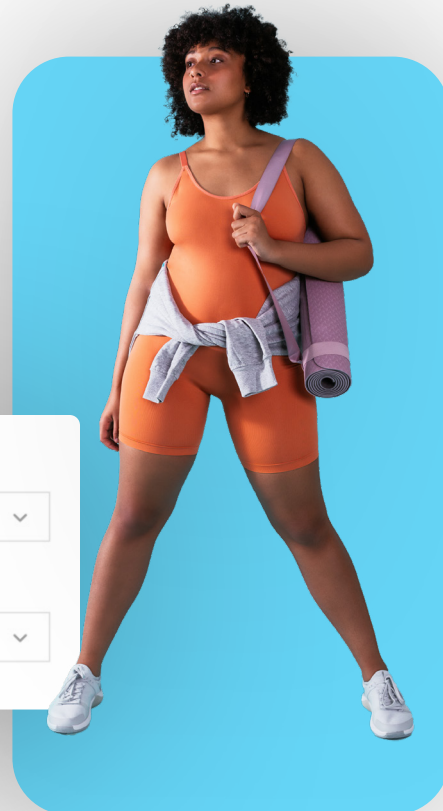
## Creative Scoring is a solution suited for your arsenal if:

- **You're a brand manager** responsible for keeping the "house in order" and maintaining standards and compliance considerations.
- You're in a centralized role, ensuring content excellence across several brands in your organization, i.e. **manager of content excellence**.
- You're stuck figuring out ways to do your work manually and would **save time doing it more efficiently and for lower cost** — both for your budget and workflow.
- You're looking to **up your game with creative data** that tells you if you're even tracking best practices in the first place.
- You need support to help you reconcile **brand and performance conflicts**.

# How creative scoring works

- 1 Set criteria** Choose the best practices you want to monitor. This should include those corresponding to your brand, market, channel, and campaign objective.
- 2 Score creative assets** Rate creative assets according to their compliance. Then ask the production team to modify those that need work before they go live.
- 3 Monitor performance** Measure how well creatives are performing during the campaign. Keep track of the metrics across platforms and geographical regions. Then use data analytics to reveal useful insights about the creative drivers of performance.
- 4 Apply insights for improvement** Use these insights to refresh creative best practices, to continually improve performance.

The manipulation and sheer amount of data this process generates would make it time-consuming and unwieldy using conventional tools. Thankfully, several companies have developed technological solutions which automate these activities, making them faster and less labor-intensive. Different visual elements can be identified and used to define criteria for creatives. These can then be automatically analysed using computer vision (a field of AI that enables machines to derive meaningful insight from digital images or videos) and scored in real time to understand which elements are helping or hindering performance. This allows brands and marketers to offload the legwork so they can focus on big-picture insights and actionable results.



Select a platform for this criteria:

Select the criteria type:

# The benefits for brands and marketers

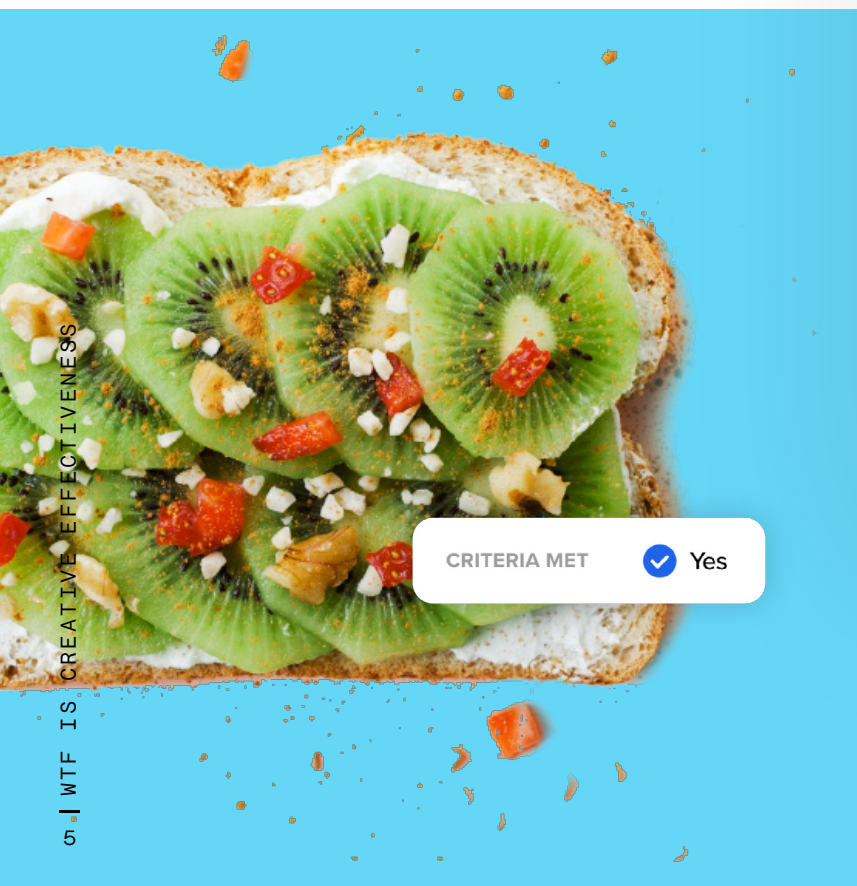
Brands that can successfully execute consistency across channels drive more growth, more revenue, close more deals and can surpass customers ever-demanding expectations.

By knowing your assets are in line with your brand identity and unique best practices, as well as advertising platform best practices, you can produce and distribute creative assets at scale. This helps you grow your brand.

Brand governance empowers your team to boost brand lift through even more touch points, utilizing data and brand guidelines to ensure everything put into the market is built to perform on every platform your team utilizes.

## Creative Scoring enables you to:

- Score pre-flight creative to make sure creative is meeting guidelines before they go live.
- Analyze in-flight creative to understand if there is live creative that should be optimized.
- Customize your criteria set to match your own brand's guidelines.
- Collaborate access all stakeholders.
- Fix non-compliant creative with production support.
- Connect criteria to KPI performance, and refresh underperforming criteria with new considerations.
- Track your brand's adherence to criteria over time and across the globe.
- And integrate with your DAM to gain efficiencies.



## Brand governance is an essential component of maximizing campaign ROI by providing three key value offerings for organizations:

### 1 Scalability support

As an organization grows, and brand reach and engagement becomes more important, maintaining brand integrity becomes increasingly difficult due to the multiplication of assets, changing platform requirements, and an increasing number of contributors often based in different locations. A brand governance strategy enables an organization to keep pace without sacrificing standards, integrity or performance. In fact, [surveys show](#) that brands that maintain consistency across channels drive 33% more growth. And those that maintain this across platforms achieve 23% more revenue.

### 2 Amplification of brand awareness and best practices

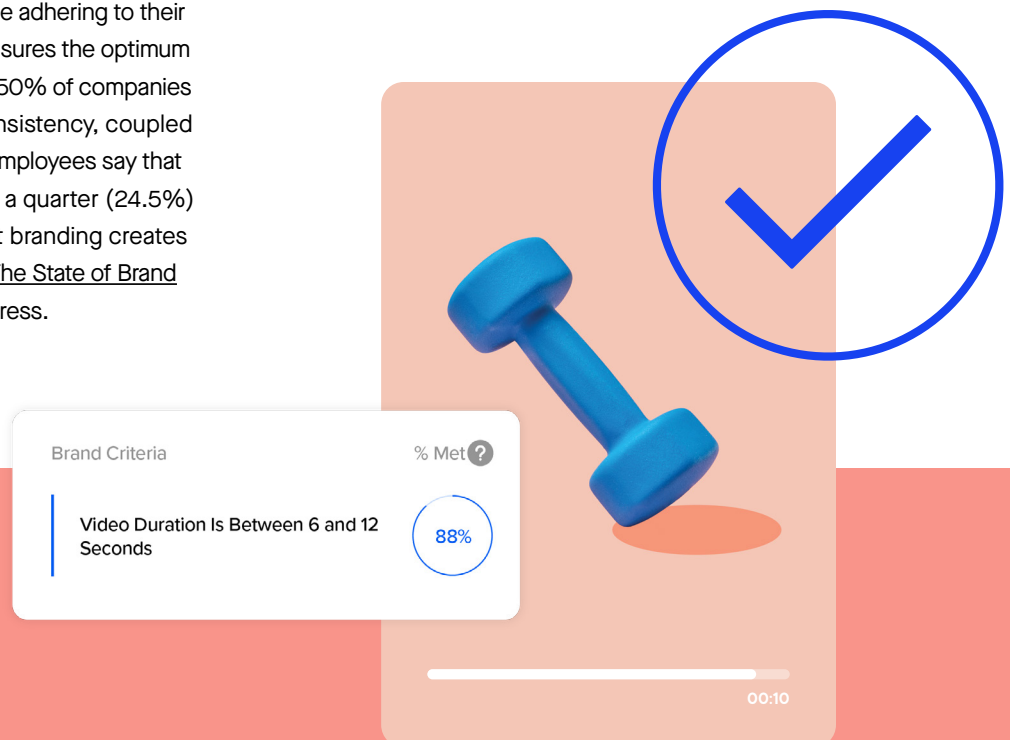
The framework of a strong brand identity and well-defined best practices, combined with the proliferation of assets, means brands are in the position to drastically boost their advertising effectiveness with audiences. Marketers can now drive brand lift via more touchpoints, while adhering to their chosen data and brand best practices ensures the optimum performance across all channels. Today, 50% of companies report that customers expect brand consistency, coupled with great creative design, and 63% of employees say that it helps close deals. Additionally, nearly a quarter (24.5%) of respondents stated that inconsistent branding creates confusion in the market, according to [The State of Brand Consistency Study](#) conducted by LucidPress.

### 3 Enhanced regionalization efforts

We know that breaking into new geographical markets is best achieved by adapting campaigns to target the local audience and culture (rather than merely translating copy into the relevant language, which can have [disastrous consequences](#)). This may involve subtle changes to copy, visuals or delivery. However, this shouldn't jeopardize their values or marketing effectiveness.

The right approach to brand governance ensures global consistency and impact, while elevating local relevance. Creative producers will know which elements they can and cannot modify, and in what ways, by having standards which make this clear. Regionalization therefore becomes easier, since brand governance provides a framework within which creatives can optimize, rather than detract from, the marketing message.

Expanding into new markets, whether they're across the country or across the globe, requires altering messaging and delivery to adhere to differences in audiences. But by creating and maintaining brand governance standards, contributors will know what elements they can and cannot experiment with when communicating to a new audience segment or market. Regionalization becomes easier, as existing brand governance standards operate as a framework to create within.



# The palpable difference when you score creative

In an increasingly fragmented media world, it's difficult to maintain brand consistency and integrity, since marketers are required to produce more content at a greater pace. Brand governance removes the tension between brand values and marketing performance objectives by providing not only best practices, but real-time data which gives all stakeholders equal visibility into insights. This makes the creative process more measurable and transparent, smoothing out the fractured landscape.

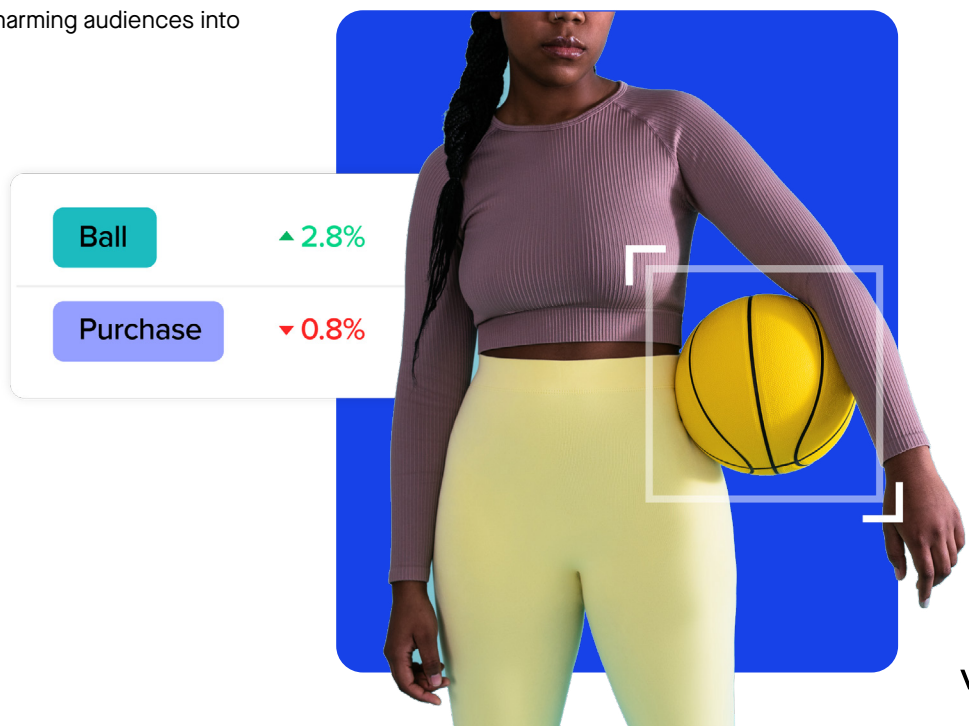
Data reporting tools give a clear and intuitive view of all creative assets in play, and can be filtered by region or platform, flagging any ads that don't adhere to best practices. Some of the more advanced tools will also allow pre-flight analysis and mid-campaign optimisation to maximise impact.

Brand governance also makes it easier to adhere to regulations such as GDPR and CCPA by ensuring that campaigns don't violate consumer privacy. It reduces reliance on cross-tracking behavioural targeting, which can risk damaging brand reputations, by helping to optimise elements that engage consumers. The focus instead becomes about making the best creative ads. And showing a brand in the best possible light is always a good strategy for charming audiences into becoming customers.

Brand governance enables marketers to adhere to guidelines in the most effective way to maximize return on ad spend. A strategic approach focuses on marketing structure, culture, and collaboration, while strengthening a brand's visual and verbal identities. Brand governance enables these identities to be managed and strengthened in real time, while providing the agility to adapt swiftly to the ever-growing complexities of digital marketing.

As brands are actively pursuing the engagement potential presented by the era of digital transformation, the marketing mix is inevitably becoming more complex in the process. Platforms are expanding, creative formats are proliferating, and methods of communication are quite simply exploding. And the pace of this change is becoming faster than ever before.

Now that creative assets are widely distributed across multiple platforms in different ways, ensuring a brand's messaging stays true to its identity – and heeds platform-specific rules – is increasingly challenging.





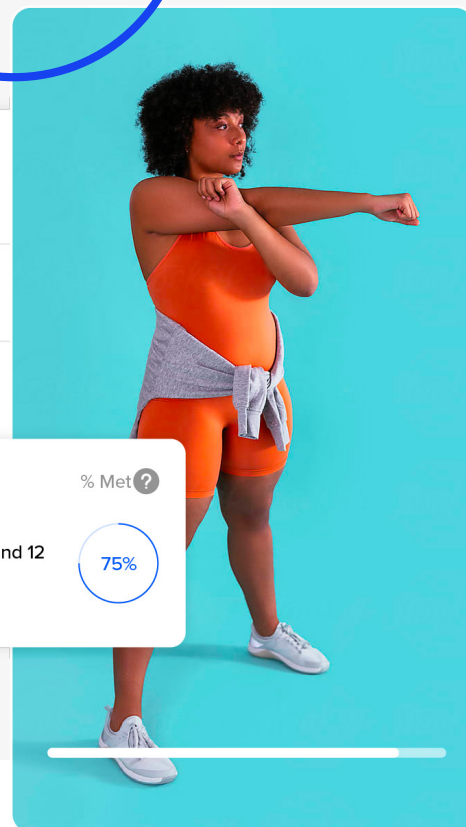
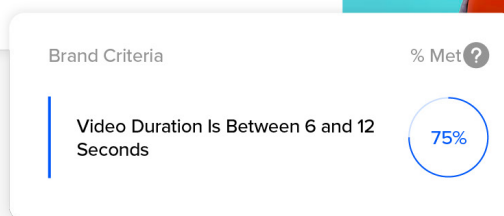
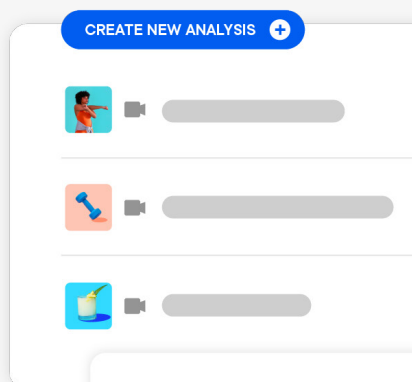
# What's Next

Want to learn more about how VidMob **Creative Scoring** can help you boost creative effectiveness with smarter brand governance?

Visit our new home for **Creative Scoring**:

[Creative Scoring](#) →

[Watch Demo Video](#) →



# Why VidMob

**The world's leading platform for Intelligent Creative.** VidMob offers an end-to-end solution to help brands improve their marketing results by unifying creative and data. As the only company in the world to receive a Certified Creative Marketing Partner badge from every major social and digital platform, our access to creative data is unparalleled.

A portion of every dollar VidMob receives is used to fund pro bono creative services for nonprofits through its 501(c)(3) VidMob Gives.

Learn more about VidMob at [vidmob.com](https://vidmob.com) and VidMob Gives at [vidmob.gives](https://vidmob.gives).