**Rating Matrix for Creative Concepts**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Max Points** | **Concept #1** | **Concept #2** | **Concept #3** | **Concept #4** |
| Appropriate for audience | 10 |  |  |  |  |
| Addresses communication objectives | 10 |  |  |  |  |
| Addresses key benefits/barriers | 10 |  |  |  |  |
| Uses appropriate tone | 10 |  |  |  |  |
| Original/fresh/creative/innovative | 10 |  |  |  |  |
| **Total** | 50 |  |  |  |  |