**Rating Matrix for Creative Concepts**

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| --- | --- | --- | --- | --- | --- |
| **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 |  |  |  |  |