

The background is black with decorative elements on the left side. These include a pink butterfly at the top left, a white daisy-like flower, a pink flower, and several stylized white and pink floral and leaf motifs. There are also concentric circles and a mandala-like pattern in the bottom left corner.

JUDGING COMMUNICATION



First Understand, **then** trust your gut.

- Is it on brief? Will this solve my Job to be Done?
- Are you judging the idea or the execution?
- How does it perform against the ABCDE model



Ideas vs. Executions

- **IDEA**: what do we say?
- **EXECUTION**: how do we say it?

The UL ABCDE model

Human words		Clever (!) words
Attention Impact, enjoyment, involving	Can I hear you, and do I want to?	Cuts through, has impact, is enjoyable and involving
Branding Intrinsically branded at the core	What was your name?	Is it branded intrinsically at the core? Mention of the brand should not be tacked on; the idea needs to be of the brand, not just loosely attached to the brand.
Communication	What are you trying to say?	The message should be understood in a way that will lead to a positive change in behaviour.
Delivery Delivers the message through the most appropriate touch-points	How and where are you trying to get through to me?	Delivers the communication through the most appropriate consumer touchpoints, in the most relevant expression, at the most relevant time.
Effectiveness meets objectives and creates talkability	Now what am I going to do? And was it worth your while	The combined ability of the creative work and the plan to meet business objectives

Last but most important...

NO เก่งจริงใจ



A+++ and what about C?



http://www.youtube.com/watch?v=IJNR2EpS0jw&list=P_LhtFdpzJwUqoh_2r0APHKuRJv7i1O2NUI

Beat this B, if you can!



<http://www.youtube.com/watch?v=cXak5RG5MvY>

C delivered, isn't it?



A man is sitting on a stool, sketching on a large easel in a bright, modern room with large windows. The room has a minimalist aesthetic with a white sofa, a small table with a plant, and a lamp. The man is wearing a dark jacket and glasses. The video player interface shows a progress bar at 0:24 / 3:00.

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http://www.youtube.com/watch?v=Xp_aOjMXyJGk&list=PLhtFdpzJwUqoh_2r0APHKuRJv7i1O2NUI

What a great D & E !



0:14 / 1:37

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http://www.youtube.com/watch?v=72fRuE8vmo0&list=PLhtFdpzJwUqoh_2r0APHKuRJv7i1O2NU!

Grazie!

