



B.E.E.R.



- **R**ESPONSE
- **E**EVALUATION
- **E**EMOTION
- **B**BASE

4

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# BASE

- Ensure everyone attending has full understanding of the brief
- Get into the right frame of mind: be open minded and open to explore
- Make sure there is enough time and space for a full presentation and discussion



# EMOTION

- Acknowledge your instinctive reaction. If your gut doesn't whisper, "This could win," it probably needs refining
- Prioritise understanding the brief and be ready to check your understanding
- Use open questions to understand and not as a hidden way of expressing your preference



# EVALUATION

- Is the insight a single & sharp human truth?
- Is the brief simple enough? Does it leave room for creatives to sprinkle their magic?
- Is it big enough? Does it have the Wow factor? Can it shift perspectives / ignite conversations?
- Does the inspires ideas that have the potential to make people laugh, cry or think? (Emotional / Cultural Connection)
- Does the brief open-up opportunity for purpose-led campaign ideas aligned with the positioning?



# R E S P O N S E

- Focus on positive elements first and then on areas that are unclear / concerning
- Be constructive, specific, honest and independent-minded
- Provide actionable suggestions / areas for improvements linked to Loeries / Creative Ladder criteria