

# Client Feedback Survey



<b>Client:</b>		<b>Date:</b>	
<b>Job Description:</b>		<b>Job No.:</b>	

My aim is to exceed your expectations every time. To help me ensure my work is reaching the highest standards please answer the following short questionnaire. Your feedback will help me set a benchmark and identify areas to improve upon.

## STRATEGY

<b>How satisfied were you with the strategic intent:</b> <i>(please score appropriately; 1 = poor, 5 = excellent)</i>	
Did the work deliver against activity/brief objectives?	
Rate the strategy / rationale overall	
Did the rationale demonstrate clear insights?	
Was the insight effectively actioned in the creative?	
How closely linked is the creative to the core idea?	
Where relevant, does the proposal deliver a 3-way win? <i>(circle if yes)</i>	Consumer – Customer – Client

## CREATIVE

<b>7+ Creative Review</b> <i>("If we tackle big problems, we'll have big ideas" This is our creative standard)</i>								
<i>Is it award-worthy work?</i>			<i>Does it meet our standard?</i>			<i>Does it avoid these?</i>		
<b>10</b>	Most inspiring in the world	Y/N	<b>7</b>	Excellence in Craft	Y/N	<b>4</b>	Not Cliche	Y/N
<b>9</b>	New Standard in Communication	Y/N	<b>6</b>	Fresh Idea	Y/N	<b>3</b>	Non-Competitive	Y/N
<b>8</b>	New Standard in Category	Y/N	<b>5</b>	Innovative Strategy	Y/N	<b>2</b>	Not Destructive	Y/N
						<b>1</b>	Not Appalling	Y/N

## OVERALL

<b>How satisfied were you with the overall presentation:</b> <i>(please tick the appropriate score)</i>									
<b>Bad</b>		<b>Not Good</b>		<b>OK</b>		<b>Good</b>		<b>Excellent</b>	

<b>Comments:</b> <i>(Any other suggestions or things you think I should know)</i>