

## Creative Report Card

# The New Points System

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*Strategy* is instituting a new points system for next year's Creative Report Card based on industry feedback and our personal interests.\* Please note the new ways you may be awarded points, as well as various ways agencies may earn demerit points:

### Campaign cat integration

- One cat **+5 points**
- Two or more cats **+10 points**
- Cats driving vehicles **+20 points**  
(John St. is currently in the lead)
- People portraying cats **-20 points**  
(BBDO and TBWA currently in contention)

### Campaigns with talking inanimate objects

- Cleaning supplies **-5 points**
- Germs/bacteria **-10 points**
- Food (especially cereal) **-15 points**

NOTE: Double the points will be subtracted if the objects are singing and/or dancing.

### Creative "accomplishments"

- "Inventive" use of the "first ever" claim **-10 points**
- Creative accounting in the ROI field **-20 points**
- Purely fabricated metric systems for new media efforts **-32 points**

### Sending in your own points tally calculations

- By email **-5 points**
- In a PowerPoint presentation **-10 points**
- Authenticated by PricewaterhouseCoopers **+40 points**

### Agency parties

- DJ flown in from New York **+5 points**
- All-you-can-eat sushi **+10 points**
- Open bar, including signature cocktail **+30 points**
- Held at Cannes **+50 points**

### Lobbying for certain award shows to be included/deleted from list

- Speaking out against regional award shows (because they're "not fair" to Ontario agencies) **-5 points**
- Complaining that the show you won the most for isn't included **-50 points**
- Creating an agency brand naming protocol that channels all points together **+75 points** (for all competitors)

### Asking *strategy* staff where your agency ranks

- Asking in an email **-10 points**
- Asking on the phone **-15 points**
- Asking on the phone at the beginning and end of a conversation, followed by an email **-1,000 points**

\*This list is fake† so please don't come to us with amendments to your points for next year based on it.

We know a few of you will try.

†As of press time. Don't tempt us.

