

# Creative Feedback

[Client or Project Name]

Version 1.0 - [Date]

Prepared For:

Team Members or Client

Contact:

Firstname Lastname  
email@emailaddress.com

## Creative and Strategy Feedback Form

This feedback form is designed to guide you through the process of providing constructive and thoughtful feedback on creative and strategic work. Before you begin, please ensure that you have thoroughly reviewed the entire piece of work—whether it's a document, visual creative, or presentation—so that you understand the full context and how all elements come together. Your feedback should aim to enhance the work, provide actionable insights, and help the creative team refine their ideas in alignment with the project's strategic goals.

## Overall Impressions

### **What are your initial thoughts after reviewing the entire piece of work?**

Please describe your first impression, considering both the creative and strategic aspects.

### **How well does the work align with the overall project goals and objectives?**

Does the creative effectively communicate the intended message or achieve the strategic aim? Explain why or why not.

## Strengths and Positives

### **What elements of the work do you find particularly successful or compelling?**

Identify specific strengths in the creative execution, such as design, copy, concept, or strategic alignment.

### **How does the work resonate with the brand's identity or the target audience?**

Discuss how the creative elements reinforce the brand's personality or connect with the intended audience.

## Clarity and Understanding

### **Is there anything in the work that you found unclear or difficult to understand?**

Highlight any areas where the messaging, design, or strategy could be refined for better clarity.

### **Did you encounter any elements that felt out of place or disconnected from the overall concept?**

Provide feedback on sections that may need further alignment with the main idea or strategy.

## Creative Exploration

### **Are there any innovative or unconventional ideas presented that challenge your initial expectations?**

Reflect on any bold or unfamiliar concepts that might require further exploration or explanation.

### **Would you like the creative team to explore any specific aspects further?**

Suggest areas where you believe more experimentation or development could be beneficial.

## Areas for Improvement

### **Which parts of the work do you believe need the most improvement?**

Be specific about which elements could be enhanced and why.

### **Do you have any actionable suggestions for refining the work?**

Offer concrete recommendations for how the creative team can address the areas for improvement.

## Feedback on Feedback Process

### **Did you review the entire piece of work before providing feedback?**

Confirm that you have thoroughly reviewed the full document or creative piece.

### **Was there anything about the feedback process that you found challenging or would like to improve?**

Provide insights into how the feedback process itself can be enhanced for future projects.

## Final Thoughts

### **After reflecting on the work as a whole, how confident are you in its current direction?**

Share your final thoughts on whether the project is on the right track and any last-minute considerations.

### **Is there anything else you'd like to add that hasn't been covered in this form?**

Include any additional comments, concerns, or praise that could help in the project's development.