





CreativeX



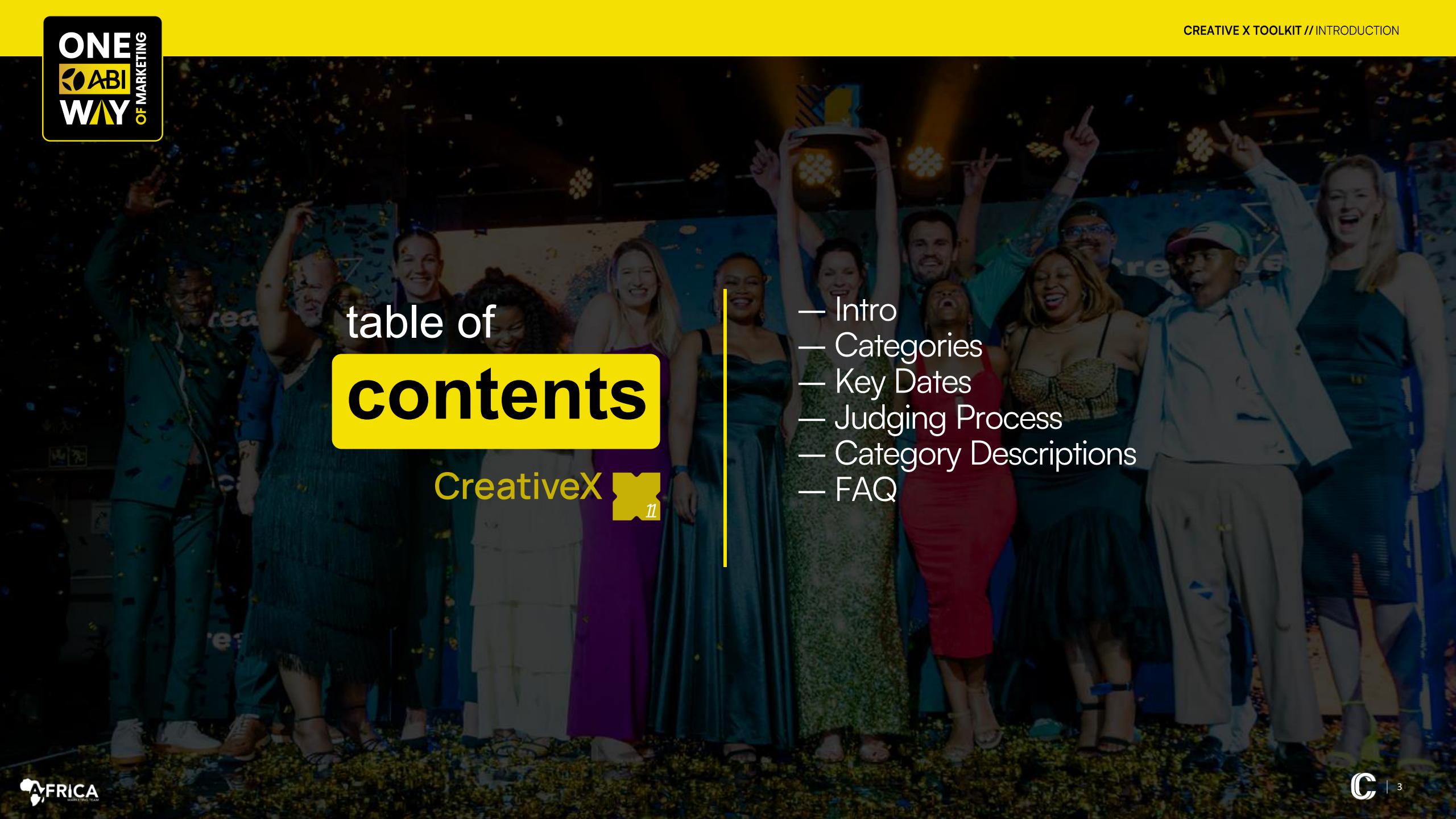
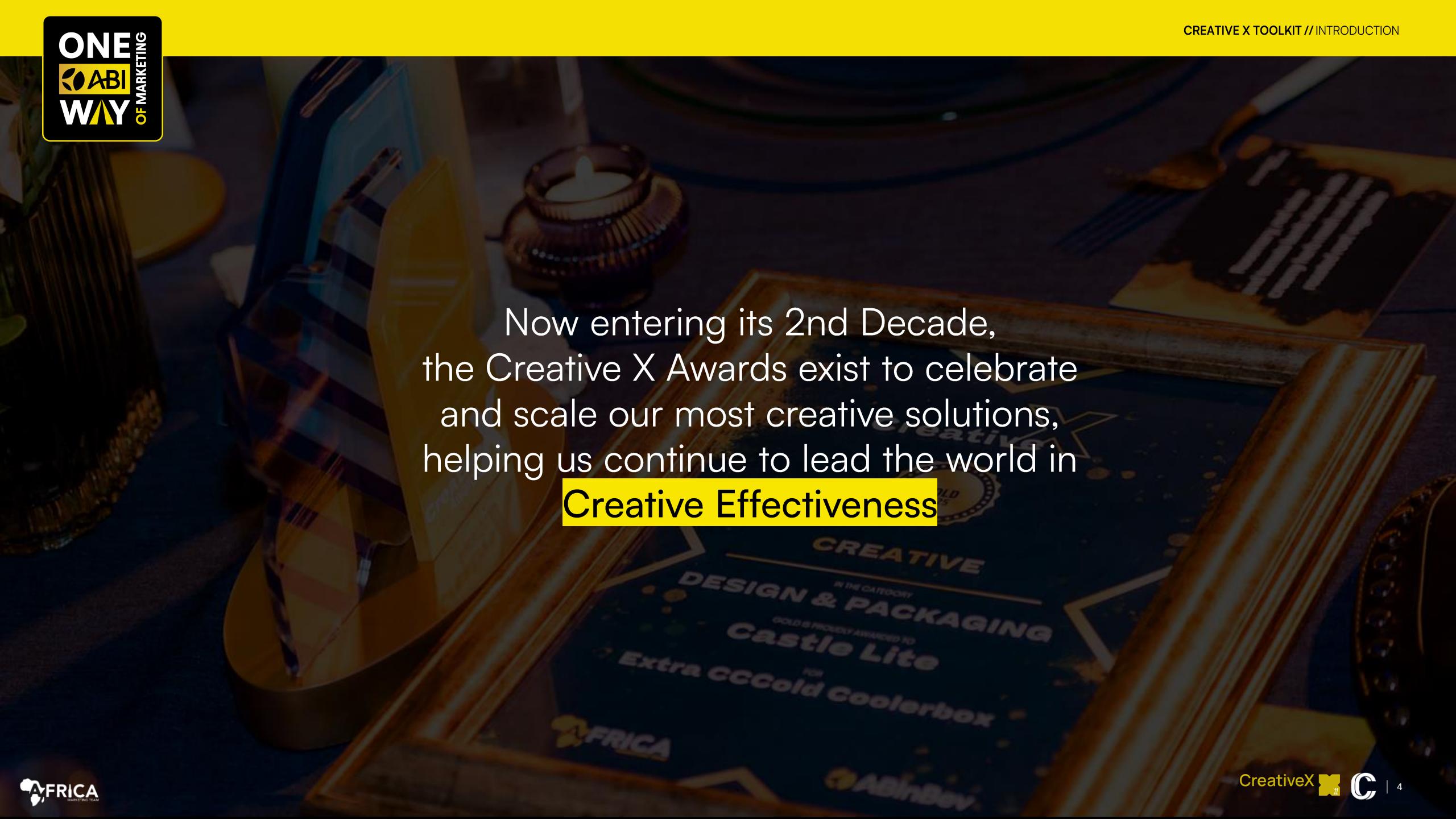


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CreativeX 

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- Categories
- Key Dates
- Judging Process
- Category Descriptions
- FAQ



Now entering its 2nd Decade,
the Creative X Awards exist to celebrate
and scale our most creative solutions,
helping us continue to lead the world in
Creative Effectiveness

2025/26
categories

CreativX  11

2025/26

categories

CreativeX

11 Categories + 3 specialty awards

01 Strategy

CREATIVE STRATEGY
INNOVATION
SCALE & ADAPT

02 Craft

DESIGN

03 Connections & Activation

MEDIA
SOCIAL & CREATOR
LOW BUDGET, QUICK
REFLEXES
UPDATED MEGA PLATFORMS
(Includes Experiential +
Entertainment)

04 Commerce

UPDATED
DATA & DTC
TRADE
(Includes BEES)

05 Creativity for Good

MORE CHEERS!
(Includes Smart Drinking)

06 Special Awards

GRAND PRIX
PARTNER OF THE
YEAR
MARKETING TEAM
OF THE YEAR

AWARDED AT THE JURY'S DISCRETION

timelines &
key dates

CreativeX  11

timelines & key dates

CreativeX 

- Markets are required to host a local competitions following the same rules and categories of the global competition;
- BUs have until Feb 13th to submit THE TOP winner per category (only ONE submission per category) to the global competition (exceptions may apply by approval only)

LOCAL COMPETITION



awards

judging process

CreativeX 

evaluation & judging process

The Creative X Jury



Matthew Bull
Global Chief Creative
Advisor ABINBEV



Khensi Nobanda
Nedbank Group
Executive



Loyiso Twala
Chief Creative Officer
(CCO) at McCann
Joburg



Thabang "Tipi" Manyelo
ECD, The Odd
Number



Bridget Harpur
Head of Marketing:
Volkswagen SA



Deshnie Govender
CMO L'Oreal Luxe



Preetesh Sewraj
CEO Loeries



Nkgabiseng Motau
Founding Partner @
Think Creative Africa



Khaya Dlanga
Managing Partner,
Delta Victor Bravo & eatbigfish

Local Process Overview

The Local Judging Process will happen in 4 steps:

Internal C+C
Entry Validation

Creative X
Submission

Creative X
Judging

Gala Event

Gala Event

Internal C+C team aligns
on entries and
corresponding
category fit

Local brands submit case
studies for local awards

Judges scores entries online

Calibration to align on
winners and Grand Prix

Winners awarded at local
gala event, followed by case
study refinement ahead of
global submission deadline
of 13 September

wc Oct 6, 2025

Dec 8, 2025

15 Dec— 9 Jan, 2025

14 Jan, 2025

22 Jan, 2025

Jury Evaluation Criteria

Work is scored on a range from 1 to 10 and then weighted as follows:

WEIGHT

50%

How creative is the work (Creative Spectrum)?

50%

How effective is the work (Results)?

Effectiveness represents the tangible impact of the creative idea or campaign in driving results aligned to its defined objective. It accounts for how well the work delivered against its intended business or brand outcome , not just in terms of output, but outcome.

This can refer to any relevant performance metric directly linked to the creative objective, **including but not limited to:**

- Volume
- Engagements
- Positive Brand Sentiment
- Power
- Participation

In essence, **effectiveness measures how creativity drives meaningful results**, ensuring our most powerful ideas not only inspire, but also perform.

Creative X
ecosystem

ABInBev Creative Spectrum Measurement

WHAT: The AB InBev Creative spectrum establishes a universal language to facilitate clear communication about creativity.

WHY: To facilitate constructive feedback, honest conversations, and guide the evolution of the creative work through a **structured** and **unifying vocabulary**.



Reckless
Culturally insensitive, inappropriate, or offensive
Damages brand equity

Unclear
Jumbled, incomprehensible, or confusing
Makes no sense

Disconnected
Unrelated, irrelevant, or not strategically aligned
Feels separated from brand or category

Stereotypical
Unoriginal, invisible, or copycat
Reinforces category clichés

Routine
Ownable, but expected and safe
Feels natural for the brand

Fresh
Imaginative, new, and unique
Gets noticed

Original
Inventive, clever, and unexpected
Makes an impression

Impactful
Captivating, evocative, and memorable
Changes beliefs or perceptions

Compelling
Energizing, bold, and contagious
Prompts action

Iconic
Legendary, world-shaping, and revolutionary
Changes culture

Overall Outcome

Harmful

Neutral

Good

Great

2025/26

category descriptions

CreativeX  11

track:

strategy

CreativeX



Creative
Awards

track:

strategy

CreativeX

Creative Strategy

This category will award work that uses deep strategic thinking on brand purpose and positioning or Mega Platforms to reach consumers.

2025 Winner



What the jury will look for?

A creative strategy applied to a brand or Mega Platform that sets the stage for incredible creative work, brought to life in an outstanding way. They will want to understand how this strategy represents a shift in the brand, category or passion points, how it was creatively executed, and what it accomplished.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- MROI increase
- Market Share / Volume Uplift
- Incrementality
- Brand Equity (MDS / Shift in Key Attributes)

track:

strategy

CreativeX

Creative Strategy

2025 Winner: Corona — For Every Golden Moment

For our debut Olympics Games campaign, For Every Golden Moment served as the strategic and creative extension of This is Living to introduce Corona Cero into 26 new markets and go where beer has never gone before. Corona's strong brand identity of allowing us to disconnect from daily life and reconnect with ourselves and nature shined as we reminded the world to relax and celebrate more often. Our partnership created a unique dichotomy between Corona's relaxation mindset and the peak human performance found on the Olympic stage. Unlike other sponsors, we showed up authentically as ourselves by inviting the Olympics into our world, making the most unlikely brand partnership the owner of the conversation. By using every golden moment in Paris to inspire the world to embrace their own, we expanded Corona Cero's drinking occasions and elevated the power of non-alcoholic beer to stand out by going where beer can't go.



track:
strategy

CreativeX 

Innovation

This category will award innovation, be it a product innovation, packaging or other, created to solve a consumer pain point or need, in an original and effective way.



2025 Winner

What the jury will look for?

A never-before-seen idea that meets a previously underserved consumer need and builds a competitive advantage for our brand.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- Sales / Volume
- Incrementality
- Brand Equity (MDS / Shift in Key Attributes)

track:

strategy

CreativeX

Innovation

2025 Winner: Castle Lite — Extra CCCCold Cooler box

Castle Lite, known for "Extra Cold" refreshment, faced stagnating sales and needed to reconnect with its core South African audience: middle- to high-income Black men aged 25-44. These consumers, who value social occasions like outdoor barbecue parties in the summer heat, often struggled to keep their Castle Lite cold due to limited fridge space or inconvenient cooler boxes. The "warm beer at the house party" pain point sparked a need for a dynamic product innovation to reignite growth and reinforce our "Extra Cold" promise. Our solution: the Extra CCCCold Cooler Box. This innovative 10-can pack transforms into its own portable cool box. Simply add ice, and the pack becomes a self-chilling station, eliminating the need for separate cool boxes and freeing up valuable fridge space. The leak-resistant, 100% recyclable design prioritized both convenience and sustainability, delivering perfectly chilled beers in just 10 minutes.



track:
strategy

CreativeX

Scale & Adapt

This category will award the best example of a brand evolving an existing ABInBev idea and scaling it to increase local relevance.



What the jury will look for?

A team that has adapted or improved an existing idea from your own brand or another ABInBev brand. The team must have evolved the idea to better fit consumers' needs, market or brand - and then executed it at scale.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- MROI increase
- Market Share / Volume uplift
- Incrementality
- Brand Equity (MDS / Shift in Key Attributes)

track:

strategy

CreativeX

Scale & Adapt

2025 Winner: Michelob Ultra— Superior Access

Global fandom for the NBA and soccer is undeniable—2 million NBA fans and 5 million soccer fans worldwide—but only 2% ever get the chance to experience these games live. Access is even harder for fans outside of the U.S., with their experience often watered-down. As the official global beer partner of the NBA and Copa America, Michelob ULTRA offered unparalleled access by scaling the U.S.-based Superior Access promotion globally. We adapted Superior Access from a trade promotion into a full 360 campaign, launching TVCs for both leagues to drive Superior Access engagement. For the NBA, we designed a court floor mechanic to showcase how Michelob brings the NBA from the stadium to fans around the globe. And for Copa America, we tapped legends Messi and Suárez to showcase how only Michelob ULTRA delivers Superior Access.



track:

craft

CreativeX 

CreativeX
Awards

track:

craftCreativeX **UPDATED**

Design

This category celebrate visual craftsmanship. The work should demonstrate creative approaches that use visual and strategic design to build strong brand connections, engage audiences, and leave lasting impressions through cohesive design.

2025 Winner**RENEWAL****BOTTLE**

What the jury will look for?

The work should demonstrate exceptional creativity, innovation, and craftsmanship in the use of design to solve problems, communicate ideas, and create impactful brand experiences. Work that pushes boundaries, whether through graphic design, branding, packaging, or digital interfaces, and that effectively engages audiences.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- Incrementality
- Market Share / Sales uplift
- Brand Equity (MDS / Shift in Key Attributes)

track:

craft

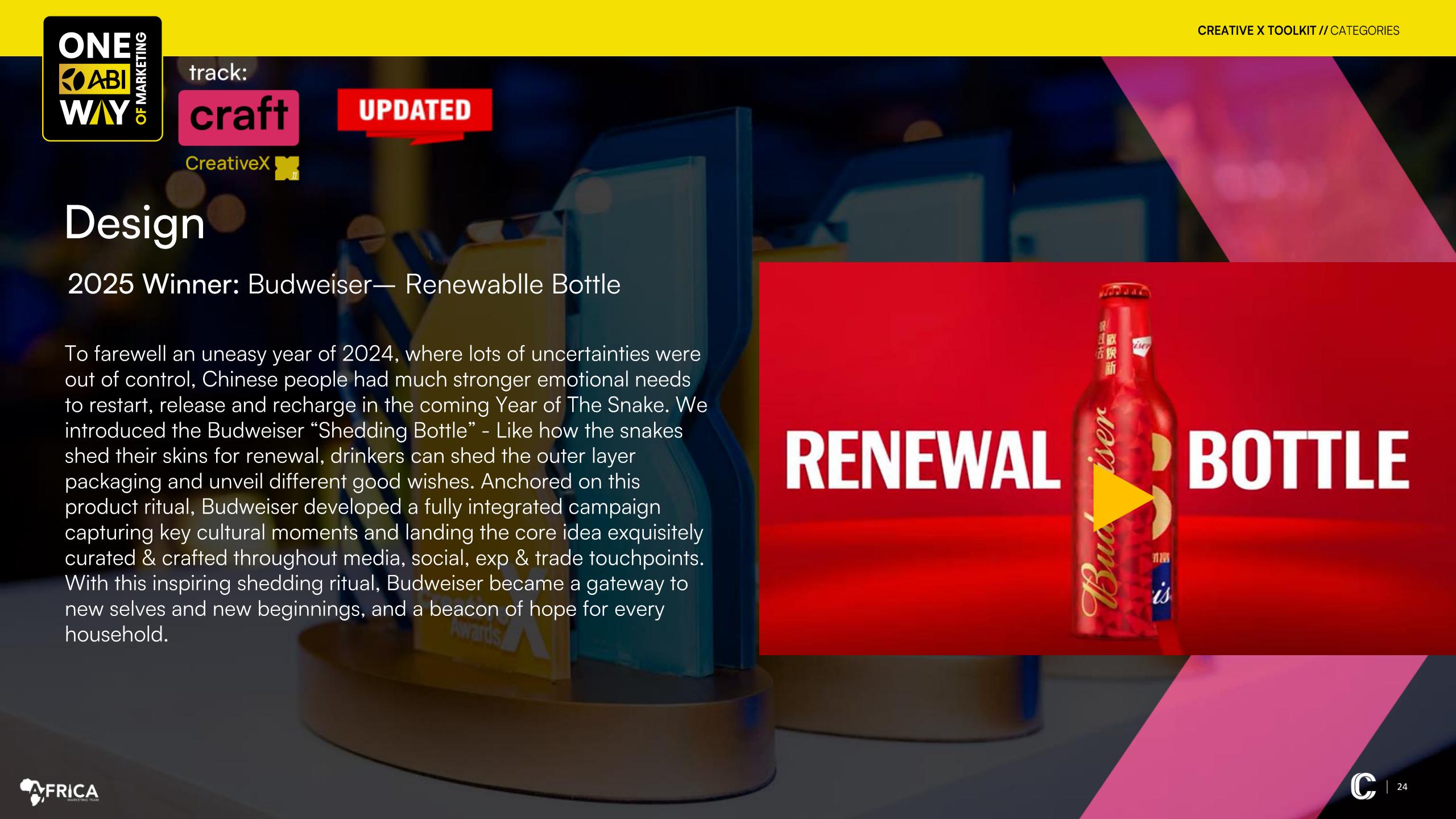
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CreativeX 

Design

2025 Winner: Budweiser—Renewable Bottle

To farewell an uneasy year of 2024, where lots of uncertainties were out of control, Chinese people had much stronger emotional needs to restart, release and recharge in the coming Year of The Snake. We introduced the Budweiser “Shedding Bottle” - Like how the snakes shed their skins for renewal, drinkers can shed the outer layer packaging and unveil different good wishes. Anchored on this product ritual, Budweiser developed a fully integrated campaign capturing key cultural moments and landing the core idea exquisitely curated & crafted throughout media, social, exp & trade touchpoints. With this inspiring shedding ritual, Budweiser became a gateway to new selves and new beginnings, and a beacon of hope for every household.

A dark, atmospheric photograph of a Budweiser bottle with a red label and a blue base, set against a dark background with blurred lights. Overlaid on the image are the words "track: craft" in white, and "UPDATED" in a red speech bubble. The CreativeX logo is in the bottom right corner. The right side of the image is a bright red rectangle containing the text "RENEWAL" and "BOTTLE" in large white letters, with a yellow play button icon between them. A Budweiser bottle is also shown on the red background. The bottom right corner has a pink triangle.

RENEWAL BOTTLE

track:

connections & activations

CreativEx 

track:

connections & activations

CreativeX

Media

This category will award the best example of work where media plays a central role in the creative idea and execution.



What the jury will look for?

Brands that go beyond typical media strategies and media buys to think creatively about how and where their messaging appears, and how that impacts the message itself.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- MROI increase
- Reach vs. Target Audience (Passion Point)
- Earned Media % vs. benchmark
- Sales / Volume / Incrementality

track:

connections & activationsCreativeX 

Media

2025 Winner: Jupiler Blue — VAR

Jupiler, Belgium's #1 beer, faced the challenge of cutting through the clutter of football sponsorships to relaunch Jupiler Blue, its lighter and extra refreshing beer. The solution? Owning the VAR moment—a moment of intense focus and heated emotion during matches. Fans were invited to scan a QR code, vote on whether the referee's decision was right or wrong, and instantly win prizes like match tickets and beer discounts. This transformed the dreaded VAR pause into an engaging and rewarding experience, perfectly aligning with Jupiler Blue's promise of helping fans "keep their cool" during heated moments. The results spoke for themselves: QR engagement was 25x higher than the global benchmark, a 70% conversion rate, a media ROI of €2.07 for every €1 invested, Jupiler Blue sales up 65% and market share doubled. Beyond the numbers, it redefined football sponsorships, setting the stage for innovative partnerships.



track:

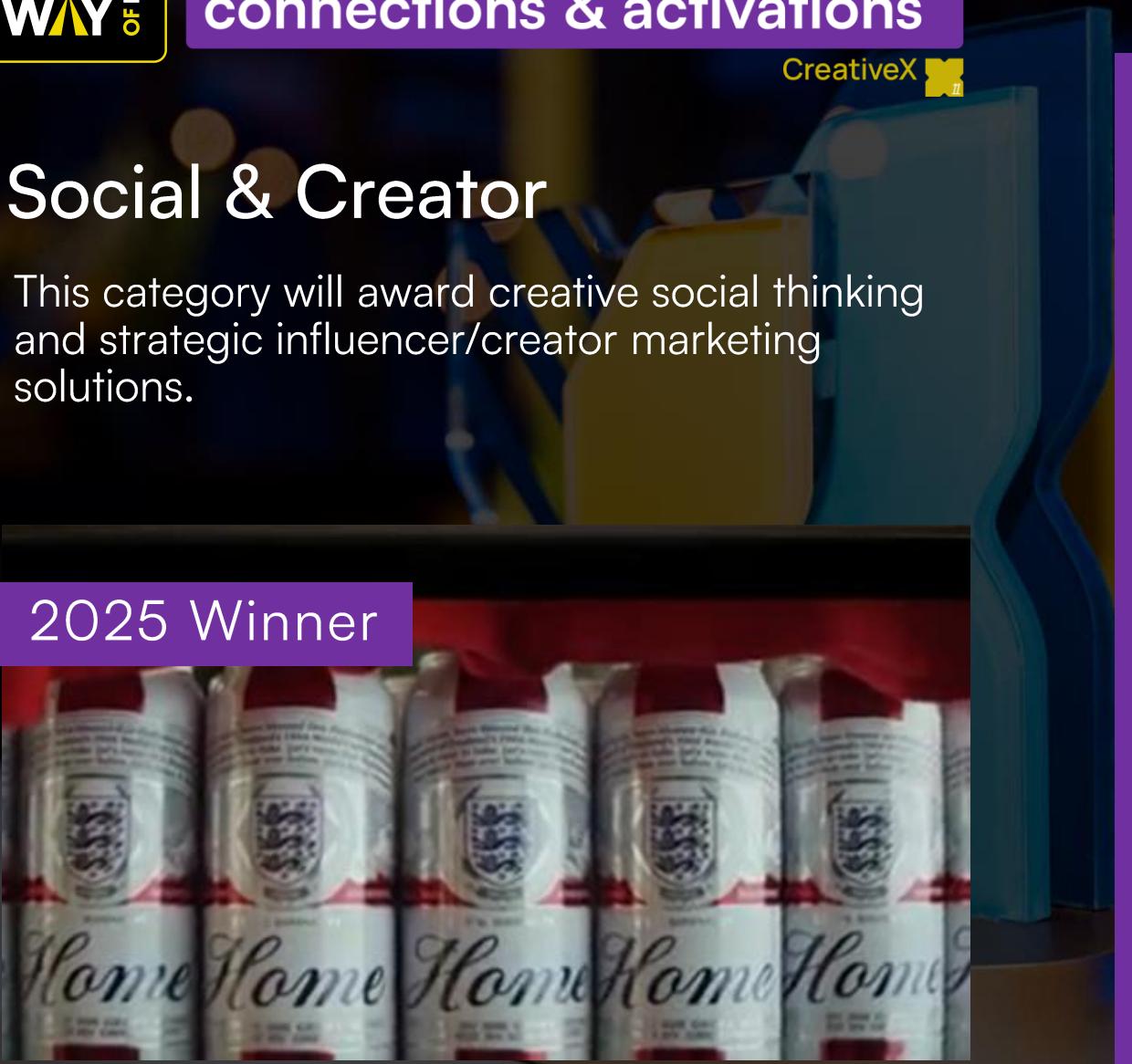
connections & activations

CreativeX

Social & Creator

This category will award creative social thinking and strategic influencer/creator marketing solutions.

2025 Winner



What the jury will look for?

The Jury will look for: work that demonstrates how levels of engagement, community building, social reach and the creative use of social media, brand ambassadors, creators, celebrities and influencers led to commercial success.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- Earned Media vs. Benchmark
- Engagement vs. Benchmark
- All-in budget, compared to annual budget and market share/competition

track:

connections & activations

CreativeX

Social & Creator

2025 Winner: Budweiser— Blessed by Greatness

In football sponsorship, brands usually rely on big influencers, with big followings who cost big budgets. Budweiser took a different approach, enlisting an influencer who influenced football history, Sir Geoff Hurst, the last member of the 1966 World Cup winning squad, to inspire England fans to believe England could bring it home at Euro 2024. Sir Geoff blessed 12 million cans of Budweiser with the winning spirit of '66, turning our beer into a lucky talisman. Geoff inspired fans in pubs, on screens and at Wembley, getting the nation talking with 1.42 billion earned media. He got fans buying beer with +1.2pp market share and category growth. When England reach the final, Sir Geoff started a national movement petitioning for a bank holiday, with engagement rates 4x the average, and national news coverage.



track:

connections & activations

CreativeX

Low Budget, Quick Reflexes

This category will award the most creative and impactful campaign with a low all-in budget, reacting to a cultural event, emerging technology, or consumer behavior before the competition.

2025 Winner



What the jury will look for?

A piece of work that shows agility on the part of the brand, going from idea to execution in a short amount of time on a limited budget (comparative to the market and the competition). In terms of Low Budget or Quick Reflexes: It can be one, or the other, but best when it's both.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- Earned Media vs. Benchmark
- Engagement vs. Benchmark
- All-in budget, compared to annual budget and market share/competition

track:

connections & activationsCreativeX 

Low Budget, Quick Reflexes

2025 Winner: Corona— Real-Time Golden Gallery

In our debut 2024 Paris Olympic Games, Corona reminded the world to enjoy their own Golden Moments and relax more often by using every single golden moment in Paris to inspire the world to embrace their own. As golden moments unfolded in Paris, we made sure we celebrated every single one in real-time, with the quickest real-time OOH in the brand's history. When Gabriel Medina's iconic surf final photo went viral, Corona Cero owned the moment, celebrating this golden moment in 244 sites across 7 markets in less than 24 hours. Flying Gabriel and his photographer, Jerome Brouillet, to Paris, we created content at the speed of the conversation, ensuring we reinforced our golden moments message. From there, we scaled to more athletes, ensuring that every single golden moment in Paris inspired people to embrace their own.





track:

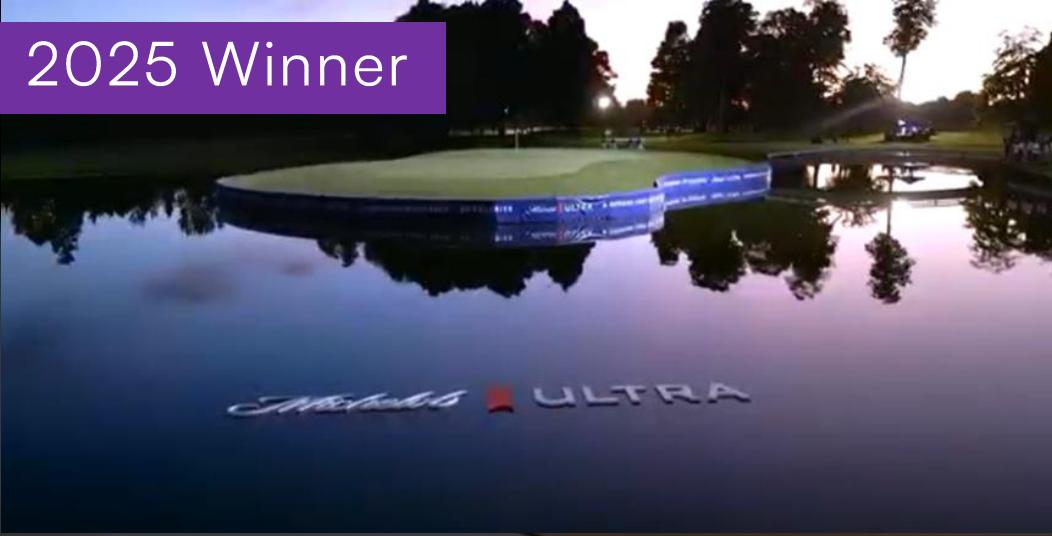
connections & activations

CreativeX

Mega Platform

This category will award brilliantly creative ways of bringing a Mega Platform to life, leveraging Entertainment & Branded Content and Experiential marketing to improve the passion point and occasion for the consumer.

2025 Winner



What the jury will look for?

Work that is capable of competing against all other forms of entertainment and experiences — not just against the brand's competitive set. This work should stand on its own creative merits, leveraging owned channels or platforms, and grow audience engagement for the brand.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- Reach vs. Target Audience (Passion Point)
- MROI
- Engagement vs. Benchmark
- Brand Equity (MDS / Shift in Key Attributes)

track:

connections & activations

CreativeX

Mega Platform (Prev. Entertainment & Branded Content & Experiential)

2025 Winner: Michelob Ultra— Ultra Hole Challenge

As the official beer sponsor of the 2024 Presidents Cup in Montreal, Michelob Ultra set out to create a breakthrough activation that would captivate golf fans beyond traditional sponsorship. The Ultra Hole Challenge brought together PGA pro Michael Block and hockey legend Wayne Gretzky in a high-stakes showdown: 90 shots to land a hole-in-one. This challenge was livestreamed and broadcast nationally on TSN during the Presidents Cup finals, ensuring massive reach among engaged golf fans. The activation seamlessly blended elite golf skill with an iconic Canadian sports figure, creating a must-watch moment that resonated with both avid and casual fans.



2025 Winner: Corona— Paris Takeover

Our mission was bold: to take over Paris and be unmissable. We found our moment in the contrast—where Olympians faced relentless pressure and fans navigated the chaos of a bustling city, Corona became the antidote. In the heart of the Athletes Village, we built a Cero stress terrace, the only outdoor social space where athletes could relax, unwind, and celebrate. Beyond the village, we created Golden Moments across Paris—the first-ever beach on the rive Seine, below the Eiffel Tower... Plus rooftop takeovers, city gardens, and The Corona Hotel, a brand home that welcomed athletes, fans, and influencers from around the world.



track:

creative commerce

CreativeX 

track:

creative commerce

UPDATED

CreativeX

Data & DTC

This category will award the best work that used creativity to achieve commercial success via e-commerce or direct-to-consumer channels. Work that was enhanced and elevated by a creative use of data will be also considered.

UNINTERRUPTADS



2025 Winner

What the jury will look for?

Ideas where data plays a central role in the creative work and/or Ideas that leverage e-commerce or direct-to-consumer mechanics to more effectively ENGAGE — and/or CONVERT — potential buyers.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- MROI/ROAS
- Sales Impact / Volume Uplift
- What insight was possible because of data
- Impact of the data and insight on the creative outcome
- Data Acquisition

track:

creative commerce

UPDATED

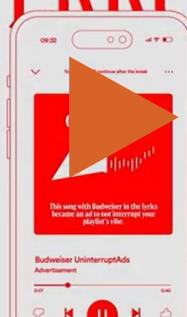
CreativeX

Data & DTC (Prev. Creative Use of Data & DTC)

2025 Winner: Budweiser— Uninterrupted Ads

With music consumption increasingly focused on streaming, brands face a major challenge in connecting with millions of users on these platforms. Whether through paid plans or illegal platforms, users are constantly trying to escape brand messaging. Budweiser, the beer behind music, achieved what only it could: with over 500 songs mentioning Bud, we turned music into ads, blurring the line between advertising and content, while always mentioning the brand.

UNINTERRUPTADS



2025 Winner: Ze Delivery

Teasing rivals is part of football. So, to make this campaign even better, we brought in legendary idols from each team to encourage fans to use the app's coupons. Fred, Fluminense's all-time top scorer, Jefferson, Botafogo's legendary goalkeeper, Petkovic, an undisputed Flamengo icon, and Donizete, Vasco's decisive striker and fan favorite, engaged their supporters through videos, radio spots, and team-specific content. Using AI, the players themselves sent personalized and individual messages to our entire fan base.





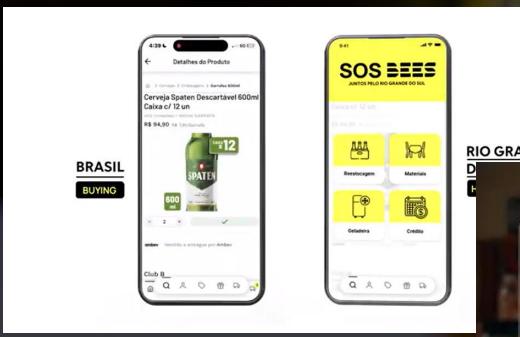
track:

creative commerce

CreativeX

Trade (Prev. BEES)

This category will award the best work that used creativity to achieve commercial success in the retail environment through a customer-focused initiative.



2025 Winner



What the jury will look for?

Creative marketing campaigns that re-imagine the retail environment or expand and evolve our relationship with customers; ideally executed in partnership with key account partners complimenting their strategy. Must have leveraged data and insights, shopper data, omni channel, and drove impact at scale.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- % of stores / # of locations / # of activations
- Sales Impact / Volume uplift
- Customer Growth

track:

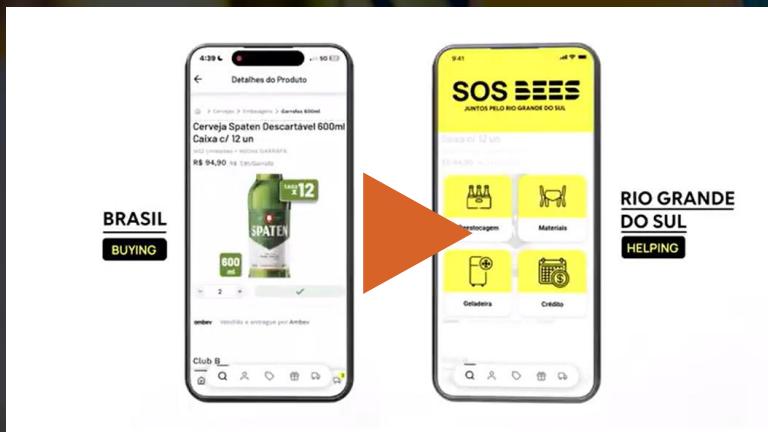
creative commerce

CreativeX

Trade (Prev. BEES)

2025 Winner: BEES— SOS BEES

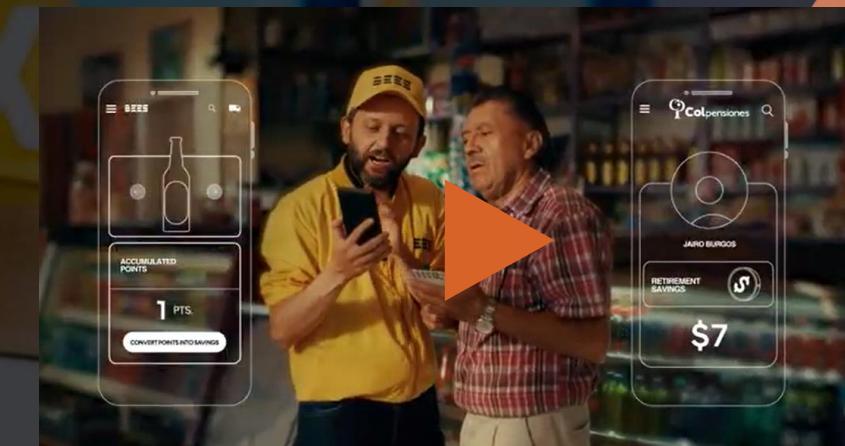
After the devastating floods in Rio Grande do Sul, which displaced over 600,000 people and damaged local businesses, Ambev's BEES platform launched a recovery initiative. The campaign focused on providing immediate aid and supporting the long-term recovery of small, family-run businesses, particularly bars, restaurants, and retailers. Within 10 days, BEES turned its platform into a hub for mapping and offering personalized support to affected points of sale (PDVs).



Note* that these cases were specific to BEES; the updated category focuses on excellence in Trade Overall (not just BEES channel)

2025 Winner: Poker — Beer Retirement

Poker, Colombia's second top beer brand, recognized the financial challenges faced by shopkeepers and introduced the Beer Retirement Account initiative within the BEES B2B platform. By partnering with Colpensiones and the Colombian government, this transformative solution allowed over 10,000 active users to convert BEES points into pension savings. With an expected influx of over 70,000 new participants by 2025, the initiative not only propels social impact and enhances brand loyalty but also contributes to UN Sustainable Development Goals.



track:

good

CreativeX 





track:

good

UPDATED

CreativeX

More Cheers! (Inc. Smart Drinking)

This category will award purposeful brand initiatives including those that align with our company purpose of creating a future with more cheers as well-as responsible drinking initiatives.

2025 Winner



What the jury will look for?

Brands that use a differentiated approach to improve people's lives, make the world a better place, or drive responsible use in a way that creates real impact, blazes a new trail, and feels true to the brand.

KPIs

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:

Additional Supporting KPI's (showing uplift in any of the following kpi's only makes the case stronger):

- Brand Equity (MDS / Shift in Key Attributes)
- Corporate Reputation
- Earned Media vs. Benchmark
- Engagement vs. Benchmark

track:

good

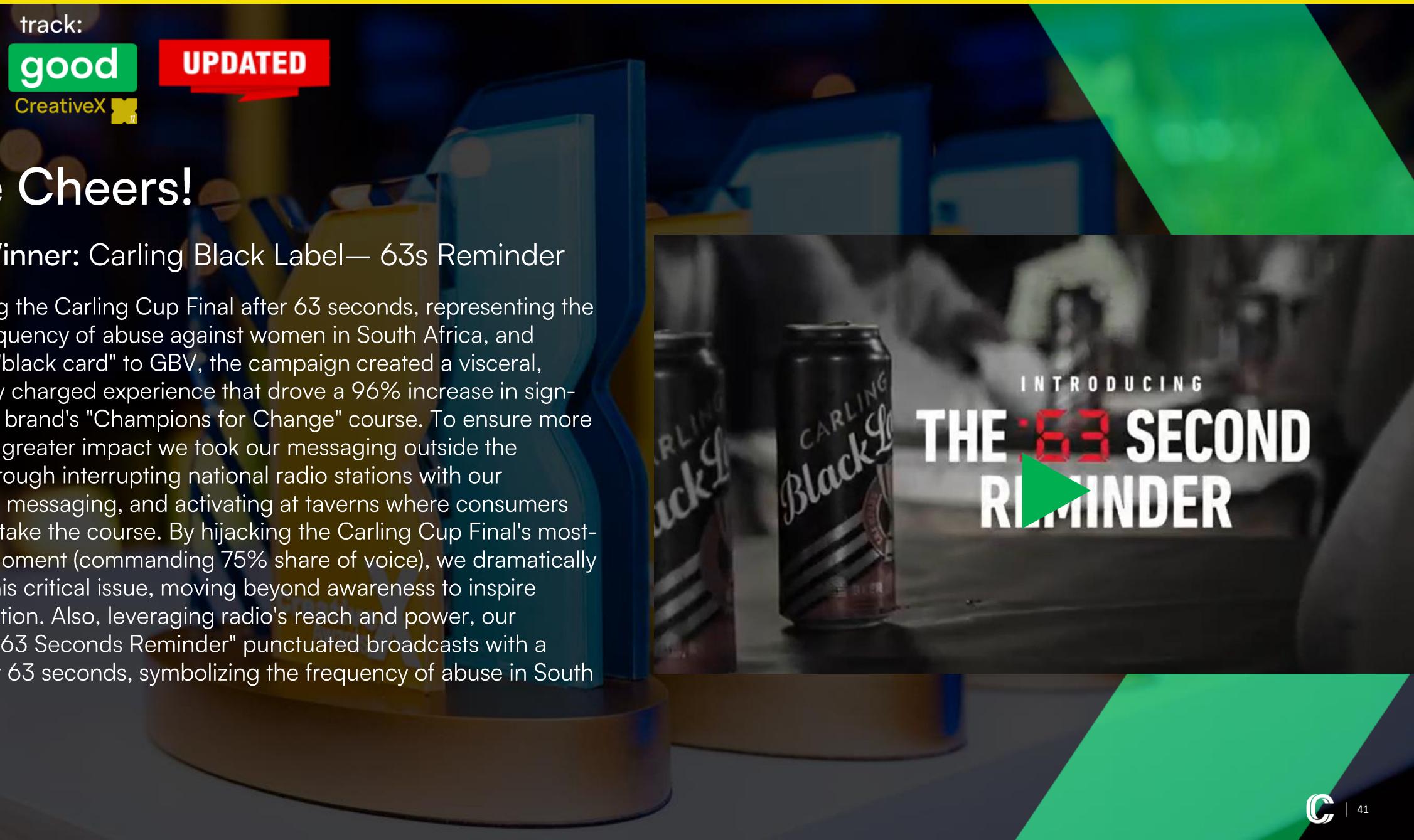
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More Cheers!

2025 Winner: Carling Black Label— 63s Reminder

By stopping the Carling Cup Final after 63 seconds, representing the chilling frequency of abuse against women in South Africa, and giving the "black card" to GBV, the campaign created a visceral, emotionally charged experience that drove a 96% increase in sign-ups for the brand's "Champions for Change" course. To ensure more action and greater impact we took our messaging outside the stadium through interrupting national radio stations with our 63seconds messaging, and activating at taverns where consumers could also take the course. By hijacking the Carling Cup Final's most-watched moment (commanding 75% share of voice), we dramatically spotlight this critical issue, moving beyond awareness to inspire tangible action. Also, leveraging radio's reach and power, our disruptive "63 Seconds Reminder" punctuated broadcasts with a beep every 63 seconds, symbolizing the frequency of abuse in South Africa.



INTRODUCING
THE 63 SECOND
REMINDER

track:
special awards

CreativeX 

track:

special awards

CreativeX

Grand Prix

The Grand Prix celebrates the creative ambition of ABInBev. This award will be given at the jury's discretion to the standout or standouts of the year's competition.

2025 Winner



What the jury will look for?

Overall excellence in creative, strategy, execution, and vision. Brilliant work that wows them and plots a course for ABInBev's marketing in years to come.

KPIs

This award will be given at the jury's discretion.

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scoring platform

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creative x
scoring platform

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 ABInBev

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Please note this is for internal auditing purposes only, all scoring will remain anonymous during calibration.

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Kiyara

Council Member Surname*
Bhikha

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4 Digit Password*

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creative x scoring platform

CreativeX



Password Reset

Email*

kiyara.bhikha@za.ab-inbev.com

4 Digit Password*

Confirm your 4 Digit Password*

Continue



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AB InBev Africa Zone Creative X Toolkit

Before we proceed to score, a quick reminder on the jury evaluation criteria.
Work is scored on a range from 1 to 10 and then weighted as follows:

- 30% How creative is the work (Creative Spectrum)
- 30% Is the idea aligned to the brand purpose (Positioning)
- 30% How effective is the work (Results)
- 10% Does the work portray our core audience in an accurate way?

*A reminder that if you get stuck when evaluating a campaign, you can refer to the Creative Effectiveness considerations to guide you, refer to the Creative Spectrum ranking descriptions to finalize your decision.

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CreativeX

creative x
scoring platform

CreativeX 



ABInBev Creative Spectrum



1 (Reckless) to 5 (Routine)
 Culturally insensitive, inappropriate, or offensive
 Jumbled, incomprehensible, or confusing
 Unrelated, irrelevant, or not strategically aligned
 Stereotypical, invisible, or copycat
 Ordinary, but expected and safe

Damages brand equity
 Makes no sense
 Feels separated from brand or category
 Reinforces category clichés
 Feels natural for the brand



6 (Fresh) to 10 (Iconic)
 Imaginative, new, and unique
 Clever, and unexpected
 Inventive, clever, and memorable
 Captivating, evocative, and memorable
 Engaging, bold, and contagious
 Legendary, world-shaking, and revolutionary

Gets noticed
 Makes an impression
 Changes beliefs or perceptions
 Prompts action
 Changes culture

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Please click here for access to the full Toolkit



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Creative X Declaration

This question is required.*

I declare that I have reviewed the Creative X Toolkit and all supporting Creative Spectrum resources to ensure scoring is executed effectively without bias.

Everything I view will remain confidential. This acts as an NDA

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Creative X Summary

This page provides an overview of the Creative Council submissions to be scored. Please use it to plan the time you'll need to allocate for scoring, and revisit it anytime via the hamburger menu in the top right corner to track your overall progress.

Kindly ensure you set aside sufficient time so that each case receives the thoughtful attention it deserves

Creative Strategy = 0/6

- Innovation = 0/5**
- Scale & Adapt = 0/2**
- Design = 0/7**
- Media = 0/1**

Social & Creator = 0/8

Low Budget, Quick Reflexes = 0/4

- Mega Platforms = 0/7**
- Data & DTC = 0/1**
- Trade = 0/3**
- More Cheers = 0/1**

TOTAL = 0/15

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Strategy

Creative Strategy

This category will award work that uses deep strategic thinking on brand purpose and positioning or Mega Platforms to reach consumers.

As The Jury You Will Look For:

A creative strategy applied to a brand or Mega Platform that sets the stage for incredible creative work, brought to life in an outstanding way. They will want to understand how this strategy represents a shift in the brand, category or passion points, how it was creatively executed, and what it accomplished.

KPI's:

Entries must demonstrate a quantifiable impact (results) towards the problem being addressed, isolated for the specific period of the campaign:
Additional Supporting KPI's (showing uplift in any of the following KPI's only makes the case stronger):

- MROI increase
- Market Share / Volume Uplift
- Incrementality
- Brand Equity (MDS / Shift in Key Attributes)

Campaigns to vote for:

- Creative Strategy - Brand 1 (Campaign Name)
- Creative Strategy - Brand 2 (Campaign Name)

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Progress: 1 OF 20
Black Label
2012

No Excuse - 63 Seconds

Creative Brand Strategy

Please Click Here For Access To The Full Creative X Toolkit

Details Of Campaign:

Project Name: "Lorem ipsum dolor amet."

Dates In Market: "Lorem ipsum dolor amet."

The Brand: "Lorem ipsum dolor amet."

BU: "Lorem ipsum dolor amet."

Creative X Category: "Lorem ipsum dolor amet."

Country: "Lorem ipsum dolor amet."

The Submission Details

The Problem:

"Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque facilisis ex sagittis vitae pellentesque enim phasellus. In id cursus ne pretium velit quis condimentum. Tempus id eu semper et diam ut sit amet. Sed ut sit amet. Ut fermentum semper vel class aptent taciti sociosqu. Ad littera frequent per condita nostra inceptos Riverenses."

The Audience:

"Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque facilisis ex sagittis vitae pellentesque enim phasellus. In id cursus ne pretium velit quis condimentum. Tempus id eu semper et diam ut sit amet. Sed ut sit amet. Ut fermentum semper vel class aptent taciti sociosqu. Ad littera frequent per condita nostra inceptos Riverenses."

The Idea / Solution:

"Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque facilisis ex sagittis vitae pellentesque enim phasellus. In id cursus ne pretium velit quis condimentum. Tempus id eu semper et diam ut sit amet. Sed ut sit amet. Ut fermentum semper vel class aptent taciti sociosqu. Ad littera frequent per condita nostra inceptos Riverenses."

Results:

"Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque facilisis ex sagittis vitae pellentesque enim phasellus. In id cursus ne pretium velit quis condimentum. Tempus id eu semper et diam ut sit amet. Sed ut sit amet. Ut fermentum semper vel class aptent taciti sociosqu. Ad littera frequent per condita nostra inceptos Riverenses."

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Progress: 1 OF 20
Black Label
2012

No Excuse - 63 Seconds

Creative Brand Strategy

Please Click Here For Access To The Full Creative X Toolkit

VBBP:

Brand
Logo

Brand Name

Stages: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Case Study:

Brand
Logo

Brand Name

Stages: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Campaign Work:

Brand
Logo

Brand Name

Stages: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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No Excuse - 63 Seconds

Creative Brand Strategy

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Creative Spectrum Score

Please select from 1-10*

1	2	3	4	5
Rockless	Unclear	Innovated	Intrigued	Routine
Builds brand equity	Meets no needs	Feels separated from brand or category	Resonates with category clichés	Feels natural for the brand

6	7	8	9	10
Frosts	Original	Respectful	Competing	Icons
Feels dated	Meets or exceeds	Challenged (beliefs) or perceptions	Provocative	Challenged culture

How Effective Is The Work (Results)?

Effectiveness measures the tangible impact of the creative idea in delivering on its defined objective, demonstrating how creativity drives meaningful results. It can refer to any relevant metric, including but not limited to: Revenue, Engagements, Positive Brand Sentiment, Power, or Participation.

Please select from 1-10

1 2 3 4 5 6 7 8 9 10

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Creative Brand Strategy

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Please select from 1-10

1 2 3 4 5 6 7 8 9 10

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Review Strategy

[Creative Strategy - Brand 1 \(Campaign Name\)](#)

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FAQs

Contacts:

Scoring App queries / trouble shooting:

Availability: 3-22 Dec

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- Lebo: Lebogang.Selema@za.ab-inbev.com / +27735263766

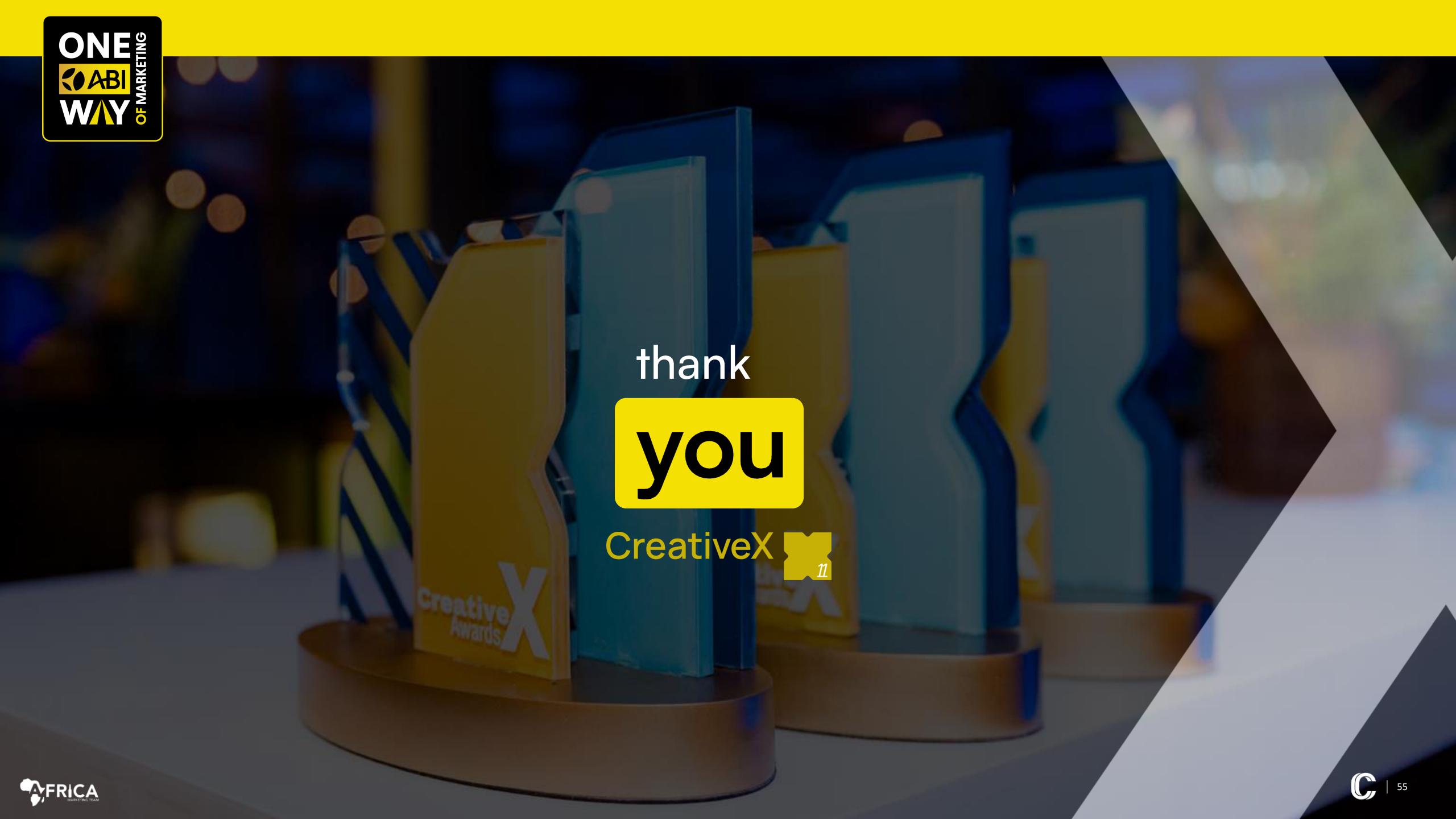
Availability: 5-12 Jan

- Kiyara: Kiyara.Bhikha@za.ab-inbev.com / +27723352456

Process queries:

Availability: 3-19 Dec / 5-12 Jan

- Cleo: cleo.Campbell@za.ab-inbev.com / +27664781484



thank
you

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