

When generic AI tools allow every competitor to generate polished content in minutes, your choice of creative partner directly impacts your market position. Use this checklist to evaluate whether an agency, candidate, or internal team can deliver true strategic differentiation, or if they are simply using AI to produce faster versions of forgettable marketing.

Evaluating Strategy & Originality

- ☐ **Originality Audit:** Does their portfolio display distinct visual styles and tailored messaging, or do their projects rely on repetitive templates and design trends?
- ☐ **Constructive Pushback:** Can they provide examples of times they challenged a client's brief to deliver a strategically superior solution?
- ☐ **Tailored Differentiation:** How do they extract a company's unique value proposition in crowded markets (e.g., financial services or health insurance) to prevent copycat messaging?

Evaluating AI & Technology Use

- ☐ **Responsible AI Integration:** How do they blend AI capabilities with human judgment to accelerate workflows without sacrificing original thought?
- ☐ **Proprietary Insight:** Do they rely on standard AI prompts for strategic research, or do they perform deep-dive discovery to uncover true audience friction points?

Evaluating Execution & Impact

- ☐ **Business Outcome Focus:** Can they demonstrate case studies where creative strategy directly drove sales, engagement, or market credibility, not just visual output?
- ☐ **Meaningful Metrics:** Do they track bottom-line impact and clarity of communication rather than just superficial vanity metrics?
- ☐ **Collaborative Feedback:** How do they iterate with clients to refine ideas without diluting the core strategic message?

How to Use This Checklist

Run these 8 questions during your next agency review, vendor evaluation, or internal team audit. Marking even two or three "no" or "unclear" responses indicates that your current marketing workflow is vulnerable to blending into the background.

What Comes Next: Turn Evaluation Into an Advantage

Identifying strategic gaps is only the first step; closing them requires a partner who balances AI efficiency with sharp, original human judgment.

At BersonDeanStevens, we combine business positioning, deep industry experience, and practical AI to build marketing that simplifies complex ideas, cuts through industry noise, and drives revenue. We don't just execute orders, we bring the strategy, pushback, and creative direction needed to make your brand unmistakably yours.

Schedule a Free Creative Sameness Audit

Ready to put these 8 questions into practice? Contact Lori at lberson@bersondeanstevens.com or 877.447.0134 today for a complimentary review of your current collateral to pinpoint where stronger strategy and distinct creative execution will deliver your highest return.