Creative ID:

Measuring Creative *for* Business Impact

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CONSULTING

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About

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In-house creative teams are a major investment. But projects often take too long, endless revision cycles eat into margins, and nobody can clearly articulate the team's value. Most in-house creative teams run without the systems, stakeholder alignment, and performance metrics they need to function as a true business unit.

Changing that requires solid systems, stronger stakeholder relationships, and a fundamental shift in how the team sees its own role.

After 20 years leading creative operations inside global enterprises, I help marketing and creative leaders build in-house teams that run like the strategic investment they need to be.

about THE BrandNué AGENCY

In complex industries, branding often gets diluted in the name of compliance. But strict compliance and creativity aren't opposites.

The right brand can do both, build trust and drive growth.

That's where we come in. Founded by Jess Abdulnour, the BrandNué agency combines the creative flair of old-school advertising with cutting edge data and technology of modern marketing to help complicated businesses scale strategically, without sacrificing compliance or credibility.



FOUNDER
JESS ABDULNOUR
"ADWOMAN EXTRAORDINAIRE"

Can You Measure Creativity?

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The Creative ID

It doesn't matter if you are a small business or a multinational enterprise. Almost every company faces the same problem:

You can't quantify what business impact your creative team is having on your bottom line.

This usually comes down to two reasons:

Problem 1: Chasing Volume, not Value

Most companies evaluate their creative team based on how many assets they produce, not how much revenue those assets generate.

When success is measured by volume, creatives are motivated to produce as much as possible rather than asking whether those assets are actually making the necessary impact.

This works...until it doesn't. When the market shifts or an algorithm changes, leadership jumps in and tries to push different creative directions. But the underlying problem stays the same: the creative team is still not being held accountable for content that performs.

Problem 2: Creatives Can't Read Your Data

In mid-market and enterprise businesses, there is often an expectation that the creative team will perform at a high level, but they are rarely given the tools to actually do so.

We're not talking about software, platforms, or even headcount. The real issue is that creative teams are not receiving useful feedback on whether their assets are working in the field.

A few reasons this happens:

Companies often have multiple data tracking platforms that they don't centralize for the creative team.

Creative teams don't typically need access to raw data tools, and even if they did, most data reports aren't in a format a creative person can interpret.

Data dashboards show numbers. Creatives need to see assets grouped together to identify trends and spot patterns.

This all leads to major and unforced error: creative teams get pulled out of the strategy process, with no ability to double down on what works, identify trends, or stop wasting resources on assets that don't perform.

The Solution:
The Creative ID

The Creative ID is a simple solution to a complex problem.

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What Creative ID Shows You

You can name your Creative IDs whatever you want depending on how advanced you need it, but at minimum the Creative ID should identify two things:

The specific campaign, theme, or creative idea the asset belongs to.

The version number of that creative within the campaign or theme.

This structure means that by looking at an ID, anyone in your organization can immediately tell which campaign it belongs to and which iteration it is.

How Creative ID Works

Here is a real-world example using a Facebook ad:

Step 1: Brief

A project is submitted through your project management tool. The system automatically assigns a Creative ID to the project.

Step 2: Creative Production

Creatives work on the asset and reference it throughout production using the assigned ID.

Step 3: Media Distribution

Once the asset is finished, the media buyer adds the Creative ID as a field in Google. This allows native tracking inside Google Analytics and any paid media platform.

Step 4: Reporting:

If your company uses broader reporting tools like Tableau, a field is created there as well, so the same Creative ID can be searched and tracked across every data system.

Everyone Sees the Data in *Their Own Way*

The Creative ID removes the translation problem between departments:

Creative Team

Sees performance data inside their project management tool, grouped by asset.

Media Buyers

Track performance natively inside Google Analytics, Meta Ads Manager, or wherever ads are running.

Leadership

Reviews performance inside Tableau or your company's reporting system.

Closing *the* Feedback Loop

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The Creative ID

The Creative ID solves more than a tracking problem.

It creates a structured feedback system between departments that previously couldn't talk to each other.

Here is how it works once the infrastructure is in place:

1

The media buyer reviews performance data and identifies which Creative IDs are **top performers** and which are not.

2

They send a simple report to the creative team: these IDs are **working**, these are not.

3

The creative team pulls up the corresponding assets inside their project management tool or DAM.

4

With the visuals in front of them, grouped by ID, they can now see patterns, find what is **working**, and understand what to **avoid**.

Creatives generally think in visuals, not data tables. The Creative ID gives them the connection between performance numbers and the actual work, in a format they can act on.

What This Unlocks for Your Team

Once your creative team can see which assets drive results, they can:

- Focus on creative themes and formats that consistently perform
- Stop wasting time and resources producing assets in styles that do not achieve intended goals
- Build a growing library of insight about what connects with your audience
- Contribute to revenue and other KPIs, not just production volume

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Implementation Summary

The Creative ID is simple to implement.

Here is the full picture:

Step 1: Create an ID system

Define your naming convention. It should identify the campaign or theme and the version number at minimum.

Step 2: Add a field in every platform

Project management tool, UTM parameters, analytics dashboards, reporting tools. One field, same ID, everywhere.

Step 3: Build the communication system

Set up a regular feedback loop between media buyers and the creative team so top and bottom performers are surfaced in a recordable and actionable way.

No custom software, major investment, or overhaul of existing tools. Just one ID that travels with every asset from brief to performance report.

Creative Ops Assessment

Find out if your creative team is *built to lead* or just to execute.

The Creative Ops Compass Assessment benchmarks your team across five dimensions and shows you exactly where to focus to move from reactive to *strategic*.

Five dimensions.
Twenty-six questions.
One clear picture.



In just five minutes, you'll have:

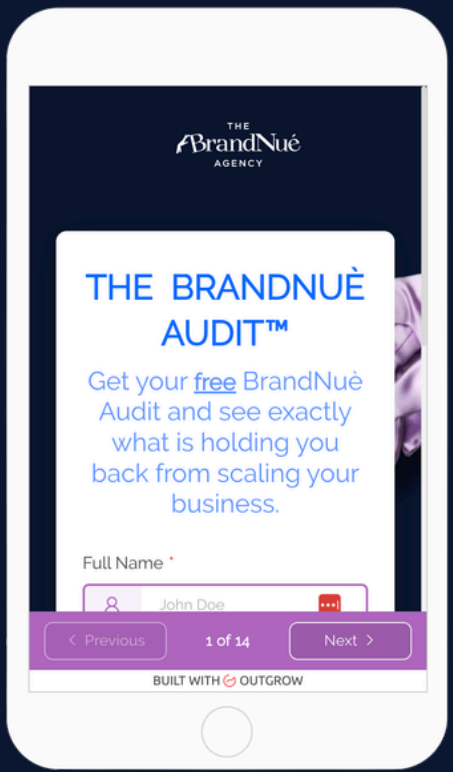
- An overall maturity score across your entire operation
- Individual scores for each of the five dimensions
- A description of what your results mean in practice
- A concrete starting point for the dimension where you're most exposed

Take the Free Assessment Here

THE BrandNué audit

There are 4 stages of brand evolution.

Businesses who are struggling to reach the next stage often don't even realize what's holding them back. They just keep hitting the same ceiling no matter what they do.



The co-branded BrandNuè Audit will diagnose your client's brand stage and give them detailed instruction to grow to the next one.

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