

Marketing Innovation Scratchpad

Understanding Tech & Trends

What are some ways I can keep on top of emerging technologies and how they're being used by marketers in (and beyond) my category?

Tech Adoption

What are some questions I should be asking to determine whether a new technology is relevant to my customers, prospects (current and new/next)?

Constraints

What are some of my constraints? How can I address them?

Innovation Aspiration

What is my innovation aspiration?

Strategic Alignment

How can innovation support my marketing strategy?

Right to Win

What unique assets do we bring to the table – brand, heritage, content, data, etc.?

Measuring Success

How will I measure the success of my innovation pilots?

Innovation Foundations

What skills, resources and partnerships does my team need succeed at innovation?

Collaborators

Who are my innovation allies across the organization?

“That Gives Me an Idea”



Marketing Innovation Scoring Framework



Marketing Innovation Scorecard Worksheet

CONCEPT

ACME Virtual Resorts App

FIT: Strategic Alignment

Total Score	Project Description	Marketing Challenge Addressed	Marketing Improvements or impacts?	Primary Users of the Innovation
	 New immersive travel companion app for our top NA resorts.			

FIT: Measurable Outcomes

Total Score	Key Performance Indicators	Stakeholder Benefits	Potential Revenue Impact	“Soft” ROI
				

FEASIBILITY: Technology

Total Score	Time to Implement, Time to Market	Cost	Resources Required (Internal, Partners)	Required Data	Is Data Owned, Accessible, Usable?
					

FEASIBILITY: Org Impact

Total Score	Repeatability and Scalability	AI and Tech Policy Impacts?	Will Innovation Require Training?	Change Management Needs
				

GRAND TOTAL

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