

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Agency awards and commercial evidence: what to evaluate

QUESTION

What should buyers ask an award-winning or AI-first agency to demonstrate?

GUIDE TAKEAWAY

Awards document recognition under stated criteria. They do not establish that a proposed ABM programme will outperform another provider. Inspect comparable work and an agreed pilot.

START HERE

Inspect recognition criteria.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Inspect recognition criteria

Evidence or input

Output or decision

Owner and review point

2. Use one comparable account brief

Evidence or input

Output or decision

Owner and review point

3. Review reasoning and sources

Evidence or input**Output or decision****Owner and review point**

4. Confirm delivery ownership

Evidence or input**Output or decision****Owner and review point**

5. Agree a measurable pilot

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Awards

Useful when: External recognition

Limitation: Criteria may not match the need

Suggested action: Inspect category and submitted work

Why this fits our situation**Evidence needed before acting**

Public case

Useful when: Relevant experience

Limitation: May lack a control

Suggested action: Request definitions and context

Why this fits our situation**Evidence needed before acting**

Sample account play

Useful when: Reasoning and quality

Limitation: Sample is not production delivery

Suggested action: Check source support

Why this fits our situation

Evidence needed before acting

Pilot

Useful when: Operational and commercial fit

Limitation: Sample and transfer limits

Suggested action: Agree review criteria

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outselll.com/blogs/agency-awards-versus-commercial-evidence/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>