

Campaign Production Model Scorecard

Choose between an in-house team, freelance specialists, an agency, or a hybrid structure based on the work your campaign actually requires.

The useful question is not: Which provider is best?
It is: Which operating model gives this brand the right ownership, expertise, capacity, speed, and accountability?

HOW TO USE THIS SCORECARD

1. Complete the campaign profile. 2. Score each model from 1 (poor fit) to 5 (strong fit). 3. Multiply by the importance weight. 4. Review the risks before making a decision. The highest number is evidence, not an automatic answer: a critical licensing, capacity, or governance gap can override the total.

BRAND		CAMPAIGN	
DECISION OWNER		TARGET LAUNCH	

1. Define the campaign before choosing the team

A vague campaign produces a vague resourcing decision. Complete these fields before comparing proposals.

BUSINESS OBJECTIVE

What must change: awareness, launch demand, conversion, retention, repositioning?

PRIORITY AUDIENCE

Who must notice, understand, trust, or act?

REQUIRED CHANNELS

Website, e-commerce, organic social, paid media, email, PR, retail, print, partners?

DELIVERABLES

Still images, video, crops, cutdowns, product variations, languages, technical formats?

USAGE

Media, territory, duration, paid spend, partners, renewals?

COMPLEXITY

Locations, talent, products, sets, disciplines, markets, approval groups?

INTERNAL CAPACITY

Who owns the brief, budget, approvals, product access, and deployment?

2. Score the operating-model fit

Set an importance weight from 1 (low) to 3 (critical). Then score every model from 1 to 5. Multiply weight x score in each model column.

Criterion	Wt.	In-house	Freelance	Agency	Hybrid
Daily access The brand needs frequent, rapid production and iteration.					
Brand knowledge Deep product and audience context must stay close to the work.					
Specialist depth The campaign needs distinctive high-level craft or category expertise.					
Complex coordination Several disciplines, markets, locations, or approval groups are involved.					
Flexible capacity Demand changes by launch, season, or campaign.					
Direct collaboration The brand needs close access to the people creating the work.					
Integrated scope Strategy, creative, production, and rollout need one coordinating structure.					
TOTAL					

Interpretation: A close result usually points toward a hybrid model. A large result gap is meaningful only if the highest-scoring option also passes the risk review on the next page.

3. Review the risks the total can hide

Mark Yes, No, or Unresolved. Any unresolved item needs an owner before production begins.

Risk check	Yes	No	Unresolved	Owner / action
One person owns the business objective, scope, budget, and final approval.				
The people presented in the proposal are the people who will deliver the work.				
The brief defines every channel, crop, format, variation, and technical requirement.				
Usage rights specify media, territory, duration, paid advertising, and renewal terms.				
Revisions, change requests, cancellations, overtime, and reshoots are defined.				
Internal feedback is consolidated before it reaches the production team.				
Source files, selects, approvals, releases, finals, and usage records have named owners.				
There is enough reserved capacity to meet the launch date without relying on urgency.				
The campaign will produce reusable assets, not only one hero execution.				
Performance and deployment learning will be carried into the next production cycle.				

4. Turn the score into a production decision

Use this page to write the reasoning that should survive procurement, leadership review, and production handoff.

RECOMMENDED MODEL

In-house / Freelance / Agency / Hybrid

WHY THIS MODEL FITS

Name the two or three highest-priority criteria it solves.

INTERNAL OWNERSHIP

Who owns objective, product access, budget, approvals, and deployment?

EXTERNAL OWNERSHIP

Who owns concept, production, crew, post-production, and delivery?

CRITICAL CONDITIONS

What must be true for this model to work?

RISKS TO RESOLVE

Which No or Unresolved items could undermine the decision?

Next step: Request your free Visual Audit.

Review how your current visuals support campaigns, launches, paid media, and always-on channels - and whether the production model helps or limits consistency, reuse, and scale.

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