

FASHION CAMPAIGN LOCATION SCOUTING SCORECARD

A practical decision tool for evaluating creative fit, asset coverage, feasibility, permissions and production risk.

Campaign / Collection

Scout date

Prepared by

Location A

Location B

Location C

HOW TO USE THIS SCORECARD

1	Name the shortlisted locations and confirm the campaign requirements before scoring.
2	Rate each weighted criterion from 1 to 5 using evidence from the creative and technical scout.
3	Complete every pass/fail gate. A failed critical gate rejects the location until the issue is resolved.
4	Select the highest-scoring eligible location and document the decision rationale and outstanding actions.

RATING SCALE

Rating	Definition	Decision interpretation
1	Serious mismatch or major limitation	Do not select without fundamental change
2	Weak fit; several compromises required	High production or brand risk
3	Workable; important limitations remain	Accept only with documented mitigation
4	Strong fit; manageable constraints	Viable finalist
5	Excellent fit; directly strengthens the campaign	Preferred creative and production fit

Decision rule: a score supports judgment but cannot offset a failed safety, authorization, insurance, access or commercial-usage gate.

WEIGHTED LOCATION COMPARISON

Rate each criterion from 1 to 5. Multiply the rating by the weight to calculate the weighted score. Maximum total: 100.

Criterion	Weight	Evaluation question	Location A 1-5	Location B 1-5	Location C 1-5
Concept and brand fit	20%	Does the environment communicate the intended campaign meaning?			
Product and talent visibility	15%	Will silhouette, color, texture and skin reproduce clearly?			
Light and technical control	15%	Can the team create consistent results during the scheduled hours?			
Composition and format coverage	15%	Can the location support every priority crop, angle and movement?			
Access and workflow	10%	Can talent, crew and equipment move safely and efficiently?			
Permissions and rights	10%	Are commercial use, activities and responsibilities clear in writing?			
Budget and schedule	10%	Does the full production impact fit the approved scope?			
Contingency strength	5%	Is there a credible response to weather, delay or access failure?			
TOTAL WEIGHTED SCORE	100%	Convert each rating to its weighted contribution; maximum 100.			

Weighted score formula: $\text{rating} / 5 \times \text{criterion weight} \times 100$. Complete the critical gates on the final decision page before selecting a location.

TECHNICAL LOCATION SCOUT CHECKLIST

Complete during the final scout. Mark Pass, Issue, Not checked or N/A and attach evidence to the production pack.

Category	Technical check	Location A	Location B	Location C	Evidence / owner / notes
Visual coverage	Horizontal, vertical, square, full-length, detail and movement frames tested.				
Visual coverage	Background color and surfaces support product and skin-tone accuracy.				
Light	Scout time, weather, sun direction, shade and reflections documented.				
Power	Outlet locations, circuit capacity and distribution rules confirmed.				
Sound	Traffic, aircraft, ventilation, construction and reverberation assessed.				
Connectivity	Wi-Fi/mobile reception supports tethering or remote approval.				
Access	Load-in route, doors, stairs, lift dimensions and parking confirmed.				
Workflow	Hair/makeup, wardrobe, holding, catering and monitor zones assigned.				
Restrictions	Rules for stands, rigging, smoke, drones, music and furniture documented.				
Safety	Exits, surfaces, traffic, water, height and public interaction assessed.				
Safety	Wind, heat, cold and precipitation limits documented.				
Permissions	Authorized contact and signed location agreement confirmed.				
Permissions	Commercial stills, motion, BTS, media, territory and duration covered.				
Insurance	Insurance, permits, deposits, security and restoration terms met.				
Contingency	Weather cover or protected backup zone confirmed.				
Contingency	Alternate date or replacement location identified.				
Contingency	Decision owner, trigger and cancellation deadline documented.				
Final record	Scout images, measurements, maps and contacts are in the production pack.				

FINAL LOCATION DECISION

Document why the selected environment best supports the concept, product, asset plan and production conditions.

NON-NEGOTIABLE GATES

Gate	Requirement	A: Pass / Hold / Fail	B: Pass / Hold / Fail	C: Pass / Hold / Fail
Safety	Hazards, weather, public interaction and emergency access are manageable.			
Written authorization	The property controller can authorize the planned commercial production.			
Usage rights	Still, motion, BTS, media, territory and duration are covered.			
Permits + insurance	Required permits, insurance, deposits and site rules can be met.			
Access + workflow	Load-in, holding, changing and equipment movement are workable.			
Contingency	A credible weather, delay or access-failure response is documented.			

Recommended location	
Weighted score / 100	
Eligibility	Eligible / Hold / Reject
Decision owner	
Approval date	

DECISION RATIONALE + OUTSTANDING ACTIONS