

The 3-3-3 Creative Testing Framework

A creative-testing system: 3 concepts x 3 variations x 3 hooks, so you learn what works instead of guessing. Origin: Pilothouse

FRAMEWORK TEMPLATE

● **CONCEPTS (X3):** Three genuinely different ideas.

- **VARIATIONS (X3):** Three executions of each concept.

- **HOOKS (X3):** Three openings per variation.