

Date: _____	CLIENT		Competitor A*		Competitor B*	
	CONSISTENCY ¹	QUALITY ¹	CONSISTENCY ¹	QUALITY ¹	CONSISTENCY ¹	QUALITY ¹
IDENTITY:	()	()	()	()	()	()
Contemporary Appearance	()	()	()	()	()	()
	()	()	()	()	()	()
Effectiveness of Logo	()	()	()	()	()	()
	()	()	()	()	()	()
Application of logo	()	()	()	()	()	()
Other: _____	()	()	()	()	()	()
	()	()	()	()	()	()
TRADE DRESS:						
Buildings/lobbies	()	()	()	()	()	()
Packaging	()	()	()	()	()	()
Signage	()	()	()	()	()	()
Vehicles	()	()	()	()	()	()
Other: _____	()	()	()	()	()	()
STATIONERY:						
Cards/badges	()	()	()	()	()	()
Forms/reports	()	()	()	()	()	()
Labels	()	()	()	()	()	()
Letterhead/envelopes	()	()	()	()	()	()
Memoranda/memos/notes	()	()	()	()	()	()
Other: _____	()	()	()	()	()	()
CORPORATE MATERIALS:						
Annual/quarterly reports	()	()	()	()	()	()
Corporate house organs	()	()	()	()	()	()
Corporate brochures	()	()	()	()	()	()
Product Brochures	()	()	()	()	()	()
Employee newsletters	()	()	()	()	()	()
Image (corporate) ads	()	()	()	()	()	()
Product/Service ads	()	()	()	()	()	()
Press contact/releases	()	()	()	()	()	()
Trade show exhibits	()	()	()	()	()	()
Other: _____	()	()	()	()	()	()
DIGITAL MARKETING:						
Corporate Website	()	()	()	()	()	()
Product-Specific webpages	()	()	()	()	()	()
Industry-Specific webpages	()	()	()	()	()	()
Web Information & Links	()	()	()	()	()	()
E-Marketing strategy	()	()	()	()	()	()
Other: _____	()	()	()	()	()	()
MARKETING MATERIALS:						
Customer newsletters/magazines	()	()	()	()	()	()
Press contact/releases (product specific)	()	()	()	()	()	()
Product ads—broadcast	()	()	()	()	()	()
Product ads—print	()	()	()	()	()	()
Product brochures	()	()	()	()	()	()
Product selling sheets	()	()	()	()	()	()
Trade show exhibits (product specific)	()	()	()	()	()	()
Technical literature	()	()	()	()	()	()
Other: _____	()	()	()	()	()	()
TOTAL RATING POINTS	()	()	()	()	()	()
OVERALL EVALUATION²	()	()	()	()	()	()

¹ Ratings: 1 = Lowest; 5 = Highest

² Evaluation: 4.0 = excellent; 3.0 = good; 2.5 = needs improvement; 2.0 = very bad