



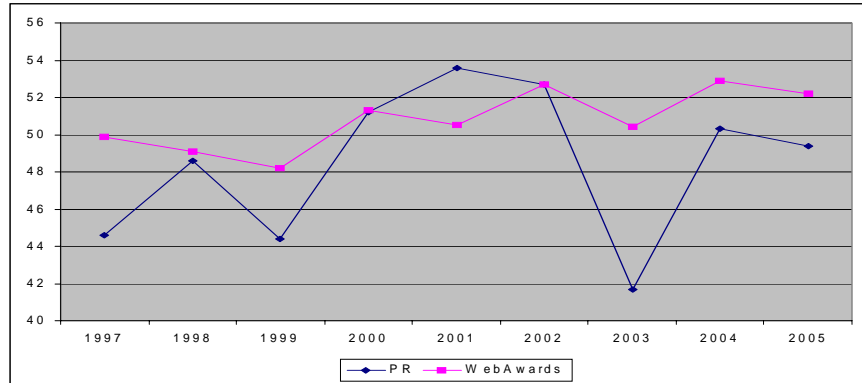
# WebAward Internet Standards Assessment Report

## Public Relations Industry Benchmark Results

### Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

<u>Year</u>	<u>PR</u>	<u>WebAwards</u>
1997	44.6	49.9
1998	48.6	49.1
1999	44.4	48.2
2000	51.2	51.3
2001	53.6	50.5
2002	52.7	52.7
2003	41.7	50.4
2004	50.3	52.9
2005	49.4	52.2

*Score out of a possible 70 points*

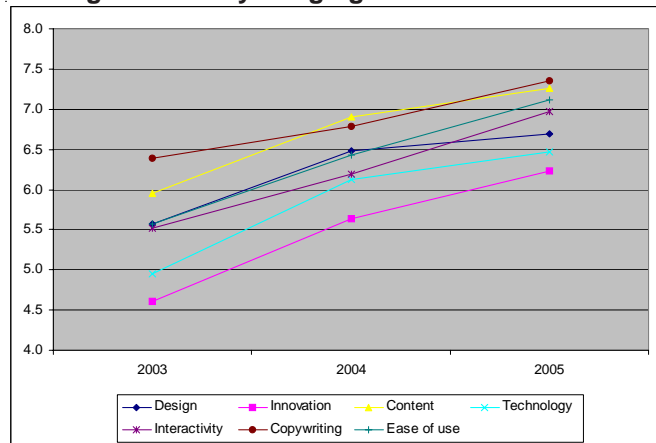


### Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	5.6	6.5	6.7	6.2
Innovation	4.6	5.6	6.2	5.5
Content	6.0	6.9	7.3	6.7
Technology	5.0	6.1	6.5	5.8
Interactivity	5.5	6.2	7.0	6.2
Copywriting	6.4	6.8	7.3	6.8
Ease of use	5.6	6.4	7.1	6.4

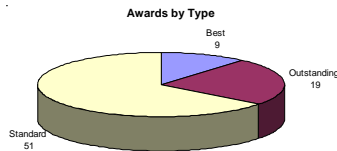
*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart

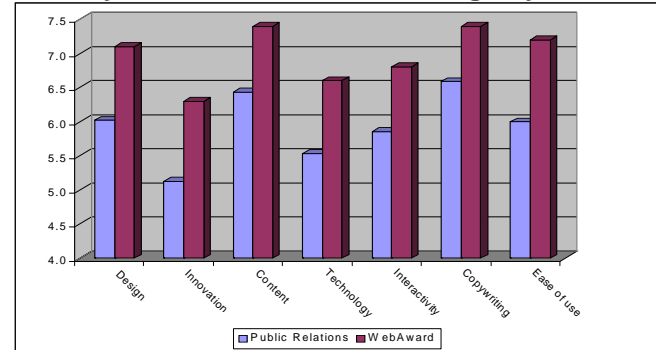


### Commentary

The public relations industry has generally under performed the overall ISAR Index. The averages were drastically reduced with a dreadful showing in 2003. This under performance in 2003 has significantly impacted all of the 3-year average criteria scores and placed PR at the bottom of most criteria performance indexes and third lowest in average score in the WebAwards. It is important to note that while the entire industry has under performed, many individual companies have risen above and their Web development efforts help them stand out from their peers.



### Industry vs WebAward 3-Year Average By Criteria



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Peter A Mayer Advertising	Community Coffee History Site
2004	Cisco Corporate PR	News@Cisco
2003	Weber Shandwick and Benjamin   Irvine	Toshiba Tablet PC Launch
2002	Wealth Management News Service	WMNS.org
2001	Cohn & Wolfe	Cohn & Wolfe Website
2000	Blue Hypermedia	Middleberg Euro
1999	Blue Hypermedia	Middleberg Online
1998	Waggener Edstrom	The New Media Group @ Waggener Edstrom
1997	Medialink Worldwide	Medialink Worldwide Web Site

### About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to [www.webaward.org](http://www.webaward.org)



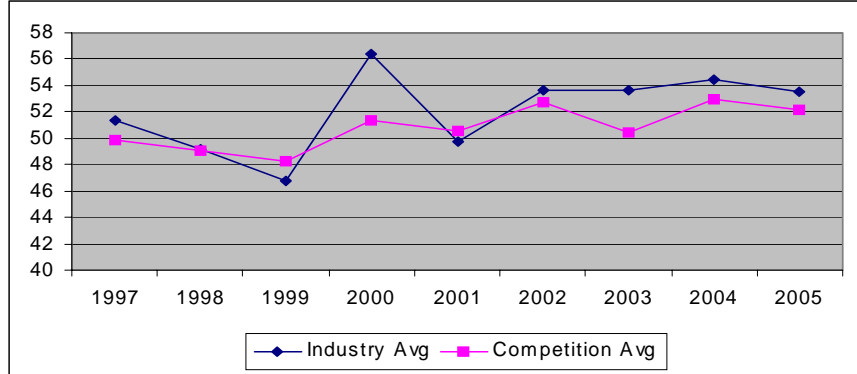
# WebAward Internet Standards Assessment Report

## Advertising Industry Benchmark Results

### Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Adv	WebAwards
1997	51.4	49.9
1998	49.2	49.1
1999	46.8	48.2
2000	56.4	51.3
2001	49.7	50.5
2002	53.7	52.7
2003	53.7	50.4
2004	54.4	52.9
2005	53.5	52.2

*Score out of a possible 70 points*

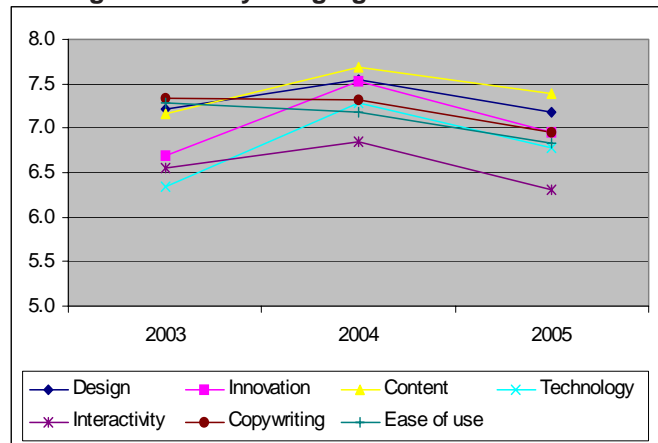


### Average Scores by Judging Criteria

	2003	2004	2005	Average
Design	7.2	7.6	7.2	7.3
Innovation	6.7	7.5	7.0	7.1
Content	7.2	7.7	7.4	7.4
Technology	6.3	7.3	6.8	6.8
Interactivity	6.6	6.9	6.3	6.6
Copywriting	7.3	7.3	7.0	7.2
Ease of use	7.3	7.2	6.8	7.1

*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart



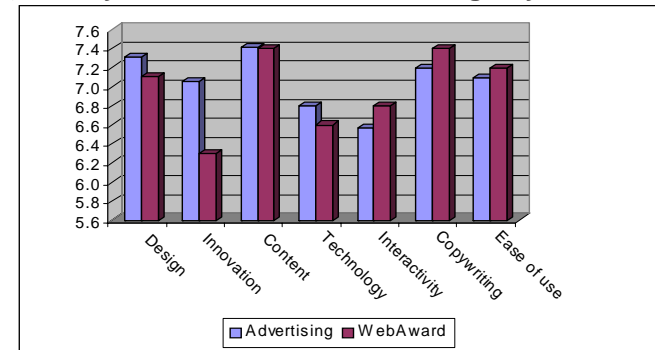
### Commentary

A place where Flash intro screens are still the norm, advertising Web sites outperformed the overall average in seven of nine years. The sites tend to score well in content and design, but lag in interactivity, copywriting, and ease of use. Because these sites tend to be showcases for a firm's work, they score significantly above the average in innovation.

Flash seems to be the dominate technology in advertising sites in order to enhance the user experience with movement and sound. Unfortunately, this sometimes has a negative effect on the site's ease of use and navigation.



### Industry vs WebAward 3-Year Average By Criteria



### Best of Industry Winners

Year	Winner	Web site
2005	Young & Rubicam Brands/Wunderman, Detroit	Meet the Lucky Ones
2004	Hanon McKendry/The Brand Consultants	Lake Effect Website
2004	Oasis	Toyota Scion
2003	Google	Google AdWords
2002	Fusebox, Inc.	JCDecaux Airport US
2001	Cole & Weber / Red Cell	Cole & Weber/Red Cell Corp Site
2000	Bravo! Marketing, Inc.	Bravo! Marketing, Inc.
1999	UPSHOT	UPSHOT.NET
1998	BlairLake	Lee Pipes
1997	Ogilvy & Mather	Ogilvy & Mather BrandNet

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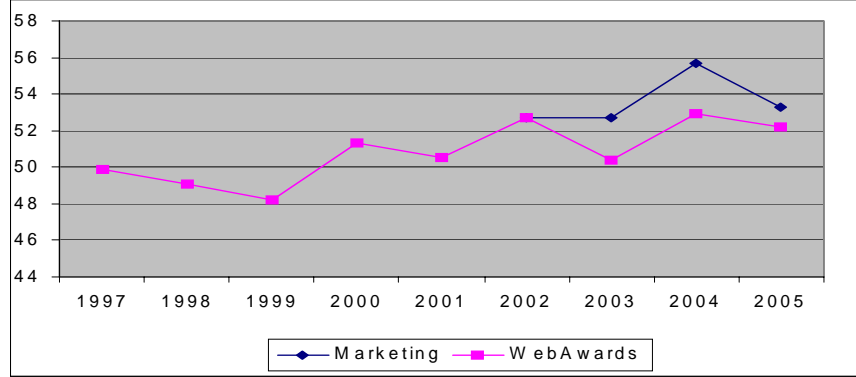
# WebAward Internet Standards Assessment Report

## Marketing Industry Benchmark Results

### Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Market	WebAwards
1997		49.9
1998		49.1
1999		48.2
2000		51.3
2001		50.5
2002	52.7	52.7
2003	52.7	50.4
2004	55.7	52.9
2005	53.3	52.2

*Score out of a possible 70 points*

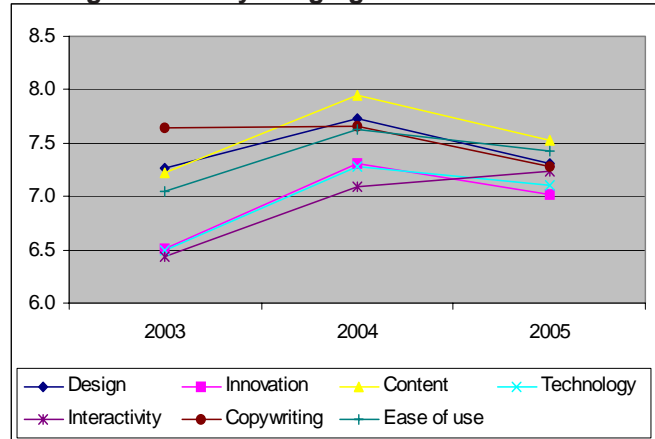


### Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.3	7.7	7.3	7.4
Innovation	6.5	7.3	7.0	6.9
Content	7.2	8.0	7.5	7.6
Technology	6.5	7.3	7.1	7.0
Interactivity	6.4	7.1	7.2	6.9
Copywriting	7.6	7.7	7.3	7.5
Ease of use	7.0	7.6	7.4	7.4

*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart



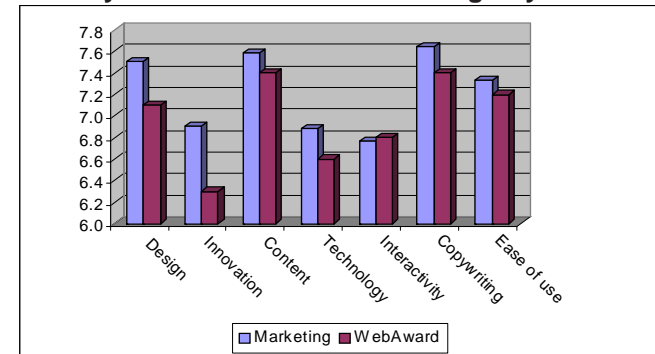
### Commentary

Marketing was added to the WebAwards in 2002 and has produced above average Web sites to date. Content, copywriting, design, and ease of use are all strong points in marketing Web sites. Interactivity is the only criteria in which marketing Web sites fall below the 3-year criteria average.

It is no surprise that the marketing industry has spent an incredible amount of energy on Web development. The Internet has become a new marketing channel to reach customers and marketers everywhere who have embraced this are excelling in Web development.



### Industry vs WebAward 3-Year Average By Criteria



### Best of Industry Winners

Year	Winner	Web site
2005	Nurun   Ant Farm Interactive	Nurun   Ant Farm Interactive Website
2004	Vérité, Inc.	Symantec Client Security 2.0 Channel Launch Kit
2003	Zugara	The Getaway
2002	Disc Marketing, Inc.	Disc Marketing Corporate Website

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