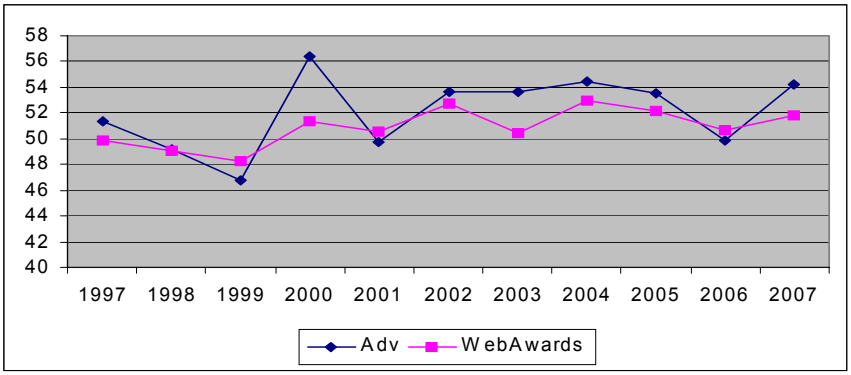
WebAward Internet Standards Assessment Report

2008 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
2006	49.9	50.7
2007	54.2	51.8

Score out of a possible 70 points

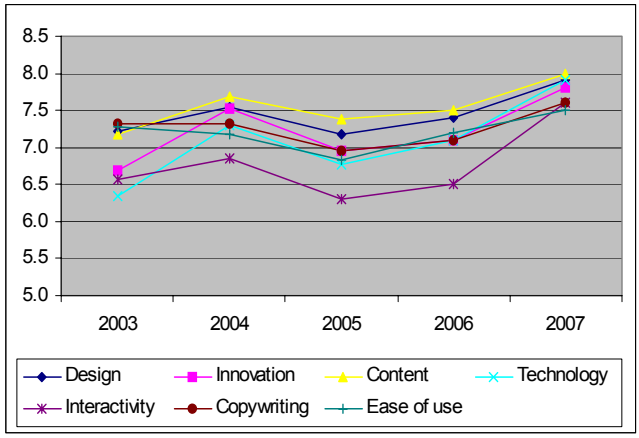


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.2	7.6	7.2	7.4	7.9
Innovation	6.7	7.5	7.0	7.1	7.8
Content	7.2	7.7	7.4	7.5	8.0
Technology	6.3	7.3	6.8	7.1	7.9
Interactivity	6.6	6.9	6.3	6.5	7.6
Copywriting	7.3	7.3	7.0	7.1	7.6
Ease of use	7.3	7.2	6.8	7.2	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

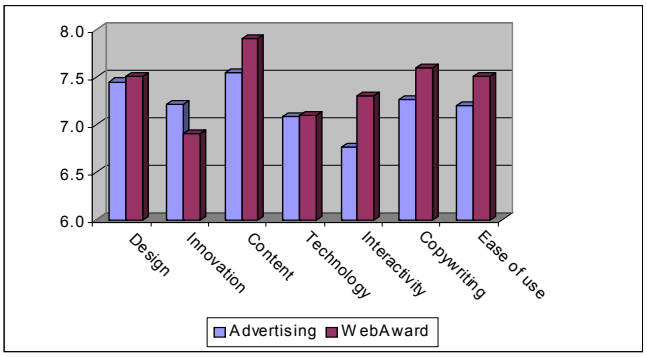


Analysis

Advertising Web sites have generally been in line with the ISAR index. They have met or exceeded the index in eight of the past eleven years, but underperformed in 2006. Advertising sites are continuously strong in design and content due to their goal to display a firm's best work. Advertising sites also show increasing scores and strength in innovation and technology. In prior years, advertising sites have historically scored lowest in interactivity; however, in 2007 these scores have caught up with the other criteria areas.

Advertising Web sites tend to be a showcase to attract new clients and to reaffirm existing ones. They are often high on concept and low on content other than their best work. We still see one too many splash pages on these sites.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Spot Runner	Spot Runner Website
2006	Spot Runner	Spot Runner Website
2005	Young & Rubicam Brands/ Wunderman, Detroit	Meet the Lucky Ones
2004	Hanon McKendry	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

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its 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

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