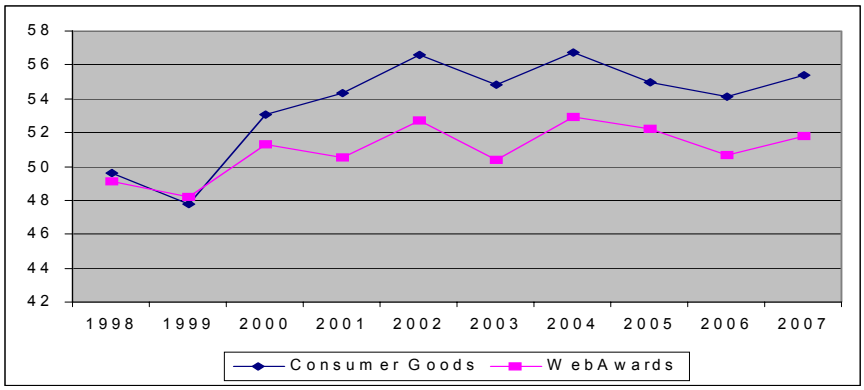
WebAward Internet Standards Assessment Report

2008 Consumer Goods Industry Benchmark Results

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

Year	Con Goods	WebAwards
1997	54	49.9
1998	49.6	49.1
1999	47.8	48.2
2000	53.1	51.3
2001	54.3	50.5
2002	56.6	52.7
2003	54.8	50.4
2004	56.7	52.9
2005	55	52.2
2006	54.1	50.7
2007	55.4	51.8

Score out of a possible 70 points

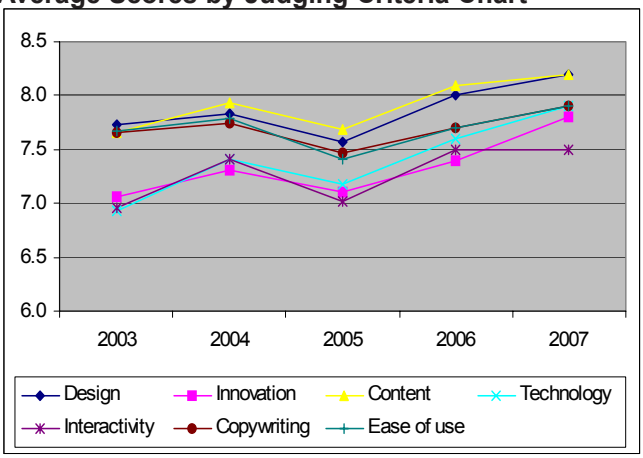


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.7	7.8	7.6	8.0	8.2
Innovation	7.1	7.3	7.1	7.4	7.8
Content	7.7	7.9	7.7	8.1	8.2
Technology	6.9	7.4	7.2	7.6	7.9
Interactivity	7.0	7.4	7.0	7.5	7.5
Copywriting	7.7	7.7	7.5	7.7	7.9
Ease of use	7.7	7.8	7.4	7.7	7.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

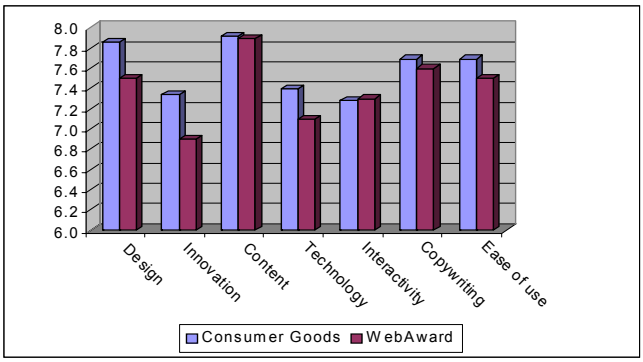


Analysis

Consumer goods Web sites have steadily beaten the ISAR index for the past eight years straight. The industry exceeds the 5-year average in all of the criteria benchmark areas which is a feat accomplished by only a few industries. Their strongest scores are in design and content, followed by high scores in copywriting and ease of use.

Consumer goods sites have been extremely good at engaging the visitor with their Web sites. This is largely due to their extreme brand awareness and extensive research into target audience.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	bbdigital	Aquafresh White Trays Product Launch
2006	Hanson Inc.	Merillat
2005	RMG Connect	Nestle Kids Ice Cream
2004	Bent Media	TABASCO® PepperFest®
2003	DraftDigital	Wisk
2002	The Glidden Company	Glidden Consumer Web site
2001	Targetbase	Pampers.com
2000	Ralston Purina	Purina Dog Chow
1999	Collaborative Media	etown.com
1999	Shandwick Interactive	It's Gotta Be The Puppy Chow!
1998	THINK New Ideas	Gillette Mach 3
1997	Organic, Inc.	Philips Home Theater Web Site

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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