



WebAward Internet Standards Assessment Report

2009 Food Industry Benchmark Results

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

Year	Food	WebAwards
1999	45.6	48.2
2000	46.9	51.3
2001	50.5	50.5
2002	53.8	52.7
2003	52	50.4
2004	55.2	52.9
2005	55	52.2
2006	55.7	50.7
2007	56	51.8
2008	54.7	51.6

Score out of a possible 70 points

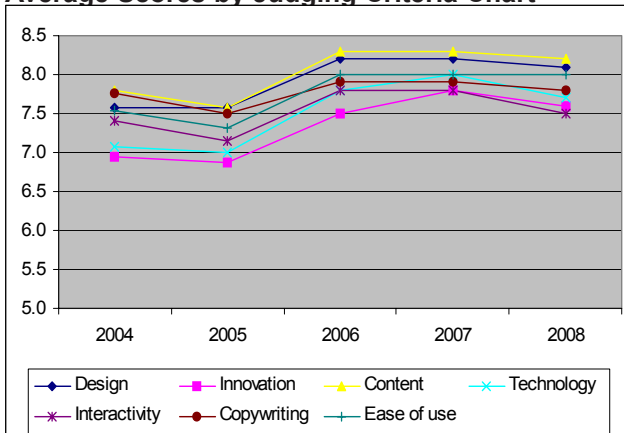


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.6	7.6	8.2	8.2	8.1
Innovation	6.9	6.9	7.5	7.8	7.6
Content	7.8	7.6	8.3	8.3	8.2
Technology	7.1	7.0	7.8	8.0	7.5
Interactivity	7.4	7.2	7.8	7.8	7.7
Copywriting	7.8	7.5	7.9	7.9	7.8
Ease of use	7.5	7.3	8.0	8.0	8.0

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

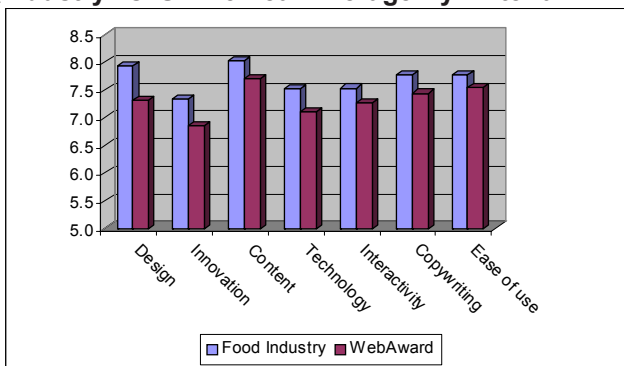


Analysis

Food industry Web sites have generally outperformed the ISAR index for the past seven years. They matched the index in 2001 and fell below in 1999 and 2000. The consistently strong web development scores over the past five years has resulted in the industry beating the 5-year criteria benchmark averages in all areas. Food industry Web sites are best at content and design and tend to be weaker in innovation, interactivity, and technology.

Like many industries, the best food Web sites are extensions of their offline brands. They use Flash, audio, and video embedded into the web page to create a brand experience. Now if they only could introduce a way to taste the food online....

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	XylemCCI	Jack Link's Beef Jerky Web site
2007	Biggs Gilmore	Pop-Tarts
2006	Publicis Net	Coca Cola BlaK
2005	These Days & Sara Lee	Jacqmotte Escape
2004	Emerald of California	Emerald of California Website
2003	Fairytale Brownies	brownies.com
2002	Fry, Inc.	Hickory Farms
2001	Luminant Worldwide	Skittles
2000	IS Solutions plc	Nestle Lion Bar Website
1999	Third Street Interactive	Skippy Peanut Butter
1998	Fry Multimedia	Godiva Chocolatier
1997	Lumina	Beef Information Centre

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