

IMC Report Card

COMPANY NAME/BRAND

1. *Is the message consistent across messaging channels?*

Not at all Some effort Similar in most cases Consistent

2. *Was the message translated for each messaging channel?*

Not at all – same in every one In a few Mostly Always

3. *Was the message targeted to reach the audience?*

Not at all Poorly but some attempt Mostly Always

4. *Did the marketing team understand the consumer's buying behavior?*

Not at all Poorly but some attempt Mostly Always

5. *Was the creative strategy consistent across messaging channels?*

Not at all Some effort Similar in most cases Consistent

6. *Were the chosen channels appropriate for the audience?*

Not at all A couple were Mostly Very much so

7. *Were the sales promotions introduced effectively?*

Not at all Too much so Somewhat Well aligned

8. *Was there a public relations component to the strategy?*

None Unintended, but yes More than expected Well integrated

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9. Did there appear to be synchronization across components?

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- None A little, but unintended Somewhat Well-managed

10. Does the company have owned media that's actively used?

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- Insufficient amount A little, could improve Sufficient amount Exceptional amount and quality

11. Does the company's messaging have a strong visual and/or multimedia component?

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- Less than desirable Fairly strong Strong Very strong

12. Were customers/consumers providing aligned unplanned messages?

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- Less than desirable As expected Better than expected Consistently better

13. Comments / Notes