

## IMC Report Card

COMPANY NAME/BRAND

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

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Not at all       Some effort       Similar in most cases       Consistent

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

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

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

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Not at all       Poorly but some attempt       Mostly       Always

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

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Not at all       Poorly but some attempt       Mostly       Always

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

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Not at all       Some effort       Similar in most cases       Consistent

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

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Not at all       A couple were       Mostly       Very much so

7. *Were the sales promotions introduced effectively?*

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Not at all       Too much so       Somewhat       Well aligned

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

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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*