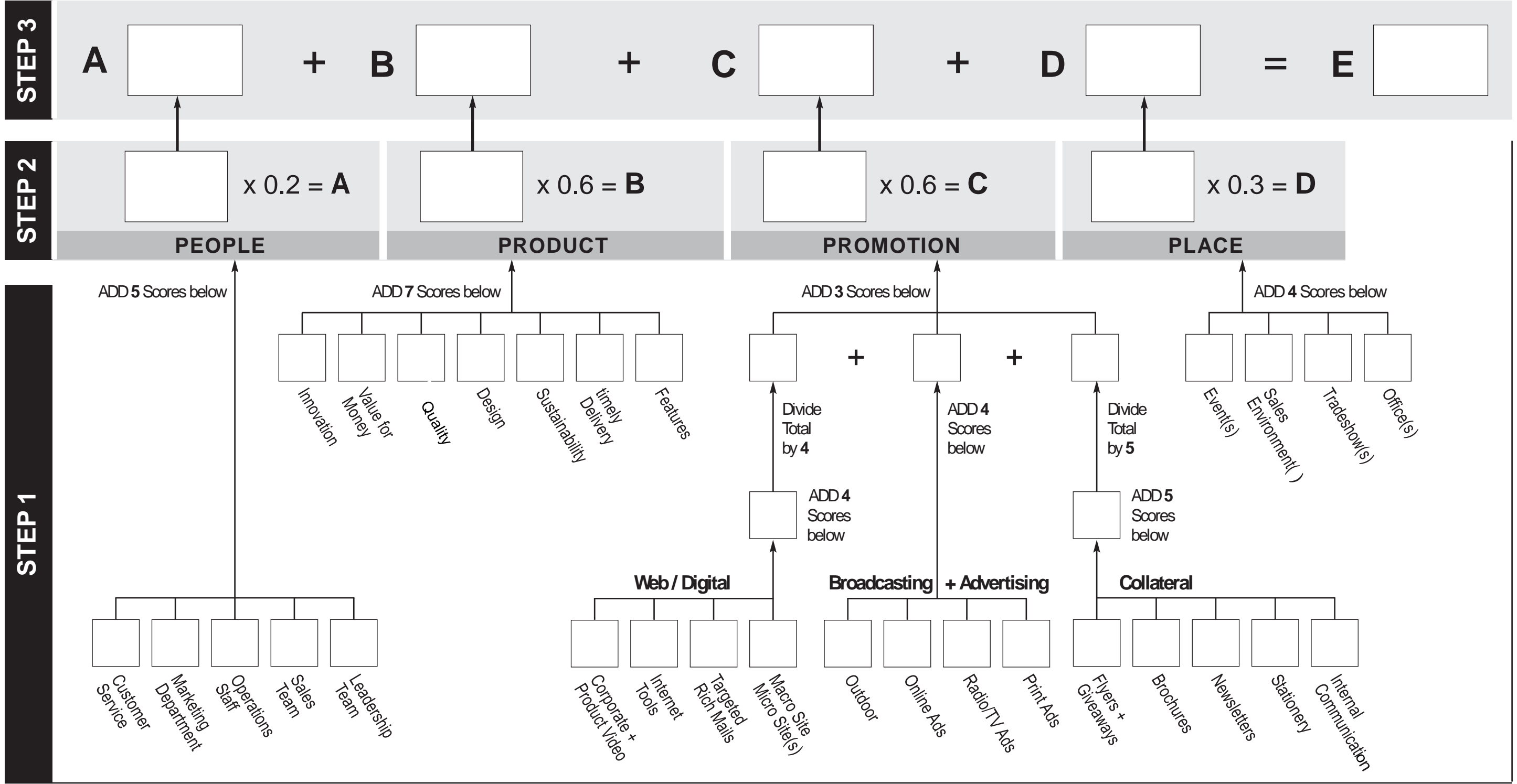


Benchmark SCORE

$$E = \boxed{}$$

Execute formula in Step 3 to calculate your benchmark score.



INSTRUCTIONS

- Step 1:** Rank your brand from 1 to 10 in each category across the bottom half of this table. Perform indicated calculations where required.
- Step 2:** Calculate scores for the four main categories (People, Product, Promotion, Place).
- Step 3:** Add scores in each category to determine your Benchmark Score.

SCORING

- 0-2** = Not in channel, poor performance
- 3-5** = Poor to average
- 6-8** = Good to very good
- 9-10** = Excellent

WHAT YOUR SCORE MEANS

- 0-25:** Brand is failing and needs to improve across the board.
- 25-50:** Branding is performing poorly and needs improvement.
- 50-75:** Brand needs to address its flaws and upgrade areas of weakness.
- 75-100:** Brand is performing well, although it may need tweaking in areas of weakness in order to increase cut through.