

# Communications Audit Result

	<i>Client</i>		<i>Competitor A*</i>		<i>Competitor B*</i>	
<b>Dates:</b> _____						
<b>Job #:</b> _____						
	<i>Consistency†</i>	<i>Quality†</i>	<i>Consistency†</i>	<i>Quality†</i>	<i>Consistency†</i>	<i>Quality†</i>
<b>Identity:</b>						
Contemporaneousness of logo	_____	_____	_____	_____	_____	_____
Application of logo	_____	_____	_____	_____	_____	_____
Other: _____	_____	_____	_____	_____	_____	_____
<b>Trade dress:</b>						
Buildings/lobbies	_____	_____	_____	_____	_____	_____
Packaging	_____	_____	_____	_____	_____	_____
Signage	_____	_____	_____	_____	_____	_____
Vehicles	_____	_____	_____	_____	_____	_____
Other: _____	_____	_____	_____	_____	_____	_____
<b>Stationery:</b>						
Cards/badges	_____	_____	_____	_____	_____	_____
Forms/reports	_____	_____	_____	_____	_____	_____
Labels	_____	_____	_____	_____	_____	_____
Letterhead/envelopes	_____	_____	_____	_____	_____	_____
Memoranda/memos/notes	_____	_____	_____	_____	_____	_____
Other: _____	_____	_____	_____	_____	_____	_____
<b>Corporate materials:</b>						
Annual/quarterly reports	_____	_____	_____	_____	_____	_____
Corporate house organs	_____	_____	_____	_____	_____	_____
Corporate brochures	_____	_____	_____	_____	_____	_____
Employee newsletters	_____	_____	_____	_____	_____	_____
"Image" (corporate) ads	_____	_____	_____	_____	_____	_____
Legal/financial (e.g., Prospecti, 10k)	_____	_____	_____	_____	_____	_____
Press contact/releases (corporate)	_____	_____	_____	_____	_____	_____
Trade show exhibits (corporate)	_____	_____	_____	_____	_____	_____
Web home page	_____	_____	_____	_____	_____	_____
Other: _____	_____	_____	_____	_____	_____	_____
<b>Marketing materials:</b>						
Customer newsletters/magazines	_____	_____	_____	_____	_____	_____
Press contact/releases (product specific)	_____	_____	_____	_____	_____	_____
Product ads—broadcast	_____	_____	_____	_____	_____	_____
Product ads—print	_____	_____	_____	_____	_____	_____
Product brochures	_____	_____	_____	_____	_____	_____
Product selling sheets	_____	_____	_____	_____	_____	_____
Trade show exhibits (product specific)	_____	_____	_____	_____	_____	_____
Technical literature	_____	_____	_____	_____	_____	_____
Web info/links	_____	_____	_____	_____	_____	_____
Other: _____	_____	_____	_____	_____	_____	_____
<b><i>Total rating points</i></b>	_____	_____	_____	_____	_____	_____
<b><i>Number of items</i></b>	_____	_____	_____	_____	_____	_____
<b><i>Overall evaluation**</i></b>	_____	_____	_____	_____	_____	_____

\*Evaluate only competitive materials. †Ratings: 1=lowest; 5=highest. \*\*4.0+ excellent; 3.5 good; 3.0 marginally okay; 2.5 needs much improvement; 2.0 badly hurting business.

