



## Web Marketing Association's WebAward

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### 2007 WebAward Judging Report for

#### Avenue A | Razorfish Wiki Entry #9129

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#### How the Judging Works

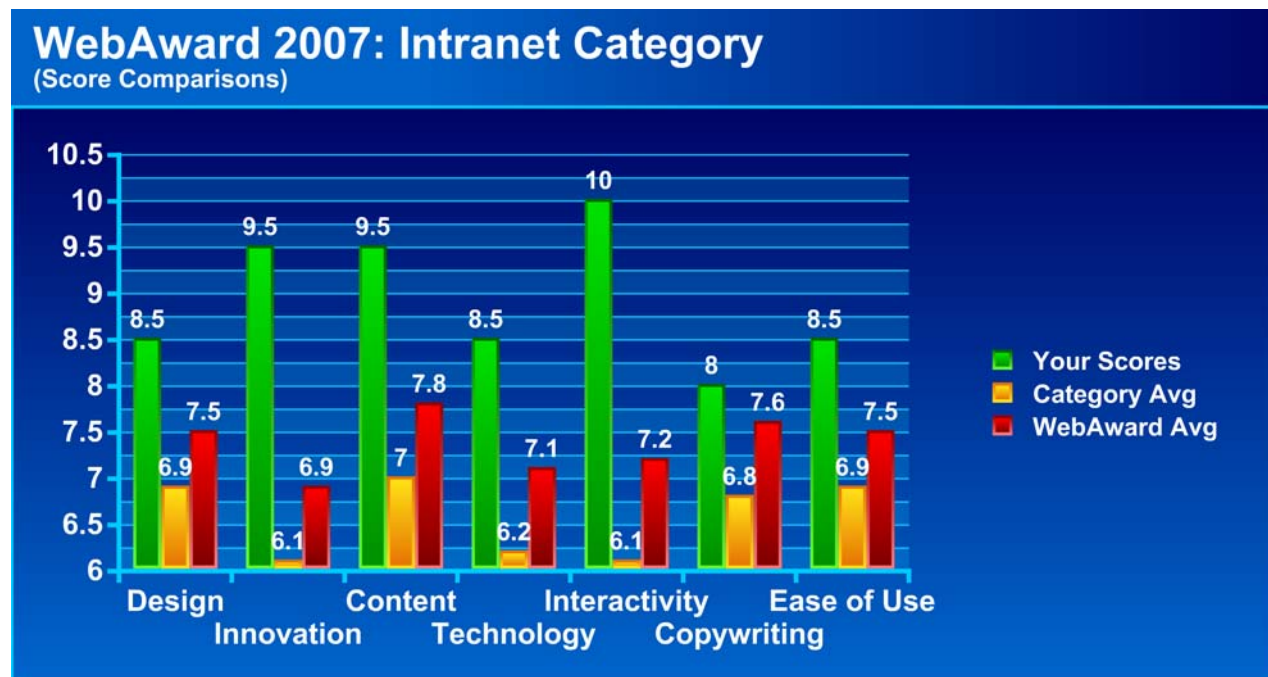
Each site is assigned to three or more expert judges for evaluation. The judges are informed of the mission statement and prospective audience for the site and provided a link with password, if needed, to enter and review the site. Judges are not told who submitted the entry or which category it is entered into. They visit the site starting with the URL provided on the entry form and assume the role of a target user. After reviewing the site, they enter their scores for seven different judging criteria and sometimes overall comments before moving on to the next site. At the conclusion of the judging, the two highest scores are averaged for the final score. Any lower scores are dropped, although the comments are retained and provided to the participants.

Each site is judged on each of the seven criteria, earning a score between 0 and 70 points. The highest score in a given category wins Best Website of that industry. If the remaining entries receive a score of 60 or greater, they receive the Outstanding Website WebAward. Entries receive the Standard of Excellence WebAward when their score is above the average of their industry, but below 60 points.

#### Entry Scores

Entries were judged on the following seven criteria on a scale of 0-10 points:

##### Intranet



<u>Criteria</u>	<u>Your Score</u>	<u>Industry Average</u>	<u>WebAward Avg</u>
Design	8.5	6.9	7.5
Innovation	9.5	6.1	6.9
Content	9.5	7.0	7.8
Technology	8.5	6.2	7.1
Interactivity	10.0	6.1	7.2
Copywriting	8.0	6.8	7.6
Ease of use	8.5	6.9	7.5
Overall Score	62.5	46.0	51.6

Industry average based on all sites entered within category. WebAwards average based on all sites entered in 2007 WebAwards.

## Judges Comments

*Below are the comments (if any) submitted by the judges reviewing your entry. Please note that these comments are the unedited views of the individual judges and not those of the Web Marketing Association. Also please remember that your final score was determined by the average of the highest two scores provided by the judges and comments received may not be necessarily indicative of the final score you received.*

"This is a great tool for employees. the social networking aspect is dynamic and interesting. I'm sure many companies will follow this innovative example as an extension of their own intranets."

"Great use of Web 2.0 technology. Really positions Ave A as a company who leads by example. It would have been better to submit the site as html pages rather than Jpegs. HBR article very helpful. "

These comments can be used in your marketing efforts for press releases, newsletter articles, ect. and to help you better understand how the judges viewed you site. These comments can not be released to anyone other than the nominator of the entry.

Congratulations again on your achievement in this year's WebAward competition.

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