



Benchmarking With A Normative Database

Business goal: Evaluate performance between competing alternatives and against known entities

Research objectives:

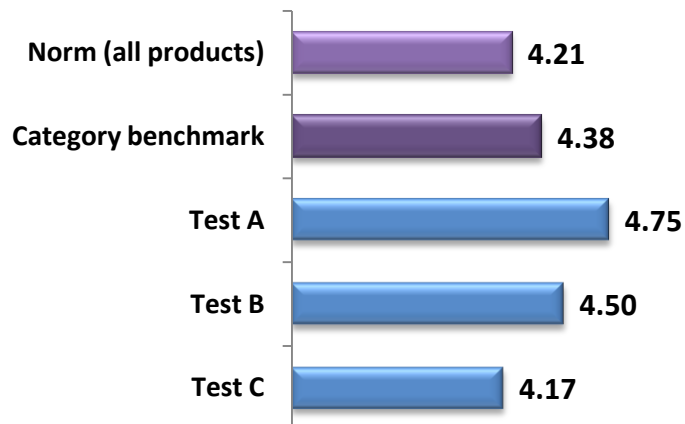
- Establish normative measures of performance
- Create an overall performance score
- Compare new products against each other and against benchmark norms

Design and methodology:

- Many companies have a particular type of study or methodology that they use on a regular basis to evaluate products, advertisements, packages, displays, etc.
- Historical data from these studies can be used to develop a normative database using key (recurring) attributes.
- Individual attributes are combined via a weighting algorithm, creating a composite score that summarizes performance in one simple statistic

Sample of Results:

**Specific Attribute: Product Is of High Quality
Performance vs. Norms**



	Composite Score – All Attributes (Scores run from 0 to 100)	Performance Index – All Products (Parity with norm = 100)
Norm (All Products)	81.9	---
Test A	87.5	107
Test B	83.3	105
Test C	79.4	105