



## Communications SCORE© Card

|  | <b>S</b> trategy:<br>Did we pick the best vehicle to communicate our objective?<br>Rate 1-5. | <b>C</b> redibility:<br>Were our messages heard and understood as we intended?<br>Rate 1-5. | <b>O</b> pportunity:<br>Did we exercise every opportunity to leverage this content in other vehicles?<br>Rate 1-5. | <b>R</b> each:<br>Have we achieved impact with the broadest audience in media they access?<br>Rate 1-5. | <b>E</b> ffort:<br>Is it worth the cost in dollars and people capital?<br>Rate 1-5. | <b>SCORE</b><br>= Sum ÷ 5 |
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**5** = Well done. Proceed as usual.  
**4** = Pretty good. Retool in individual areas as needed.  
**3** = Time to rethink and revamp—in depth.