



**Bizrate® Circle of Excellence  
2010**

Marketing Guidelines

# CONGRATULATIONS!

Welcome to the 2010 Bizrate® Circle of Excellence, a select group of online retailers recognized for their outstanding achievement in customer satisfaction.

Since 2000, Bizrate® Insights has been recognizing online retailers who consistently obtain direct customer feedback and receive top ratings from those customers. In essence, this award is from your own customers!

Given your significant achievements, we are providing you with the Bizrate® Circle of Excellence medal, which can be displayed across your site, communications, marketing collateral and more! The following media kit provides some tips for use and guidelines on how to accurately represent this award.

## Welcome into the 2010 Circle!

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# The Bizrate® Circle of Excellence 2010 Medals

The Bizrate® Circle of Excellence medal is widely recognized as a symbol of trust and dedication to customer service. Only 2.7% of retailers within the Bizrate North American Retail Network earned the award.

You may use the award on your website, in electronic marketing materials, and in print. We provide a specific html code that can be easily incorporated in your electronic promotions and full-resolution graphics for your print promotions.

## Electronic Implementation

To easily and correctly display the award anywhere on your website, in emails, online ads, or online marketing materials, we offer an easy-to-grab code that can be seamlessly included anywhere you wish the medal to appear.

Access this code at: <http://www.bizrateinsights.com/2010-coe/>

## Full Resolution Files

To include the Bizrate® Circle of Excellence medal in other collateral across a variety of media, we also provide you with high resolution files for: Web, Print, and Grayscale. Please choose the appropriate forms based on the medium you choose for the best results.

Download all files at: <http://www.bizrateinsights.com/2010-coe/>

The 2010 Bizrate® Circle of Excellence medal looks like this:



# Identity Style Guide for Web & Print

The Bizrate® Circle of Excellence medal represents a standard of superior quality. In order to properly maintain this standard, it is important that the medal be used correctly. The proper use of the medal will strengthen your identity, as well as confirm the outstanding service level associated with the award to your customers.

## The Medal

Only the medal provided should be used to represent the 2010 Bizrate® Circle of Excellence award unless express written permission is granted by Shopzilla, Inc. The Bizrate Circle of Excellence medal uses a specifically designed typeface. Do not attempt to recreate the medal using other fonts. Only use the approved medal provided in electronic form.

## Preferred & Minimum Size for Print and Web

The minimum and preferred size for the Bizrate® Circle of Excellence medal is: 60 px wide by 85 px high\*

## Medal & Background Colors

The Bizrate® Circle of Excellence medal should only appear on a white background. The Bizrate Circle of Excellence medal uses specifically designed colors, which should not be altered in any way.

## Trademark Information

Proper trademarks and credit lines must be used with the Bizrate® Circle of Excellence medal. Bizrate is a registered service mark of Shopzilla, Inc. When used in a paragraph of copy, the first mention must be followed by a clear and legible registration ® notice. Thereafter, it is not necessary to use the ® on the same page.

*\* A horizontal version (97 px wide by 56 px high) may be provided upon request.*

## Preferred & Minimum Size



# Marketing Tips for Circle of Excellence Award Winners

The Bizrate® Circle of Excellence Award is a great way to promote superior customer satisfaction and to give prospective buyers the confidence they seek to place an order. The Bizrate Circle of Excellence is an earned customer endorsement that can be used to boost conversion and to differentiate your site.

Here are a few ways that you can promote your Bizrate® Circle of Excellence Award:

## On your site

Display the Bizrate® Circle of Excellence medal on your homepage, all pages of your website, in the shopping cart and at checkout.

All medals should be linked to a specially created award page on our site, Bizrate.com. The page allows your customers and prospective customers to verify your winning status. The code we provide for the medal already does this.

## In Your Emails

If you send out emails to your customers and prospective customers, then be sure to include the medal prominently. Let them know that you appreciate their feedback and that you shine at customer satisfaction.

## In Print Ads

Bizrate® Circle of Excellence award winners may include the medal in their catalogs, print ads, business cards, or flyers.

## On Banner Ads

If you promote your site with banner advertising, you also may include the Bizrate® Circle of Excellence medal in your advertisement(s).

# Advertising & News Release Guidelines

## **The following description should be used when referring to the Bizrate® Circle of Excellence:**

The Bizrate® Circle of Excellence recognizes those online retailers within the Bizrate Insights Network who have demonstrated outstanding performance, as rated by their customers, throughout a one year period. In 2010, 5,000 online retailers in North America were considered for the award. Winners consistently obtained feedback from their customers throughout the award year and received the highest ratings. Platinum winners received a rating of 9.0 or above in all seven key satisfaction indicators. The ratings are from direct feedback, collected at the point-of-sale and after the delivery of goods, from customers concerning seven key satisfaction indicators:

1. Overall Satisfaction at the point-of-sale
2. Product Selection on the website
3. Ease of Finding Products on the website
4. Repurchase Intent (from the same retailer) after the order is received
5. Product Met Expectations, collected after the order is received
6. On-time Delivery of the order
7. Customer Support assistance

*Recognized, earned, and awarded* are the standard verbs for use with claims to the Bizrate® Circle of Excellence. *Named, raise, voted, judged, elected*, etc. may not be used.

## Contact Information

For any questions or for more information, contact your Bizrate® Insights account representative or reach our team at [bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com)!

