



Bizrate® Circle of Excellence  
**Platinum 2017**

Marketing Guidelines



# Congratulations!

Welcome to the 2017 Bizrate® Circle of Excellence Platinum Award—a select group of online retailers recognized for their outstanding achievement in customer satisfaction.

Since 2000, Bizrate Insights has been recognizing online retailers who continuously obtain direct customer feedback and receive top ratings from

those customers. In essence, this award is from your own customers!

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

## Welcome into the 2017 Circle!

### Table of Contents

1. Bizrate® Circle of Excellence Platinum 2017 Award
2. Identity Style Guide
3. Marketing Tips
4. Advertising & News Release Guidelines
5. Contact Information

# The Bizrate® Circle of Excellence Platinum 2017 Award

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The Bizrate Circle of Excellence Platinum award is widely recognized as a symbol of trust and dedication to customer service. Only the top tier of retailers within the Bizrate Insights North American Retail Network earned the Platinum 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 digital promotions and high-resolution graphics for your print promotions.

## Digital 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 in 4 sizes that can be seamlessly included anywhere you wish the award to appear.

## Full Resolution Files

To include the Bizrate Circle of Excellence Platinum award 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.



*The 2017 Bizrate Circle of Excellence Platinum award looks like this*

Download all files at: <http://bizrateinsights.com/2017-bizrate-circle-excellence-award-winners/>

# Identity Style Guide for Web & Print

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

## The Award

Only the award provided should be used to represent the 2017 Bizrate Circle of Excellence Platinum Award, unless express written permission is granted by Bizrate Insights. The Bizrate Circle of Excellence Platinum Award uses a specifically designed typeface. Do not attempt to recreate the award using other fonts. Only use the approved award provided in electronic form.

## Preferred & Minimum Size for Print and Web

The preferred size for the Bizrate Circle of Excellence Platinum Award is: 65px wide by 90px high. The minimum size for the Bizrate Circle of Excellence Platinum Award is: 60px wide by 85px high. We now offer 4 sizes to best fit your needs.

## Award & Background Colors

The Bizrate Circle of Excellence Platinum Award 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 Platinum Award. BIZRATE is a trademark of Bizrate Insights 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.



# Marketing Tips for Circle of Excellence Platinum Award Winners

The Bizrate® Circle of Excellence Platinum 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 Platinum Award:



## On Your Site

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



## In Print Ads

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



## In Your Emails

When sending out emails to your customers and prospective customers, be sure to include the award prominently. Let them know that you appreciate their feedback and that you shine at customer satisfaction.



## On Banner Ads

If you promote your site with banner advertising, you may include the Bizrate Circle of Excellence Award in your advertisement(s). Additionally, you can include your winner status in Google AdWords.



## Through PR Outreach

Have your PR team implement our recommendations, which include a sample press release you can publish yourselves to promote your win.



## Social Media

Create social media posts to promote your win and include your award in social cover photos and your company bio.

*All awards 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 award already does this.*

# Advertising & News Release Guidelines

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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 North America Network who have demonstrated outstanding performance, as rated by their customers, throughout a one year period. In 2017, over 3,500 online retailers in North America were considered for the award. Winners continuously obtained feedback from their customers throughout the award year and received ratings that are statistically significantly above the Bizrate Insights North America Network average. The ratings are from direct feedback, collected at the point-of-sale and after the delivery of goods, from customers concerning eight key satisfaction indicators:

## Point-of-Sale Metrics

- ▶ Overall Satisfaction
- ▶ Product Selection
- ▶ Check out
- ▶ Ease of Finding Products

## Post-Order-Fulfillment Metrics

- ▶ Repurchase Intent
- ▶ Product Met Expectations
- ▶ On-time Delivery
- ▶ Customer Support

*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

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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)