

Marketing Effectiveness Scorecard

GreyGold Research, a joint initiative of foreseechange and market research firm Worthington DiMarzio has developed a marketing effectiveness measure called Empathy.

An organisations' Empathy score is measured by having consumers rate the organisation on the basis of how well it is perceived to understand their needs and how well it is perceived to communicate. Scores of 5.0 indicate a balance between good and not so good ratings while lower scores indicate that more people gave negative ratings than gave positive ratings. Scores above 5.0 indicate that more people gave positive ratings than gave negative ratings. The maximum score is 10 (all respondents gave positive ratings) and the minimum is zero (all respondents gave negative ratings).

See www.greygold.com.au/mes2003sum.pdf for more details concerning the methodology.

The 2003 ratings are shown in the table below. Since 2003, several ratings have been updated and some new organisations have been rated and these details are available in the client section of Australian Market Intelligence.

Also available are ratings of corporations on the basis of social responsibility.

Organisation	Empathy	Rank
Target	7.9	1
Kmart	7.7	2
Big W	7.6	3
Australia Post	7.6	4
Woolworths	7.3	5
ABC TV	7.1	6
Uncle Tobys	6.9	7
Kellogg's	6.8	8
Harvey Norman	6.8	9
Virgin Blue	6.7	10
Coles	6.6	11
Dick Smith Electronics	6.6	12
Priceline	6.5	13
Coca Cola	6.0	14
Heinz	5.8	15
McDonalds	5.8	16
Kraft	5.7	17
9 Network	5.6	18
St George	5.6	19
Arnott's	5.6	20
Toyota	5.6	21
7 Network	5.5	22
Holden	5.5	23
Myer Grace	5.5	24
Australian newspaper	5.5	25
KFC	5.4	26
Ford	5.4	27
Pizza Hut	5.4	28
Qantas	5.4	29
ING Direct	5.3	30
David Jones	5.2	31
10 Network	5.1	32
Harris Scarfe	5.0	33
Optus	4.5	34
Country Road	4.4	35
Telstra	4.4	36
Greyhound	4.3	37
Pepsi Cola	4.3	38
SA Govt.	4.2	39
AMP	4.1	40
Commonwealth Bank	4.1	41
National Australia Bank	4.1	42
Qld Govt.	3.9	43
Westpac Bank	3.9	44
ANZ Bank	3.8	45
Vic Govt.	3.8	46
NSW Govt.	3.7	47
Federal Govt.	3.5	48
WA Govt.	3.0	49