

# Logo Concept Test Scorecard Results



**21**

**Total Responses**

Date Created: Monday, July 25, 2015

Complete Responses: 21

# Logo Scorecard (Top 2 Box)



|                   | Logo A | Logo B | Logo C |
|-------------------|--------|--------|--------|
| Attributes Tested | n=21   | n=21   | n=21   |
| Appeal            | 61%    | 38%    | 85%    |
| Uniqueness        | 38%    | 76%    | 66%    |
| Relevance         | 61%    | 80%    | 71%    |
| Purchase Intent   | 38%    | 33%    | 76%    |
| Average Score     | 49%    | 56%    | 74%    |
| % Ranked #1       | 4%     | 23%    | 71%    |

**WINNER!**

# Scorecard Interpretation

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Respondents were asked to evaluate each logo on a 1-5 scale. Only responses that made it into the top 2 box - the two most positive – were calculated in the scorecard and is shown as a percentage of total responses.

|                   |          |           | Top 2 Box |                |
|-------------------|----------|-----------|-----------|----------------|
| Strongly-Disagree | Disagree | Undecided | Agree     | Strongly-Agree |
| 1                 | 2        | 3         | 4         | 5              |

Each logo was scored on the following attributes:

1. **Appeal:** The overall appeal of your concept is a strong indicator of purchase intent
2. **Uniqueness:** How different one concept is from the others
3. **Relevance:** A way to determine if the logo is congruent with the business concept
4. **Purchase Intent:** Whether your concept motivates viewers to buy or learn more

**Summary Scores**

1. **Average score:** The 4 attributes averaged together
2. **% ranked #1:** The percent of people who rated the logo the most positively