

## New Mexico True Certified Performance Measure

### 1. Marketing

Please provide information on your marketing for the 2020 calendar year

\* 1. What is the name of your business?

\* 2. What is the type of business?

- Food/Beverage
- Clothing/Jewelry/Accessories
- Art
- Home (decor, furniture)
- Personal Care

\* 3. How did you implement the New Mexico True Certified (NMTC) brand in digital advertising?

\* 4. Did your marketing costs increase when implementing NMTC brand?

- Yes
- No

5. If yes, by how much? (Please select only one)

- \$0-\$999
- \$1000-\$4999
- \$5000-\$9999
- \$10000 or more

\* 6. What were your total impressions from digital advertising for the past year? (Impressions are defined as the number of times an individual or individuals saw the advertisement)

\* 7. What were your total impressions from digital advertising that incorporated the NMTC brand for the past year?

\* 8. In what ways did you use the NMTC brand in physical advertisements? (Check all that apply)

- Billboard
- Flyer
- Signage (in-store, farmer's market, festival)
- Print advertisements (newspaper, magazines)
- N/A
- Other (please specify)

\* 9. How successful were the physical advertisements? (1- Not Successful, 5- Very Successful) Select "other" if not applicable.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please write in N/A if no physical advertisements were used)

## New Mexico True Certified Performance Measure

### 2. Sales

Please provide information on your sales for the 2020 calendar year

\* 10. What percentage of your products carry the Certified Logo?

0 100

\* 11. Are you selling a greater amount of True Certified products compared to other products?

- Yes  
 No

12. If yes, by what percentage are Certified Products outselling others?

0 100

\* 13. Are you receiving a greater net profit from True Certified products?

- Yes  
 No

14. If yes, by what percentage?

0 100

## New Mexico True Certified Performance Measure

### 3. Feedback

**Please provide any feedback about the NMTC program or the New Mexico Tourism Department (NMTD)**

15. What about the program has helped you to best grow your sales?

\* 16. Do you commonly export products out of state?

Yes

No

17. How can NMTD and the True Certified program best assist you in exporting products out of the state?

\* 18. Are you interested in product placement opportunities in retail settings?

Yes

No

19. Any additional feedback