

SUMMARY SCORING

RFP 3120003221 Marketing & Communications Consultants

		Victory Enterprises	Fahrenheit	Amplify, Inc	Gibbes Co	Frontier	Ad5 Partners	Moore Media	Rich Perspectives	MadGenius
I. Cost - 35%	Max Points	A	B	C	D	E	F	G	H	I
Relative comparison of the cost to firm quality of expertise and scope of services provided from other similarly scored proposals and firms.										
The selected vendor would be paid by the Agency on a monthly basis as invoices are received for rendered services. Cost projections and budget reports will be reviewed periodically to ensure budget for contract is not exceeded. The agency will pay an agreed-upon specific amount for a completed activity, regardless of how many hours more or less it takes to complete said activity. For example, if a vendor must redesign a website, they will be paid for the redesign of the website as a singular project price, regardless of the hours involved.	35	33	35	31	35	35	29	25	35	23
Total Fees	35	33	35	31	35	35	29	25	35	23
II. Technical - 30%	Max Points	A	B	C	D	E	F	G	H	I
Proven History & Experience with Specialized Projects - 15%										
Due to scope of services provided by OST, expertise in managing specialized marketing programs that touch multiple markets is desired. Experience in market research and direct marketing campaigns to target certain demographics is preferred.	15	5	9	14	14	8	7	9	4	12
Knowledge of Emerging Marketing Strategies - 10%										
Knowledge of emerging marketing strategies with the desire to relay that to the client to broaden our understanding and scope of our target markets to better reach and communicate with our constituents.	10	3	4	10	9	4	4	5	3	7
Staff Dedicated to Creative - 5%										
Staff dedicated to creative with at least 5 years of experience in graphic design for large marketing campaigns that vary in interest and target markets. Staff specialized in analytics to assist in breaking down market research and developing creative approaches agency marketing that targets the demographics noted in analytics.	5	3	3	5	4	2	3	3	2	5
Total Technical	30	10	16	29	27	14	14	16	9	24
III. Management - 25%	Max Points	A	B	C	D	E	F	G	H	I
Submission of detailed statements which cite the qualifications of respondents as a whole as well as the qualifications of each participating staff member (to be listed separately, including subcontractors) within the firm and must include the experience of staff (number of years in providing marketing and advertising services). Organizational chart of firm and personnel involved must be provided along with statement of percentage of time each person will be available to perform work for OST.	25	17	19	25	23	17	20	18	13	21
Total Management	25	17	19	25	23	17	20	18	13	21
IV. Interview - 10%	Max Points	A	B	C	D	E	F	G	H	I
Agency Discretion to waive interview - only two bidders qualified for the interview, and the RFP allows for more than one contract. The two qualifying bidders have been selected for contacts.	10	0	0	0	0	0	0	0	0	0
Total Interview	10	0	0	0	0	0	0	0	0	0
Total Score	100	61	70	84	85	66	64	59	57	67