

RFP #03/14-08

Title: Advertising Agency

Evaluation Criteria Matrix - Final Interview

		Creative Partners LLC (with Wilesmith Advertising)	BG, Inc.	Mad 4 Marketing
Evaluator 1				
	Rank	3	2	1
Evaluator 2				
	Rank	3	1	2
Evaluator 3				
	Rank	3	2	1
Evaluator 4				
	Rank	3	1	2
Evaluator 5				
	Rank	3	2	1
Evaluator 6				
	Rank	3	2	1
Evaluator 7				
	Rank	3	1	2
Evaluator 8				
	Rank	3	2	1
Evaluator 9				
	Rank	3	1	2
TOTALS	BIDDER	Creative Partners LLC (with Wilesmith Advertising)	BG, Inc.	Mad 4 Marketing
	RANK TOTAL	27	14	13
	FINAL RANK	3	2	1

  
 Procurement Director

7/10/14  
 Date