

**RFP #03/14-08**  
**Title: Advertising Agency**  
**Evaluation Criteria Matrix - Shortlist Tabulation**

		BG, inc	Creative Partners LLC (with Wilesmith Advertising)	Mad 4 Marketing	160over90, Inc	Matrix 2 Advertising	Ryan William's Agency	Iconoclast Brand Marketing & Entertainment	Baldrice Advertising and Marketing
Evaluator 1									
	Points	290	355	365	335	245	275	340	90
Evaluator 2									
	Points	395	385	360	345	340	355	365	250
Evaluator 3									
	Points	385	370	365	315	240	175	180	160
Evaluator 4									
	Points	390	390	380	280	320	315	290	170
Evaluator 5									
	Points	380	395	385	360	365	375	390	345
Evaluator 6									
	Points	340	375	355	325	360	395	295	150
Evaluator 7									
	Points	395	385	365	310	330	345	390	175
Evaluator 8									
	Points	335	300	350	295	340	320	245	145
Evaluator 9									
	Points	267	219	220	250	198	173	161	193
TOTALS	BIDDER	BG, inc	Creative Partners LLC (with Wilesmith Advertising)	Mad 4 Marketing	160over90, Inc	Matrix 2 Advertising	Ryan William's Agency	Iconoclast Brand Marketing & Entertainment	Baldrice Advertising and Marketing
	POINTS TOTAL	3177	3174	3145	2815	2738	2728	2656	1678
	POINTS RANK	1	2	3	4	5	6	7	8

  
 Procurement Director

  
 6/23/14  
 Date