

Qualifications and Experience: 15 points	DIGITAL MOBILE INNOVATIONS		BVK		EPICOSITY		5 X 5 AGENCY		TRAFFIK EDU		EDUCATION DYNAMICS		A TO Z COMMUNICATIONS		LOCALIQ		BOHAN ADVERTISING		VISION POINT MARKETING	
	Evaluator 1	10	12	15	15	13	15	15	13	13	12	15	15	12	15	12	15	15	12	15
Evaluator 2	14	12	15	15	15	15	15	14	14	12	12	15	14	15	14	13	13	13	14	12
Evaluator 3	14	15	15	13	13	14	14	15	15	14	14	15	15	15	15	15	15	15	15	14
Evaluator 4	15	15	15	13	13	15	15	15	15	7	7	15	10	15	10	12	12	12	15	15
Evaluator 5	12	15	15	12	12	13	13	10	10	12	12	14	14	14	14	14	12	12	13	13
Evaluator 6	15	15	15	15	15	15	15	15	15	15	13	15	15	15	15	15	15	15	15	15
Evaluator 7	15	15	15	12	12	15	15	10	10	13	13	15	15	15	12	14	14	14	13	13
Technical Approach: 50 points	Average Score:	13.57	Average Score:	14.14	Average Score:	13.57	Average Score:	14.57	Average Score:	13.14	Average Score:	12.14	Average Score:	14.86	Average Score:	13.14	Average Score:	13.71	Average Score:	13.43
Evaluator 1	43	43	50	46	48	43	49	47	46	42										
Evaluator 2	48	50	44	45	50	29	50	50	44	46										
Evaluator 3	50	42	42	50	50	39	46	37	44	42										
Evaluator 4	36	45	40	37	39	38	48	35	40	40										
Evaluator 5	37	44	43	45	50	41	49	48	38	41										
Evaluator 6	42	50	29	46	32	37	46	26	33	50										
Technical Total:	Average Score:	42.67	Average Score:	45.67	Average Score:	41.33	Average Score:	44.83	Average Score:	44.83	Average Score:	37.83	Average Score:	48.00	Average Score:	40.50	Average Score:	40.83	Average Score:	43.50
Technical Total:	Score:	56.24	Score:	59.81	Score:	54.90	Score:	59.40	Score:	57.98	Score:	49.98	Score:	62.86	Score:	53.64	Score:	54.55	Score:	56.93
Presentation: 10 points	BVK		5 X 5 AGENCY		TRAFFIK EDU		A TO Z COMMUNICATIONS													
Evaluator 1	n/a	6	n/a	7.5	10	n/a	7	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Evaluator 2	n/a	4	n/a	9	10	n/a	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Evaluator 3	n/a	8	n/a	9	9.5	n/a	7.5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Evaluator 4	n/a	6	n/a	9	10	n/a	7	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Evaluator 5	n/a	5	n/a	10	10	n/a	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Evaluator 6	n/a	4	n/a	8.5	10	n/a	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Evaluator 7	n/a	6	n/a	8	10	n/a	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Presentation Total:	Average Score:	0.00	Score:	5.57	Score:	0.00	Score:	8.71	Score:	9.93	Score:	0.00	Score:	6.36	Score:	0.00	Score:	0.00	Score:	0.00
Cost Proposal: 25 points	Score:	0	Score:	0	Score:	0	Score:	20.84	Score:	19.64	Score:	0	Score:	18.19	Score:	0	Score:	0	Score:	0
Proposal Score: 100 points	Total Score:	56.24	Total Score:	65.38	Total Score:	54.90	Total Score:	88.96	Total Score:	87.54	Total Score:	49.98	Total Score:	87.40	Total Score:	53.64	Total Score:	54.55	Total Score:	56.93

Services	Possible	A TO Z		5 X 5 AGENCY		TRAFFIK EDU	
	Points	Rate	Points	Rate	Points	Rate	Points
Copywriting / Editorial Content Development	0.5	\$125.00	0.5	\$175.00	0.36	\$165.00	0.38
Graphic Design / Production	0.5	\$125.00	0.5	\$175.00	0.36	\$165.00	0.38
Web Design / Development / Services	1	\$150.00	1	\$175.00	0.86	\$165.00	0.91
Creative Concepting / Brainstorming	0.5	\$150.00	0.5	\$175.00	0.43	\$165.00	0.45
Photography	0.5	\$300.00	0.28	\$175.00	0.47	\$165.00	0.5
Videography (including filming/editing)	0.5	\$300.00	0.28	\$175.00	0.47	\$165.00	0.5
Marketing / Strategic Planning / Consultation	3	\$150.00	3	\$175.00	2.57	\$165.00	2.73
Marketing Research	2	\$125.00	2	\$175.00	1.43	\$165.00	1.52
Media Placement	1.5	\$125.00	1.5	\$175.00	1.07	\$165.00	1.14
Social Media Campaign Management / Monitoring	0.5	\$125.00	0.5	\$175.00	0.36	\$165.00	0.38
Lead Generation / CRM Management	1.5	\$125.00	1.5	\$175.00	1.07	\$165.00	1.14
Crisis Management	0.5	\$175.00	0.47	\$175.00	0.47	\$165.00	0.5
Public Relations / Media Relations	0.5	\$150.00	0.5	\$175.00	0.43	\$165.00	0.45
Outsourced Services	2	15.0%	0.67	20%	0.50	5%	2
Media Placement & Reconciliation	10	7.5%	5	15%	10.00	10%	6.67
Totals:	<u>25</u>		<u>18.19</u>		<u>20.84</u>		<u>19.64</u>