

Advertising and Marketing Consulting Services
RFQE No. 12-34-11105
Evaluation Matrix

Name	Evaluator #1	Evaluator #2	Evaluator #3	Evaluator #4	Evaluator #5	Total	Final Rank Order	
Big Communications								
Samples of Work (Maximum 30 Points)	25.00	30.00	25.00	28.00	30.00	27.60		
Qualificaton and Experience (Maximum 25 Points)	23.00	25.00	20.00	25.00	25.00	23.60	Big Communications	97.54
Project Organization and Staffing (Maximum 15 Points)	12.00	12.00	12.00	14.00	12.00	12.40	On Ideas	88.54
Proposed Fees (Maximum 20 Points)						12.39	Hoffman	67.82
References (Maximum 5 Points)						2.75	Quest	64.53
Local Preference Program (Maximum 5 Points)						0.00	Sparxoo	38.33
S/M/DBE Participation (BONUS Maximum 5 Points)						0.00		
Presentation (Maximum 20 Points)	17.00	18.00	20.00	20.00	19.00	18.80		
Total Points Awarded						97.54		
The Hoffman Agency								
Samples of Work (Maximum 30 Points)	18.00	23.00	22.00	20.00	25.00	21.60		
Qualificaton and Experience (Maximum 25 Points)	11.00	21.00	16.00	18.00	6.00	14.40		
Project Organization and Staffing (Maximum 15 Points)	10.00	12.00	12.00	9.00	8.00	10.20		
Proposed Fees (Maximum 20 Points)						13.62		
References (Maximum 5 Points)						3.00		
Local Preference Program (Maximum 5 Points)						5.00		
S/M/DBE Participation (BONUS Maximum 5 Points)						0.00		
Total Points Awarded						67.82		

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Big								
8.25/3=2.75								
Hoffman								
9/3=3								