

**Marketing Services for CCIA
RFP 6978**

Sr. Buyer: Erica A. Hernandez

Proposal Evaluation	MDR	BQR Advertising and Public Relations, Inc.	Madden Preprint Media, LLC dba Madden Media	Pavlov Advertising, LLC	Dovetail, Inc	Ballyhoo Media & Marketing, LLC	Nativa, Inc	Hit Agency	Roads Consulting Group
	Corpus Christi, TX	Houston, TX	Denver, CO	Fort Worth, TX	Saint Louis, MO	Rockwall, TX	Phoenix, AZ	Rochester, MN	Houston, TX
Minimum Qualifications (PASS/FAIL)									
Required five years in business	Pass	Pass	Pass	Pass	Pass	Pass	Pass	Pass	Pass
No material lawsuits during last 5 years									
No material regulatory issues last 5 years									
Reference Provided for firm									
Local Preference (10 PTS)	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Technical Proposal (40 PTS)	36.0	36.5	33.8	33.5	32.0	27.3	24.3	15.5	22.3
Creative Process for Building Campaign (10 points)	9	9.5	9	7.25	8	7.75	6	4.25	5.25
Firms' Experience (10 points)	8.75	9	8.25	8.5	8.25	6.25	5.5	4	4.75
Team Experience (10 points)	8.75	9.5	7.75	9.25	8.75	7.5	6.75	2.75	5.75
Understanding of Project Scope (10 points)	9.5	8.5	8.75	8.5	7	5.75	6	4.5	6.5
Interview (30 PTS)	22.8	23.0	25.3	23.0	22.5				
Creative Process for Building Campaign (10 points)	7.75	6.5	8	7.25	7.25				
Team Identification (10 points)	7.25	9.5	9	8.5	7.5				
Understanding of Project Scope (10 points)	7.75	7	8.25	7.25	7.75				
Price (20 PTS)	12.9	15.3	12.9	13.7	14.0				
Total	81.7	74.8	71.9	70.2	68.5	27.3	24.3	15.5	22.3