

**Digital Marketing Campaign for CCIA  
RFP 5447**

Sr. Buyer: Minerva Alvarado

<b>Proposal Evaluation</b>	<b>Pavlov Advertising, LLC</b>	<b>Charter Communications Operating, LLC</b>	<b>Bell Media, LLC dba High Level Marketing LLC</b>	<b>Tintero Creative Inc</b>	<b>Romph &amp; Pou Agency, Inc.</b>	<b>BQR Advertising and Public Relations, Inc.</b>	<b>We Us Them, Inc.</b>	<b>ThynkFuel Operatins, LLC</b>	<b>Heart Newspapers, LLC</b>
	Fort Worth, TX	Corpus Christi, TX	Montgomery, AL	Franktown, CO	Shreveport, LA	Houston, TX	Nova Scotia, Canado	St. Augustine, FL	Des Moines, IA
<b>Minimum Qualifications (PASS/FAIL)</b>									
Required five years in business	<b>Pass</b>	<b>Pass</b>	<b>Pass</b>	<b>Pass</b>	<b>Pass</b>	<b>Pass</b>	<b>Pass</b>	<b>Pass</b>	<b>Pass</b>
No material lawsuits during last 5 years									
No material regulatory issues last 5 years									
Reference Provided for firm									
<b>Technical Proposal (50 PTS)</b>	<b>44.7</b>	<b>40.0</b>	<b>37.3</b>	<b>36.7</b>	<b>38.3</b>	<b>38.7</b>	<b>35.0</b>	<b>35.7</b>	<b>36.7</b>
Creative Process for Building Campaign (15 points)	12.3	11.0	10.3	11.3	9.7	10.7	10.7	11.7	10.0
Firms' Experience (10 points)	9.7	7.0	8.3	7.0	8.7	8.7	7.7	5.3	8.0
Team Experience (10 points)	9.3	9.3	9.3	9.3	8.7	8.7	8.3	8.3	8.3
Understanding of Project Scope (15 points)	13.3	12.7	9.3	9.0	11.3	10.7	8.3	10.3	10.3
<b>Interview (30 PTS)</b>	<b>27.4</b>	<b>16.7</b>							
Creative Process for Building Campaign (10 points)	9	5.7							
Team Identification (10 points)	9.7	6.0							
Understanding of Project Scope (10 points)	8.7	5.0							
<b>Price (20 PTS)</b>	<b>19.99</b>	<b>20.0</b>							
<b>Total</b>	<b>92.1</b>	<b>76.7</b>							