



Evaluation Score Card
Comprehensive Marketing Campaign
RFP# 19132

		BrandEra Fort Worth, TX	Madden Media Tucson, AZ	HeyDay PR Dallas, TX	Rhyme & Reason Atlanta, GA	Dickie + Associates Dallas, TX	Allyn Media Dallas, TX	HCK2 Addison, TX	Pavlov Fort Worth, TX	Freed Advertising Sugarland, TX	Relic Provo, UT
Evaluation Criteria	Maximum Score	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score
Cost Proposal	50.00	42.90	23.69		50.00	22.75	18.41	35.66	25.51	22.75	
Experience	17.00	12.47	14.73		13.60	5.67	11.33	5.67	12.47	5.67	
Creative Approaches/Themes	17.00	11.90	12.01		14.73	0.00	11.33	8.05	14.73	3.40	
Extent Goods/Services meet the City's needs	16.00	13.58	11.73		12.44	4.27	7.47	10.49	8.53	5.33	
Total	100.00	80.85	62.17		90.78	32.68	48.54	59.86	61.24	37.15	
Complete and accurate bid		✓	✓		✓	✓	✓	✓	✓	✓	
Notes		Interviewee	Interviewee	Unresponsive	Interviewee			Interviewee	Interviewee		Unresponsive



Bid Tabulation
 Comprehensive Marketing Campaign
 RFP# 19132

				BrandEra Fort Worth, TX		Madden Media Tucson, AZ		Rhyme & Reason Atlanta, GA	
Item	Description	QTY	UOM	Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price
0.00	Proposed Savings				-		-		(10,720.00)
1.00	Market Research				5,800.00		-		9,280.00
2.00	Strategic Plan				2,500.00		-		-
3.00	Creative Development				28,350.00		18,330.00		55,000.00
4.00	Video/Photography				45,615.00		25,000.00		25,000.00
5.00	Misc. Agency Time/Fees				4,800.00		58,320.00		-
6.00	Advertisement				382,935.00		398,350.00		400,000.00
7.00	PR & Consultation				30,000.00		-		-
	Non-Advertising Total				\$ 117,065.00		\$ 101,650.00		\$ 89,280.00
	Grand Total				\$ 500,000.00		\$ 500,000.00		\$ 478,560.00

Dickie + Associates Dallas, TX		Allyn Media Dallas, TX		HCK2 Addison, TX		Pavlov Fort Worth, TX	
Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price
	(3,750.00)		(5,500.00)		-		-
	12,500.00		25,000.00		-		12,000.00
	6,250.00		-		-		8,000.00
	7,500.00		-		-		35,000.00
	140,000.00		17,500.00		45,445.00		75,000.00
	15,000.00		200,000.00		79,750.00		-
	300,000.00		252,000.00		374,805.00		325,000.00
	15,000.00		-		-		45,000.00
	\$ 196,250.00		\$ 242,500.00		\$ 125,195.00		\$ 175,000.00
	\$ 492,500.00		\$ 489,000.00		\$ 500,000.00		\$ 500,000.00

Freed Advertising Sugarland, TX		Relic Provo, UT		HeyDay PR Dallas, TX	
Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price
	-				
	65,000.00				
	10,000.00				
	15,000.00				
	50,000.00				
	-				
	295,000.00				
	65,000.00				
	\$ 205,000.00		#REF!		
	\$ 500,000.00		#REF!		



Bid Tabulation Expanded
Comprehensive Marketing Campaign
RFP# 19132

				BrandEra Fort Worth, TX		Madden Media Tucson, AZ		HeyDay PR Dallas, TX		Rhyme & Reason Atlanta, GA	
Item	Description	QTY	UOM	Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price
0.00	Proposed Savings				-		-		-		(10,720.00)
0	Proposed Savings (non spent budget)	1.00	EA							(10,720.00)	(10,720.00)
1.00	Market Research				5,800.00		-		-		9,280.00
1	Focus Group	1.00	EA	2,000.00	2,000.00		-		-		-
1	Focus Group Report	1.00	EA	1,000.00	1,000.00		-		-		-
1	Online Survey	1.00	EA	1,800.00	1,800.00		-		-		-
1	Online Survey Report	1.00	EA	1,000.00	1,000.00		-		-		-
1	Research & Immersion	1.00	EA		-		-		-	9,280.00	9,280.00
1	Public/Stakeholder Engagement	50.00	HR		-		-		-		-
1	Market Research: Audience Identification	50.00	HR		-		-		-		-
1	Market Research & Opinion Polling	1.00	EA		-		-		-		-
2.00	Strategic Plan				2,500.00		-		-		-
2	Strategic Plan Revision	1.00	EA	2,500.00	2,500.00		-		-		-
2	Strategic Marketing Plan	50.00	HR		-		-		-		-
2	Strategy Development	1.00	EA		-		-		-		-
3.00	Creative Development				15,350.00		18,330.00		-		55,000.00
3	Creative Messaging Brief	1.00	EA	2,000.00	2,000.00		-		-		-
3	Creative Concept - Ad Development	1.00	EA	2,500.00	2,500.00		-		-		-
3	Digital Outdoor - Ad Development	1.00	EA	4,200.00	4,200.00		-		-		-
3	Online Banner ads - Ad Development	1.00	EA	1,500.00	1,500.00		-		-		-
3	Animated GIFs - Ad Development	1.00	EA	1,500.00	1,500.00		-		-		-
3	Pre-Roll Videos - Ad Development	1.00	EA	2,500.00	2,500.00		-		-		-
3	Radio Scripts - Ad Development	1.00	EA	1,150.00	1,150.00		-		-		-
3	Creative Support	1.00	EA		-	18,330.00	18,330.00		-		-
3	Creative Services - Agency Fees	1.00	EA		-		-		-	55,000.00	55,000.00
3	Creative Approach, Development	60.00	HR		-		-		-		-
3	Brand Platform Development	1.00	EA		-		-		-		-
3	Creative Campaign Development	1.00	EA		-		-		-		-
3	Creative Concepts and Development	1.00	EA		-		-		-		-
4.00	Radio/Video/Photography				45,615.00		25,000.00		-		25,000.00
4	Jingle	1.00	EA	13,000.00	13,000.00		-		-		-
4	Photography - Full Day Shoot	1.00	EA	4,865.00	4,865.00		-		-		-
4	Photography - Processing/Retouching	1.00	EA	750.00	750.00		-		-		-
4	Videography - Full Day Shoot	1.00	EA	40,000.00	40,000.00	25,000.00	25,000.00		-	25,000.00	25,000.00
4	Advertising: Media Planning, Buying, Analysis	120.00	HR		-		-		-		-
4	Advertising Production	1.00	EA		-		-		-		-
5.00	Misc. Agency Time/Fees				4,800.00		145,140.00		-		-
5	Collateral - Mailers	1.00	EA	1,500.00	1,500.00		-		-		-
5	Collateral - Brochures	1.00	EA	1,800.00	1,800.00		-		-		-
5	Collateral - Flyers	1.00	EA	1,500.00	1,500.00		-		-		-
5	New Account Set Up	1.00	EA		-	780.00	780.00		-		-
5	Account Management	1.00	EA		-	42,120.00	42,120.00		-		-
5	Editorial Support	1.00	EA		-	15,420.00	15,420.00		-		-
5	Partnership/Sponsorship Development	120.00	EA		-		-		-		-
5	Media Fee	1.00	EA		-		-		-		-
5	Digital Campaign and Media Management	1.00	EA		-	86,820.00	86,820.00		-		-
5	Digital Marketing: Website & Social Media	240.00	HR		-		-		-		-
4	Marketing Materials Production: Print, Digital, Multimedia	240.00	EA		-		-		-		-
5	Service Fee	1.00	EA		-		-		-		-
6.00	Advertisement				382,935.00		311,530.00		-		400,000.00
6	Digital Ad Placement	1.00	EA		-		-		-		-
6	Advertisement Placement	1.00	EA	382,935.00	382,935.00	311,530.00	311,530.00		-	400,000.00	400,000.00
7.00	PR & Consultation				30,000.00		-		-		-
7	Marketing/PR Consulting	12.00	Month	2,500.00	30,000.00		-		-		-
7	Public Relations and Media Relations	120.00	EA		-		-		-		-
7	Marketing Consulting & Special Events	1.00	EA		-		-		-		-
7	Public Relations and Media Relations	1.00	EA		-		-		-		-
	Non-Advertising/Video/Photo Total				\$ 58,450.00		\$ 163,470.00		-		\$ 64,280.00
	Non-Advertising Total				\$ 104,065.00		\$ 188,470.00		-		\$ 89,280.00
	Grand Total				\$ 487,000.00		\$ 500,000.00		-		\$ 478,560.00
				<i>Best Value</i>		<i>Best Value</i>		<i>Best Value</i>		<i>Best Value</i>	



Bid Tabulation Expanded
Comprehensive Marketing Campaign
RFP# 19132

Grand Prairie TEXAS Dream Big • Play Hard				Bid Tabulation Expanded Comprehensive Marketing Campaign RFP# 19132		Dickie + Associates Dallas, TX		Allyn Media Dallas, TX		HCK2 Addison, TX		Pavlov Fort Worth, TX		Freed Advertising Sugarland, TX		Relic Provo, UT	
Item	Description	QTY	UOM	Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price	Unit Price	Extended Price
0.00	Proposed Savings				(3,750.00)		(5,500.00)				-		-		-		-
0	Proposed Savings (non spent budget)	1.00	EA	(3,750.00)	(3,750.00)	(5,500.00)	(5,500.00)				-		-		-		-
1.00	Market Research				12,500.00		25,000.00				-		12,000.00		65,000.00		
1	Focus Group	1.00	EA		-		-				-		-		-		-
1	Focus Group Report	1.00	EA		-		-				-		-		-		-
1	Online Survey	1.00	EA		-		-				-		-		-		-
1	Online Survey Report	1.00	EA		-		-				-		-		-		-
1	Research & Immersion	1.00	EA		-		-				-		-		-		-
1	Public/Stakeholder Engagement	50.00	HR	125.00	6,250.00						-		-		-		-
1	Market Research: Audience Identification	50.00	HR	125.00	6,250.00						-		-		-		-
1	Market Research & Opinion Polling	1.00	EA		-	25,000.00	25,000.00				-	12,000.00	12,000.00	65,000.00	65,000.00		
2.00	Strategic Plan				6,250.00		-		-		-		8,000.00		10,000.00		
2	Strategic Plan Revision	1.00	EA		-		-				-	8,000.00	8,000.00		-		-
2	Strategic Marketing Plan	50.00	HR	125.00	6,250.00						-		-		-		-
2	Strategy Development	1.00	EA		-		-				-		-	10,000.00	10,000.00		-
3.00	Creative Development				7,500.00		-		-		-		35,000.00		15,000.00		
3	Creative Messaging Brief	1.00	EA		-		-				-		-		-		-
3	Creative Concept - Ad Development	1.00	EA		-		-				-		-		-		-
3	Digital Outdoor - Ad Development	1.00	EA		-		-				-		-		-		-
3	Online Banner ads - Ad Development	1.00	EA		-		-				-		-		-		-
3	Animated GIFs - Ad Development	1.00	EA		-		-				-		-		-		-
3	Pre-Roll Videos - Ad Development	1.00	EA		-		-				-		-		-		-
3	Radio Scripts - Ad Development	1.00	EA		-		-				-		-		-		-
3	Creative Support	1.00	EA		-		-				-		-		-		-
3	Creative Services - Agency Fees	1.00	EA		-		-				-		-		-		-
3	Creative Approach, Development	60.00	HR	125.00	7,500.00						-		-		-		-
3	Brand Platform Development	1.00	EA		-		-				-	10,000.00	10,000.00		-		-
3	Creative Campaign Development	1.00	EA		-		-				-	25,000.00	25,000.00		-		-
3	Creative Concepts and Development	1.00	EA		-		-				-		-	15,000.00	15,000.00		-
4.00	Radio/Video/Photography				80,000.00		17,500.00		45445.00*		-		75,000.00		50,000.00		
4	Jingle	1.00	EA		-		-		-		-		-		-		-
4	Photography - Full Day Shoot	1.00	EA		-		-		-		-		-		-		-
4	Photography - Processing/Retouching	1.00	EA		-		-		-		-		-		-		-
4	Videography - Full Day Shoot	1.00	EA	65,000.00	65,000.00	17,500.00	17,500.00				-	75,000.00	75,000.00		-		-
4	Advertising: Media Planning, Buying, Analysis	120.00	HR	125.00	15,000.00						-		-		-		-
4	Advertising Production	1.00	EA		-		-				-		-	50,000.00	50,000.00		-
5.00	Misc. Agency Time/Fees				75,000.00		200,000.00		79,750.00		-		-		-		-
5	Collateral - Mailers	1.00	EA		-		-		-		-		-		-		-
5	Collateral - Brochures	1.00	EA		-		-		-		-		-		-		-
5	Collateral - Flyers	1.00	EA		-		-		-		-		-		-		-
5	New Account Set Up	1.00	EA		-		-		-		-		-		-		-
5	Account Management	1.00	EA		-		-		-		-		-		-		-
5	Editorial Support	1.00	EA		-		-		-		-		-		-		-
5	Partnership/Sponsorship Development	120.00	EA	125.00	15,000.00						-		-		-		-
5	Media Fee	1.00	EA		-	200,000.00	200,000.00				-		-		-		-
5	Digital Campaign and Media Management	1.00	EA		-		-				-		-		-		-
5	Digital Marketing: Website & Social Media	240.00	HR	125.00	30,000.00						-		-		-		-
4	Marketing Materials Production: Print, Digital, Multimedia	240.00	EA	125.00	30,000.00						-		-		-		-
5	Service Fee	1.00	EA		-		-	79,750.00	79,750.00		-		-		-		-
6.00	Advertisement				300,000.00		252,000.00		374,805.00		-		325,000.00		295,000.00		
6	Digital Ad Placement	1.00	EA		-	252,000.00	252,000.00				-		-		-		-
6	Advertisement Placement	1.00	EA	300,000.00	300,000.00		-	420,250.00	420,250.00	325,000.00	325,000.00	295,000.00	295,000.00				
7.00	PR & Consultation				15,000.00		-		-		-		45,000.00		65,000.00		
7	Marketing/PR Consulting	12.00	Month		-		-		-		-		-		-		-
7	Public Relations and Media Relations	120.00	EA	125.00	15,000.00				-		-		-		-		-
7	Marketing Consulting & Special Events	1.00	EA		-		-		-		-	20,000.00	20,000.00	40,000.00	40,000.00		
7	Public Relations and Media Relations	1.00	EA		-		-		-		-	25,000.00	25,000.00	25,000.00	25,000.00		
	Non-Advertising/Video/Photo Total				\$ 116,250.00		\$ 225,000.00		\$ 79,750.00		\$ 100,000.00		\$ 155,000.00		#REF!		
	Non-Advertising Total				\$ 196,250.00		\$ 242,500.00		\$ 125,195.00		\$ 175,000.00		\$ 205,000.00		#REF!		
	Grand Total				\$ 492,500.00		\$ 489,000.00		#VALUE!		\$ 500,000.00		\$ 500,000.00		#REF!		

*4.00 averaged due to information
not given in bid response nor interview.