

EVALUATION MATRIX  
SOCIAL MARKETING SERVICES  
RFP VD04300153

1-13-05  
#40

Evaluation Factors	Specifics	TKO ADVERTISING, INC. Austin, TX	FLEISHMAN - HILLARD Austin, TX	SHERRY MATTHEWS ADVOCACY MARKETING Austin, TX	ENVIRO- MEDIA Austin, TX	TATE AUSTIN Austin, TX	ESTILO COMMUNI- CATIONS, INC Austin, TX	MONTOYA PR Austin, TX
Business Organization	Ensure organization is viable and has resources for project	OK	OK	OK	OK	OK	OK	OK
Project Concept and Solution 50 points	See below	45	37	37	29	23	20	21
4.2.A	SHA brand identify plan is well described and achievable.							
4.2.B	Process is well described, logical, creative and achievable.							
4.2.C	Strategy is well described, logical, creative and achievable.							
4.2.D	Plan for marketing strategies is well described, logical, creative and achievable. Creativity is shown to engage target audiences							
4.2.E	Evaluation plan is well described, logical and achievable.							
Project Management Structure & Personnel 10 points	Personnel assigned and management structure are appropriate to accomplish tasks. At least one staff member is bi- lingual in Spanish	9	8	9	7	6	5	4