

# RFQ: 16-846Q Comprehensive Marketing Services - RFQ 16-846 Q Comprehensive Marketing Services

## Project Overview

Project Details	
Reference ID	RFQ: 16-846Q Comprehensive Marketing Services
Project Name	RFQ 16-846 Q Comprehensive Marketing Services
Project Owner	Terri Allen
Project Type	RFSQ
Department	Purchasing
Budget	\$0 - \$0
Project Description	Dayton Public Schools is seeking an annual contract for comprehensive marketing services with an intent to create a vibrant, captivating brand for the school district through selective campaigns of key district initiatives. The offeror will serve as the District's agency of record and work with the Superintendent and designees to develop an effective and efficient annual advertising and marketing program.
Open Date	Jan 03, 2017 7:00 AM EST
Close Date	Jan 20, 2017 5:00 PM EST

Awarded Suppliers	Reason	Score
The Ohlmann Group, Inc.	highest scored qualifications	81.23 pts

### Seal status

Requested Information	Unsealed on	Unsealed by
Attachment I - General Information form	Jan 23, 2017 2:07 PM EST	Terri Allen
Attachment II - Experience, Background, Qualifications form	Jan 23, 2017 2:07 PM EST	Terri Allen
Attachment III - Proposed Plan	Jan 23, 2017 2:07 PM EST	Terri Allen
Attachment IV - Fee Schedule	Jan 23, 2017 2:07 PM EST	Terri Allen
Attachment V - Non-Collusion Form	Jan 23, 2017 2:07 PM EST	Terri Allen
Attachments VI - Affidavit of Delinquent taxes	Jan 23, 2017 2:07 PM EST	Terri Allen
Attachment VII - Affidavit for Affirmative Action Hiring	Jan 23, 2017 2:07 PM EST	Terri Allen

## Proposal Score Comments

### Upward Brand Interactions - Scoring Comments

#### A-1 - General - Reviewer Scores

Reviewer	Score	Reason	Comments
	9 / 10	Strongly fits desired attribute(s)	Checked No on #3
	10 / 10	Meets or exceeds my expectations	met all requirements in criteria
	9 / 10	Meets or exceeds my expectations	Meets qualifications set forth
	8 / 10	Strongly fits desired attribute(s)	Upward is very well respected in the industry and I have seen some very nice work from their firm. I have experienced their work with surrounding districts.
	10 / 10	Meets or exceeds my expectations	meets expectations

#### A-2 - Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
	16 pts	Meets or exceeds my expectations	several educational clients. Limited urban
	20 pts	Meets or exceeds my expectations	extensive client list w/multiple education entities.
	15 pts	Meets or exceeds my expectations	They have worked for more school districts... one other urban district in Springfield... seem to have most educational clients
	10 pts	Partially meets my expectations	I would have liked to see more work with similar districts. Springfield is close but seems to be a more suburban leaning experience.
	16 pts	Meets or exceeds my expectations	Meets expectations

### A-3 - Financial Stability - Reviewer Scores

Reviewer	Score	Reason	Comments
	7 / 10	Mostly complete response	



#### A-4 - Non- Personnel Resources - Reviewer Scores

Reviewer	Score	Reason	Comments
	3 / 5	Other	Will partner with Noir as needed
	5 / 5	Meets or exceeds my expectations	core digital services in-house, Google certifications,
	3 / 5	Medium level of detail in response	It appears that they have enough staff... but, also get the feeling they rely on outside companies more than other candidates. Not enough explanation to know for sure.
	3 / 5	Partially meets my expectations	My only concern is our current relationship (DPS WEB SITE) with Upward has not totally been a positive one. We have often felt like we were a afterthought and also that we were being nickeled and dimed to seath for needed work on the web site.
	4 / 5	Meets or exceeds my expectations	

**A-5 - Key Personnel, including sub-contractors/partners - Reviewer Scores**

Reviewer	Score	Reason	Comments
	16 pts	Strongly fits desired attribute(s)	
	20 pts	Meets or exceeds my expectations	professional resumes provided, qualified employees
	15 pts	Meets or exceeds my expectations	
	10 pts	Partially meets my expectations	
	17 pts	Meets or exceeds my expectations	

## A-6 - Portfolio Samples-Creativity - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Meets or exceeds my expectations	
	5 / 5	Meets or exceeds my expectations	work samples are current, creative. Dayton Metro Library and Life skills are two, in particular, whose overall campaigns are very appealing. Previous work for DPS is the most lackluster of their portfolio - reason for that? Too many stock photos, impersonal portrayal of DPS.
	4 / 5	Meets or exceeds my expectations	Slick, easy to read messages
	4 / 5	Strongly fits desired attribute(s)	
	3 / 5	Mostly complete response	



### A-7 - Portfolio Samples- Design - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Strongly fits desired attribute(s)	
	5 / 5	Meets or exceeds my expectations	re-branding of library 'rediscover the library' is very positive. The variety of Life skills logos is creative and unique
	4 / 5	Meets or exceeds my expectations	
	4 / 5	Strongly fits desired attribute(s)	
	3 / 5	Mostly complete response	

### A-8 - Portfolio Samples-Copywriting - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Meets or exceeds my expectations	
	5 / 5	Meets or exceeds my expectations	Reach higher, Navigate success, rediscover the library.....all nice messages accompanied by interesting graphics
	4 / 5	Meets or exceeds my expectations	Simple, not too long
	2 / 5	Partially supported claim(s)	
	3 / 5	Mostly complete response	

### A-9 - Portfolio Samples-Graphics - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 5	Meets or exceeds my expectations	
	5 / 5	Meets or exceeds my expectations	great use of color, interesting and new fonts, appealing layout that is easy to read - not too cluttered
	4 / 5	Meets or exceeds my expectations	
	4 / 5	Strongly fits desired attribute(s)	
	3 / 5	Mostly complete response	

### A-10 - Portfolio Samples-Use of Medium - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Other	Digital focus is high
	5 / 5	Meets or exceeds my expectations	print, digital, billboards,radio/broadcast
	4 / 5	Meets or exceeds my expectations	Strength in digital
	3 / 5	Partially meets my expectations	
	4 / 5	Meets or exceeds my expectations	

## A-11 - Portfolio Samples-Impact - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Strongly fits desired attribute(s)	
	4 / 5	Meets or exceeds my expectations	Dayton metro library campaign is memorable - visually, tagline, new logo
	4 / 5	Meets or exceeds my expectations	Traditional delivery
	4 / 5	Strongly fits desired attribute(s)	
	4 / 5	Meets or exceeds my expectations	

## A-12 - Point of Difference - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Meets or exceeds my expectations	
	5 / 5	Meets or exceeds my expectations	current client list seems more manageable, campaigns a bit more personal
	4 / 5	Meets or exceeds my expectations	Has deep history in community... some key clients
	3 / 5	Partially meets my expectations	
	4 / 5	Meets or exceeds my expectations	

**B-1 - Key staff/partners have received industry recognition - Reviewer Scores**

Reviewer	Score	Reason	Comments
	20 pts	Other	Local and state awards
	30 pts	Mostly complete response	Addy awards, Hermes awards, awards for growing business
	30 pts	Mostly complete response	have more regional/local awards... number/types of awards aren't major factor in my mind. Performance and portfolio are.
	45 pts	Meets or exceeds my expectations	
	40 pts	Meets or exceeds my expectations	

## B-2 - Firm has received industry recognition/award - Reviewer Scores

Reviewer	Score	Reason	Comments
	15 pts	Other	Multiple local and state awards

## C-1 - Design Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	20 pts	Strongly fits desired attribute(s)	Digital influence
	15 pts	Partially fits desired attributes	Doesn't address specific DPs initiatives, history; however, it implies a discovery period to learn these things. In a re-branding situation, this is appropriate.
	16 pts	Mostly complete response	Explains more the process of how it find out audience... wish they explained how they view it now.
	15 pts	Partially meets my expectations	I would have liked to see more concrete details
	20 pts	Meets or exceeds my expectations	Meets expectations



## C-2 - Work Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	20 pts	Strongly fits desired attribute(s)	could not determine meeting attendance
	20 pts	Meets or exceeds my expectations	outline of proposed work is provided
	17 pts	Strongly fits desired attribute(s)	I like their planned meetings, one contact person approach etc.etc.
	18 pts	Meets or exceeds my expectations	plan is a start but would need expansion.
	20 pts	Meets or exceeds my expectations	Meets expectations

### C-3 - Operating Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	24 pts	Strongly fits desired attribute(s)	Plan detailed, but seems to lack DPS information
	25 pts	Meets or exceeds my expectations	positioning and process slides outlines tasks and approaches, steps clearly outlined
	20 pts	Meets or exceeds my expectations	Have same tasks as others ... online, print, tv, digital. How much video?
	15 pts	Partially meets my expectations	would like to see more specifics.
	25 pts	Meets or exceeds my expectations	Meets expectations

#### C-4 - Implementation Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	7 / 10	Mostly complete response	costs are detailed. not invoicing
	7 / 10	Mostly complete response	invoicing info provided, although I don't thoroughly understand it
	8 / 10	Meets or exceeds my expectations	Have necessary documentation... how to follow progress ... research info etc.
	7 / 10	Partially meets my expectations	needs more details
	8 / 10	Meets or exceeds my expectations	Meets expectations

### C-5 - Reporting Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	0 / 5	Incomplete response	Cannot find?
	2 / 5	Medium level of detail in response	didn't see reporting plan process in the presentation
	3 / 5	Mostly complete response	Wouldn't mind seeing more of video offerings
	3 / 5	Mostly complete response	
	4 / 5	Meets or exceeds my expectations	

**C-6 - Additional Plans/Value Adds - Reviewer Scores**

Reviewer	Score	Reason	Comments
	3 / 5	Other	Digital presence very strong.
	3 / 5	Partially meets my expectations	
	3 / 5	Mostly complete response	
	2 / 5	Medium level of detail in response	
	3 / 5	Mostly complete response	

### D-1 - EDBE/EDGE Participation - Reviewer Scores

Reviewer	Score	Reason	Comments
	0 pts	Incomplete response	No documentation received

### D-2 - Local Business Residency - Reviewer Scores

Reviewer	Score	Reason	Comments
	25 pts	Meets or exceeds my expectations	business resides in DPS school district

### D-3 - Local Business Workforce - Reviewer Scores

Reviewer	Score	Reason	Comments
	9 pts	Mostly complete response	24% workforce reside in Montgomery County

### E-1 - Cost Proposal - Reviewer Scores

Reviewer	Score	Reason	Comments
	92.91 pts (\$321,100.00)	-	verified calculations

### F-1 - Pricing Form - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

### F-2 - Non-Collusion Statement - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

### F-3 - Tax Affidavit - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

#### F-4 - City of Dayton AA Letter - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

#### F-5 - CIP Diversity/Workforce - Reviewer Scores

Reviewer	Score	Reason	Comments
	Fail	Incomplete response	No form submitted

#### F-6 - References - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted



## The Ohlmann Group, Inc. - Scoring Comments

### A-1 - General - Reviewer Scores

Reviewer	Score	Reason	Comments
	9 / 10	Meets or exceeds my expectations	#3 merger is marked NO
	10 / 10	Meets or exceeds my expectations	met all designated criteria in quesions
	10 / 10	Meets or exceeds my expectations	Took 1 point away due to description award for #3 saying yes... but, I believe a No is better as Ohlman has no plans for merger, reorganization etc. Established as a Dayton company.
	10 / 10	Meets or exceeds my expectations	Highly regarded firm. GREAT past working relationship with the District
	10 / 10	Meets or exceeds my expectations	Meets expectations

## A-2 - Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
	18 pts	Meets or exceeds my expectations	MVCTC, Learn to Earn, Spring Valley Academy, DPS, Sinclair, Several school based clients
	20 pts	Meets or exceeds my expectations	broad scope of services, involvement with several school systems, including DPS,
	15 pts	Meets or exceeds my expectations	Although, DPS is only urban school district, Ohlman has shown clear, concise materials for several private schools with similar messages and targets.
	18 pts	Meets or exceeds my expectations	I like the number of Public sector clients.
	19 pts	Meets or exceeds my expectations	Firm has worked with DPS in the past

### A-3 - Financial Stability - Reviewer Scores

Reviewer	Score	Reason	Comments
	9 / 10	Meets or exceeds my expectations	

### A-4 - Non- Personnel Resources - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 5	Meets or exceeds my expectations	
	4 / 5	Strongly fits desired attribute(s)	access to in house recording studio, project management tools, tracking systems
	4 / 5	Meets or exceeds my expectations	
	5 / 5	Meets or exceeds my expectations	
	5 / 5	Meets or exceeds my expectations	



**A-5 - Key Personnel, including sub-contractors/partners - Reviewer Scores**

Reviewer	Score	Reason	Comments
	20 pts	Meets or exceeds my expectations	Highly qualified staff
	20 pts	Meets or exceeds my expectations	resumes provided, diverse experience base
	15 pts	Meets or exceeds my expectations	
	18 pts	Well-supported claim(s)	
	18 pts	Meets or exceeds my expectations	

## A-6 - Portfolio Samples-Creativity - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 5	Meets or exceeds my expectations	Colorful, original, memorable
	4 / 5	Meets or exceeds my expectations	Lots of work samples provided, several clients have creative promotional materials. Not crazy about the previous work done for DPS, seems very generic.
	3 / 5	Mostly complete response	Their work appears to be a pretty straightforward, standard approach using traditional means to communicate...
	4 / 5	Strongly fits desired attribute(s)	
	4 / 5	Meets or exceeds my expectations	

## A-7 - Portfolio Samples- Design - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 5	Meets or exceeds my expectations	Unique, colorful
	4 / 5	Meets or exceeds my expectations	much of the education promotional materials looked generic to me - they were colorful, layout is ok, but nothing jumps and catches my eye.
	4 / 5	Meets or exceeds my expectations	While traditional in nature, the appeal and artistry is polished and simple in delivery which is what you want.
	4 / 5	Meets or exceeds my expectations	
	4 / 5	Meets or exceeds my expectations	

## A-8 - Portfolio Samples-Copywriting - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Strongly fits desired attribute(s)	
	4 / 5	Meets or exceeds my expectations	DPS - enroll, commit, succeed    Enjoy Life, ready set soar, start here - go anywhere, joyful learning. These are all pretty good - my concern is about the previous work for DPS. This tagline didn't do anything to 'rebrand' our district - which is much needed. We have to convince the public that something is different, is better, is new.....the enrollment tagline didn't inspire any new thinking.
	4 / 5	Meets or exceeds my expectations	Again, traditional approach... nothing fancy... it is straight forward.
	5 / 5	Meets or exceeds my expectations	
	4 / 5	Meets or exceeds my expectations	



### A-9 - Portfolio Samples-Graphics - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 5	Meets or exceeds my expectations	High quality, appealing work
	4 / 5	Strongly fits desired attribute(s)	nice layout, great color, multiple print materials that made for attractive brochures and handouts. some of the materials appear to be a bit busy.....
	4 / 5	Meets or exceeds my expectations	appears to be easy to read and comprehend in publications etc.
	4 / 5	Strongly fits desired attribute(s)	
	4 / 5	Meets or exceeds my expectations	

### A-10 - Portfolio Samples-Use of Medium - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 5	Meets or exceeds my expectations	Outstanding presentation of portfolio samples. Samples also outstanding.
	5 / 5	Meets or exceeds my expectations	billboard, digital, multiple varieties of print materials
	4 / 5	Meets or exceeds my expectations	Again, traditional means to communicate
	5 / 5	High level of detail in response	
	4 / 5	Meets or exceeds my expectations	

## A-11 - Portfolio Samples-Impact - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 5	Meets or exceeds my expectations	
	4 / 5	Strongly fits desired attribute(s)	Learn to Earn tagline is memorable (ready, set, soar); others in portfolio are ok,
	3 / 5	Mostly complete response	This is polished work clearly, but if you are looking for in your face messaging, this is not it.
	4 / 5	Meets or exceeds my expectations	
	4 / 5	Meets or exceeds my expectations	

### A-12 - Point of Difference - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 5	Meets or exceeds my expectations	Well known firm, well connected, much experience, high quality work samples
	4 / 5	Strongly fits desired attribute(s)	This company has a lot of clients - maybe too many and too many that have similar missions. They have the most robust client list
	4 / 5	Meets or exceeds my expectations	Clearly, they are positioned in the marketplace as a top, if not the top, marketing firm. Have several high profile clients including CareSource, Dayton Children's...
	5 / 5	Well-supported claim(s)	
	4 / 5	Meets or exceeds my expectations	

**B-1 - Key staff/partners have received industry recognition - Reviewer Scores**

Reviewer	Score	Reason	Comments
	20 pts	Other	Local and national awards
	45 pts	Meets or exceeds my expectations	multiple Addy awards, BBB recognition, United Way, Mercury awards - all well documented
	35 pts	Meets or exceeds my expectations	Have both national and local awards on the shelf. It is workmanship that means more to me than an award.
	50 pts	High level of detail in response	
	49 pts	Meets or exceeds my expectations	

**B-2 - Firm has received industry recognition/award - Reviewer Scores**

Reviewer	Score	Reason	Comments
	15 pts	Other	multiple local awards

### C-1 - Design Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	25 pts	Meets or exceeds my expectations	well thought out plan that connects DPS/city data to needs
	20 pts	Strongly fits desired attribute(s)	Doesn't address specific DPS initiatives; however, market demographic data was provided about the region. They want to implement a discovery process about re-branding, which is appropriate.
	20 pts	Meets or exceeds my expectations	Reflects plan to research first then act and have resources to do it successfully
	21 pts	Strongly fits desired attribute(s)	I really like the inclusion of Dayton Weekly into the proposed plan. I also appreciate the research quoted for each proposed element.
	18 pts	Meets or exceeds my expectations	Firm needs research to fully answer questions

## C-2 - Work Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	21 pts	Other	No mention of meeting attendance
	20 pts	Meets or exceeds my expectations	Detailed work plan provided, specifically addressed services, approach and methodology
	21 pts	Meets or exceeds my expectations	Indicates dedication to meeting working with our people to be successful.
	24 pts	Strongly fits desired attribute(s)	well documented plan for success and inclusion of DPSD staff
	23 pts	Meets or exceeds my expectations	Meets epectations

### C-3 - Operating Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	25 pts	Meets or exceeds my expectations	High quality description of work tasks and deliverables
	30 pts	Meets or exceeds my expectations	very detailed approach outlined in proposal
	25 pts	Meets or exceeds my expectations	Clearly has means to research best practices for placement of our message
	30 pts	High level of detail in response	plan is well laid out and has data to back up decisions.
	28 pts	Meets or exceeds my expectations	meets expectations



#### C-4 - Implementation Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	10 / 10	Meets or exceeds my expectations	Detailed information of costs/invoicing
	5 / 10	Medium level of detail in response	couldn't figure out the invoice terms - there are tons of metrics reports, none of which I could read. I don't now what all of the reports reveal.
	9 / 10	Meets or exceeds my expectations	Clearly provide data in multiple documents
	9 / 10	Meets or exceeds my expectations	reports quoted will more than fulfil the requirements
	8 / 10	Meets or exceeds my expectations	Meets expectation

### C-5 - Reporting Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 5	Meets or exceeds my expectations	Numerous samples shared
	5 / 5	Meets or exceeds my expectations	more reports than one might need - but they are available.
	5 / 5	Meets or exceeds my expectations	
	5 / 5	High level of detail in response	
	4 / 5	Meets or exceeds my expectations	

**C-6 - Additional Plans/Value Adds - Reviewer Scores**

Reviewer	Score	Reason	Comments
	3 / 5	Medium level of detail in response	
	3 / 5	Partially meets my expectations	summarizes process steps
	3 / 5	Mostly complete response	I believe this plan is mostly aimed at external audiences. Is there a plan to create items for internal audience. I.e materials inside schools that promote achievement.
	3 / 5	Mostly complete response	
	4 / 5	Meets or exceeds my expectations	

**D-1 - EDBE/EDGE Participation - Reviewer Scores**

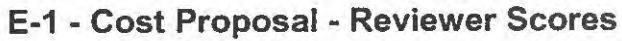
Reviewer	Score	Reason	Comments
	10 pts	Incomplete response	Firm listed names of certified contractor no evidence of utilization

**D-2 - Local Business Residency - Reviewer Scores**

Reviewer	Score	Reason	Comments
	25 pts	Meets or exceeds my expectations	Firm resides in DPS school district

**D-3 - Local Business Workforce - Reviewer Scores**

Reviewer	Score	Reason	Comments
	23 pts	Strongly fits desired attribute(s)	23% workforce resides in DPS



Reviewer	Score	Reason	Comments
	86.38 pts (\$345,410.00)	-	

Reviewer	Score	Reason	Comments
	Pass	Other	signed and submitted

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

**F-4 - City of Dayton AA Letter - Reviewer Scores**

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

**F-5 - CIP Diversity/Workforce - Reviewer Scores**

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

**F-6 - References - Reviewer Scores**

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

## The Next Wave - Scoring Comments

### A-1 - General - Reviewer Scores

Reviewer	Score	Reason	Comments
	10 / 10	Strongly fits desired attribute(s)	All required answers earned points
	10 / 10	Strongly fits desired attribute(s)	each of the questions identified received one point when answered as indicated above - 10 questions = 10 points
	9 / 10	Meets or exceeds my expectations	Knows the community. In business a long time, appears to have equipment necessary to get job done.
	6 / 10	Mostly complete response	Most of the information is provided.  As with other respondents, District has been engaged professionally with this vendor. My concerns are with that relationship in the past (Not at all a POSITIVE EXPERIENCE).
	10 / 10	Meets or exceeds my expectations	Meets expectations

## A-2 - Experience - Reviewer Scores

Reviewer	Score	Reason	Comments
	8 pts	Partially meets my expectations	Marketing work done for companies other than urban schools. Small amount of work with DPS but no other urban experience.
	5 pts	Doesn't meet my expectations	has not done work for other school districts as specified in question, client list was stated to be found in attachment IX - never found that attachment in this proposal
	10 pts	Partially fits desired attributes	No experience with school districts other than DPS...
	5 pts	Doesn't meet my expectations	Very limited public sector work is VERY concerning to me. Would like to see more work/ proof of successful work for public sector.
	10 pts	Partially meets my expectations	Has little experience with public clients.



### A-3 - Financial Stability - Reviewer Scores

Reviewer	Score	Reason	Comments
	3 / 10	Incomplete response	

### A-4 - Non- Personnel Resources - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Meets or exceeds my expectations	
	3 / 5	Partially meets my expectations	some in-house equipment, seems minimal compared to other resources for other companies
	4 / 5	Meets or exceeds my expectations	
	4 / 5	High level of detail in response	
	3 / 5	Partially meets my expectations	

**A-5 - Key Personnel, including sub-contractors/partners - Reviewer Scores**

Reviewer	Score	Reason	Comments
	15 pts	Strongly fits desired attribute(s)	
	10 pts	Partially fits desired attributes	
	13 pts	Mostly complete response	Small firm... locals ... do like Pulitzer Prize winning photographer. Esrati's longevity in community a good thing.
	14 pts	Meets or exceeds my expectations	
	15 pts	Meets or exceeds my expectations	

### A-6 - Portfolio Samples-Creativity - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Meets or exceeds my expectations	
	1 / 5	Poor level of detail in response	There was much text provided, but few portfolio samples of any work done for other entities.
	3 / 5	Partially meets my expectations	confusing to find info ... hate the santa hockey ad... message muddled we need straight forward in your face
	2 / 5	Partially fits desired attributes	
	3 / 5	Partially meets my expectations	

### A-7 - Portfolio Samples- Design - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Meets or exceeds my expectations	
	2 / 5	Partially fits desired attributes	Previous DPS materials generated (school flyers) were OK but not innovative in their artistry.
	3 / 5	Partially meets my expectations	confusing
	2 / 5	Partially fits desired attributes	
	3 / 5	Partially meets my expectations	

### A-8 - Portfolio Samples-Copywriting - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Meets or exceeds my expectations	
	3 / 5	Partially meets my expectations	Messaging seems embedded in personal knowledge of the school system - although the messaging was not consistently positive about DPS or the RFQ process.
	3 / 5	Partially meets my expectations	
	2 / 5	Partially supported claim(s)	
	3 / 5	Partially meets my expectations	

### A-9 - Portfolio Samples-Graphics - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Meets or exceeds my expectations	
	1 / 5	Doesn't meet my expectations	I was hoping to see some graphics of other jobs - ample print material samples were not provided.
	3 / 5	Partially meets my expectations	
	3 / 5	Partially meets my expectations	
	3 / 5	Partially meets my expectations	

### A-10 - Portfolio Samples-Use of Medium - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	Meets or exceeds my expectations	
	3 / 5	Partially fits desired attributes	Company seems to have a grasp of the many facets of advertising medium - social media, print, banner/billboard, community ambassador
	3 / 5	Partially meets my expectations	
	2 / 5	Partially meets my expectations	
	3 / 5	Partially meets my expectations	

### A-11 - Portfolio Samples-Impact - Reviewer Scores

Reviewer	Score	Reason	Comments
	3 / 5	Other	
	2 / 5	Partially fits desired attributes	The tone of materials seems to originate from a negative place - perhaps due to prior work relationship with district and/or employee(s).
	3 / 5	Partially meets my expectations	tries to be clever
	0 / 5	Incomplete response	
	3 / 5	Partially meets my expectations	



### A-12 - Point of Difference - Reviewer Scores

Reviewer	Score	Reason	Comments
	4 / 5	High level of detail in response	
	2 / 5	Medium level of detail in response	representation of retail, Howard Univ. campaign very dated, DPS materials ok - but not strong
	2 / 5	Partially meets my expectations	Nothing stands out as particularly innovative.
	3 / 5	Partially meets my expectations	
	2 / 5	Partially meets my expectations	

**B-1 - Key staff/partners have received industry recognition - Reviewer Scores**

Reviewer	Score	Reason	Comments
	20 pts	Other	Addy American Advertising Federation
	35 pts	Strongly fits desired attribute(s)	Addy awards, one Emmy award for one employee, one Pulitzer Prize - although they are not well documented by date and/or recipient.
	30 pts	Mostly complete response	
	15 pts	Doesn't meet my expectations	should show industry accepted awards NOT attack said established awards
	40 pts	Meets or exceeds my expectations	

**B-2 - Firm has received industry recognition/award - Reviewer Scores**

Reviewer	Score	Reason	Comments
	15 pts	Other	Award

### C-1 - Design Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	16 pts	Partially meets my expectations	Additional details would strengthen response
	20 pts	High level of detail in response	I really can't find a section called the design plan in this proposal. There is an attempt to brainstorm ideas that are specific to DPS.
	16 pts	Mostly complete response	Correctly hits on enrollment, teaching staff needs... alumni good idea. Have a hard time believing it can all be pulled off in one year. Don't like negative approach.
	10 pts	Other	lack of plan/ attacking the process is NOT what the District is asking for. VERY limited plan.
	10 pts	Partially meets my expectations	Bidder listed reasons why bid will not be awarded

## C-2 - Work Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	25 pts	Meets or exceeds my expectations	Committed to 24/7/365
	15 pts	Partially meets my expectations	found specifics hard to find in proposal, as indicated before proposal is in tune with DPS needs & challenges
	13 pts	Partially meets my expectations	Believe they will attend meetings, but not convinced that they are team players. No timeline could be established and that is a worry.
	10 pts	Other	Plan provided is NOT a marketing plan it is a Operational plan. RFP is for Marketing not a replacement of the DPS Administration.
	15 pts	Partially fits desired attributes	partially completed section

### C-3 - Operating Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	30 pts	Meets or exceeds my expectations	All mediums discussed
	5 pts	Poor level of detail in response	doesn't complete section; but rather, complains that no one will read the RFP response
	16 pts	Mostly complete response	Seem prepared with pamphlets, info sheets, etc
	5 pts	Poor level of detail in response	Plan is not fully detailed as it comes to marketing. Very little detail of the deliverables.
	10 pts	Other	Bidder feels the section is redundant.

#### C-4 - Implementation Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 10	Medium level of detail in response	More detail would strengthen plan
	6 / 10	Medium level of detail in response	invoice total less than other two companies
	3 / 10	Poor level of detail in response	No real explanation
	1 / 10	Poor level of detail in response	Not evident in response
	2 / 10	Doesn't meet my expectations	Bidder didn't answer question

### C-5 - Reporting Plan - Reviewer Scores

Reviewer	Score	Reason	Comments
	5 / 5	Meets or exceeds my expectations	
	1 / 5	Poor level of detail in response	Found the response to do searches on employees to be sarcastic and inappropriate
	2 / 5	Partially supported claim(s)	Not convinced of reported contacts and who they know.
	0 / 5	Poor level of detail in response	Respondent does not give information requested
	1 / 5	Doesn't meet my expectations	

**C-6 - Additional Plans/Value Adds - Reviewer Scores**

Reviewer	Score	Reason	Comments
	3 / 5	Other	
	2 / 5	Partially fits desired attributes	
	2 / 5	Partially supported claim(s)	Not convinced of general claims of hiring/using neighborhood ambassadors
	4 / 5	Other	Would like to see more than "I attend board meetings" Plan presented is beyond a marketing plan or what is requested in this RFQ
	1 / 5	Doesn't meet my expectations	



**D-1 - EDBE/EDGE Participation - Reviewer Scores**

Reviewer	Score	Reason	Comments
	10 pts	Poor level of detail in response	Firm provided no documentation of good faith effort to partner with diverse supplier, Firm is Veteran

**D-2 - Local Business Residency - Reviewer Scores**

Reviewer	Score	Reason	Comments
	25 pts	Meets or exceeds my expectations	Firm is located DPS school district

**D-3 - Local Business Workforce - Reviewer Scores**

Reviewer	Score	Reason	Comments
	25 pts	Meets or exceeds my expectations	25% workforce resides in DPS school district

### E-1 - Cost Proposal - Reviewer Scores

Reviewer	Score	Reason	Comments
	100 pts (\$298,350.00)	-	confirmed calculations

### F-1 - Pricing Form - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

### F-2 - Non-Collusion Statement - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

### F-3 - Tax Affidavit - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

#### F-4 - City of Dayton AA Letter - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

#### F-5 - CIP Diversity/Workforce - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

#### F-6 - References - Reviewer Scores

Reviewer	Score	Reason	Comments
	Pass	Meets the requirement(s)	signed and submitted

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