

SHORTLISTING RATING SHEET

Creative Agency

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	
A.	<i>Appropriateness of the agency for the assignment (10)</i>	
	Full service advertising agency	10
	Events Company with an advertising arm/services	6
	Others	2
B.	<i>Extent of network of the agency (10)</i>	
	National	10
	Island-regional	6
	Regional	2
C.	<i>Number of Similar Projects Completed (10)</i>	
	4 projects and above	10
	3 projects	6
	2 projects	4
	1 project	2
D.	<i>Vertical presence (10)</i>	
	7 years & above with at least 2 nationwide campaign for the last 3 years	10
	7 years & above with at least 1 nationwide campaign for the last 3 years	8
	5 years & above with at least 1 nationwide campaign for the last 3 years	6
E.	<i>Client base & presentation of 1 short case study of successful advocacy campaign (10)</i>	
	Top 1000 companies with one successful advocacy campaign felt by the general public	10
	Top 2000 companies with one successful advocacy campaign	8
	Top 3000 companies with one successful advocacy campaign	6
F.	<i>Projects handled (10)</i>	
	3 or more projects with contract cost equal or greater than 100M	10
	2 projects with contract cost equal or greater than 100M	6
	1 project with contract cost equal or greater than 100M	4
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (20)	
A.	<i>Years of Experience in Similar Projects - 10</i>	
	10 years and above	10
	8-9 years	8
	5-7 years	6
B.	<i>Years of Experience in Related Projects - 10</i>	
	10 years and above	10
	8-9 years	8
	5-7 years	6
IV	CURRENT WORKLOAD RELATIVE TO CAPACITY (20)	
	Number of on-going similar and related projects relative to capacity	
	3 or more projects with contract cost equal or greater than 100M	5
	2 projects with contract cost equal or greater than 100M	10
	1 project with contract cost equal or greater than 100M	15
	no project with contract cost equal or greater than 100M	20
	Passing Rate - 70	