

SHORTLISTING RATING SHEET
Media Planning & Placement Agency

I	APPLICABLE EXPERIENCE OF THE CONSULTANT (65)	
A.	<i>Appropriateness of the agency for the assignment (15)</i>	
	Full service media planning and placement agency	15
	Events Company with a media planning and placement arm/services	10
	Others	5
B.	<i>Existence of International Partners (15)</i>	
	20 years	15
	15 years	10
	10 years	5
C.	<i>Number of Similar Projects Completed with an aggregate cost of at least 50% of ABC of this project (15)</i>	
	**must have undertaken a similar campaign for the last 2 years	
	4 projects and above	15
	3 projects	10
	2 projects	8
	1 project	4
D.	<i>Vertical presence (10)</i>	
	20 years	10
	15 years	8
	10 years	6
E.	<i>Client base & presentation of 1 short case study of successful advocacy campaign (10)</i>	
	Top 1000 companies	10
	Top 2000 companies	8
	Top 3000 companies	6
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (20)	
A.	<i>Years of Experience in Similar and Related Projects</i>	
	Account Manager / Strategic Planner / Account Director (10)	
	15 years and above	10
	11-13 years	8
	10 years	6
	Managing Supervisor / Digital Strategist (10)	
	10 years and above	10
	8-9 years	8
	5-7 years	6
IV	CURRENT WORKLOAD RELATIVE TO CAPACITY (15)	
	Number of on-going similar and related projects relative to capacity	
	3 or more projects with contract cost equal or greater than 100M	4
	2 projects with contract cost equal or greater than 100M	8
	1 project with contract cost equal or greater than 100M	10
	no project with contract cost equal or greater than 100M	15
	Passing Rate - 70	