

TECHNICAL EVALUATION RATING SHEET

A. Quality of personnel to be assigned to the project - 20%

- I. Minimum required personnel (10%)
- II. Minimum working experience of each personnel (10%)

B. Experience and Capability of the firm - 30%

- I. Full-service capabilities (10%)
 - Research or Competitive Analysis – 2%
 - International Media Planning – 4%
 - Project Evaluation and Monitoring – 2%
 - At least 1 completed project via joint Venture Agreement – 2%
- II. Experience and Credentials (20%)
 - Must have been existing for at least 10 years – 10%
 - Must have undertaken and implemented an international media placement within past 2 years – 10%

C. Plan of Approach and Methodology - 50%

- I. Efficiency (30%)
 - Relevance of media strategy in targeted country – 10%
 - Appropriateness of execution plan in various media platforms – 10%
 - Cost-effectiveness of budget allocation per placements – 10%
- II. Implementation and Evaluation (20%)
 - Feasibility – 10%
 - Comprehensiveness in identifying key result areas – 10%

Passing rate – 70%