

## RFP 2021-03 Marketing and Advertising Services

### Final Scoring Summary

Proposer	Score (Max 380)
GYK/Antler (Apparent Successful Bidder)	291.7
Periscope	290.25*
Marcus Thomas/NPI	264.33
Fuse Ideas	255.00
Wedu	86^

#### Scoring Notes:

As permitted by the RFP, the Scoring Committee decided to award the two scopes of work (Core Advertising and Digital Advertising) together and the total score reflects the combined scoring for both scopes of work.

\* Periscope's Price Submission was not fully compliant with RFP requirements, however, based on information in the scoring sheet, the Evaluation Committee scored the proposal in the manner most advantageous to the proposer. As this did not have a material impact on the result, the Evaluation Committee waived the non-conformity and included this proposal in the scoring.

^ Wedu was not selected to participate in Oral Presentations after initial evaluation of the proposals and was not given further consideration by the Evaluation Committee. As such, the scoring shown reflects scoring for the initial written submission and does not include scores for oral presentations or pricing.