

Evaluation grid

<u>Skills and experience</u>	<u>Highest % possible</u>	<u>% given</u>
<p>Conflicts of interest Note that even though this aspect is not evaluated (NE), it can still lead to the elimination of candidates</p>	NE	NE
<p>Agency's accomplishments ↗ Case studies (challenges, strategy, results, awards) ↗ Creativity ↗ Overall quality</p>	___%	___%
<p>Offer of services (in line with your needs) ↗ Planning skills and strategic thinking ↗ Branding and graphic design skills ↗ Digital skills</p>	___%	___%
<p>Experience relevant to your business sector ↗ Experience deploying campaigns or projects (on a local, regional, national, or international scale) ↗ Quality and experience of the team assigned to the client ↗ Experience in French (or other languages), if applicable</p>	___%	___%
<p>Compatibility ↗ Chemistry with your team ↗ Compatibility with your company's values</p>	___%	___%
<p>Media experience (in line with your needs) ↗ Planning ↗ Identification of needs specific to the business sector ↗ Media buying and creativity ↗ Ability to generate leverage and added value</p>	___%	___%
<p>Administration and controls ↗ Control reports, follow-up offered, internal processes ↗ Quality management</p>	___%	___%
<p>Added value ↗ Unique abilities, experience, or skills ↗ Proven spirit of innovation</p>	___%	___%
<p>Quality of the presentation ↗ Presentation, clarity, and relevance ↗ Answers to questions ↗ Chemistry of the presentation team</p>	___%	___%
<p>Fee schedule*</p>	___%	___%

*In order to make a decision based first and foremost on the quality of services that you are looking for and the resources that are proposed, the fee schedule should never count for more than 20% of the final evaluation.