

From: Akey, Cheryl A CITZ:EX
Sent: Friday, October 4, 2013 9:36 AM
To: McCowan, Dwayne CITZ:EX
Subject: RE: re FOIPPA request

For your own info, this is what was in the Request for Standing Offer (RSO) document, stating how the evaluation and selection process worked:

9.2 DESIRABLE CRITERIA

A Respondent may submit a response to one or more of the service areas noted within this document. A separate complete response must be submitted under each service area should Respondents choose to respond to more than one service area. Responses for each service area will be evaluated separately.

Responses meeting the mandatory requirements will be further assessed against the following desirable criteria. **Those that meet the minimum score in each service area of 70 will be given a Standing Offer.**

Desirable Criteria	Points Available	Minimum score (if applicable)
Corporate Capability & Key Personnel Qualifications	25	
Portfolio / Work Samples	25	
Ability to provide a unique offering	20	
Pricing	30	
TOTAL POINTS AVAILABLE	100	70

From: Akey, Cheryl A CITZ:EX
Sent: Friday, October 4, 2013 9:32 AM
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Here is a list of all the respondents and their scores. Hope this is what you need

SUCCESSFUL RESPONDENTS

Advertising	Scores
Cossette Communications Inc	70.1
Dare Digital LP	70.9
DDB Canada	71.9
Hogan Millar Media Inc	73.2
MacLaren McCann	78.3
RED The Agency Inc	71.0
Response Advertising Inc	82.1
Saint Bernadine Mission Communications Inc	81.5
Spring Advertising Ltd	76.8
Traction Creative Communications	70.4

Not Responsive

Advertising Research	
Campaign Research Inc	75.0
Innovative Research Group Inc	82.0
Insights West Marketing Research Inc.	77.5
Ipsos Reid Limited Partnership	70.2
Majeed Khoury	71.6
Mustel Research Group Ltd	75.0

Advertising Web Design and Development	
Blast Radius Inc	84.0
Dare Digital LP	73.6
DDB Canada	74.1
Engine Digital Inc	74.5
FCV Technologies Ltd	75.9
KIMBO Design Inc	85.9
MacLaren McCann	82.6
Pound & Grain Digital Inc	75.3
RED The Agency Inc	75.2
Switch United Design Inc	75.5
Traction Creative Communications	71.2
Upanup Studios Inc	76.0

Not Responsive

Summary of Responses Received

Advertising

Cossette Communications
Creative Juices
Dare Digital
DDB Canada
Hangar 18 Creative Group
Hogan Millar Media
McLaren McCann
RED The Agency Inc
Response Advertising Inc
Spring Advertising
St Bernadine Mission Communications
Traction Creative Communications

Advertising Research

Campaign Research Inc
Innovative Research Group
Insights West Marketing Research Inc
Ipsos Reid Public Affairs
Majeed Khoury
Mustel Group

Not Responsive

Web Design & Development

Blast Radius Vancouver

Dare Digital

DDB Canada

Engine Digital

FCV Technologies Ltd

Graphically Speaking

Hangar 18 Creative Group

KIMBO Design Inc

McLaren McCann

MK Webstager Inc (Webstager.com)

Pound & Grain

RED The Agency Inc

Switch United

Traction Creative Communications

UpanUp Studios