2023-RFP-05 Scoring

Print and Digital Media Buyer for Tourism Marketing for the JCVB annual marketing strategy (FY2024-2026)

	STAFF REVIEW AND SCORES (50 pts)						INTERVIEW SCORES (30 pts)	
	1	2	3	4	5	6	1	2
	Storm Cloud Marketing	**Guru Marketing**	**Business Marketing Solutions**	**Little Bird Marketing**	**Paradise Advertising**	**Stealth Creative**	**Paradise Advertising**	**Stealth Creative**
% for PRINT placement	15%	2.34%	NS	15%	15%	12%	15%	12%
% for DIGITAL placement	15%	0.63%	NS	15%	15%	20%	15%	20%
Location:	Joplin, MO	Joplin, MO	Cornelius, NC	Joplin, MO	St Petersburg, FL	Joplin, MO/StL	St Petersburg, FL	Joplin, MO/StL
#1	23	24	NS	24	46	27	30	20
#2	26	26	NS	17	46	30	29	19
#3	21	23	NS	17	44	25	27	16
Average	**23**	**24**	NS	**19**	**45**	**27**	**29**	**18**