



RFP 15991 VENDOR SERVICE CONTRACT FOR MARKETING AND BRANDING SERVICES

Opened 05/02/2018

PURCHASING AGENT: NATHAN CHURCHILL
 EMAIL: NCHURCH@MILWAUKEE.GOV
 PHONE: 414-286-2392

Compliant Responses

Supplier	Total / 115 pts	Responsiveness to the RFP Pass/Fail	Ability to meet the needs of the project scope / 30 pts	Firm's experience with similar projects / 25 pts	Qualifications and expertise of staff / 25 pts	Proposer's Cost Proposal / 20 pts	A - Bonus Points / 15 pts	A-1 - SBE Participation / 5 pts	A-2 - LBE Participation / 10 pts
2-Story Milwaukee, WI	98 pts	Pass	27 pts	24 pts	24 pts	8 pts	15 pts	5 pts	10 pts
Walzak Marketing Communications, Inc. Milwaukee, WI	74.76 pts	Pass	20.67 pts	19 pts	18.33 pts	11.76 pts	5 pts	0 pts	5 pts
Rebecca Silber Design Milwaukee, WI	69.33 pts	Pass	17.67 pts	12.67 pts	14 pts	20 pts	5 pts	0 pts	5 pts
AFFIRM Agency Pewaukee, WI	67.67 pts	Pass	19 pts	15.33 pts	20 pts	8.333 pts	5 pts	5 pts	0 pts
Kane Communications Group Milwaukee, WI	65.22 pts	Pass	22 pts	15.33 pts	17 pts	5.882 pts	5 pts	0 pts	5 pts
Mungo Creative Group Milwaukee, WI	61.67 pts	Pass	19 pts	18.33 pts	17.67 pts	6.667 pts	0 pts	0 pts	0 pts
RIVERA & ASSOCIATES, INC. Milwaukee, WI	40.33 pts	Pass	4.333 pts	6 pts	5 pts	10 pts	15 pts	5 pts	10 pts

Non-Compliant Responses

Avant Marketing Group (St. Louis, MO)
 Cain & Co. (Rockford, IL)