

Comparison of tenders – Quality points

Comparison of tenders hasn't been carried out in themes 1,2,5,6,7,8 because contracting authority only received one tender for these themes.

Below you can find quality points for themes 3 and 4.

QUALITY COMPARISON

Each process description is scored separately, and the tenderer can receive a maximum of 70 points from two thematic process descriptions per section. The selection criterion is a total economic advantage based on quality and price.

Theme 3: Travel and Urban Culture

Tenderer: Citizen

Process description nro 1:

1. The PR and media work produced for the reference client has received coverage in the target media = 3p.

(0 p = 0–10 % of target media, 1 p = 11–30 % of target media, 2 p = 31–60 % of target media, 3 p = 61–100 % of target media).

Weighting 5 x 3p = 15p.

2. Structure and clarity of the process description = 1p.

(0= Process description is unclear, 1p= Process description is partly clear, 2p= Process description is very clear, also in terms of structure)

Weighting 5 x 1p = 5p.

3. The process description highlights the tenderer's international expertise on the theme = 1p.

(0p = Process description indicates partial international expertise on the theme, 1p = Process description indicates good international expertise on the theme, 2p = Process description indicates excellent international expertise on the theme)

Weighting 5 x 1p = 5p.

TOTAL: 25 points

Process description nro 2:

1. The PR and media work produced for the reference client has received coverage in the target media = 3p.

(0 p = 0–10 % of target media, 1 p = 11–30 % of target media, 2 p = 31–60 % of target media, 3 p = 61–100 % of target media).

Weighting 5 x 3p = 15p.

2. Structure and clarity of the process description = 1p.

(0= Process description is unclear, 1p= Process description is partly clear, 2p= Process description is very clear, also in terms of structure)

Weighting 5 x 1p = 5p.

3. The process description highlights the tenderer's international expertise on the theme = 1p.

(0p = Process description indicates partial international expertise on the theme, 1p = Process description indicates good international expertise on the theme, 2p = Process description indicates excellent international expertise on the theme)

Weighting 5 x 1p = 5p.

TOTAL: 25 points

TOTAL SCORE FOR THEME 3: 50 points

Tenderer: ING Media

Process description nro 1:

1. The PR and media work produced for the reference client has received coverage in the target media = 3p.

(0 p = 0–10 % of target media, 1 p = 11–30 % of target media, 2 p = 31–60 % of target media, 3 p = 61–100 % of target media).

Weighting 5 x 3p = 15p.

2. Structure and clarity of the process description = 2p.

(0= Process description is unclear, 1p= Process description is partly clear, 2p= Process description is very clear, also in terms of structure)

Weighting 5 x 2p = 10p.

3. The process description highlights the tenderer's international expertise on the theme = 2p.

(0p = Process description indicates partial international expertise on the theme, 1p = Process description indicates good international expertise on the theme, 2p = Process description indicates excellent international expertise on the theme)

Weighting 5 x 2p = 10p.

TOTAL: 35 points

Process description nro 2:

1. The PR and media work produced for the reference client has received coverage in the target media = 3p.

(0 p = 0–10 % of target media, 1 p = 11–30 % of target media, 2 p = 31–60 % of target media, 3 p = 61–100 % of target media).

Weighting 5 x 3p = 15p.

2. Structure and clarity of the process description = 2p.

(0= Process description is unclear, 1p= Process description is partly clear, 2p= Process description is very clear, also in terms of structure)

Weighting 5 x 2p = 10p.

3. The process description highlights the tenderer's international expertise on the theme = 2p.

(0p = Process description indicates partial international expertise on the theme, 1p = Process description indicates good international expertise on the theme, 2p = Process description indicates excellent international expertise on the theme)

Weighting 5 x 2p= 10p.

TOTAL: 35 points

TOTAL SCORE FOR THEME 3: 70 points

Theme 4: Liveability – A City for Good Life

Tenderer: Camron PR

Process description nro 1:

1. The PR and media work produced for the reference client has received coverage in the target media = 2p.

(0 p = 0–10 % of target media, 1 p = 11–30 % of target media, 2 p = 31–60 % of target media, 3 p = 61–100 % of target media).

Weighting 5 x 2p = 10p.

2. Structure and clarity of the process description = 2p.

(0= Process description is unclear, 1p= Process description is partly clear, 2p= Process description is very clear, also in terms of structure)

Weighting 5 x 2p = 10p.

3. The process description highlights the tenderer's international expertise on the theme = 2p.

(0p = Process description indicates partial international expertise on the theme, 1p = Process description indicates good international expertise on the theme, 2p = Process description indicates excellent international expertise on the theme)

Weighting 5 x 2p = 10p.

TOTAL: 30 points

Process description nro 2:

1. The PR and media work produced for the reference client has received coverage in the target media = 3p.

(0 p = 0–10 % of target media, 1 p = 11–30 % of target media, 2 p = 31–60 % of target media, 3 p = 61–100 % of target media).

Weighting 5 x 3p = 15p.

2. Structure and clarity of the process description = 2p.

(0= Process description is unclear, 1p= Process description is partly clear, 2p= Process description is very clear, also in terms of structure)

Weighting 5 x 2p = 10p.

3. The process description highlights the tenderer's international expertise on the theme = 2p.

(0p = Process description indicates partial international expertise on the theme, 1p = Process description indicates good international expertise on the theme, 2p = Process description indicates excellent international expertise on the theme)

Weighting 5 x 2p = 10p.

TOTAL: 35 points

TOTAL SCORE FOR THEME 4: 65 points

Tenderer: Citizen

Process description nro 1:

1. The PR and media work produced for the reference client has received coverage in the target media = 3p.

(0 p = 0–10 % of target media, 1 p = 11–30 % of target media, 2 p = 31–60 % of target media, 3 p = 61–100 % of target media).

Weighting 5 x 3p = 15p.

2. Structure and clarity of the process description = 1p.

(0= Process description is unclear, 1p= Process description is partly clear, 2p= Process description is very clear, also in terms of structure)

Weighting 5 x 1p = 5p.

3. The process description highlights the tenderer's international expertise on the theme = 1p.

(0p = Process description indicates partial international expertise on the theme, 1p = Process description indicates good international expertise on the theme, 2p = Process description indicates excellent international expertise on the theme)

Weighting 5 x 1p = 5p.

TOTAL: 25 points

Process description nro 2:

1. The PR and media work produced for the reference client has received coverage in the target media = **0p.**

(0 p = 0–10 % of target media, 1 p = 11–30 % of target media, 2 p = 31–60 % of target media, 3 p = 61–100 % of target media).

Weighting 5 x 0p = 0p.

2. Structure and clarity of the process description = 1p.

(0= Process description is unclear, 1p= Process description is partly clear, 2p= Process description is very clear, also in terms of structure)

Weighting 5 x 1p = 5p.

3. The process description highlights the tenderer's international expertise on the theme = 1p.

(0p = Process description indicates partial international expertise on the theme, 1p = Process description indicates good international expertise on the theme, 2p = Process description indicates excellent international expertise on the theme)

Weighting 5 x 1p = 5p.

TOTAL: 10 points

TOTAL SCORE FOR THEME 4: 35 points