

This matrix can be used to measure your compatibility with your prospective Advertising and/or P.R. Agencies.
 Replace the text in the unprotected cells in blue with your own data.
 Rank each Agency from 1 to 5, 5 being strongest. Each column will tabulate your score to help you best determine your needs.

Agency / Contractor Selection Matrix							Points
Chemistry	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5		Possible
Sense of humor	[]	[]	[]	[]	[]	[]	5
Reliability	[]	[]	[]	[]	[]	[]	5
Warm & friendly; straight shooters	[]	[]	[]	[]	[]	[]	5
Fit with our culture	[]	[]	[]	[]	[]	[]	5
Understand OUR customers	[]	[]	[]	[]	[]	[]	5
Marketing skill	[]	[]	[]	[]	[]	[]	5
Contribute & communicate ideas clearly	[]	[]	[]	[]	[]	[]	5
Easily accept and incorporate our ideas	[]	[]	[]	[]	[]	[]	5
Understand & accept our corrections	[]	[]	[]	[]	[]	[]	5
Understands our company	[]	[]	[]	[]	[]	[]	5
Total Chemistry	0	0	0	0	0	0	50
<i>Percent compatibility</i>	0%	0%	0%	0%	0%	0%	100%
Style	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5		Points
Sense of style	[]	[]	[]	[]	[]	[]	5
Presentation	[]	[]	[]	[]	[]	[]	5
Charges	[]	[]	[]	[]	[]	[]	5
Investment in us -- specific agency pitch	[]	[]	[]	[]	[]	[]	5
Approach to marketing	[]	[]	[]	[]	[]	[]	5
Total Style	0	0	0	0	0	0	25
<i>Percent compatibility</i>	0%	0%	0%	0%	0%	0%	100%
Advertising & Promotion	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5		Points
Billing	[]	[]	[]	[]	[]	[]	5
Copyrighting	[]	[]	[]	[]	[]	[]	5
Creative ingenuity	[]	[]	[]	[]	[]	[]	5
Direct mail	[]	[]	[]	[]	[]	[]	5
Familiarity with appropriate media	[]	[]	[]	[]	[]	[]	5
Graphic design	[]	[]	[]	[]	[]	[]	5
Outdoor	[]	[]	[]	[]	[]	[]	5
Planning & placement	[]	[]	[]	[]	[]	[]	5
Print	[]	[]	[]	[]	[]	[]	5
Radio	[]	[]	[]	[]	[]	[]	5
Style	[]	[]	[]	[]	[]	[]	5
Trade Shows	[]	[]	[]	[]	[]	[]	5
TV	[]	[]	[]	[]	[]	[]	5
Total Media	0	0	0	0	0	0	65
<i>Percent compatibility</i>	0%	0%	0%	0%	0%	0%	100%
Merchandising	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5		Points
Packaging	[]	[]	[]	[]	[]	[]	5
Point of purchase displays	[]	[]	[]	[]	[]	[]	5
Point of sale materials	[]	[]	[]	[]	[]	[]	5
Selling in retail environment	[]	[]	[]	[]	[]	[]	5
Total Retail	0	0	0	0	0	0	20
<i>Percent compatibility</i>	0%	0%	0%	0%	0%	0%	100%
International	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5		Points
Contacts	[]	[]	[]	[]	[]	[]	5
Cultures	[]	[]	[]	[]	[]	[]	5
Media	[]	[]	[]	[]	[]	[]	5
Product usability	[]	[]	[]	[]	[]	[]	5
Retail	[]	[]	[]	[]	[]	[]	5
Total International	0	0	0	0	0	0	25
<i>Percent compatibility</i>	0%	0%	0%	0%	0%	0%	100%
Public Relations	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5		Points
Familiarity with media	[]	[]	[]	[]	[]	[]	5
Past success	[]	[]	[]	[]	[]	[]	5
PR style	[]	[]	[]	[]	[]	[]	5
Relationships	[]	[]	[]	[]	[]	[]	5
Writing style	[]	[]	[]	[]	[]	[]	5
Total Public Relations	0	0	0	0	0	0	25
<i>Percent compatibility</i>	0%	0%	0%	0%	0%	0%	100%
Production Capability	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5		Points
Design & layout	[]	[]	[]	[]	[]	[]	5
Desktop Publishing	[]	[]	[]	[]	[]	[]	5
Illustration	[]	[]	[]	[]	[]	[]	5
Mechanical art	[]	[]	[]	[]	[]	[]	5
Multimedia	[]	[]	[]	[]	[]	[]	5
Photography	[]	[]	[]	[]	[]	[]	5
Video	[]	[]	[]	[]	[]	[]	5
Total Production Capability	0	0	0	0	0	0	35
<i>Percent compatibility</i>	0%	0%	0%	0%	0%	0%	100%
Background of People	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5		Points
Education	[]	[]	[]	[]	[]	[]	5
Improve selves and get ideas	[]	[]	[]	[]	[]	[]	5
Influences	[]	[]	[]	[]	[]	[]	5
Total Personal Backgrounds	0	0	0	0	0	0	15
<i>Percent compatibility</i>	0%	0%	0%	0%	0%	0%	100%
Other Clients	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5		Points
Experience brings variety to our projects	[]	[]	[]	[]	[]	[]	5
Competitors?!	[]	[]	[]	[]	[]	[]	5
Percent of clients in our industry	[]	[]	[]	[]	[]	[]	5
Value of connections with other clients	[]	[]	[]	[]	[]	[]	5
Total Other Clients	0	0	0	0	0	0	20
<i>Percent compatibility</i>	0%	0%	0%	0%	0%	0%	100%
Total Points	0	0	0	0	0	0	280
Overall Compatibility	0%	0%	0%	0%	0%	0%	100%