This matrix can be used to measure your compatibility with your prospective Advertising, Marketing and/or PR agencies and contractors. 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.

	ntractor Sel						Points
Chemistry		Agency 1	Agency 2	Agency 3	Agency 4	Agency 5	Possible
Sense of humor		[]	[]	[]	[]	[]	5
Reliability		[]	[]	[]	[]	[]	5
Varm & friendly; straight	shooters	l J	l J				5
it with our culture Inderstand OUR custome		l J	l J	l J	l l	l J	5 5
	rs	l J	l J		l J		
Marketing skill	. Marcalanda	l J	l J				5
Contribute & communicat Easily accept and incorpor			l J	l J		l J	5 5
Understand & accept our of		L J	l J	l J	l I	l J	5
Inderstands our company		L J	l J	L J	l J	L J	5
		0	0	0	0	•	50
Total Chemistry	Percent compatibility	0%	0%	0%	0%	0 0%	100%
Style		Agency 1	Agency 2	Agency 3	Agency 4	Agency 5	Points
Sense of style		[]	Agency 2	[]	[]	[]	5
Presentation		i i	i i	į į	i i	i i	5
Charges		[]	[]	[]	[]	[]	5
nvestment in us specifi	c agency pitch	[]	[]	[]	[]	[]	5
Approach to marketing		[]	[]	[]	[]	[]	5
Total Style		0	0	0	0	0	25
	Percent compatibility	0%	0%	0%	0%	0%	100%
Advertising & Promoti	on	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5	Points
Billing		[]	[]	[]	[]	[]	5
Copyrighting		i i	i i	i i	i i	i i	5
Creative ingenuity		i i	i i	i i	i i	i i	5
Direct mail		i i	i i	i i	i i	i i	5
amiliarity with appropria	te media	i i	i i	į į	i i	i i	5
Graphic design		ı i	i i	ı i	į į	ı i	5
Outdoor		ı i	i i	ı i	į į	ı i	5
Planning & placement		į į	į į	[j	į į	į į	5
Print		[]	[]	[]	[]	[]	5
Radio		[]	[]	[]	[]	[]	5
Style		[]	[]	[]	[]	[]	5
Trade Shows		[]	[]	[]	[]	[]	5
ΓV		[]	[]	[]	[]	[]	5
Total Media		0	0	0	0	0	65
	Percent compatibility	0%	0%	0%	0%	0%	100%
Merchandising		Agency 1	Agency 2	Agency 3	Agency 4	Agency 5	Points
ackaging			1 1	g. 177 -	gy -	g, 1	5
oint of purchase displays		L J	L 1	i j	1 1	I I	5
oint of purchase displays oint of sale materials		L J	L J	ı J	I I	ı J	5
Selling in retail environme	ent	[]	I J	L J	I J	[]	5
Fotal Retail	****	0	0	0	0	0	20
total Netdli	Percent compatibility	0%	0%	0%	0%	0%	100%
	1 стени сотранонну	0/0	U76	070	070	070	100%
nternational		Agency 1	Agency 2	Agency 3	Agency 4	Agency 5	Points
		. igency i		. rigency o		rigency 5	
Contacts		[]	[]	[]	[]	[]	5
Cultures		L J		l J	l l	L I	5
Media		L J		l J	l l	L I	5
Product usability		l J	l J	l J		l l	5
Retail							5
Total International		0	0	0	0	0	25
	Percent compatibility	0%	0%	0%	0%	0%	100%
Public Relations		Agency 1	Agency 2	Agency 3	Agency 4	Agency 5	Points
amiliarity with media		[]	[]	[]	[]	[]	5
Past success		i i	i i	i i	i i	i i	5
PR style		i i	i i	i i	i i	i i	5
Relationships		i i	i i	i i	i i	i i	5
Writing style		<u>i</u> i	iii	<u>i</u> i	<u>i</u> i	<u>i</u> i	5
Total Public Relations		0	0	0	0	0	25
accounts	Percent compatibility	0%	0%	0%	0%	0%	100%
Production Capability		Agency 1	Agency 2	Agency 3	Agency 4	Agency 5	Points
		F 1	gy =	g- 177 T	g - 177 - 1	g. 777 7	5
Design & layout		L J	L I	L J	I I	L J	
Desktop Publishing		L J	1 1	I I	I I	I I	5
llustration		i j	i l	i j	i l	i I	5
Mechanical art		į į	I I	l J	i i	l I	5
Multimedia		L J	i i	l J	i j	l I	5
Photography /ideo		L I	L I	L J	I I	I I	5 5
/ideo	V4						
Total Production Capabi		0	0	0	0	0	35
	Percent compatibility	0%	0%	0%	0%	0%	100%
a alconomia de Caralle							* • •
Background of People		Agency 1	Agency 2	Agency 3	Agency 4	Agency 5	Points
Education		[]	[]	[]	[]	[]	5
mprove selves and get ide	eas	[j	į į	[j	[j	[j	5
							5
nfluences	nde	0	0	0	0	0	15
		00/	0%	0%	0%	0%	100%
	Percent compatibility	0%					
nfluences Fotal Personal Backgrou				A gar 2	A gor 4	A gor 5	D-!4
Total Personal Backgrou Other Clients	Percent compatibility	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5	Points
Total Personal Backgrou Other Clients Experience brings variety	Percent compatibility			Agency 3	Agency 4	Agency 5	5
Other Clients Experience brings variety Competitors?!	Percent compatibility to our projects			Agency 3	Agency 4	Agency 5	5 5
Other Clients Experience brings variety Competitors?! Percent of clients in our in	Percent compatibility to our projects dustry			Agency 3 [Agency 4	Agency 5	5 5 5
Other Clients Experience brings variety Competitors?! Percent of clients in our in Value of connections with	Percent compatibility to our projects dustry	Agency 1 [Agency 2 [[] [] []	[] [] []	[] [] []	5 5 5 5
Other Clients Experience brings variety Competitors?! Percent of clients in our in	Percent compatibility to our projects dustry other clients	Agency 1 [Agency 2 [[] []	[] []	[] []	5 5 5 5 20
Otal Personal Background Dither Clients Experience brings variety Competitors?! Competitors?! Value of connections with	Percent compatibility to our projects dustry	Agency 1 [Agency 2 [[] [] []	[] [] []	[] [] []	5 5 5 5
otal Personal Background ther Clients xperience brings variety ompetitors?! ercent of clients in our in alue of connections with otal Other Clients	Percent compatibility to our projects dustry other clients	Agency 1 [Agency 2 [[] [] [] [] [] [] [] [] [] []	[] [] [] [] [] 0%	[] [] [] [] [] [] 0 0%	5 5 5 5 20 100%
Otal Personal Background Dither Clients Experience brings variety Competitors?! Competitors?! Value of connections with	Percent compatibility to our projects dustry other clients	Agency 1 [Agency 2 [[] []	[] []	[] []	5 5 5 5 20