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.

Agency / Contractor Selection Matrix

Chemistry	Agency 1	Agency 2	Agency 3	Agency 4	Agency 5	Points 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**	**50**
Percent compatibility	*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**	**25**
Percent compatibility	*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**	**65**
Percent compatibility	*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**	**20**
Percent compatibility	*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**	**25**
Percent compatibility	*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**	**25**
Percent compatibility	*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**	**35**
Percent compatibility	*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**	**15**
Percent compatibility	*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**	**20**
Percent compatibility	*0%*	*0%*	*0%*	*0%*	*0%*	*100%*

Total Points	**0**	**0**	**0**	**0**	**0**	**280**
Overall Compatibility	*0%*	*0%*	*0%*	*0%*	*0%*	*100%*

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