

Final Evaluation Document
RFP Number 3916Z1
Problem Gambling Public Awareness Campaign
Opening Date: Monday, March 26, 2012 at 2:00pm Central

Evaluation Criteria	Possible Points	Better World Advertising	Bozell	SnitilyCarr
Part 1.0 Executive Summary	40	33.2	20	37.6
Part 2.0 Corporate Overview	60	52	44.8	56.4
Part 3.0 Technical Approach	200	173	159.4	185.4
Part 4.0 Cost Proposal	100	99.9	100	99.9
Total Points	400	358.4	324.2	379.3
Ranking		2	3	1