

FINAL EVALUATION DOCUMENT

RFP Number 5749 Z1

Media Services for the DHHS Tobacco Free Nebraska (TFN) Program

Opening Date: February 21, 2018

| Evaluation Criteria | Possible Points | Clark Creative Group | Firespring |
|------------------------------------|------------------------|-----------------------------|-------------------|
| Part 1.0 Corporate Overview | 100 | 89.6 | 92.8 |
| Part 2.0 Technical Approach | 540 | 439.4 | 479.8 |
| Part 3.0 Cost Proposal | 30 | 30.0 | 30.0 |
| Total Points | 670 | 559.0 | 602.6 |
| Ranking | | 2 | 1 |