

# FINAL EVALUATION DOCUMENT

RFP Number 6820 Z1

**Marketing Services for a Statewide Public Education Campaign on Voter Identification**  
**Opening Date: September 27, 2023**

Evaluation Criteria	Possible Points	Ideologix Insights	Strategic America	Clark Creative Group	KidGlov	Bozell	Smith Kroeger	Learfield
<b>Part 1.0 Corporate Overview</b>	40	11.20	39.20	35.80	33.20	33.80	28.20	31.60
<b>Part 2.0 Technical Approach</b>	130	65.60	120.00	114.00	102.20	104.60	98.20	85.40
<b>Part 3.0 Cost Proposal</b>	30	0.00	0.00	0.00	0.00	0.00	0.00	30.00
<b>Total Points</b>	200	76.80	<b>159.20</b>	149.80	135.40	138.40	126.40	147.00
<b>Ranking</b>		7th	<b>1st</b>	2nd	5th	4th	6th	3rd