



## T2.2-04: Evaluation Schedule – CREATIVITY (20 POINTS)

**Bidder to submit a portfolio of work listing projects done in the past 5 years and demonstrating the following:**

- 1) developing campaign themes and/or key messages,
- 2) Designed and packaged communication or marketing work on different platforms, including print & digital media and
- 3) Production of collateral material e.g., corporate videos, corporate brochures, topic specific booklets, newsletters and posters. A mix of above the line, below the line and through the line marketing should reflect. Such a portfolio is to include the customer brief, rollout and report summary. Portfolio of work as examples of projects should be submitted either through an electronic copy portfolio of evidence or a digital medium where the same can be demonstrated.

**Creativity to be measured will cover:**

- On trend digital communication approaches that have higher impact vs. traditional approaches.
- Ability to soften hard messages and convert to impactful company call to actions.
- Demonstration of industrial or logistics or transportation exposure and related work.
- Submit a breakdown of how much time it took for the company to complete each of the referenced projects

### Index of documentation attached to this schedule

	DOCUMENT NAME
<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>5</b>	

The scoring of the method statement will be as follows:

<b>Elements:</b> <b>Weight 15 Points</b>	<b>Points</b>	<b>Bidder to submit a portfolio of work listing projects done in the past 5 years</b>
	<b>Score</b>	
Bidder to submit a portfolio of work listing projects done in the past 5 years and demonstrating the following:  1) developing campaign themes and/or key messages,  2) Designed and packaged communication or marketing work on different platforms, including print & digital media and  3) Production of collateral material e.g., corporate videos, corporate brochures, topic specific booklets, newsletters and posters. A mix of above the line, below the line and through the line marketing should reflect. Such a portfolio is to include the customer brief, rollout and report summary. Portfolio of work as	<b>0</b>	No portfolio Submitted
	<b>20</b>	Portfolio of work lists projects done in the past 5 years but does not demonstrate any creativity.
	<b>40</b>	Portfolio of work lists projects done in the past 5 years and demonstrates all of the criteria and creativity of such portfolio displays 1 of the 4 measures
	<b>60</b>	Portfolio of work lists projects done in the past 5 years and demonstrates all of the criteria and creativity of such portfolio displays 2 of the 4 measures
	<b>80</b>	Portfolio of work lists projects done in the past 5 years and demonstrates all of the criteria and creativity of such portfolio displays 3 of the 4 measures
<b>100</b>	Portfolio of work lists projects done in the past 5 years and demonstrates all of the criteria and creativity of such portfolio displays 4 of the 4 measures	

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