



APRIL 8, 2002

**Invitation to Bid 2002-042 – Full Service Advertising/Marketing Agency**
**STEP 1 - EVALUATION OF SUBMITTED PROPOSAL**

<u>Agency</u>	<u>Score (%)</u>
*1. Zimmerman	90.4
*2. Pro Ink	84.4
*3. RHAS	83.7
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Anson-Stoner	78.4
Watters	76.7
Husk-Jennings	75.6
Turkel Schwartz	75.1
Patterson Bach	73.6
Brandt Ronat	68.5
Ad Biz	64.9
PUSH	63.2
Fitzgerald	59.9
Axiom	58.8
Add Inns	58.1
Hoffman	53.0
Burkhard	45.5

**STEP 2 - EVALUATION OF SUBMITTED PROPOSAL**
**\*Formal Presentation - Top three firms above invited**

<u>Agency</u>	<u>Score (%)</u>
<b>**Zimmerman</b>	<b>90.7</b>
Pro-Ink	83.8
RHAS	Declined to present

**\*\* Recommended for Award**

Request for Proposal documents on file in Utilities Purchasing for inspection.

 Prepared by: \_\_\_\_\_  
 Gary Hill, Senior Buyer  
 Utilities Purchasing

c: Rosemary Fagler

### **Related Client Experience:**

- Green Mountain Energy – Secured #2 market position in Texas, earned 22% of market in Texas, surpassed sales goals by 33% and achieved a 30% awareness to company in three months
- City of Tallahassee Utilities
- Home Solar by Green Mountain
- Big Texas Sun Club
- Power Perks Energy Rewards
- Sterling Planet
- Atlanta Gas Light
- Tennessee Valley Authority (Zimmerman Executive was employed by TVA for 6 years)
- City of Tallahassee
- Broward County – North Broward Hospital District
- Brevard County Office of Tourism
- Collier County – Naples/Marco Island Convention & Visitors Bureau
- Okaloosa County Tourist Development Council
- St. Johns County Tourist Development Council
- State of Florida Department of Transportation
- Leon County

**Attachment #1**  
**The Zimmerman Agency**

**Scope of services to be contracted:**

Planning:

- Integrated Marketing Plans
- Communications Plans
- Media Plans
- Research Plans
- Target Marketing Plans
- New Product Launch Plans
- Brand Development

Creative:

- Design
- Copy writing
- Creative execution and direction
- Production management

Media:

- Implementing media plans
- Purchasing media
- Negotiating additional media benefits
- Verifying media purchases
- Verifying media values
- List acquisition and maintenance

Analysis:

- Customer response to communications/marketing efforts
- Program cost to response returned and income generated
- Market position on competitive products
- Program/product/service value

Interactive Media:

- Creation, programming and execution
- Maintenance

