

**Multimedia Creative Services RFQ
Appendix B - Level 2 Review Tool**



Proposer Name: _____

Reviewer ID: _____

Review Criteria	Total Possible Points	Score
<p>Creative Brief Writing Exercise: Proposer provides a creative brief in response to <i>Section IX.2</i> that outlines a plan to create multimedia content and messaging that elevates awareness, creates a sense of urgency and engages audiences that is consistent with First 5 LA’s mission, vision and values. The brief must explain the proposer’s approach to concept development pre-production, research and workplan phases, collaboration with other agency partners, and communications with clients.</p> <p><u>Scoring Guide:</u></p> <ul style="list-style-type: none"> • 25 - 30: <i>Exceptional/Strong</i> strategy and implementation skills demonstrated • 13 - 24: <i>Some</i> strategy and implementation skills demonstrated • 1 - 12: <i>Limited</i> strategy and implementation skills demonstrated 	30	
<p>Description of Relevant Experience: The proposer provides a narrative in response to <i>Section IX.3a Narrative of Qualifications and Relevant Experience in the RFQ</i> of their agency’s knowledge, experience and current capacity to produce multimedia content as part of public affairs campaigns to advance the understanding of issues, to build and sustain public will, and to influence the change of norms, attitudes, behaviors and beliefs, with a preference for content related to early childhood development issues.</p> <p>The narrative should also explain the proposer’s knowledge of L.A. County’s cultural, social and political landscape, their experience working with culturally, ethnically, linguistically, and socio-economically diverse groups in L.A. County and their collective experience and support of multimedia content specific to:</p> <ul style="list-style-type: none"> • Graphic design and development for print, digital (including email and websites), and social media content, such as animated GIFs and motion graphics, “Out of Home” advertising (such as billboards, kiosks and exhibits at events), and slide presentations (such as PowerPoint or Keynote) • Videography, direction, script and storyboard development, production and post-production, editing, and related services (e.g., location scouting and casting) for short and long-form videos for delivery on social and digital media platforms • Photography, direction, production, photo cataloging and organization, and related services for print and digital applications • Audio production and post-production (e.g., sound design, effects, sound editing, audio mixing) for digital audio, podcasts, and public 	20	

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<p>service announcements and ads for radio broadcast</p> <p>Scoring Guide:</p> <ul style="list-style-type: none"> • 13 - 20: <i>Exceptional/Strong</i> experience demonstrated • 7 - 12: <i>Some</i> experience demonstrated • 1 - 6: <i>Limited</i> experience demonstrated 		
<p>Description of Personnel: Describes the proposed team members' expertise as related to their qualifications to perform the work and the desired qualifications and experience noted in <i>Section IX 3b. Narrative of Qualifications and Relevant Experience</i> in the RFQ. This should include a description indicate whether subcontractors will be used and why, and a description of how subcontracted work will be controlled, monitored, and evaluated.</p> <p>This may include creative directors, account executives, project managers, copywriters, designers, videographers, photographers and editors.</p> <p>Scoring Guide:</p> <ul style="list-style-type: none"> • 13 - 15: <i>Exceptional/Strong</i> expertise in specified area • 7 - 12: <i>Some</i> expertise in specified area • 1 - 6: <i>Limited</i> expertise in specified area 	15	
<p>Samples - Graphic Design Direction and Production Experience: Proposer provides 3 samples in response to <i>Section IX.4</i> that demonstrate an ability to produce exceptionally professional, clean, and compelling layout and final artwork for print and digital collateral, including flyers, brochures, presentations, reports, social media, mailers, ads, banners, infographics, templates, icons, and other visual formats along with copy that demonstrates ability to digest complex information and craft clear, compelling and persuasive arguments to a variety of audiences.</p> <p>Samples will be evaluated using the following criteria:</p> <ul style="list-style-type: none"> • Clean and compelling layout. • Creative design, including use of lighting, staging, color and other visual assets, such as icons or photos • Copy that clearly states a central message and written in a clear, engaging, and accessible style that minimizes jargon and buzzwords. • Free of spelling and grammatical errors. • Highlight the desired qualifications listed in <i>Section VI. Summary of Desired Qualifications</i> <p>Scoring Guide:</p> <ul style="list-style-type: none"> • 13 - 15: <i>Exceptional/Strong</i> expertise in specified area • 7 - 12: <i>Some</i> expertise in specified area • 1 - 6: <i>Limited</i> expertise in specified area 	15	

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<p>Samples - Video Direction and Production Experience: Proposer provides 3 samples in response to <i>Section IX.4</i> that demonstrate an ability to engage in professional-quality videography to create interesting and engaging videos that offer a variety of audiences an interactive way of learning about and experiencing a client’s work.</p> <p>Samples will be evaluated using the following criteria:</p> <ul style="list-style-type: none"> • Clear and compelling story • Creativity, including use of color and other visual assets, such as icons, on screen graphics and b-roll, to tell stories visually • Editing, including transitions, cuts to b-roll or other action, that helps create a smooth narrative flow • Interviews and /or scripting that clearly states a central message and delivered in a clear, engaging, and accessible style that minimizes jargon and buzzwords. • Highlight the desired qualifications listed in <i>Section VI. Summary of Desired Qualifications</i> <p><u>Scoring Guide:</u></p> <ul style="list-style-type: none"> • 13 - 15: <i>Exceptional/Strong</i> expertise in specified area • 7 - 12: <i>Some</i> expertise in specified area • 1 - 6: <i>Limited</i> expertise in specified area 	15	
<p>Samples - Photography Direction and Production Experience: The proposer should provide 3 samples in response to <i>Section IX.4</i> that demonstrate relevant experience directing and producing photo shoots both in-studio, indoor as well as outdoors, and with directing subjects.</p> <p>Samples will be evaluated using the following criteria:</p> <ul style="list-style-type: none"> • Creativity, including the use of lighting, staging, color and other visual assets, such as icons, to convey a story or idea • Direction, including subject selection and shot selection • Integration of photos with copy and layout for print, digital and social media • Highlight the desired qualifications listed in <i>Section VI. Summary of Desired Qualifications</i> <p><u>Scoring Guide:</u></p> <ul style="list-style-type: none"> • 13 - 15: <i>Exceptional/Strong</i> expertise in specified area • 7 - 12: <i>Some</i> expertise in specified area • 1 - 6: <i>Limited</i> expertise in specified area 	15	
<p>Samples - Audio Production and Post-production Experience: The proposer should provide 3 samples in response to <i>Section IX.4</i> that demonstrate relevant experience audio production and post-production (e.g., sound design, effects, sound editing, audio mixing) for digital audio, podcasts, and public service announcements and ads for radio broadcast</p> <p>Samples will be evaluated using the following criteria:</p>	15	

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<ul style="list-style-type: none"> • Clear and compelling story • Creativity, including concept, message and messengers • Editing, including audio design and sound effects that helps create a smooth narrative flow • Interviews and /or scripting that clearly states a central message and delivered in a clear, engaging, and accessible style that minimizes jargon and buzzwords. • Highlight the desired qualifications listed in <i>Section VI. Summary of Desired Qualifications</i> <p><u>Scoring Guide:</u></p> <ul style="list-style-type: none"> • 13 - 15: <i>Exceptional/Strong</i> expertise in specified area • 7 - 12: <i>Some</i> expertise in specified area • 1 - 6: <i>Limited</i> expertise in specified area 		
<p>Proposed Rates In response to <i>Section IX.5</i>, proposed hourly rates for key personnel that will be assigned to First 5 LA for project specific tasks are reasonable and in line with industry standards.</p> <p><u>Scoring Guide:</u></p> <ul style="list-style-type: none"> • 7 - 10: <i>Exceptional/Strong</i> alignment in line with industry standards • 4 - 6: <i>Some</i> alignment in line with industry standards • 1 - 3: <i>Limited alignment in line with industry standards</i> 	10	
TOTAL	135	