Contract No.: MIA2526DMS **Contract Name: Digital Marketing Services**

Bidder Name	Cost Factors Score 500 Points	Non-Cost Factors Score 1000 Points	Small Business 300 Points	Veteran Business 150 Points	EO 18-03 25 Points	Total Score	Apparent Successful Bidder	Reserved Award - Apparent Successful Bidder
Davis Studios 206	247.97	433.33	300	0	25	1006.3		
Digital Marketing Group	493.75	925	0	0	25	1443.75	X	
Insight Marketing	493.75	708.33	0	0	25	1227.08		
Nectr Social	500	558.33	300	0	25	1383.33		
Q+M, Voces Digital	493.75	383.33	0	0	25	902.08		
Raborn Media	493.75	458.33	0	0	25	977.08		
Watson Creative	493.75	700	0	0	25	1218.75		

Listed on Webs as small Business or Veteran Owned

Bidder Name	Date Submitted	Exhibit A Bidder's Cert	Exhibit B Perf Reqts	Exhibit C Bid Price	Minimum Perf Reqts Met?	Clarifications Needed?	Clarification Notes *(summary of what, date sent, resolution, etc.)*	Responsiveness Determination
Alcon Media LLC	7/31/2025	YES	YES	YES	NO	NO	On Exhibit B, Non-Cost Factor 3: "WSPC requires Bidder to have prior marketing experience within the potato industry or a similar agricultural field", Evaluator's Failed Bidder.	FAIL
Bonneville Seattle	7/30/2025	YES	YES	YES	NO	NO	8/13/2025 Sent for clarification of Exhibit C cost factors. 8/17/25 Received clarification on cost factors. On Exhibit B, Non-Cost Factor 3: "WSPC requires Bidder to have prior marketing experience within the potato industry or a similar agricultural field", Evaluator Failed Bidder.	FAIL
Brado	7/30/2025	YES	YES	YES	NO	NO	On Exhibit B, Non-Cost Factor 3: "WSPC requires Bidder to have prior marketing experience within the potato industry or a similar agricultural field", Evaluator's Failed Bidder.	FAIL
CK Advertising Strategies	7/30/2025	YES	YES	YES	NO	NO	Unable to do: Reddit Marketing, Social Media Strategy and Mgmt, Ad Creation and Execution, Youtube Marketing, Geo-fencing and Targeted Digital Advertising.	FAIL

Coho Media Group LLC	7/30/2025	YES	YES	YES	NO	YES	8/4/2025 Sent email for clarification of Exhibit B. Material was not included per instructions. They acknowledged and submitted an Exhibit B within solicitation guidelines on 8/4/2025. 8/16/2025 Sent for clarification of cost factors on Exhibit C. 8/18/25: Clarification received on cost factors. On Exhibit B, Non-Cost Factor 3: "WSPC requires Bidder to have prior marketing experience within the potato industry or a similar agricultural field", Evaluator's Failed Bidder.	FAIL
Davis Studios 206	6/16/2025	NO	YES	YES		YES	8/4/2025 Sent email for clarification of Exhibit B. Material was not included per instructions. They acknowledged and submitted an Exhibit B on 8/4/2025. 8/13/2025: Sent for clarification of Exhibit C cost factors. Received clarification 8/13/2025.	PASS

Division D	7/30/2025	NO	YES	YES	NO	YES	8/14/2025: Clarification sent for Exhibit C. 8/18/25: Provided clarification and found Division D is unable to complete all required services of solicitation. They do not offer social media strategy and management or video creation and photography.	FAIL
Digital Marketing Group	7/30/2025	YES	YES	YES		YES	8/4/2025 Sent email for clarification of Exhibit B. Material was not included per instructions. They acknowledged and submitted an Exhibit B within solicitation guidelines on 8/4/2025.	PASS
Fujisan Marketing	7/30/2025	YES	YES	YES		YES	8/14/2025: Clarification sent for Exhibit C. Received clarification on 8/14/2025.	PASS
Insight Marketing	7/28/2025	YES	YES	YES		NO		PASS
LocaliQ	7/30/2025	YES	YES	YES	NO	NO	8/14/25: Clarification sent for Exhibit C. Received clarification on 8/18/25 on Exhibit C. Deemed Nonresponsive: Exhibit C identified that LocaliQ could not provide DOOH, Reddit Marketing, or on site videography, editing, and photo assets within the available budget.	FAIL
Nectr Social	7/29/2025	YES	YES	YES		NO	8/16/2025: Clarification sent for Exhibit C. 8/18/25 Received clarification on cost factors.	PASS

Nettra Media LLC	7/29/2025	YES	YES	YES	NO	NO	On Exhibit B, Non-Cost Factor 3: "WSPC requires Bidder to have prior marketing experience within the potato industry or a similar agricultural field", Evaluator's Failed Bidder.	FAIL
NW & Associates LLC	7/30/2025	YES	YES	YES	NO	YES	8/4/2025 Sent email for clarification of Exhibit B. Material was not included per instructions. They acknowledged and submitted an Exhibit B within solicitation guidelines on 8/4/2025. Deemed nonresponsive: did not include Reddit and PTA Social.	FAIL
Q+M, Voces Digital	7/28/2025	YES	YES	YES		NO		PASS
Raborn Media	7/30/2025	YES	YES	YES		NO		PASS
Roads Consulting Groups	7/30/2025	YES	YES	YES	NO	NO	8/14/2025: Clarification sent for Exhibit C. Received clarification on 8/14/2025. On Exhibit B, Non-Cost Factor 3: "WSPC requires Bidder to have prior marketing experience within the potato industry or a similar agricultural field", Evaluator's Failed Bidder.	FAIL
Rupert	7/30/2025	YES	YES	YES	NO	NO	Deemed nonresponsive: Proposal did not include geo-fencing, targeted digital advertising, and PTA Video.	FAIL

Seventh Scout	7/30/2025	YES	NO	YES	NO	YES	8/4/2025 Sent email for clarification of Exhibit B. Material was not included per instructions. They acknowledged and submitted an Exhibit B that still did not meet solicitation guidelines on 8/4/2025.	FAIL
Symbol	7/30/2025	YES	YES	YES	NO	NO	On Exhibit B, Non-Cost Factor 3: "WSPC requires Bidder to have prior marketing experience within the potato industry or a similar agricultural field", Evaluator's Failed Bidder.	FAIL
Watson Creative	7/30/2025	YES	YES	YES		YES	8/16/2025: Sent email for clarification of Exhibit C.	PASS

Professional Services							
	Davis Studios 206	Digital Marketing Group	Insight Marketing	Nectr Social	Q+M, Voces Digital	Raborn Media	Watson Creative
Annual Rate	$382,300.00	$192,000.00	$192,000.00	$189,600.00	$192,000.00	$192,000.00	$192,000.00
TOTAL	$382,300.00	$192,000.00	$192,000.00	$189,600.00	$192,000.00	$192,000.00	$192,000.00
Points Assigned (out of 500 available)	**247.97**	**493.75**	**493.75**	**500.00**	**493.75**	**493.75**	**493.75**

Column1	Non-cost Factor 1	Non-cost Factor 2	Non-cost Factor 3	Non-cost factor 4	Non-cost Factor 5	Non-cost Factor 6	TOTAL
Points Available	**500**	**400**	**Pass/Fail**	**100**	**Pass/Fail**	**Pass/Fail**	1000
Alcon Media LLC							
Evaluator 1 Score	400	250	Fail	50	Pass	Pass	700
Evaluator 2 Score	250	200	Fail	50	Pass	Pass	500
Evaluator 3 Score	375	300	Fail	50	Pass	Pass	725
Average Score	341.6666667	250		50			641.6666667
Bonneville Seattle							
Evaluator 1 Score	250	100	Fail	50	Pass	Pass	400
Evaluator 2 Score	250	200	Fail	25	Pass	Pass	475
Evaluator 3 Score	250	300	Fail	0	Pass	Pass	550
Average Score	250	200		25			475
Brado							
Evaluator 1 Score	375	100	Fail	50	Pass	Pass	525
Evaluator 2 Score	375	100	Fail	50	Pass	Pass	525
Evaluator 3 Score	375	100	Fail	50	Pass	Pass	525
Average Score	375	100		50			525
Coho Media Group LLC							
Evaluator 1 Score	375	300	Fail	75	Pass	Pass	750
Evaluator 2 Score	500	400	Fail	75	Pass	Pass	975
Evaluator 3 Score	375	300	Fail	75	Pass	Pass	750
Average Score	416.6666667	333.3333333		75			825
Davis Studios 206							
Evaluator 1 Score	250	100	Pass	50	Pass	Pass	400
Evaluator 2 Score	250	100	Pass	50	Pass	Pass	400
Evaluator 3 Score	250	200	Pass	50	Pass	Pass	500
Average Score	250	133.3333333		50			433.3333333
Digital Marketing Group							
Evaluator 1 Score	500	400	Pass	100	Pass	Pass	1000
Evaluator 2 Score	500	300	Pass	75	Pass	Pass	875
Evaluator 3 Score	500	300	Pass	100	Pass	Pass	900
Average Score	500	333.3333333		91.66666667			925
Fujisan Marketing							
Evaluator 1 Score	250	300	Fail	75	Pass	Pass	625
Evaluator 2 Score	250	200	Fail	75	Pass	Pass	525
Evaluator 3 Score	250	300	Fail	75	Pass	Pass	625
Average Score	250	266.6666667		75			591.6666667
Insight Marketing							
Evaluator 1 Score	375	200	Pass	100	Pass	Pass	675
Evaluator 2 Score	375	200	Pass	100	Pass	Pass	675
Evaluator 3 Score	375	300	Pass	100	Pass	Pass	775
Average Score	375	233.3333333		100			708.3333333
Nectr Social							
Evaluator 1 Score	375	100	Pass	75	Pass	Pass	550
Evaluator 2 Score	375	100	Pass	100	Pass	Pass	575
Evaluator 3 Score	375	100	Pass	75	Pass	Pass	550
Average Score	375	100		83.33333333			558.3333333
Nettra Media LLC							
Evaluator 1 Score	250	200	Fail	0	Pass	Pass	450

Evaluator 2 Score	250	0	Fail	50	Pass	Pass	300
Evaluator 3 Score	250	0	Fail	50	Pass	Pass	300
Average Score	250	66.66666667		33.33333333			350
Q+M, Voces Digital							
Evaluator 1 Score	0	300	Pass	75	Pass	Pass	375
Evaluator 2 Score	0	300	Pass	75	Pass	Pass	375
Evaluator 3 Score	0	300	Pass	100	Pass	Pass	400
Average Score	0	300		83.33333333			383.3333333
Raborn Media							
Evaluator 1 Score	375	0	Pass	75	Pass	Pass	450
Evaluator 2 Score	375	0	Pass	100	Pass	Pass	475
Evaluator 3 Score	375	0	Pass	75	Pass	Pass	450
Average Score	375	0		83.33333333			458.3333333
Roads Consulting Groups							
Evaluator 1 Score	375	300	Fail	75	Pass	Pass	750
Evaluator 2 Score	500	300	Fail	100	Pass	Pass	900
Evaluator 3 Score	375	300	Fail	75	Pass	Pass	750
Average Score	416.6666667	300		83.33333333			800
Symbol							
Evaluator 1 Score	375	300	Fail	75	Pass	Pass	750
Evaluator 2 Score	375	200	Fail	100	Pass	Pass	675
Evaluator 3 Score	375	300	Fail	75	Pass	Pass	750
Average Score	375	266.6666667		83.33333333			725
Watson Creative							
Evaluator 1 Score	375	300	Pass	75	Pass	Pass	750
Evaluator 2 Score	250	300	Pass	75	Pass	Pass	625
Evaluator 3 Score	375	300	Pass	50	Pass	Pass	725
Average Score	333.3333333	300		66.66666667			700

Criteria	Digital Mark Group
Business Registration and Standing	
Check Department of Revenue (DOR) Business Lookup tool to ensure the bidder is registered and has reseller permits if applicable.	PASS
Check Secretary of State (SOS) Corporation Search tool to verify the bidder is registered and their account is active.	PASS
Check WEBS if bidder is registered and how bidder self-certified their business type (Small/Veteran Business) and does it align with selection in Exhibit A-1/A-2.	PASS
Check Office of Minority and Women's Business Enterprise (OMWBE) status for bidders that indicated OMWBE certification in Exhibit A-2.	PASS
Check DES Debarment Database to ensure bidder is not on the list.	PASS
Sign up for your own account Check Federal Debarment Database to make sure bidder is not debarred. Note: Not all bidders will have records in this database.	PASS
Search US Office of Foreign Assets Control (OFAC) to confirm the bidder (and/or principal owner, if known) is not on the list of sanctioned companies/persons.	PASS
Check that certificates of insurance are in compliance with contract requirements.	PASS
References	
Reference 1	PASS
Reference 2	PASS
Reference 3	PASS
Internet Search	
Recent News Articles or Pending Litigations - anything that might speak to capability, character, or business practices that is in conflict with the state's standards and priorities.	PASS
Customer Reviews	PASS
Better Business Bureau	PASS
If Vendor on Previous Contract	
Vendor performance history (e.g. late contract sales reporting or management fee payments). Check PCMS and Contract Folder.	PASS
Prior Cure Notices. Check PCMS and Contract Folder.	PASS
Additional Commodity Specific Verification [only check if applicable]	

Department of Licensing (DOL) License Lookup tool to confirm the bidder has the appropriate professional or business license.	NA
Department of Labor and Industries (LNI) tool to verify if a bidder has an expired account, insurance or bond, any lawsuits against the bond, L&I tax debts, or license violations.	PASS
Occupational Safety and Health Administration (OSHA) database to check if there are any inspections or cases against the bidder.	PASS
US Food and Drug Administration (FDA), FDA Who Must Register or Establishment Registration.	
If there is risk of sweatshops for a certain commodity, search the Sweat free Purchasing Consortium database.	
Conflicts between bidder's business practices and our Environmentally Preferred Purchasing (EPP) standards	