



Solicitation No.:	37-MRKTAG-0625 Texas
Solicitation Title:	Marketing Media Strategy & Buying Services
Demo Presentation Dates:	Friday, June 13, 2025
Final Version:	Monday, June 23, 2025

SCORING SCALE	
5	Excellent: Fully meets requirements with strong examples and K-12 relevance.
4	Good: Meets requirements with minor limitations or general relevance.
3	Satisfactory: Adequate but lacks specific detail or strong alignment.
2	Needs Improvement: Weak response or unclear fit.
1	Unacceptable: Does not meet expectations or not addressed.

RFP #37-MRKTAG-0625 Presentations Evaluation Final Bid Tabulation			
Evaluation Category	Xmedia Group, LLC Total Average	Anderson Advertising, Inc Total Average	Versa Creative Group, LLC Total Average
EXPERIENCE & ADMINISTRATION			
Does the portfolio show Vendor will be able to successfully support IDEA?	4.00	4.80	4.40
COMPETITION			
Does the service differentiation and fee structure set the vendor apart from others?	3.80	5.00	3.20
SPECIALIZATION			
Can the different strategies, methodologies, and tools successfully support IDEA's organizational needs?	3.40	4.80	3.80
BUSINESS RELATIONSHIPS			
Vendor offers transparent communication to IDEA through meetings, reporting, etc.	4.80	4.60	3.80
TECHNOLOGY			
Does the Vendor use any software that improves their ability to support IDEA's Marketing needs?	3.80	5.00	4.00
DATA			
What is the level of data that the vendor can provide for IDEA?	4.40	5.00	3.80
CUSTOMER SERVICE			
What is the vendor's customer service effectiveness, including response times, support quality, and overall client satisfaction.	5.00	4.80	4.00
GRAND TOTAL	29.20	34.00	27.00



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Name of Firm	Final Score	Ranking
Xmedia Group, LLC	29.20	2
Anderson Advertising, Inc	34.00	1
Versa Creative Group, LLC	27.00	3



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Company	1st Round	2nd Round (Demo Presentations)	Final Total
Anderson Advertising, Inc	93.40	34.00	127.40
Xmedia Group, LLC	94.80	29.20	124.00
Versa Creative Group, LLC	86.50	27.00	113.50