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RFP for Branding and Creative Services Evaluation Process

ONCAT shall evaluate the proposals based on the criteria below:

1. Understanding of contract requirements. 15%
Completeness of response to RFP.

2. Agency background and range of services available from the agency. 20%
Demonstrated capability to perform the full spectrum of activities. Demonstrated expertise across multiple communications disciplines including but not limited to branding, marketing communications, and web design. Ability to adapt agency creative processes and/or proprietary tools to address client needs.

3. Creative solution capability. 20%
Demonstrated creativity and strategic thinking. Demonstrated ability to leverage the power of a brand. Use of consistent and appropriate brand imagery across all marketing elements. Integrated on/offline experience and understanding. Addresses customer understanding and focus. Demonstrated experience in designing and implementing comprehensive visual identify systems. Provides detailed project timeline.

4. Administrative, management and staffing. 15%
Ability to coordinate with communications team. Capability of providing the adequate number and quality of staff members to accomplish tasks in a timely and quality manner. Experience and knowledge as a full-service branding/marketing/advertising firm with strength in web, marketing, social media and other forms of speciality advertising.

5. Agency qualifications and experience. 15%
Describes qualifications of staff, history of firm, years in business, accomplishments of firm. Provides evidence of work experience with, and knowledge of, target audiences/stakeholders. Provides satisfactory list of qualifications and professional experience for key staff assigned to the RFP. Demonstrates industry knowledge, and non-profit experience. Ability to work in both official languages.

6. Proposal fee. 15%
Estimates of cost for other deliverables, including developing of marketing materials.