

SHORTLIST NOTICE

This *RPF2023-09 CONSULTING SERVICES FOR REBRAND* was released to the public on June 30, 2023 via the TCC Purchasing Website and the State of Florida Vendor Bid System.

Based on the WRITTEN evaluation criteria outlined in the RFP, the submittals were evaluated and scored by a committee. All companies who met the minimum score of 95 defined in the point system will be selected for PART TWO of the evaluations process or ShortListed.

Based upon the proposals submitted and the results of the written evaluation process *Pace Branding and Marketing* and *Tailfin Marketing LLC* will move on to PART TWO of the evaluation process.

BID/PROPOSAL TABULATION

Title: Consulting Services for Rebranding

Solicitation #: RFP 2023-09

Opening Date: July 19, 2023 2pm

Bidders:	5 USB	1	2	3	4	5	7	8	9	10	11	12	Score
Pace Branding & Marketing	X	X	X	X	X	X	X	X	X	X	X	X	96
Tailfin Marketing LLC	X	X	X	X	X	X	X	X	X	X	X	X	95
Push	X	X	X	X	X	X	X	X	X	X	X	X	89
Frankle Media Group	X	X	X	X	X	X	X	X	X	X	X	X	88
Spark 451 Marketing Communications	X	X	X	X	X	X	X	X	X	X	X	X	86
The Mitchell's	X	X	X	X	X	X	X	X	X	X	X	X	85

Curley & Pynn	X	X	X	X	X	X	X	X	X	X	X	X	85
Ronin Advertising Group	X	X	X	X	X	X	X	X	X	X	X	X	82
FKQ Marketing	X	X	X	X	X	X	X	X	X	X	X	X	79
Shifino Lee	X	X	X	X	X	X	X	X	X	X	X	X	77
Vision Point Marketing	X	X	X	X	X	X	X	X	X	X	X	X	74
First Revolution Marketing	X	X	X	X	X	X	X	X	X	X	X	X	69
Medium Four, LLC	X	X	X	X	X	X	X	X	X	X	X	X	65
Zimmerman	X	X	X	X	X	X	X	X	X	X	X	X	65
ESP Media	X	X	X	X	X	X	X	X	X	X	X	X	64
Yoodle LLC	X	X	X	X	X	X	X	X	X	X	X	X	64
Curiosity Marketing Group	X	X	X	X	X	X	X	X	X	X	X	X	61
Rebranding Experts	X	X	X	X	X	X	X	X	X	X	X	X	60
MCA Group	X	X	X	X	X	X	X	X	X	X	X	X	59
Cox Media Group	1	X	X	X	X	X	X	X	X	X	X	X	55
Salter Mitchel PR	X	X	X	X	X	X	X	X	X	X	X	X	54
Do Good Communications	X	X	X	X	X	X	X	X	X	X	X	X	52
DCOBYS USA LLC	X	X	X	X	X	X	X	X	X	X	X	X	51
Civil Mafia LLC	X	X	X	X	X	X	X	X	X	X	X	X	50

Opened by: Dustin Frost

Tabulated By: Leah Haas

Verified by: Dustin Frost

Approved for Posting by: Dustin Frost

Highlighted companies are shortlisted for Formal presentation

All bids/proposals accepted by TCC are subject to the Colleges terms and conditions and any and all additional terms and conditions submitted by the bidder/proposers are rejected and shall have no force and effect. Offers from the vendors listed herein are the only offers received timely as of the above opening date and time. All other offers submitted in response to this solicitation, if any, are hereby rejected as late.