

RFP - Baby and Me Tobacco Free Advertising Campaign

Evaluation (Max Points = 100)	Cumberland Marketing	The Bingham Group	iostudio, LLC	The Spiningroup	Sullivan Branding, LLC	VIVO360, Inc.
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Evaluator:

1	100	75	90	60	90	85
2	90	95	85	75	85	80
3	100	90	90	50	95	80
<u>Overall Average Score</u>	96.66666667	86.66666667	88.33333333	61.66666667	90	81.66666667