

MEMORANDUM

From: Winnifred Thomas: Marketing analyst

To: Barbara Williams VP Marketing

Subject: Agency Replacement

My prior email indicated that our current Agency may be significantly overcharging us for services. You informed them that we would be going to tender with a view to replacing their services.

I conducted the necessary research and have developed a short-list of possible vendors using the criteria you suggested.

SHORT LIST

CRITERIA

- Proven technical competence in our industry. Scale 1-5 with 5 high
- Fees: expected uplift on mass media buys
- Market Reputation: Scale 1-5 with 5 high

AGENCY SHORTLIST

Name	Expected uplift on mass media buys %	Technical competence	Reputation for Results
Imagine Inc	1.5	4	4.5
Market Ideas	1.4	5	4.9
KLP Inc	1.3	5	5
Drew Ltd	1	3.9	3
High Co	1.2	4.5	5
Wiggins Inc	1.8	4	4.8