

RESOLUTION PROMOTIONAL CAMPAIGN UNITED STATES 2021 - 2023

From Interaceituna, we make public the table with the scores obtained by the 11 companies that presented a proposal for the Promotional campaign in the USA, call 2020 of European Funds.

Agency	European Score (20 points)	Technical Quality (40 points)	Management Quality (10 points)	Cost effectiveness ratio (30 points)	TOTAL	RANKING
15 DEGREES	20	37	9	24	90	4
AGR	20	36	10	29	95	3
CARAT	0	27	10	27	64	11
IRIS MEDIA	20	27	8	27	75	10
MEDIA TALENT	20	27	6	25	78	8
ÓPERA	20	30	10	27	87	5
PADILLA	20	30	8	18	80	7
PROXIMIA HAVAS	20	37	10	30	97	2
SOPEXA	20	30	10	25	85	6
TACTICS	20	38	10	30	98	1
VMLY&R	20	27	9	25	77	9

These scores have been obtained by applying the shared scale in the briefing, which is the one used by the European Commission to evaluate the proposals of the proposing entities, and which is the one that follows:

A. European score, 20 points (threshold 14):

- Extent of compliance with the established objectives.
- European message of the campaign and adaptation to the regulations governing the program.
- Impact of the project at Union scale.

B. Technical quality of the project, 40 points (threshold 24):

- Quality and relevance of the USA market análisis
- Global coherence of the program (strategy, messages, actions, etc.).
- Design of an appropriate action plan with respect to the objectives and strategy of the program, synergies with other market actions
- Detailed, measurable, concrete actions over time, realistic and result oriented.
- Quality of measurement methods and indicators.

C. Quality of project management, 10 points (threshold 6):

- Project coordination and management structure.
- Quality control and risk management mechanisms.

D. Cost-effectiveness ratio, 30 points (threshold 18):

- Budget detail of the actions to be developed.
- Appropriate allocation of the budget in relation to the objectives and scope of activities, there being a balance between the type of action to be carried out and its economic amount.
- Detailed description of estimated costs and budget accuracy.

- Impacts to reach with each activity indicating their method of estimation. Unit cost of impact.

In Seville, on March 2, 2020.