

HOW CRITERIA CHANGE – A DECISION MAKING MATRIX TOOL

Factors companies consider when choosing a PR firm

1. Quality of work
2. Research Capabilities
3. Client service
4. Creativity
5. Chemistry
6. Measurable results
7. Global capabilities
8. Stability of staff
9. Deadlines/promises
10. Writing quality

Factors companies use to evaluate an existing firm.

1. Quality of work
2. Deadlines/ promises
3. Quality of account team
4. Client service
5. Attention to detail
6. Honest/ accurate billing
7. Writing quality
8. Creativity
9. Knowledge of my industry
10. Strategic counsel

Source: A study by A.C.Croft & Associates, February 1999

FACTORS TO RANK WHEN CONSIDERING A PR FIRM MATRIX

<u>Experience</u>	Relative Weight (0.1 to 1.0)	x	Score (1-10)	=	Weighted Score
Years in business					
Type of experience					
Stature in PR industry					
Access to top editors					
Related accounts and results					
Level of client service					
Account supervisor experience					
Account executive experience					
<u>Competency</u>	Relative Weight (0.1 to 1.0)	x	Score (1-10)	=	Weighted Score
Industry knowledge					
Specialized services					
Media placements and relationships					
Creativity/flexibility/"The Big Idea"					
Teamwork/organization					
Stability of firm and staff					
Timetable					
Writing skills					
Strategic counsel					
Internet capabilities					

<u>Financial/Business</u>	Relative Weight (0.1 to 1.0)	x	Score (1-10)	=	Weighted Score
Size of firm					
Cost of services					
Methods of reporting results					
Ability to stay within budget					
Avoids overpromising					
Partner not vendor					
Chemistry					
Reference check					
Total Weighted Score					