**The scorecard**

With your key criteria in mind, it’s time to see how your top brand strategy candidates stack up. Fill in the scorecard below, scoring each agency 1-5 across categories. If you’re struggling to come up with the right numbers, here’s a cheat sheet:

**1 = Ugh**

**3 = Meh**

**5 = Awesome**

When you’re finished, tally the final score for each firm. Then write your overall impressions.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Agency #1 | Agency #2 | Agency #3 | Agency #4 |
| Approach |  |  |  |  |
| Chemistry |  |  |  |  |
| Team |  |  |  |  |
| Experience |  |  |  |  |
| Outputs |  |  |  |  |
| Cost |  |  |  |  |
| **TOTAL SCORE** |  |  |  |  |
| **OVERALL IMPRESSIONS** |  |  |  |  |