

Marketing partner engagement – example scorecard

Experience and implementation – Maximum Score: 50 points

- Customer insight
- Competitor insight
- Understanding of business requirements
- Strategic capability
- Creativity
- Technical experience
- Communication – internal and external

Company culture and fit – Maximum Score: 30 points

- Company culture
- Management style
- Project team – people
- Project management
- Scope of services
- Ability to learn

Commercial considerations – Maximum Score: 20 points

- Pricing structure
- Contract considerations
- Conflict of interest/exclusivity
- Commercial importance (of the work to be placed with them)