mhf

FREE SCORECARD

Video agency shortlist scorecard

Score each agency from 1 (weak) to 5 (strong) against the seven things that matter most. Compare their thinking as well as their price.

CRITERIA	AGENCY A	AGENCY B	AGENCY C
1. Strategy Asked about our objective and audience before proposing a shoot			
2. Experience Similar complexity, with case studies that explain the why			
3. Continuity We know who leads our project from brief to final edit			
4. Contributors Showed interview-led work with real people			
5. Feedback Review rounds and sign-off stages are clear			
6. Distribution Planned for every version and channel we need			
7. Scope and cost Assumptions and extras are spelled out in the quote			
Total (out of 35)			

Tip: a low quote with missing assumptions often costs more. Compare what's included before you compare totals.

Six questions to ask every agency

1. What happens between our brief and your creative approach?
2. Who will be involved at each stage?
3. How do you handle conflicting stakeholder feedback?
4. Can we see work with real people, not actors?
5. What would you change about our brief?
6. If the budget shrank, what would you protect?

Shortlisting agencies? We're happy to be scored against this too.

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