

**RELATÓRIO DE JULGAMENTO DA  
SUBCOMISSÃO TÉCNICA  
CONCORRÊNCIA 01/2021**

**PLANILHA DE NOTAS**

**INVÓLUCRO 3 – CAPACIDADE DE  
ATENDIMENTO, REPERTÓRIO E  
RELATOS DE SOLUÇÕES DE  
PROBLEMAS DE COMUNICAÇÃO**

AVALIAÇÃO DO INVÓLUCRO 3

JULGADOR 1

| Agência         | Capacidade de Atendimento (15 pontos) | Repertório (10 pontos) | Relato Soluções Problemas Comunicação (10 pontos) | Total Geral |
|-----------------|---------------------------------------|------------------------|---|-------------|
| Agência um      | 13,0                                  | 9,0                    | 10,0  | 32,0        |
| agências3       | 14,5                                  | 9,0                    | 10,0  | 33,5        |
| artplan         | 15,0                                  | 10,0                   | 10,0  | 35,0        |
| binder          | 15,0                                  | 9,0                    | 9,0   | 33,0        |
| calia           | 14,5                                  | 10,0                   | 9,5   | 34,0        |
| cálix           | 15,0                                  | 8,0                    | 8,5   | 31,5        |
| CC&P            | 13,0                                  | 10,0                   | 10,0  | 33,0        |
| DeBrito         | 13,0                                  | 8,0                    | 8,0   | 29,0        |
| E3              | 14,0                                  | 9,0                    | 10,0  | 33,0        |
| fields360agency | 12,5                                  | 10,0                   | 9,0   | 31,5        |
| Leiaute         | 11,5                                  | 8,0                    | 4,0   | 23,5        |
| MAKPLAN         | 11,0                                  | 8,0                    | 8,5   | 27,5        |
| nacional        | 15,0                                  | 9,0                    | 9,0   | 33,0        |
| nova/sb         | 15,0                                  | 10,0                   | 9,0   | 34,0        |
| ocp             | 7,5                                   | 2,0                    | 5,0   | 14,5        |
| OCTOPUS         | 12,0                                  | 6,0                    | 10,0  | 28,0        |
| propreg         | 15,0                                  | 10,0                   | 10,0  | 35,0        |
| Puxe            | 12,5                                  | 7,0                    | 8,5   | 28,0        |
| Total           | Total                                 | Total                  | Total   | Total Geral |

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JULGADOR 2

| Agência         | Capacidade de Atendimento (15 pontos) | Repertório (10 pontos) | Relato Soluções Problemas Comunicação (10 pontos) | Total Geral |
|-----------------|---------------------------------------|------------------------|---|-------------|
| Agência um      | 12,0                                  | 9,0                    | 10,0  | 31,0        |
| agências3       | 13,0                                  | 8,0                    | 10,0  | 31,0        |
| artplan         | 15,0                                  | 10,0                   | 10,0  | 35,0        |
| binder          | 14,0                                  | 8,0                    | 9,0   | 31,0        |
| calia           | 14,5                                  | 10,0                   | 9,0   | 33,5        |
| cálix           | 15,0                                  | 8,0                    | 9,0   | 32,0        |
| CC&P            | 13,5                                  | 10,0                   | 10,0  | 33,5        |
| DeBrito         | 14,0                                  | 9,0                    | 7,5   | 30,5        |
| E3              | 13,0                                  | 9,0                    | 10,0  | 32,0        |
| fields360agency | 12,5                                  | 10,0                   | 9,5   | 32,0        |
| Leiaute         | 11,0                                  | 8,0                    | 4,0   | 23,0        |
| MAKPLAN         | 12,0                                  | 8,0                    | 9,0   | 29,0        |
| nacional        | 14,0                                  | 9,0                    | 8,5   | 31,5        |
| nova/sb         | 14,5                                  | 9,0                    | 9,0   | 32,5        |
| ocp             | 7,0                                   | 2,5                    | 4,0   | 13,5        |
| OCTOPUS         | 11,5                                  | 7,0                    | 10,0  | 28,5        |
| propeg          | 15,0                                  | 10,0                   | 9,5   | 34,5        |
| Puxe            | 11,0                                  | 6,0                    | 7,0   | 24,0        |
| Total           | Total                                 | Total                  | Total   | Total Geral |

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JULGADOR 3

| Agência         | Capacidade de Atendimento (15 pontos) | Repertório (10 pontos) | Relato Soluções Problemas Comunicação (10 pontos) | Total Geral |
|-----------------|---------------------------------------|------------------------|---|-------------|
| Agência um      | 13,5                                  | 8,0                    | 10,0  | 31,5        |
| agências3       | 13,0                                  | 9,0                    | 10,0  | 32,0        |
| artoplan        | 15,0                                  | 10,0                   | 10,0  | 35,0        |
| binder          | 14,0                                  | 7,0                    | 9,0   | 30,0        |
| calia           | 14,0                                  | 10,0                   | 9,5   | 33,5        |
| cálix           | 15,0                                  | 9,0                    | 8,5   | 32,5        |
| CC&P            | 13,0                                  | 10,0                   | 10,0  | 33,0        |
| DeBrito         | 14,0                                  | 9,0                    | 8,0   | 31,0        |
| E3              | 13,0                                  | 8,0                    | 10,0  | 31,0        |
| fields360agency | 13,0                                  | 9,0                    | 9,5   | 31,5        |
| Leiaute         | 11,0                                  | 9,0                    | 6,0   | 26,0        |
| MAKPLAN         | 9,5                                   | 8,0                    | 8,5   | 26,0        |
| nacional        | 12,5                                  | 9,0                    | 10,0  | 31,5        |
| nova/sb         | 14,0                                  | 9,0                    | 10,0  | 33,0        |
| ocp             | 5,5                                   | 2,5                    | 4,5   | 12,5        |
| OCTOPUS         | 12,0                                  | 6,0                    | 10,0  | 28,0        |
| propeg          | 15,0                                  | 10,0                   | 10,0  | 35,0        |
| Puxe            | 13,5                                  | 6,0                    | 8,5   | 28,0        |
| Total           | Total                                 | Total                  | Total   | Total Geral |

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## MÉDIA FINAL

| Agência         | Capacidade de Atendimento (15 pontos) | Repertório (10 pontos) | Relato Soluções Problemas Comunicação (10 pontos) | Total Geral |
|-----------------|---------------------------------------|------------------------|---|-------------|
| Agência um      | 12,8                                  | 8,7                    | 10,0  | 31,5        |
| agência3        | 13,5                                  | 8,7                    | 10,0  | 32,2        |
| artplan         | 15,0                                  | 10,0                   | 10,0  | 35,0        |
| binder          | 14,3                                  | 8,0                    | 9,0   | 31,3        |
| calia           | 14,3                                  | 10,0                   | 9,3   | 33,7        |
| cálix           | 15,0                                  | 8,3                    | 8,7   | 32,0        |
| CC&P            | 13,2                                  | 10,0                   | 10,0  | 33,2        |
| DeBrito         | 13,7                                  | 8,7                    | 7,8   | 30,2        |
| E3              | 13,3                                  | 8,7                    | 10,0  | 32,0        |
| fields360agency | 12,7                                  | 9,7                    | 9,3   | 31,7        |
| Leiaute         | 11,2                                  | 8,3                    | 4,7   | 24,2        |
| MAKPLAN         | 10,8                                  | 8,0                    | 8,7   | 27,5        |
| nacional        | 13,8                                  | 9,0                    | 9,2   | 32,0        |
| nova/sb         | 14,5                                  | 9,3                    | 9,3   | 33,2        |
| ocp             | 6,7                                   | 2,3                    | 4,5   | 13,5        |
| OCTOPUS         | 11,8                                  | 6,3                    | 10,0  | 28,2        |
| propeg          | 15,0                                  | 10,0                   | 9,8   | 34,8        |
| Puxe            | 12,3                                  | 6,3                    | 8,0   | 26,7        |
| Total           | Total                                 | Total                  | Total   | Total Geral |

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RESULTADO FINAL

| Agência         | TOTAL |
|-----------------|-------|
| artplan         | 35,0  |
| propeg          | 34,8  |
| calia           | 33,7  |
| nova/sb         | 33,2  |
| CC&P            | 33,2  |
| agências3       | 32,2  |
| E3              | 32,0  |
| nacional        | 32,0  |
| cálix           | 32,0  |
| fields360agency | 31,7  |
| Agência um      | 31,5  |
| binder          | 31,3  |
| DeBrito         | 30,2  |
| OCTOPUS         | 28,2  |
| MAKPLAN         | 27,5  |
| Puxe            | 26,7  |
| Leiaute         | 24,2  |
| ocp             | 13,5  |