

Independent assessments

BUSINESS-TO-BUSINESS CASE

Client: **WRAP** Private Company funded by Government

Project: Official Journal of the European Commission (OJEC)

Assessment Board - selecting communications suppliers

Date: 2003, 2004, 2005, 2006, 2007

Brief: Act as an independent assessor in short-listing and selecting preferred communications agencies

Outcome: The tender process was fair and impartial. WRAP has a roster of thirty top agencies in the following disciplines: advertising, media-buying, marketing, PR, design, media training, print, copywriting, photography and market research.