

Creative Services Partnership Request for Information (RFI)

February 2019

Overview and Purpose: An award-winning, national strategic communications and public affairs firm is seeking creative partners to collaborate on multi-channel campaigns for our roster of clients, which span many sectors and client types, including government, corporate, labor, non-profit, and advocacy.

The selected partner will need to be versatile and able to work with a diverse array of campaigns. Past efforts have included both short-term and multi-year efforts with budgets ranging from tens of thousands to tens of millions of dollars.

This RFI is being issued to identify potential creative partners capable of providing a range of white labeled creative services on an ongoing basis. It's our desire to identify a partner in order to streamline the consistency of both the creative process and the content produced.

Ultimately, we are seeking a true partnership where the selected organization will be fully immersed with account teams from the beginning of the campaign through the end.

What We Are Looking For: We are looking for a creative service partner that has the vision and strategic depth to drive the creative direction of campaigns we lead. The partner will ideally have the capacity to produce media as well. In addition, the ideal partner will have demonstrated ability to interpret market research and advertising data to develop and refine creative strategies.

Desired Creative Capabilities:

- Narrative Development
- Campaign Identity Development and Branding
- Ad Concept Development For All Media Including
TV, Online Video, Radio, OOH, Digital, Social, and Print
- Experiential and Non Traditional Engagement and Concept Development
- Copywriting for Website, Organic Social, Email, Blog and SEO Content
- Experience in Creating Content for Spanish and African-American Audiences
- Graphic Design
- Video and Animation Design and Production

Submission Requirements:

Please submit responses and questions to CreativeRFI@gmail.com.

Responses should include:

- Coversheet (attached)
- Background information, including years in operation,
- Resumes of firm leadership and account staff that would be assigned
- Awards or accolades
- An overview of the firm's full capabilities and services, specifying which functions are performed in-house versus freelancers or subcontractors
- Standard rate card
- 4-6 work product examples or case studies demonstrating the firm's experience and relevant capabilities.
 - Work product submitted should include examples from campaigns of various budget scales, clients sectors/industries and media platforms.
 - Preferred examples will show how you developed a compelling narrative and distilled it into messages and creative for specific audiences.
 - Examples should include branding work done within short and long timeframes, and how those brand identities were integrated into broader applications.

Agency Name:

Main Contact:

Email:

Phone:

Website:

Primary Office Location:

Other Office Locations if Applicable:

Number of Employees:

Are you certified as any of the following and if so, by which agency?

Small Business Women or Minority Owned Business

Veteran Owned Business

Other DBE certifications :

Certifying Agencies:

Is your business open to being acquired?