

Advertising Proposal

Private and Confidential

From

To

Introduction

Dear _____,

We are pleased to present this advertising proposal with the aim of outlining a comprehensive strategy to help you achieve your marketing objectives and maximize the impact of your advertising campaigns.

We believe the importance of effective advertising to raise brand awareness, increasing customer engagement, and ultimately driving business growth. With our expertise in advertising and marketing strategies, we are confident in our ability to deliver results that exceed your expectations. In this proposal, we will provide an overview of our approach to advertising, our key services and capabilities, and present a tailored designed to meet your needs and objectives.

Thank you for considering us as your advertising partner. We look forward to the opportunity to collaborate with you and help you achieve your advertising goals. Please do not hesitate to reach out to us with any questions or to discuss how we can customize our services to meet your specific requirements.

Sincerely,

Scope of Advertising Services

• Development of Advertising Strategy

In order to implement proper campaigns, we conduct market research and target audience identification by reviewing demographics, preferences and behaviour. We develop a comprehensive advertising strategy aligned with the objectives of the Client. Determining the advertising strategy in accordance with the budget and timeline of the Client as a first step, makes the process more successful.

• Creative Development

We design all the creative assets including but not limited to advertising contents, graphics, videos, and all other visuals. If required, or demanded by the Client, we collaborate with digital marketing agents or influencers to make sure to reach the target audience. We also develop messaging themes and campaign slogans. All creative assets and collaborations with third parties shall be finalizing with the Client's approval.

• Media Planning

We identify the most effective advertising channels and placements to reach the target audience, including digital, social media, print, outdoor, and broadcast.

• Campaign Management

We implement advertising campaigns on multiple channels and conduct several A/B tests in all stages of the Campaign. We measure the effectiveness of advertising campaigns and identify areas for improvement via appropriate channels and provide regular updates and reports to the Client on campaign performance, including metrics such as reach, impressions, click-through rates, and conversions.

• Post-Campaign Analysis

We conduct a comprehensive analysis of the campaign performance, overall effectiveness is discussed in several aspects. If possible or demanded by the Client, we communicate with the target audiences and collect feedbacks. We also collaborate closely with the Client to ensure that advertising strategies align with their business goals and objectives.

Budget and Timeline

• Budget Allocation

Total Proposed Budget:

Breakdown

Digital Advertising:

Social Media Marketing:

Print Advertising:

Broadcast Advertising:

Other Channels:

Please see payment principles below.

• Timeline

Campaign Duration: _____ to _____

Key Milestones:

Strategy Development:

Creative Development:

Media Planning:

Campaign Management: Ongoing throughout the campaign duration

Post-Campaign Analysis:

Term and Conditions

- This Proposal has been prepared by _____ ("**Advertising Agency**") for _____ ("**Client**"). If the Proposal is approved by the Client, the term and conditions herein shall be deemed as an agreement ("**Contract**") and become binding between the parties.
- The term of the Contract shall commence on the effective date stated in the Contract and shall continue until the completion of the campaign and other works specified under the Proposal.
- As the details are stated above, the Client agrees to pay the Advertising Agency a total amount of _____ for the services described in the proposal. _____% of the total service fee shall be paid upon the concluding of the Contract, as initial payment. Balance due shall be paid on a monthly basis, with _____ equal installment. For any kind of late payment, _____% interest rate shall apply.
- The parties to this Contract agree and undertake that each shall treat as confidential all information provided by a party to the other regarding such party's business and trade operations, including but not limited to financial status, investment activities, trade secrets, business operations, marketing strategies, customer lists, financial information, creative concepts, technical data, or any other information that can be deemed as confidential.
- All intellectual property rights on all materials, including but not limited to information, documents, designs and graphics prepared within the scope of the services subject to this Contract and submitted to the Client, belong exclusively to the Client.
- Term and conditions of this Contract shall only be modified in writing, by the mutual consent of the parties. Any amendment request within the scope of the Campaign is communicated to the other party in writing and shall not be valid unless approved by the related party.

- This Contract constitutes the entire agreement between the parties relating the subject matter of this Contract and supersedes all prior communications, representations or agreements, oral or written, by the Parties relating hereto.
- The Proposal and this Contract shall be governed by and construed in accordance with the applicable laws of the State of _____.

Advertising Agency

Name

Date

Signature

Client

Name

As of the date of _____, this Proposal has been approved and become binding between the parties.

Signature



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