

# MEDIA PANEL

**MEDIA BRIEF**

**REQUEST FOR QUOTE**

FOR ALL BRAND ADVERTISING   
PROCUREMENTS UNDER THE   
MASTER MEDIA SCHEME

<insert department / client name>

**Department / Client:**

<insert brand name>

<insert campaign name>

<insert main contact name>

<insert date of brief>

**Product / Brand:**

**Campaign Name:**

**Briefed by:**

**Date of Brief:**

<insert name and contact details of the main contact>

**Creative Agency and main contact:**

**Quote Response due date:**

<insert due date of Quote Response>

Confidential Media Brief

Briefly outline the campaign.

**Background**

Are there any previous learnings from past campaigns that should be taken into consideration?

<insert response here>

Is the campaign showing signs of wear out or is it still robust?

<insert response here>

Please highlight the findings of previous post analysis reports. (The report you produced to evaluate the last campaign. Please ensure costings are removed).

<insert response here>

## Research

Do you have research findings from previous campaigns?

<insert response here>

Do you have behavioural or attitudinal insights? Please distil to five main dot points: (Please don’t include strategy documents from other media agencies.)

<insert response here>

## Campaign Objectives

What is the overall positioning statement that defines the campaign?

<insert response here>

What are the key marketing objectives for this campaign?

<insert response here>

How will these be measured?

<insert response here>

What must your communication achieve to successfully deliver on key objectives?

<insert response here>

## Target Audience

Who do you want to influence? Please describe in terms of:

* demographic • psychographic
* attitudes • lifestyle
* behaviour

<insert response here>

Are there secondary audiences that need to be reached? Please provide detail.

<insert response here>

Have you previously collected any audience data (first party data) that can be used for targeting purposes?

<insert response here>

## Key Messages

What are the key messages to be communicated and measured?

<insert response here>

## Environmental challenges or activity

Is there any Australian Government or local council communication on this subject?

<insert response here>

## Regionality

What is the metropolitan / regional spilt?

<insert response here>

Are there any local government areas or suburbs to focus on?

<insert response here>

## Seasonality and Triggers

What are the key times of the year for actions / decision / behaviours?

<insert response here>

Are there specific triggers that are aligned to the actions / decisions / behavior? (For example changes in the weather, seasons, calendar events)

<insert response here>

## Creative Considerations

Are there existing communications or a creative idea that will continue to be implemented?

<insert response here>

What creative is planned to be developed?

<insert response here>

Is there any other media currently in market we need to consider? (For example, long term outdoor)

<insert response here>

## Digital Information

What digital assets are already in place?

<insert response here>

Does this campaign have a website it should direct to? Is it a new or existing webpage?

<insert response here>

Is your site responsive to different devices or optimised for mobile?

<insert response here>

Are there any existing digital assets that should be considered? (For example, Facebook page, Twitter, mobile app)

<insert response here>

Will you be requiring social media boosting? If yes please indicate key dates and any further details

<insert response here>

## Media Budget

What is your budget for media activity, including strategy development?

Ex GST $ | Inc GST $

Do you have an additional production and installation budget allocated?

<insert response here>

## 

## Campaign Timing

What is the anticipated start and end dates for the campaign to be in market?

<insert response here>

Reasons why these dates have been requested:

<insert response here>

Production timings:

<insert response here>

Expected approval date:

<insert response here>

## Invitation to Quote

You are invited as a Media Panel supplier to submit a quote (Your Quote) to provide media services for the campaign outlined in this *Request for Quote Media Brief*.

Your Quote must be submitted using the *Media Panel Quote Response Proposal* template within three working days and must remain valid and open for acceptance for 60 days from date of issue.

You should not provide strategy at this stage of the process as per the Media Panel Rules of Engagement. The Quote Response Proposal from Media Panel Agencies will contain a maximum of 750 words.

Once the Quote has been approved a strategy recommendation will be required within 10 working days unless otherwise negotiated with the appointed media agency.

## Evaluation Criteria

|  |  |  |
| --- | --- | --- |
| **Mandatory criteria** (not weighted) |  | Scored criteria |
| Conflict of interest statement |  | Understanding of the brief including intended  approach to the strategy and value for money |
| Declaration of unlawful collusion |  | Relevant past experience and past performance |
|  |  | Assigned team including location of proposed resources |

### The Conditions governing this Quote are documented below:

1. The Purchaser may at any time seek further information from You regarding Your Quote, (but need not make the same request of all Suppliers). This may include but is not limited to:

* requests for additional information
* presentations by, or interviews with You or Your key personnel
* other responses or additional information as required.

1. No legal relationship will exist between You and the Purchaser unless Your Quote is accepted and a legally binding contract is executed by both parties.
2. You participate in this procurement process at your own risk.
3. You are responsible for the cost of preparing and submitting Your Quote and all other costs arising from this procurement process.
4. You may only communicate with the Contact Person about this procurement process.
5. The Purchaser is not obliged to accept the lowest priced quote or any quote.
6. You must identify any aspect of Your Quote that You consider should be kept confidential including reasons. The Purchaser is not obliged to treat information as confidential and in the absence of any agreement to do so, You acknowledge that the Purchaser has the right to publicly disclose the information.
7. You must declare any actual or potential conflict of interest.
8. You must comply with all laws in force in South Australia applicable to this RFQ Process.
9. The Purchaser may in its absolute discretion:
   * take into account any relevant consideration when evaluating quotes
   * allow a supplier to change its quote
   * consider, decline to consider, or accept (at the Purchaser’s sole discretion) a quote lodged other than in accordance with these conditions
   * suspend in part or whole, vary or abandon this procurement process at any time
   * make enquiries of any person or entity to obtain information about You (including but not limited to the Referees).

## Appendix 1 - Declaration in Relation to Unlawful Collusion

## To be completed by the Media Agency and returned with the Proposal in Response to Brand Advertising Brief.

Re: <Insert name of Quotation> (“the Quotation”)

I, <Insert name of declarant> of Insert address of declarant

do hereby declare as follows:

1. I hold the position of <Insert title> within <business name> Pty Ltd (“the Respondent”) and that I am authorised to provide this declaration on its behalf.
2. I confirm that the Quotation submitted by the Respondent is independent and that there has not been any unlawful collusion with any other respondent or party in connection with this RFQ process. This clause does not apply to any formal joint venture contractual arrangement entered into between the Respondent and any other person(s), the details of which have been provided to the Principal as part of the Quotation submitted by the Respondent.
3. I confirm that the total value of the goods and / or services to be provided by sub-contractors, to the extent known at the time of making this declaration, is $
4. *[where that value exceeds either of $1,000,000 (GST inc) or 25% of the total value of the tender]* Attached hereto is a complete list of all sub-contractors, the value, and the nature of the work to be provided under each sub-contract, to the extent known at the time of making this declaration.
5. I understand that if any part of this declaration is found to be false, the Principal reserves the right (regardless of any subsequent dealings) to:
   * terminate negotiations with the Respondent;
   * terminate consideration of the Respondent’s bid; and
   * terminate any contract between the Respondent and the Principal in relation to the contractor brief without any obligation on the Principal to make any payment to the Respondent.

Signature Date < > / < > / < >

