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| 1. Name of Advertising Campaign
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| What is exactly the Name of Advertising Campaign?  |

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| 1. Outline of Campaign
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| What exactly is the advertising campaign about?  |

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| 1. Outline of the Company, Product & Campaign
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| You’ll need to break down what your company is, what products it produces, and the purpose of the advertising campaign. Don’t forget to include the website of the company  |

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| 1. Campaign Website or Landing Page
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| Being able to review the actual website or landing page that will be used as part of the advertising campaign is always really helpful. |

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| 1. Campaign Flight Dates
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| What are the flight dates or multiple flight dates going to be for this campaign?One tip is use the date format DD-MMM-YYYY ie 21-Feb-2020 just to minimize confusion with different date formats.  |

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| 1. Campaign Goals / KPIs
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| What are the Campaign Goals of this Advertising Campaign? What is the metric vendors will be measured on and how will you communicate this throughout the campaign.  |

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| 1. Target Audience
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| Your target audience is the most valuable aspect of your Advertising Campaign. What is the Persona of the Target Audience? |

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| 1. Creative Assets
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| What Creative Assets do you plan on running for this Advertising Campaign ? Will you be using various Media Formats or a single type only?  |

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| [ ]  Banner Ads / Display Ads | [ ]  300x250[ ]  336x280[ ]  300x600[ ]  300x1050[ ]  970x250[ ]  970x90[ ]  320x50 (Mobile)[ ]  320x100 (Mobile)[ ]  728x90[ ]  160x600 |
| [ ]  Video Ads  | [ ]  8 Second Duration[ ]  15 Second Duration [ ]  30 Second Duration[ ]  60 Second Duration[ ]  90 Second Duration |
| [ ]  Native Ads  |  |
| [ ]  Audio Ads  | [ ]  30 Second Duration[ ]  60 Second Duration |

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| 1. RFP Time Lines
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| As with our flight dates, you’ll need to make it clear to your advertising vendors when you’ll need a response from them to the RFP you’re sending and when you’ll make a decision of the shortlisted vendors. One tip is using the date format DD-MMM-YYYY ie 21-Feb-2020 just to minimize confusion with different date formats.  |

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| RFP Issued :RFP Meetings / Questions : RFP Response Due : Vendors Shortlisted : Media Plans Sent :  | DD-MMM-YYYYDD-MMM-YYYYDD-MMM-YYYYDD-MMM-YYYYDD-MMM-YYYY |

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| 1. Budget / Pricing Guidelines
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| What is the Budget for the Vendor ? Like the KPI section – provide ideal CPM, CPC, CPA price guidelines here.  |

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| 1. Data Considerations
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| As part of the Advertising Campaign, are you open to using data, will you provide first party data or do you want the vendor to use their won data or are you open to them acquiring 3rd party data. If you are going to provide access to your First Party Data it will be important to provide the DMP (Data Management Platform) you store the data in allowing the vendor to know if they can technically access it.  |

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| Access to First Party Data : Use Vendor’s Own Data : Open to using 3rd Party Data :  | Yes / NoYes / NoYes / No |

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| 1. Execution / Activation Method
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| From an Execution / Activation perspective, there are basically 2 main ways to do this; * Programmatically (you have your own DSP – Demand Side Platform)
* Managed Service (Vendor will handle the campaign)

The follow-up questions here are mostly around Programmatic, these being ; 1. What DSP do you use ?
2. Do you buy using Deal IDs / PMPs
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| 1. Technical Considerations
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| Are there any technical considerations that vendors will need to take into consideration?  |

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| 1. Contacts
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| There are commonly 4 contacts here for Brands Directly or Advertising Agencies. * Marketing Manager
* Media Buyer / Media Planner
* Creative Contact
* Accounts Payable Contact

Its best to provide all of their contact information (email, phone, location) for seamless communication in case vendors want to verify aspects of the RFP. |

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| 1. Deliverables
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| What will be delivered when sending over the ad campaign materials? What will your team need in order to assess the Advertising Vendors RPF Response ? Often vendors are asked for; * Media Plan in Excel
* Proposal PowerPoint

Make a list of everything that will be included in the media kit, Rate Card as well as other sales collateral like Case Studies.  |

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| 1. Selection Criteria
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| One of the most important aspects when sending an RFP is communicating how you’ll be selecting successful vendors. What needs to be included in order to be considered for the ad campaign? It’s important to be as transparent as possible. Sometimes it will be around pricing, sometimes it will be about targeting / capabilities. That said it’s sometimes hard to know what you’ll be looking for till you’ve received all the RFP Responses.  |