

MARKETING & CREATIVE SERVICES PROPOSAL

Prepared by: [Your Agency Name]
Date: [Date]
Prepared for: [Client Name]

EXECUTIVE SUMMARY

Thank you for the opportunity to pitch for [Client Name]'s marketing brief. We're excited by the challenge ahead — [brief description of campaign or project goal].

At [Your Agency Name], we specialise in [your specialism — e.g. brand strategy, performance marketing, content creation]. We've helped brands like [Reference Client A] and [Reference Client B] achieve [specific outcome], and we're confident we can deliver similar results for [Client Name].

This proposal outlines our creative vision, strategic approach, deliverables, and the investment required to make this happen.

THE CHALLENGE

[Client Name] wants to [core objective — e.g. launch a new product, grow brand awareness, drive leads in a new market]. The key challenge is [describe the specific challenge: competitive landscape, audience challenge, etc.].

Our solution is designed to cut through the noise and connect with [target audience] in an authentic, memorable way.

OUR STRATEGY

We recommend a three-pillar strategy:

1. Brand Positioning

Clarify and amplify what makes [Client Name] genuinely different. We'll develop a clear brand narrative and messaging framework that resonates with your target audience and distinguishes you from competitors.

2. Content & Creative

Develop a suite of creative assets — from hero campaign content to always-on social — that brings the brand positioning to life. All creative will be grounded in audience insights and tested before full deployment.

3. Distribution & Amplification

Identify the right channels, build the media plan, and maximise reach and efficiency with your budget. We'll combine paid, owned, and earned media to ensure your message lands where your audience is.

SCOPE OF WORK

Discovery & Strategy

- Brand and competitor audit
- Audience research and persona development
- Messaging framework and brand narrative

Creative Development

- Campaign concept development (3 routes presented)
- Creative production: [list formats — e.g. video, static, copy]
- Revision rounds included: 2 per deliverable

Campaign Execution

- Channel setup and campaign configuration
 - Media buying and optimisation
 - Weekly performance reporting
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DELIVERABLES

- Brand messaging framework document
 - 3 creative concept presentations
 - [X] hero creative assets (video/static)
 - [X] social media assets (per platform)
 - Copy for all agreed placements
 - Campaign performance dashboard
 - Monthly strategy review decks
 - End-of-campaign report with learnings
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TIMELINE

Week 1-2: Discovery, briefing, and research
Week 3-4: Strategy and messaging framework
Week 5-6: Creative concept development
Week 7: Client review and concept sign-off
Week 8-9: Creative production
Week 10: Campaign setup and final QA
Week 11+: Live campaign management

INVESTMENT

Strategy & Planning: £X,XXX
Creative Development: £X,XXX
Production: £X,XXX
Campaign Management (p/m): £X,XXX

Total (excl. media spend): £XX,XXX

Media budget recommendation: £XX,XXX - £XX,XXX
(Managed by [Agency Name] at [X]% management fee)

WHY [YOUR AGENCY NAME]

- Boutique agency — senior team working on your account from day one
- [X] years in [industry/specialism]
- Award-winning creative: [Award Name, Year]
- Transparent reporting — you always know exactly where your budget is going
- Average client relationship: [X] years (we build partnerships, not transactions)

Selected client results:

- [Client A]: [X]% increase in [metric] in [timeframe]
 - [Client B]: [X]x return on ad spend within [timeframe]
 - [Client C]: [X]% reduction in cost-per-acquisition
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NEXT STEPS

We'd love to bring this to life for [Client Name]. To move forward:

1. Approve this proposal and confirm start date
2. Sign the project agreement
3. Schedule the kick-off workshop
4. Transfer deposit ([X]% of total fee)

We're excited about this project and ready to hit the ground running.

[Your Name]

[Your Title]

[Your Agency Name]

[Email] | [Phone] | [Website]
