



Institute of Advertising
Practitioners in Ireland



RFI OR REQUEST FOR INFORMATION FORM / STANDARD CREDENTIALS CRITERIA

Location	Agency name, website, telephone, fax and other key contacts.
	List of all other addresses.
	Network Affiliation, trading agreements, trade organisation membership.
Personnel	List of all senior management team and key department executives, incl. summary biogs.
	Name, title, email address and mobile no. of prime agency contact during pitch process.
Clients	List agency's top 10 clients indicating tenure with agency.
	List accounts won over the past 2 years with date appointed.
	List accounts lost or resigned over the past two years.
	Provide named referees from amongst the agency's current clients.
Financial	Describe agency's ownership structure.
	Provide copy of last annual accounts.
	Summarise billings and income for past two years.
	Provide percentage breakdown of billings by medium.
Remuneration	Detail preferred agency remuneration methodology – project, retainer fee, commission, results etc.
Strategic Approach	Describe the processes and methods, which the agency employs to develop effective marketing communications for brands.
	Describe how the agency evaluates the effectiveness of its work for clients.
Services	Summarise the range of marketing communication services the agency offers clients.
	Indicate particular strengths.
Awards	List the creative & effectiveness awards the agency has won over the past three years.
Creative Work	Provide samples of your creative work with brief rationales and evidence of effectiveness.
Case History	Provide a minimum of 2 case histories (summarised).