Development Tool: Creative agency feedback template for the awarded agency

[This template should be used to provide high-level feedback to the awarded agency along with the award letter. When collecting comments for this form, it is vital that the RPF Review Committee is aligned on the feedback to prevent confusion between your team and the creative agency. Be sure to resolve any disagreements before sharing feedback with the agency.]

[AGENCY NAME] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[PROJECT NAME] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[PRESENTATION DATE] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Completed by [name & title]

On behalf of the RFP review committee

[NAME & TITLE]

[NAME & TITLE]

[NAME & TITLE]

STRATEGY AND CAMPAIGN IDEA

[The high-level strategy and campaign idea are the most important elements to get right before creative development can continue seamlessly.]

**1: SUCCESSES**

[Consider the Creative Brief and Scope of Work, have they fully addressed all its needs in the strategy and campaign idea? If they presented multiple ideas, was there 1 or 2 that particularly stood out to you? Where has their thinking particularly excelled or impressed you?]

**2: MISSING ELEMENTS OR CHANGES NEEDED**

[What elements of the Creative Brief and Scope of Work did the agency not focus enough on? Can that be resolved in the context of one of the ideas they presented? Or do they need to come up with something new to compare against the one they have?]

**3. RECOMMENDED ELIMINATION**

[It’s always useful to be explicit about what you do not want to see again, whether an entire idea or some specific elements of an idea (e.g., language that didn’t feel right).]

**ASSETS**

[If the presentation included specific assets (e.g., logos, graphics, storyboard) you should provide comments on what was successful and should remain and what needs to be changed at the next round. You should detail feedback for each execution separately.]

**PROPOSAL**

**[**While you should have chosen an agency that meets the needs of your programme, you may have feedback on the proposal, including the agency’s approach to creative development, and integration of consumer/community feedback.You may elect to provide high-level feedback on timelines, project management, and fee proposals, though your team will work with the creative agency on refining these elements once the SOW is finalised.]

**SUMMARY OF ACTIONS**

[You will invite the creative agency to a kick-off meeting to formally begin your working relationship and clarify the feedback you have provided. In preparation for that conversation and the weeks that follow, it can be helpful to provide a roadmap with the agency to plan their work.]

**1. NEXT STEPS AND DEADLINES**

**[**The next step in the process is usually a kick-off meeting between your team and the creative agency; you should provide a date and time for that meeting.Other next steps could include submission of a revised proposal, final SOW revisions, target contracting date, and so on. You should share any other firm deadlines that you know of already.]