

Marketing / Creative Services RFI Response Template

Use this template to respond clearly to a marketing or creative services RFI. It helps vendors showcase project understanding, proposed creative approach, experience, and compliance for buyer evaluation.

[Vendor Company Name]

RFI Title / Reference: _____

Date Submitted: _____

Contact Person: _____

Email / Phone: _____

1. Project Understanding

Briefly summarize your understanding of the buyer's marketing or creative project. Highlight key goals, target audience, and expected deliverables.

2. Proposed Creative Services / Approach

Describe your creative strategy, services, and methodology. Include differentiators that demonstrate your ability to deliver high-quality, results-driven campaigns.

3. Experience and References

Provide examples of past campaigns, client case studies, or references. Show measurable outcomes, creative impact, and relevant experience in similar projects.

4. Compliance and Certifications

List any relevant industry certifications, intellectual property compliance, or regulatory adherence. This assures buyers of compliance with professional and legal standards.

5. Pricing / Cost Framework (Optional)

Include preliminary cost estimates or service rates if requested. Clearly indicate that this is for reference only and not a final proposal.

6. Submission Instructions

Follow the buyer's requested format, deadlines, and delivery method. Ensures your response is complete and properly received.

7. Additional Notes / Attachments

Attach supporting materials like creative briefs, portfolios, campaign results, or client testimonials. Provides buyers with context to evaluate your creative capabilities.