
Digital RFP Checklist

CREATIVE DEVELOPMENT

- Brief Objective (Brand Awareness, Product Sales, etc)
- Campaign Project Lifespan
- Target group (Primary/Secondary)
- Other Brand/Campaign Creative/Strategies/References
- Other: _____

ASSET/PROJECT PREPARATION

- Brand Guidelines
- Graphics/ Logos/ Fonts /Etc.
- Information Architecture
- User Flow/User Experience
- Other: _____

SCOPE

- Brand site
- Standard flash banners
- Rich media ad units
- Campaign site
- Mobile application
- Online game
- Social media application
- Web videos
- Other: _____

ASSET GENERATION

- Design Development (Graphic Design/Illustration)
- Live Action Shoot (Partner/Director: _____)
- Stock Footage/Photography
- Sound Design
- Sound Mix
- 3D Rendering
- 2D Rendering/Compositing/ Animation
- Post-Production of Footage (Offline/Online Edits, Grading, etc)
- Music: Licensed/Original
- Other: _____

SCHEDULE

- Start date
- Creative review dates (#of revisions, timeframe for approvals)
- Tracking strategy and dates
- Animation/build dates
- Alpha delivery
- QA schedule
- Approval deadlines (including client/legal reviews)
- Final delivery date
- Launch date
- Post-launch optimization
- Source file delivery dates

TECHNICAL CONSIDERATIONS

- Screen Resolution
- OS Compatibility
- CPU/Processor Speed Requirements
- Browser Compatibility
- Software/Languages Used (flash, php, mysql, html, xml, etc)
- Hosting/hardware Requirements (server setup, CDN)
- Page Load Limitations
- Search Engine Optimization Requirements
- Tracking Requirements (tags placed, deeplinking for flash sites)
- Licensing of Software Required
- Localization Requirements
- Admin/Moderation Requirements
- Integration with Current Brand/Project Back-End Environments (Client IT Management)
- Source files/code Ownership
- Support Agreement/Requirements

OTHER CONSIDERATIONS

- Licensing of content
- Full outline of scope
- Full listing of deliverables
- Awards submission and project credentials
- Team and time needed
- Other: _____