

AQUENT RFP RESPONSE

Original Document: Clarisonic DMI Agency 2020 RFP.docx

Generated: 10/1/2025

QUESTION 1

All questions pertaining to this RFP must be submitted to the L'Oréal Point of Contact by the due date outlined in the table below.

RESPONSE

The provided documents show that there was a process for suppliers to submit questions regarding L'Oréal RFPs. However, the context does not include a specific due date or a point of contact for these submissions.

Sources: Clarisonic_DMI_Agency_2020_RFP_Q_A.xlsx.md,
Clarisonic_DMI_Agency_2020_RFP_QA_Final.xlsx.md, agreement_on_supply_of_goods_and_services.pdf.md,
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Clarisonic_RFP_Rate_Card_Aquent_Studios_v7final.xlsx.md,
Clarisonic_RFP_Rate_Card_Aquent_Studios_v2final.xlsx.md

QUESTION 2

RFP response must be submitted electronically to the L'Oréal Point of Contact by the due date and time outlined in the table below.

RESPONSE

According to the provided documentation, all necessary forms and documents for the RFP response must be returned electronically via email to the L'Oréal USA Points of Contact before the specified due date and time.

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QUESTION 3

RFP Response must include the Excel Response Form, Ethical Commitment Letter, any other requested documentation as outlined in the RFP or Response Form, and any supplemental documents agency wishes to submit in conjunction with RFP Response.

RESPONSE

The required documentation for an RFP response includes the Excel Response Form, an Ethical Commitment Letter, and the AGREEMENT ON THE SUPPLY OF GOODS AND SERVICES (ASGS). The supplier is expected to adhere to the ethical values stated in the agreement.

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QUESTION 4

Agency must be ready to present its proposal in person at L'Oréal's Hudson Yards NYC office or other office as specified based on the below schedule.

RESPONSE

While the provided context indicates that agency presence may be required for events like a creative brief review or kickoff, it does not contain information about a requirement to present the proposal in person at L'Oréal's Hudson Yards NYC office.

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QUESTION 5

Agency must be ready to receive Clarisonic for a site visit at a schedule to be determined.

RESPONSE

The provided context does not contain information regarding a site visit from Clarisonic.

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QUESTION 6

Provide an overview of the company's philosophy, core values and approach to work.

RESPONSE

The provided documents request that the bidding agency submit a company presentation, but they do not contain the agency's specific response regarding its philosophy, core values, or approach to work. L'Oréal notes that it selects suppliers based on shared ethical values.

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QUESTION 7

Describe your experience in providing services similar to those requested in this RFP. Each description must contain the client name and address, and a contact name with title and telephone number.

RESPONSE

The provided documents show that bidders were asked to provide examples of previous work, case studies, and a client list to demonstrate their capabilities and experience. One document includes a list of L'Oréal brands such as Ralph Lauren, La Roche Posay, Cerave, and SkinCeuticals, which may represent a partial client list. However, detailed descriptions with contact information are not included in the provided context.

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QUESTION 8

Provide a plan to support the Clarisonic DMI Brand Marketing team with creation of all 2020 brand initiatives including launch and seasonal assets that are primarily digital-first in nature.

RESPONSE

The provided context shows that a proposal for "Creative Agency Services in response to Clarisonic DMI Agency RFP 2020" was requested, which was to include an outline of the technical and creative approach. The agency would receive creative briefs from the DMI Brand Marketing Team and be responsible for executing work based on a new rebranding effort. The specific plan itself is not available in the documents.

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QUESTION 9

Agency will manage all model rights and / or video expiration.

RESPONSE

The supplier is responsible for acquiring the rights to use the intellectual property of third parties as needed for the services provided. This includes transfers of intellectual property or image rights. For simple product photoshoots, the agency is responsible for managing the photographer and stylist, but these shoots do not require models.

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QUESTION 10

Identify techniques, procedures and concepts, which enhance operations, considering the desired attributes as mentioned in the project scope

RESPONSE

The provided documents request that the agency outline its technical and creative approach as well as its "Ways of Working with the brand and other stakeholders," but the specific techniques, procedures, and concepts proposed by the agency are not included in the context.

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QUESTION 11

Provide a detailed timeline for the transition, as well as a description of the resources and support Clarisonic DMI Team

RESPONSE

The RFP documentation requested a "Transition plan and Timeline" from the agency. It was noted that Clarisonic's internal creative studio, which was being eliminated, would assist in the transition. However, the detailed timeline and resource description from the agency is not present in the provided context.

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QUESTION 12

Provide your proposed feedback and reporting model to ensure smooth communication and engagement with both employees and Clarisonic DMI leadership

RESPONSE

The RFP requested an outline of the agency's "Ways of Working with the brand and other stakeholders," which would include communication models. For context, creative briefs are expected to come from the DMI Brand Marketing Team, with one brand member assigned per project. However, the agency's specific proposed feedback and reporting model is not included in the provided documents.

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QUESTION 13

Provide a staffing management plan expected to support the Clarisonic DMI Team. In the plan, please include:

Organization chart of Clarisonic account management team with roles and responsibilities and resumes; distinguish between on-site and off-site staff

RESPONSE

See response to Question 1 for combined answer

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QUESTION 14

Provide sample profiles for the staff to be contracted to Clarisonic.

RESPONSE

The RFP requested a list of proposed resources who would work on the project, including a short summary of their previous experience, as well as a presentation of the dedicated team with their profiles and experience. The provided documents do not contain the sample profiles themselves.

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QUESTION 15

How will invoicing be managed? Please provide frequency of cost breakdown and itemized lines to be included.

RESPONSE

Invoices must be addressed to L'ORÉAL's accounting department and must include the Order number, a description of the goods or services, and the Delivery slip number. Invoices that do not contain an approved Purchase Order (PO) reference will be returned without payment. Payment is made via electronic funds transfer within 30 days for domestic suppliers and net 60 days for foreign suppliers. Costs for items like proofs and retouching should be broken out separately in pricing proposals.

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QUESTION 16

Agency company information:

Company background/history

Overview of services and capabilities

Examples of previous work, highlight similar projects and creative skills

Client List

Management or key personnel bios

Contact information

RESPONSE

See response to Question 1 for combined answer

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QUESTION 17

2. Agency proposed proposal including:

Transition plan and Timeline

Answers to RFP questionnaire

Outline of technical and creative approach

Ways of Working with the brand and other stakeholders

Staff plan based on provided budget. Please present a proposed org chart

List of proposed resources that will work on this project, incl. a short summary of their previous experience

Other details such as: Technical requirements and scalability

RESPONSE

See response to Question 1 for combined answer

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QUESTION 18

Resource/Staffing Tables based on FTE model

Breakdown of Costs by Category/Deliverable

RESPONSE

See response to Question 1 for combined answer

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QUESTION 19

Provide client references

List awards/accolades and special certifications

RESPONSE

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QUESTION 20

All necessary documentation including, but not limited to the Excel Response Form, Ethical Commitment Letter, ASGS (AGREEMENT ON THE SUPPLY OF GOODS AND SERVICES), 3rd Party Security & Data Assessment Form must be returned to the L'Oréal USA Points of Contact electronically via email prior to the due date and time of this RFP as indicated on the project timeline on Section 5.

RESPONSE

This is correct. The provided documentation states that all necessary forms, including the Excel Response Form, Ethical Commitment Letter, and the AGREEMENT ON THE SUPPLY OF GOODS AND SERVICES (ASGS), must be returned electronically to the L'Oréal USA Points of Contact by the specified RFP deadline.

Sources: Clarisonic_DMI_Agency_2020_RFP_Q_A.xlsx.md,
Clarisonic_DMI_Agency_2020_RFP_QA_Final.xlsx.md, agreement_on_supply_of_goods_and_services.pdf.md,
Copy_of_RFP_Creative_x_Execution_x_Adaptation-Merck_Canada-Phase_I.PDF.md,
RESPONSE_FORM_Clarisonic_DMI_RFP.xlsx.md,
Clarisonic_RFP_Rate_Card_Aquent_Studios_v3final_copy.xlsx.md,
Clarisonic_RFP_Rate_Card_Aquent_Studios_v3final.xlsx.md,
Clarisonic_RFP_Rate_Card_Aquent_Studios_v4final.xlsx.md,
Clarisonic_RFP_Rate_Card_Aquent_Studios_v6final.xlsx.md,
Clarisonic_RFP_Rate_Card_Aquent_Studios_v7final.xlsx.md,
Clarisonic_RFP_Rate_Card_Aquent_Studios_v2final.xlsx.md

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