

# Request for Proposal (RFP)

## Digital Media Campaign for XYZ Corporation

### 1. Introduction

XYZ Corporation is seeking proposals from qualified media agencies to develop and execute a comprehensive digital media campaign for our new product launch. This document outlines our requirements, evaluation criteria, and submission guidelines.

### 2. Company Background

XYZ Corporation is a leading technology company specializing in consumer electronics with annual revenue of \$500 million. Our target audience includes tech-savvy professionals aged 25-45 with disposable income.

### 3. Scope of Work

The selected agency will be responsible for:

- Developing a strategic media plan across digital channels
- Creating and optimizing digital ad creative
- Managing campaign implementation and optimization
- Providing detailed performance reporting and analysis
- Recommending budget allocation across channels

### 4. Campaign Requirements

#### 4.1 Campaign Objectives

- Drive awareness of new product launch
- Generate qualified leads for sales team
- Increase website traffic by 30%
- Achieve 15% conversion rate on landing pages

#### 4.2 Target Audience

- Primary: Tech professionals, 25-45 years old
- Secondary: Tech enthusiasts and early adopters
- Geographic focus: Major metropolitan areas in the United States

#### 4.3 Budget

The total campaign budget is \$750,000, including agency fees and media spend.

#### 4.4 Timeline

- RFP Responses Due: July 15, 2025
- Agency Selection: August 1, 2025
- Campaign Planning: August - September 2025
- Campaign Launch: October 1, 2025
- Campaign Duration: 3 months