YOUR  
LOGO

**COMPANY NAME**

CREATIVE AGENCY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] as your creative agency partner. We specialize in developing compelling branding, design, and marketing assets that connect with your audience and elevate your brand.  
  
This proposal outlines how we will support [Client Name] with strategic creative services tailored to your business goals.

# Problem or Opportunity

[Client Name] is looking to refresh its brand, launch a campaign, or create high-quality marketing content. Without the right creative support, efforts may lack impact or consistency across platforms.

# Proposed Solution

We propose a collaborative creative engagement that includes brand strategy, visual identity, and multi-channel content production.  
  
Key Benefits:  
- Clear and compelling brand identity  
- Consistent visual and messaging standards  
- Faster production of high-quality creative assets

# Scope of Work

Our creative agency services include:  
  
- Brand identity development (logo, typography, colors)  
- Website or landing page design  
- Marketing collateral (brochures, ads, presentations)  
- Content creation (copywriting, photography, video)  
- Campaign design and execution

# Timeline

Estimated schedule for strategy, creative development, and delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Briefing | Review brand goals and needs | [Start Date] |
| Concept Development | Initial designs and strategy drafts | [Date] |
| Revisions & Production | Refinement and asset creation | [Date] |
| Delivery & Wrap-Up | Final deliverables and documentation | [Completion Date] |

# Pricing

Estimated pricing for creative services engagement:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Brand Strategy & Identity | Logo, voice, style guide | [Amount] |
| Creative Production | Graphics, layouts, templates | [Amount] |
| Campaign Execution | Assets for digital and print | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a full-service creative agency helping companies bring their brand to life through impactful design and storytelling.  
  
- Experience: [X] years across industries like [industries]  
- Services: Brand strategy, digital design, multimedia content  
- Mission: To turn ideas into powerful creative that inspires and performs

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Brand refresh and launch campaign  
- Outcome: 2x increase in engagement and 35% boost in conversions  
  
Testimonial:  
“[Your Company Name] delivered stunning visuals and messaging that truly captured who we are.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit, 50% upon project completion.  
Revisions: Includes two rounds of revisions for each deliverable.  
Ownership: Client will retain full rights to all final creative assets.

# Acceptance

To begin your creative agency engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_