

# Advertising Services Supplier Reference Check 2021

Agency Name:

Referenced Company:

Referenced Contact Person:

Referenced Contact Phone Number:

Referenced Contact Email:

1. Are you currently using this supplier as an advertising service provider?
2. How long have you used the services of this agency?
3. What services does this supplier provide? Please select from the list below:

Advertising Services:

Account Planning & Service

Production Project Management

Strategic Communications Planning

Creative Conceptualization

Copywriting

Graphic Design/Layout

Media Planning/Negotiating/Purchasing

Accounting & Administration

Promotional Items

Market Research

Brand Strategy

Digital

Other, please specify:

Media Buying:

TV and Radio Planning & Buying

Digital Planning and Buying

Print and Out of Home Planning & Buying

Broadcast Trafficking and Material Management

Reconciliation of Buys, Pre and Post Analysis

Strategic Media Counsel

Media Audits

Other, please specify:

4. Briefly describe a recent campaign that this agency completed? What were the challenges and successes?
  
  
  
  
  
  
  
  
  
  
5. Please comment on this agency's strengths.
  
  
  
  
  
  
  
  
  
  
6. Are there particular areas that this agency could improve on? If so, what could be improved?
  
  
  
  
  
  
  
  
  
  
7. Did this agency work within your budgets? If they did not, please comment.
  
  
  
  
  
  
  
  
  
  
8. Did this agency work within your timeframes? If they did not, please comment.
  
  
  
  
  
  
  
  
  
  
9. Are the services of this agency competitive with others you have worked with in the past?

10. Do you have a compatible working relationship with this agency?

11. Other comments: