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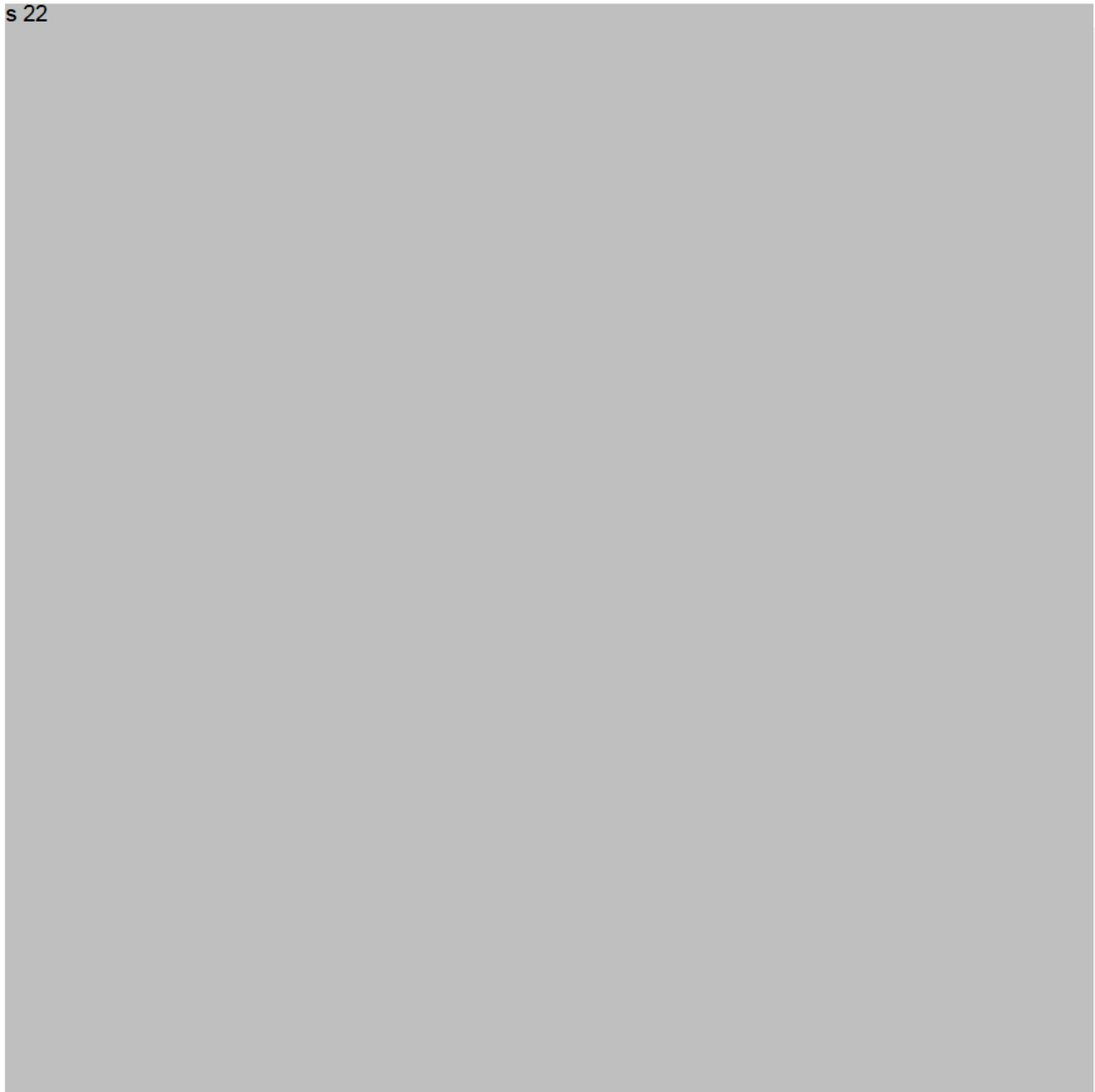


Purpose

The purpose of this RFQ is to seek a comprehensive proposal from The Monkeys for an integrated advertising campaign aimed at building awareness of the objectives and benefits of Future Made in Australia.

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Response to RFQ

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1. Concept development and creative approaches s 22

- A detailed costing covering creative requirements up to the successful selection of a creative concept (Stage 1). This should consider:
 - o Strategic messaging territories
 - o Language, narrative or scripting exploration



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| | <ul style="list-style-type: none">o Visual references, storyboarding, preliminary designso Creative concept refinements during concept testing- The agency will need to prepare multiple creative approaches as part of the discovery phase for consideration by the client and research.- These creative approaches will be market tested to assist with refinements and to shortlist the concept/s that will then be put forward for final Government selection. |
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