

# Agency Design Proposal Outline

## Creative Services Proposal

Date: \_\_\_\_\_

Client: \_\_\_\_\_

Agency: \_\_\_\_\_

## 1. Executive Summary

[Brief overview of the proposal objectives, client's needs, and proposed solutions.]

## 2. Agency Introduction

- About Us
- Expertise & Experience
- Team Overview

## 3. Project Understanding

- Client Goals & Challenges
- Key Deliverables
- Target Audience

## 4. Proposed Creative Solutions

- Design Approach
- Concept Overview
- Sample Deliverables

## 5. Scope of Work

1. Initial Research & Discovery
2. Concept Development
3. Design Production
4. Revisions & Feedback
5. Final Delivery

## 6. Project Timeline

[Key milestones and estimated completion dates]

## 7. Investment & Fees

- Fee Breakdown
- Payment Terms

## 8. Terms & Conditions

- Revisions Policy
- Intellectual Property
- Cancellation Terms

## 9. Next Steps

[Instructions for approval or getting started.]

## 10. Contact Information

Agency Contact Name

Position

Phone: \_\_\_\_\_

Email: \_\_\_\_\_